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### **ACOM Rebrands As Event Service Professionals Association**

The Association for Convention Operations Management (ACOM), an organization serving the event and convention services industry for more than 20 years, rebranded as the Event Service Professionals Association (ESPA). In addition to a new logo, ESPA refreshed the website, updated member communications and expanded content and sessions for the Annual Conference set for January 6-8, 2012 in San Diego, CA.



“We have created a new name and brand that accurately embraces the diversity of the roles our members play and their evolving responsibilities in their venues and cities. The meetings industry continues to evolve and this new direction will enable our organization to stay current with our membership and industry trends, while broadening our membership base to professionals that manage all types of events, not just conventions,” said Eric Blanc, ESPA president. “This change truly ensures ESPA’s future remains bright and we continue to support our members in their quest for excellence.” [www.espaonline.org](http://www.espaonline.org)

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