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COLLABORATE MARKETPLACE SEES RECORD ATTENDANCE, ADDS NEW FEATURES

ATLANTA June 27, 2014—For the fourth year in a row, attendance increased at the annual Collaborate Marketplace conference and trade show for corporate event planners and destination representatives. More than 1,100 people traveled to Portland, Oregon, for this year's event, which took place June 12-14 at the Oregon Convention Center. More than 350 planners took appointments during the reverse trade show, totaling more than 25,000 pre-set appointments.

"We continue to see growing interest in Collaborate Marketplace from both planner and industry partners, and that's because the event benefits both equally," says Chris Collinson, president of Collinson Media & Events, which produces the show. "Our No. 1 goal is to help our attendees form new relationships or build on current ones that result in long-lasting business connections."

Early feedback from the show is positive. "I already have four RFPs from Collaborate and expect more," says Debi DeBenedetto, tourism and group sales manager at the Naples Marco Island Everglades CVB. Stacey Allen, senior corporate communications manager for Praxair Inc., has sent RFPs to several properties she didn't know about until Collaborate Marketplace, and she's asked for proposals from Trip Builder, eventMobi and Barth. "I give the conference a 10 on a scale of one to 10," she says.

The event opened on Thursday with registration followed by a reception at the Oregon Museum of Science and Industry. Author and leadership expert Simon Sinek took the stage Friday morning to kick off the show, followed by other keynotes throughout the event including tech expert and former Apple executive Guy Kawasaki, career coach Kaplan Mobray and event planner and business maven Martha Stewart. Education sessions provided attendees the chance to build professional skills in subjects including risk management, marketing, event tech, personal branding and more.

Collaborate Marketplace introduced a few new concepts at this year's event. To check in, attendees found a Regiception area (registration plus reception) with a DJ, refreshments and social lounge. The event also featured a first-ever Flashpoint session, with four speakers giving 10-minute presentations within a single education room. This year's event also saw the most social activity of any Collaborate Marketplace to date. Users shared more than 2,000 social posts using the #CollaborateMP hashtag during the three-day event.

This is the fourth Collaborate Marketplace hosted by Collinson Media & Events, a leading provider of media opportunities, marketing services and live events for the meetings and travel industries. Previously, Collaborate Marketplace took place in Houston, Las Vegas and Denver. Next year, Collaborate Marketplace heads to Orlando, June 11-13, 2015.

ABOUT COLLINSON MEDIA & EVENTS

Collinson Media & Events is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines, and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services is available at collinsonmedia.com.

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