



## **ACOM Rebrands to Further Adapt to Meetings Industry Evolution**

**October 3, 2011**

The Association for Convention Operations Management (ACOM), an organization serving the event and convention services industry for over 20 years, announced it has become the Event Service Professionals Association (ESPA).

The new name and brand reflects a new strategic direction the organization initiated in mid-2011—to better recognize the various roles and responsibilities of its current and potential membership base while continuing to provide the utmost in networking and education. ESPA's new mission—dedicated to elevating the event and convention services profession and to preparing members, through education and networking, for their pivotal role in innovative and successful event execution—also reflects this direction.

To accompany the new name and mission, the organization will utilize a new logo which showcases the event and convention services professionals that comprise its membership. The “s” doubles as an abstract image of a services manager reaching for the stars and striving for excellence. The logo reinforces ESPA's focus on its members and their success. Members and industry professionals will also see a refreshed website, updated member communications as well as expanded content and sessions at the Annual Conference which is being held January 6-8, 2012 in San Diego, California.

“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.”

For more information on ESPA, please visit [www.espaonline.org](http://www.espaonline.org).

### **About ESPA**

The Event Service Professionals Association (ESPA) (formerly the Association for Convention Operations Management) is dedicated to elevating the event and convention services profession and to preparing members, through education and networking, for their pivotal role in innovative and successful event execution. For more information, visit [www.espaonline.org](http://www.espaonline.org).

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