



**CONTACT:**

Molly Belmont, Director of Marketing  
Albany County Convention & Visitors Bureau  
Phone: 518-434-1217 x 203  
Email: mbelmont@albany.org

**FOR IMMEDIATE RELEASE**

April 12, 2016

## **“Meetings Mean Business” – \$2.8M for Albany**

Global Meeting Industry Day demonstrates direct economic impact of meetings

**Albany, NY** – The Albany County Convention & Visitors Bureau and the Albany Capital Center will celebrate the first-ever Global Meetings Industry Day (GMID). On April 14, 2016, they will join forces with the advocacy coalition Meetings Mean Business (MMB) and the latest organizations to sign contracts with the Albany Capital Center to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities.

To celebrate Global Meetings Industry Day, the ACCVB and the Albany Capital Center will host a breakfast at the Cornerstone at the Plaza, at Empire State Plaza. At the breakfast, the organizations who have committed to holding their meetings at the convention center, which will open in less than a year, will collectively sign their contracts. Currently, the following groups have firm contracts for the Albany Capital Center: Empire State Society of Association Executives (ESSAE), Independent Power Producers of New York, NYS Association of Land Surveyors, NYS Council of School Superintendents, and NYS Council for the Social Studies.

These meetings will bring 4,150 attendees to Albany County, generating 5,500 hotel nights and close to \$2.8M in direct spending.

“We are so proud of all the hard work that’s being done to bring meetings to Albany County. Our staff, working in concert with the Albany Capital Center, has done a wonderful job signing this new business, which will mean \$2.8 million in direct spending for Albany County,” says Michele Vennard, President and CEO of the Albany County Convention & Visitors Bureau. “We look forward to hosting each of these groups, and introducing them to the very best that Albany has to offer.”

"Today is a day to celebrate the launch of a new convention center in Albany, and there could be no better way to celebrate it than to bring those who are the first to sign commitments to bring their events into this beautiful new facility. I am honored to be a part of such a great team of people including the Albany Convention Center Authority, Albany County Convention & Visitors Bureau, SMG and New York State," said Bob Belber, SMG Regional General Manager.

Meeting organizers spoke positively about their partnerships with local organizations, and expressed excitement about holding meetings in the brand new Albany Capital Center facility.

NYS Council of School Superintendents Executive Director Dr. Robert Reidy said, "We are excited to hold our 2018 Winter Institute at the new Albany Capital Center. It will allow us to expand our current educational program, connect with our strategic partners in new ways, and deepen relationships with key representatives from the Legislature and State Education Department. We are also appreciative of ACCVB's role in keeping The Council informed about the Albany Capital Center's development process and introducing key local leaders to our Council team. Both organizations have been instrumental in the successful planning of our future Winter Institutes."

"The Independent Power Producers of New York has been holding its Annual Spring Conference in the Capital Region for many years," said Gavin Donohue, President and CEO of IPPNY. "Now, thanks to the Albany Capital Center, we have the unique opportunity of holding our conference just steps away from the historic New York State Capitol Building. This setting offers IPPNY expanded event planning possibilities and an exciting new atmosphere in which to conduct our current and future conferences."

To learn more about GMID, visit <http://www.meetingsmeanbusiness.com/GMID>. Follow and participate in the digital conversations at @MeetingsMeanBiz on Twitter and by using the hashtags #MMBusiness with #GMID16.

### **About the ACCVB**

*The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. ACCVB currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. ACCVB also operates the Albany Heritage Area Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. For more information, call 518-434-1217 or 800-258-3582 or visit [www.albany.org](http://www.albany.org).*

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