

## The Express Conference Launches Series of Express Tradeshows in New Market Segments

*New tradeshows kick off in Richmond, Va. on July 26-30, 2021 with Diversity Express followed by nine other events planned throughout U.S.*

**RICHMOND, Va. (March 2021)** – The Express Conferences, known for its intimate, first-class, affordable and all-inclusive tourism-based conferences, is announcing an expansion of express conferences in various markets.

The action-packed Express Conference tradeshows will feature four-nights and three days of social functions, community service, team building and one-on-one appointments that promote quality face-to-face between meeting planners and destination marketing organizations.

“We are so excited to take the format of our successful sports conferences to other markets said Roy Edmondson CEO The Express Conferences. “Our affordable, all inclusive, intimate format maximizes relationship building opportunities and at the end of the day our business is all about relationships.”

The Express Conferences focus on maximizing interactions with the industry’s most active event rights holders and planners. The unique format limits attendance to ensure a 2-to-1 ratio of sellers to buyers, to encourage relationship-building.

The Express Conference series kicks off in Richmond, Va. on July 26-30, 2021 with Diversity Express. The full conference schedule includes:

Conference	Location	Date	Host
Diversity Express	Richmond, VA	July 26-30, 2021	Visit Richmond
SMERF Express	Pasco County, FL	Oct 18-22, 2021	Florida’s Sports Coast
Incentive Express	TBD	Nov 1-4, 2021	TBD
Association Express- 250sqft+	TBD	Nov 7-10, 2021	TBD
Corporate Express – 250sqft+	TBD	Nov 10-12, 2021	TBD
LGTBQ+ Express	Las Vegas, NV	Nov 15-19, 2021	Resort World
Sports Express- Indoor	Pasco County, FL	Jan 10-14, 2022	Florida’s Sports Coast
Corporate Express – <100sqft	Tucson, AZ	Jan 31-Feb 4, 2022	Visit Tucson
Sports Express Outdoor	Tucson, AZ	Feb 7-11, 2022	Visit Tucson

“We’re thrilled to be the first stop in the Express Conference series lineup and look forward to welcoming attendees,” said Jack Berry, Richmond Region Tourism CEO & President. “Our region has spectacular spaces to host any audience, and memorable moments waiting to be discovered. From powerful history and thriving arts to award-winning dining and miles of hiking, there are moments waiting in Richmond meeting and convention attendees won’t forget.”

“Visit Tucson is thrilled to be partnering with The Express Conferences to welcome meeting & event planners to Tucson in early 2022,” Graeme Hughes Senior Vice President, Sales. “This is exactly what we need to be doing as we build back group meeting & events for Southern Arizona.”

“We are extremely excited to be partnering with Express Conferences to host the LGBTQ+ conference this November. As we open our doors this summer our MICE business will be an extremely important segment for us. As our city and country attempt to return to normal business practices it is an honor to work with partners that support our industry as well as our city.” Jason Glascock, Vice President Sales Resort World Las Vegas

“Experience Florida’s Sports Coast is excited to be selected as the host destination for the 2022 Sports Express Conference (SEC) as well as the inaugural SMERF (Social, Military, Educational, Religious and Fraternal) Express Conference happening October 18-22, 2021,” said Adam Thomas, Tourism Director for Experience Florida’s Sports Coast.

“As a newly rebranded destination, the Sports Express Conference and SMERF Express Conference will be the first time Experience Florida’s Sports Coast will host conference events of this size,” said Thomas. “We look forward to the opportunity to welcome sports and event planners and organizers as well as national governing bodies to our destination. We hope every planner and organizer is inspired by their time here on Florida’s Sports Coast and leaves with the desire to return and experience more of our great destination.”

**For more information on The Express Conferences please visit:**  
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