



FOR IMMEDIATE RELEASE

Jennifer Kramer, Destination Cleveland  
216.875.6635, [jkramer@destinationcle.org](mailto:jkramer@destinationcle.org)

---

## DESTINATION CLEVELAND MEETINGS AND CONVENTIONS UPDATE: Q3 2017

NORTHEAST OHIO WELCOMES VARIOUS GROUPS RANGING FROM BOWLING TO BEER AND BUSINESS

**CLEVELAND** (June 28, 2017) – Cuyahoga County continues its strong showing of meetings and convention activity entering the third quarter of 2017 as the region will host more than 65 meetings leading into fall. The events range from bowling championships to a beer CANvention to annual business meetings and will bring more than 20,000 visitors to Northeast Ohio, representing a diverse collection of associations and organizations. Five of the meetings and conventions are considered citywide events, meaning they will utilize a combination of venues including three or more hotels.

“Cleveland’s ability to attract such a variety of business showcases the destination’s capacity to accommodate the needs of many different audiences,” says Mike Burns, senior vice president of sales and services, Destination Cleveland. “It further demonstrates that the assets we offer as a meetings and conventions destination – including our state-of-the-art convention center, Downtown and suburban hotel offerings, and unique venues – inspire a wide variety of industries to bring their event to Cleveland.”

Highlighted below are several meetings throughout the third quarter that have significant attendance, have chosen Cleveland as the host city because of visitor-related developments in Downtown Cleveland or through the advocacy of local ambassadors. The estimated economic impact of just the ten meetings listed below is more than \$20 million.

- July 13-30     [\*\*United States Bowling Congress – Youth Open and Junior Gold Championships 2017\\*\*\*](#)  
About: The Junior Gold Championship will bring the top male and female youth bowlers from across the country to Cleveland. This annual national tournament features six divisions for bowlers; those competing in two of the divisions have the opportunity to earn a spot on the Junior Team USA. The Opening Ceremony for the tournament will be held at Cleveland Public Auditorium on Sunday, July 16, and a special event – the Ebonite Lakefront Beach Party – will be held for attendees at the Edgewater Kite Field. Competitors can also walk the exhibitor floor at the Huntington Convention Center of Cleveland and browse through information and merchandise from various colleges and bowling vendors.  
Significance: Hosting its event for the first time in Cleveland, the United States Bowling Congress chose the city due to the facilities available in the region. The tournament will utilize seven bowling centers throughout the suburbs including Parma Heights, Brook Park, Mentor, Bedford and Wickliffe.  
Estimated Attendance: 2,000 attendees  
Headquarter Hotel: Holiday Inn Cleveland South  
Primary meeting venue: Various locations throughout Northeast Ohio

\* *Citywide convention*

July 16-22

**[National Black Prosecutors Association Annual Conference 2017](#)**

About: The National Black Prosecutors Association's annual conference offers attendees the opportunity to learn about the latest developments in criminal justice, network with fellow prosecutors and listen to industry speakers from across the country. The conference will host more than 15 educational sessions for attendees as well as a job fair for law students. Special events will be held at the Corner Alley on East 4<sup>th</sup> Street and the Rock & Roll Hall of Fame.

Significance: A group of Cuyahoga County prosecutors, who are also members of the National Black Prosecutors Association, were instrumental in bringing this conference to Cleveland. The group's planning committee was also impressed by the bid put forth by the Westin Cleveland Downtown, which included the room availability and meeting space options needed to accommodate the business.

Estimated Attendance: 200 attendees

Headquarter Hotel: Westin Cleveland Downtown

Primary meeting venue: Westin Cleveland Downtown

July 17

**[Alternative Press Music Awards](#)**

About: The Alternative Press Music Awards (APMAs) return to Cleveland on July 17. The annual awards show honors some of the biggest names in alternative music. Performers at this year's event include All Time Low, Pierce The Veil, Sleeping With Sirens, critically-acclaimed punk band Against Me!, rap icons Bone Thugs, and GRAMMY® Award winning hard rock/metal legends Korn.

Significance: After a one year hiatus, the APMAs are returning to Cleveland, which is the home of the event's organizer, Alternative Press magazine. This national awards show helps to reinforce Cleveland's reputation as a music destination.

Estimated Attendance: 6,500 – 7,500 attendees (5,000 being out-of-town visitors)

Headquarter Hotels: Westin Cleveland Downtown and Cleveland Marriott Downtown at Key Center

Primary meeting venue: Quicken Loans Arena

July 25-27

**[Mid-America Association of Transportation Officials \(MAASTO\) Annual Meeting](#)**

About: The MAASTO annual meeting will bring together association members from ten states in the Midwest. Sessions for attendees will feature discussions on hot issues in policy, safety, technology, construction projects and innovation, and the future of the workforce. Outside of these sessions, attendees can enjoy a day outing at Sleepy Hollow Golf Course, an Indians game at Progressive Field and a dinner at the Rock & Roll Hall of Fame.

Significance: The Mid-America Association of Transportation Officials chose Cleveland for its annual meeting based on the meeting space available at the Renaissance Cleveland Hotel and unique venues like the Rock & Roll Hall of Fame.

Estimated Attendance: 600 attendees

Headquarter Hotel: Renaissance Cleveland Hotel

Primary meeting venue: Renaissance Cleveland Hotel

Aug. 6-9

**[American Society of Mechanical Engineers' International Design Engineering Technical Conferences & Computers and Information in Engineering Conference \(IDETC/CIE\)\\*](#)**

About: IDETC/CIE is the world's leading design research conference which includes 15 sub-conferences with a particular focus or discipline of design engineering. Some of the sub-conferences include advance vehicle technologies, design education, mechanisms and robotics, and frontiers in biomedical devices. Attendees can listen to keynote speakers and partake in panel discussions and workshops in their respective sub-conference disciplines.

