



## **FOR IMMEDIATE RELEASE**

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### **ACOM 50% AHEAD OF TREND FOR 2007 CONFERENCE REGISTRATION**

*Toronto Conference Well on its Way to Breaking Attendance Records*

**Princeton Junction, NJ, - November 6, 2006** – Organizers for the Association for Convention Operations Management (ACOM) report a 50% increase in its conference registration trend as compared to last year’s conference attendance. According to the most recent totals, 131 attendees have registered for the 19<sup>th</sup> Annual Conference in Toronto, ON, Canada; a dramatic increase of registered participants over the number at the same time prior to the 2006 conference held in Philadelphia.

“The growth in conference attendance is a testament to how much ACOM has grown and energized over the past year,” said ACOM President, Larry Wilson. “More and more professionals in the industry are hearing about the benefits of joining ACOM and we’re pleased that we’ll see more of our peers in Toronto. Much of this is due to word of mouth from the highly rated conference we had last year in Philadelphia.”

The conference will take place January 5-7, 2007 in Toronto, ON, Canada at The Westin Harbour Castle. The conference will provide a variety of presentations and workshops geared to convention service managers in hotels, CVBs, and convention centers. Topics range from Pre-Cons, welcome programs, food and beverage trends, housing, relationships with operations, to labor union relations

and themed events. ACOM will also offer two Shirtsleeves sessions geared towards hotel/convention centers and CVBs. A Roundtable luncheon will enable idea-sharing among attendees.

Awards to be presented are Executive Excellence, for executive management supporting advancement excellence for their services personnel; Meeting Professional of the Year; Member of the Year; the President's Award; and the renowned CSMs of the Year for Hotel, Convention Center and CVB, presented in partnership with *Successful Meetings* magazine. The conference will conclude with a Comedy Pub event, sponsored by Tourism Toronto, where CSMs and invited meeting planners will enjoy a performance by award-winning comedian Simon Cotter.

Conference sponsors include Tourism Toronto, Freeman, Orchid Event Solutions, Starwood Hotels, the Westin Harbour Castle, PMSI and Sprint/NEXTEL.

For more information about ACOM and the upcoming conference, contact Diane Galante at (609) 799-3712 or e-mail [dgalante@acomonline.org](mailto:dgalante@acomonline.org) Conference registration is online and details will be continually updated, on the ACOM Conference Website, <http://www.registerat.com/reg/acom2007/>

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### **About ACOM**

The Association for Convention Operations Management (ACOM) was founded and incorporated as a not-for-profit organization in 1988 by William H. Just, CAE, CMP and is dedicated to advancing the practice of convention services management in the meetings industry, and to preparing Convention Service Management professionals for their critical role in the growth and success of their organizations. ACOM members hold many positions in convention and visitor bureaus, convention centers, conference centers, hotels and resorts including: convention service managers, housing managers, operations managers, event service coordinators, directors of convention/trade shows, catering managers and directors, facility managers, attraction/entertainment facilities, audio visual companies and decorator management companies.