



October 16, 2008

**FOR IMMEDIATE RELEASE:**

**SAVE THE DATE FOR THE ROCKY MOUNTAIN REGION'S PREMIER  
EDUCATIONAL CONFERENCE IN THE MEETING AND EVENT INDUSTRY**

DENVER, March 18, 2009. Save the date for the MIC Annual Educational Conference and Tradeshow. Over 600 professionals in the meeting and event planning industry will converge on the Colorado Convention Center for what is shaping up to be the premier educational conference in the Rocky Mountain Region in 2009. The one-day conference will be full of education with a top notch schedule of breakout sessions, lunch coupled with a national caliber keynote speaker, and a bustling trade show full of local suppliers as well as exhibitors from around the country - including Washington, D.C., Texas, Wyoming, California, and even Puerto Rico and Canada.

**PARTNERSHIP OF 12 ORGANIZATIONS INTO ONE COUNCIL**

The Meetings Industry Council of Colorado, incorporated in 2000, is a partnership between 12 national and local member organizations either founded in Colorado or with in state chapters. Rather than each association hosting it's own annual conference and trade show, leaders from these organizations have gathered to create one event in which individual members are invited to attend one large conference in order to maximize attendance, networking opportunities, and return on investment.

**CONFERENCE IS BIGGER AND BETTER IN EMERGING MEETINGS DESTINATION**

Nine years later, the conference is doing better than ever, with record attendance, 14 speakers for workshops and education sessions, and over 100 exhibitors. MIC is an opportunity for industry peers to gather once a year and not only reconnect with each other but expand their knowledge and expertise in the meeting and events industry. The MIC of Colorado has become an important regional show that allows CVB's, hotels, and suppliers to reach a growing number of meeting planners based in the Denver Metro area. Denver continues to grow as a meeting destination and now competes regularly with tier-one cities.

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