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DESTINATION CLEVELAND MEETINGS AND CONVENTIONS UPDATE: Q4 2016

NORTHEAST OHIO REGION WRAPS UP STRONG YEAR AND CONTINUES TO FILL THE PIPELINE FOR
UPCOMING YEARS

CLEVELAND (Sept. 28, 2016) – As the fourth quarter of 2016 begins, Cleveland will round out its annual meetings and convention schedule on a high and busy note. During the months of October, November and December, the city will host 40 events that will bring more than 10,000 visitors to the region. Additionally, the pipeline of leads for future conventions continues to fill at a record pace as Destination Cleveland is experiencing its strongest lead volume for meetings and conventions in the organization’s history.

“With the addition of new hotels in Downtown Cleveland, the success of the Republican National Convention and the unprecedented collaboration of key organizations, the narrative about and perceptions of Cleveland as a meetings and conventions destination are improving,” said Mike Burns, senior vice president of convention sales and services, Destination Cleveland. “We have a strong overall convention package for meeting planners, and we don’t see business slowing down.”

Highlighted below are some of the meetings throughout the fourth quarter that have significant attendance, attendees who offer potential to attract future meetings, or whose organizers specifically noted the city’s redevelopment as a major factor in their decision to consider Cleveland. The estimated economic impact of just these meetings is more than \$5 million.

Oct. 2-3 [Beauty Systems Group Fashion Focus Cleveland 2016](#)
About: At Beauty Systems Group Fashion Focus, beauty professionals can learn about the latest men’s styles at the “barber stage”; check out the salon design center where the latest styles and product innovations will be on display; or go to the “be inspired” stage to acquire new beauty techniques. More than 65 beauty companies will be present at the event, and attendees can participate in classes focused on styling essentials, color correction and building a better business.

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Significance: Beauty Systems Group chose to bring this event back to Cleveland as a result of the new development in the Downtown area, including the Huntington Convention Center of Cleveland.

Estimated Attendance: 4,000 attendees

Headquarter Hotel: Hilton Cleveland Downtown

Oct. 5-9

[American College of Osteopathic Obstetricians & Gynecologists 2016 Fall Conference](#)

About: The American College of Osteopathic Obstetricians & Gynecologists Fall Conference offers sessions on a variety of clinical topics including the Zika Virus and birth defects, prenatal ultrasound and operative delivery. Attendees also have the opportunity to participate in ultrasound workshops at the Global Center for Health Innovation.

Significance: This organization chose Cleveland for their conference due to the resources available at the Global Center for Health Innovation and support from the healthcare community.

Estimated Attendance: 300 attendees

Headquarter Hotel: The Renaissance Cleveland Hotel

Oct. 6-8

[Ohio Optometric Association 2016 EastWest Eye Conference](#)

About: The EastWest Eye Conference is one of the leading optometric conferences in the Midwest, attracting attendees from across the U.S. and Canada. The conference offers the Optometry's Marketplace with more than 90 exhibitors showing the latest innovations and tools in eye care, as well as unique hands-on workshops, including those that demonstrate the treatment of patients who show active signs and symptoms of ocular surface disease and glaucoma.

Significance: This conference is returning to Cleveland for its 22nd year and, with the revitalization of Downtown Cleveland, the organization will continue to hold this event here in the future.

Estimated Attendance: 1,000 attendees

Headquarter Hotel: Cleveland Marriott Downtown at Key Center

Oct.-Dec.

[Hockey Time Productions](#)

About: Hockey Time Productions will host its Rock 'N Roll Cup Tournament Series over five different weekends throughout Northeast Ohio this fall. The Rock 'N Roll Cup Tournament Series brings boys and girls teams from Detroit, Pittsburgh, Buffalo, Erie, Columbus, Toledo, Dayton, Cincinnati and Southern Ontario.

Significance: The Hockey Time Productions' tournament series is ongoing business with five weekends in the fall season (Oct. 7-9, Oct. 21-23, Nov. 4-6, Nov. 25-27 and Dec. 2-4) – each bringing 1,000 attendees to the Northeast Ohio region.

Estimated Attendance: 1,000 attendees per tournament (5,000 total)

Headquarter Hotel: Multiple hotels

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- Oct. 18-20 [United Council on Welfare Fraud 2016 Annual Training Conference](#)
About: At the United Council on Welfare Fraud Annual Training Conference, attendees can choose from multiple workshops that focus on the emerging trends in public assistance fraud that affects different budget levels across the U.S. and Canada. Sessions include tips for successful social media investigations, identity theft and advanced data analytics.
Significance: The new development in Downtown Cleveland garnered the attention of this group, who then chose to bring their conference here.
Estimated Attendance: 220 attendees
Headquarter Hotel: The Westin Cleveland Downtown
- Oct. 24-26 [Cleveland Clinic 2016 Medical Innovation Summit](#)
About: The Medical Innovation Summit brings together various stakeholders in the healthcare community to discuss the state of medical innovation and look at future developments. Sessions at the summit include healthcare management, medical innovation and the 2016 election, innovation and transformation around the world, virtual reality technology and the top 10 medical innovations of 2017. Attendees also have the opportunity to tour the Cleveland Clinic Main Campus and the Heart & Vascular Institute.
Significance: The Medical Innovation Summit is repeat business for Cleveland, and as time has gone on, the conference has been able to grow thanks to the capacity of the Huntington Convention Center of Cleveland.
Estimated Attendance: 750 attendees
Headquarter Hotel: 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 or follow us on [Twitter](#), [Facebook](#) or [Instagram](#).

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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 nearly 17 million visitors annually. For more information, visit www.thisiscleveland.com.*