

LYNNWOOD CONVENTION CENTER TO PARTICIPATE IN GLOBAL MEETINGS INDUSTRY DAY

Lynnwood, Washington – Today, Lynnwood Convention Center joins organizations across the globe to support the annual Global Meetings Industry Day (GMID). GMID, led by the industry advocacy coalition Meetings Mean Business (MMB), showcases the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy. This year's GMID theme is Meet Safe, recognizing the industry's top priority of operating meetings and events with health and safety top-of-mind.

The current landscape for meetings and events is one of the most challenging in our history. Even so, industry professionals rise to the occasion time and time again – from GMID 2020, where event planners in all regions swiftly pivoted their plans to virtual; to today, where businesses and destinations are holding safe in-person events and embracing the hybrid-model as necessary.

Today, we come together in all settings, stronger and more united than ever, to demonstrate the unwavering value of our industry with leaders in business, government and the media. Showcasing our industry's value has never been more important – particularly in Lynnwood.

“The participation of organizations such as ASM Global is critical to GMID's success,” says Fred Dixon, president and CEO of NYC & Company and co-chair of MMB. “It reveals the true power of our industry, our emphasis on convening with health and safety top-of-mind and projections for a strong recovery impacting businesses and local economies around the world.”

“This year's theme of Meet Safe was one that resonated with the entire ASM Global Convention Center Division. The deployment of our comprehensive and industry leading reopening program, VenueShield, has allowed our venues to reopen while providing the highest levels of safety, security and consumer confidence” said Bob McClintock, Executive Vice President of Convention Centers - ASM Global.

In honor of GMID, ASM Global venues, including the Lynnwood Convention Center will be offering meeting and event planner incentives for new business booked during the month of April. For more information about how to get 10% off your license fee, please contact the Sales Department at info@lynnwoodcc.com.

GMID was created in 2016 to raise the profile of the meetings and events industry. Last year brought a new challenge with the international impact of COVID-19 that brought the industry to a standstill. We did, however, convene with meeting professional organizations, association chapters, corporations, destinations, elected officials and business leaders through MPI's 12-hour GMID event broadcast. And this year we will celebrate safe in-person, hybrid and virtual meetings alike from California to Luska, Zambia and everywhere in between.

“Since its inception, GMID has galvanized partners globally and empowered advocates to communicate our industry's ability to support businesses and local communities,” said Michael Massari, chief sales officer at Caesars Entertainment, Inc. and co-chair of MMB. “This year's GMID is a testament to the incredibly resilient meetings and events professionals and our dedication to securing much-needed relief and recovery for the industry.”

About Lynnwood Convention Center

Opened in 2005 in Lynnwood, Washington, the Lynnwood Convention Center is situated in the heart of Washington's aerospace, high tech and bio-med corridor. Conveniently located near I-5, I-405, and Hwy 99, the Center Offers individualized meeting spaces with full onsite audiovisual and electrical support and first class, 5-star resort quality, in-house catering. The facility has adopted green/sustainable initiatives that include composting, an extensive recycling program, and transitioning to the use of all green chemicals. For more information, please visit www.lynnwoodcc.com.

About Lynnwood Public Facilities District

Formed in 1999, the Lynnwood Public Facilities District is governed by a Board of five members appointed by the Lynnwood City Council. The District retains ASM Global to manage the facility.

About ASM Global

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 300 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences.

ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world deliver locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit www.asmglobal.com.