Significance: Cleveland's central Midwest location and easy accessibility for members not based in Cleveland appealed to the meeting's planners. Additionally, the group chose Cleveland based on the amenities offered at the Huntington Convention Center of Cleveland.

Estimated Attendance: 2,200 attendees

Headquarter Hotel: Hilton Cleveland Downtown

Primary meeting venue: Huntington Convention Center of Cleveland

Aug. 24-26

**[Brewery Collectibles Club of America 2017 Annual CANvention](#)**

About: The Annual CANvention is the largest single gathering dedicated to collecting "breweriana" – better known as items having to do with beer and brewing. In its 47<sup>th</sup> year, the event brings members from around the world to gather, trade, sell and buy all things brewery-related. Attendees can also participate in one of the special events such as "Micro Night," which features samples from various local breweries. The group will enjoy an outing to the Rock & Roll Hall of Fame, as well as beer tours around the area.

Significance: The Lake Erie chapter of the Brewery Collectibles Club of America advocated for this event to be held in Cleveland. The club chose Cleveland due to the assets offered at the Huntington Convention Center of Cleveland, the proximity of Hilton Cleveland Downtown to the facility and Cleveland's burgeoning beer scene. This convention also has the potential to bring future brewery-related events to the region.

Estimated Attendance: 1,200 attendees

Headquarter Hotel: Hilton Cleveland Downtown

Primary meeting venue: Huntington Convention Center of Cleveland

Sept. 5-8

**[Content Marketing World\\*](#)**

About: Content Marketing World is one of the industry's largest content marketing events, hosting approximately 150 sessions with more than 225 speakers – including presenters from GE, Microsoft, Google, Dell, KeyBank, Cleveland Clinic, the Cleveland Indians and the Cleveland Cavaliers. Session topics will focus on content strategy, social media marketing, journalism and content marketing, video marketing and measuring the effectiveness of content. Attendees have the opportunity to attend an opening night reception at the Rock & Roll Hall of Fame, an 80's concert at the House of Blues and an after party at Hilton Cleveland Downtown.

Significance: This event has been held in Cleveland for the past five years and brings in attendees from more than 60 countries around the world.

Estimated Attendance: 2,000 attendees

Headquarter Hotel: Hilton Cleveland Downtown

Primary meeting venue: Huntington Convention Center of Cleveland

\* *Citywide convention*

- Sept. 12-14 [\*\*Penton Media Inc., 2017 Contractor Leadership Live\\*\*\*](#)  
About: Contractor Leadership Live is a new event that focuses on business transformation, techniques and strategies to improve contract businesses in the HVAC industry. Session topics include an insider's secret to sales success, customer service excellence and leadership as well as an exclusive workshop on how to have tough conversations as a business leader. The group will also hold a special evening event at the Rock & Roll Hall of Fame.  
Significance: Penton Media Inc. chose to launch its newly branded event, Contractor Leadership Live, in Cleveland as it was also the location for its previous program Comfortech.  
Estimated Attendance: 1,500 attendees  
Headquarter Hotel: Hilton Cleveland Downtown  
Primary meeting venue: Huntington Convention Center of Cleveland
- Sept. 19-20 [\*\*BFG Grower and Garden Expo 2017\\*\*\*](#)  
About: BFG Supply Co. will host one of its 2017 expos at the Huntington Convention Center of Cleveland. The expo includes educational seminars as well as opportunities to meet with vendors for the greenhouse, nursery and independent lawn and garden industries.  
Significance: This event is returning to Cleveland for its fifth year.  
Estimated Attendance: 2,000 attendees  
Headquarter Hotel: Westin Cleveland Downtown  
Primary meeting venue: Huntington Convention Center of Cleveland
- Sept. 23-26 [\*\*National Association of Business Economics Annual Meeting\*\*](#)  
About: The National Association of Business Economics 59<sup>th</sup> Annual Meeting will focus on the forces reshaping the world economy. The annual meeting will feature a wide variety of speakers including Federal Reserve System Chair Janet Yellen. Attendees can also choose from sessions like global economic challenges and opportunities, the future of manufacturing and financial stability. The group also has the opportunity to participate in a tour of the Cuyahoga River and attend offsite receptions at the Rock & Roll Hall of Fame and the Federal Reserve Bank of Cleveland.  
Significance: The National Association of Business Economics chose Cleveland for its annual meeting due to the bid presented by Hilton Cleveland Downtown, which featured its various meetings spaces to accommodate the group's needs.  
Estimated Attendance: 450 attendees  
Headquarter Hotel: Hilton Cleveland Downtown  
Primary meeting venue: Hilton Cleveland Downtown

To learn more about Destination Cleveland or to keep up-to-date on new developments and activities, please visit [www.thisiscleveland.com](http://www.thisiscleveland.com), follow us on [Twitter](#), [Facebook](#) and [Instagram](#) and subscribe to our channels on [YouTube](#) and [Pinterest](#).

###

**ABOUT DESTINATION CLEVELAND:** Destination Cleveland is Cleveland's convention and visitors bureau. This private, non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. Cleveland welcomes more than 17 million visitors annually. For more information, visit [www.thisiscleveland.com](http://www.thisiscleveland.com).

\* Citywide convention