

Just in case you missed it.....



Canadian Meetings and Events Expo unveiled

IncentiveWorks rebrands with promise
to be bigger, broader, more inclusive

TORONTO, Ont. – Newcom Media unveiled plans for the Canadian Meetings and Events Expo today, building on years of success with the IncentiveWorks show.

“Now known as the Canadian Meetings and Events Expo, this event is re-establishing itself as the pre-eminent show of its kind – one attended by planners from across the country and around the world,” said Newcom Media president Joe Glionna. “Every August the Metro Toronto Convention Centre will be a destination not just for Canadian planners to meet and learn, but for planners from other countries to come and research what Canada has to offer the global meetings industry.”

The announcement was made as Newcom Media recognized the largest-ever crowds for IncentiveWorks’ education program since taking over the show in 2015.

“We have heard the voices of exhibitors, sponsors, and our customers, who say they are no longer interested in reaching planners through traditional media,” Glionna said. “They want excitement, they want sizzle, they want experience. We will deliver that.”

“This may be the last ‘IncentiveWorks’, but this is hardly the last show,” added Melissa Arnott, director of events. “The Canadian Meetings and Events Expo will be bigger, broader, and more inclusive for all event planners.”

Newcom Media also announced plans to expand the annual Hall of Fame program.

“We believe the Hall of Fame program deserves a stage of its own, and that’s what we are going to create – a red carpet affair not to be missed,” Arnott said.

Next year’s event will take place August 13-14 at the Metro Toronto Convention Centre.

Newcom Media Inc. is a family-owned company with magazines, websites, and trade shows in the Automotive, Dental, Insurance, Meetings & Incentives, Supply Chain, Trucking, and Bridal markets. "We serve our customers best by putting our readers first." www.newcom.ca

For more information, contact:

Joe Glionna, President, Newcom Media 416-614-2200, joe@newcom.ca

Melissa Arnott, Director of Events, 416-510-5141, melissaa@newcom.ca

Jane Hills

Operations Manager

(416) 510-6827

Newcom Media Inc.

incentiveworks™
CANADA'S MEETINGS + EVENTS SHOW

August 14 + 15, 2018

Metro Toronto Convention Centre

Newcom Média Québec

www.incentiveworksshow.com

jane@newcom.ca