



Contact: Nick Lowe
630-443-3947
nlowe@stcalliance.org

PRESS RELEASE
FOR IMMEDIATE RELEASE:

St. Charles Business Alliance Sales Team attends 2022 Connect Marketplace

St. Charles, IL – In an effort to drive tourism to St. Charles, the St. Charles Business Alliance’s sales team attended the 2022 Connect Marketplace, the leading event for planners and suppliers focused on national association and corporate events, with a representative from the Q Center.

The three-day event took place in Detroit, MI at Huntington Place. During the event, the sales team attended one-on-one meetings with planners from all-across the nation interested in learning about destinations and what they offer. The Alliance had over 25 of these meetings over the course of the event and highlighted St. Charles properties such as the Q Center and Hotel Baker, as well as all of the amenities St. Charles has to offer.

Outside of the one-on-one meetings, the Alliance had a booth as part of the Illinois aisle, which showcased other Illinois locations, and connected with attendees at the show to encourage to visit St. Charles. The Alliance partnered with the Naperville Conventions & Visitors Bureau to offer specialty popcorn to entice visitors, as well as a business card raffle for various prizes.

Laura Purdy, St. Charles Business Alliance Senior Manager of Tourism & Sales, said the show went well and the team gathered some strong leads.

“Connect is our chance to put St. Charles on the map and get planners interested in what’s here and what we can offer for meetings and conferences,” Purdy said. “We left with planners very interested in learning more about St. Charles and hosting their events here.”

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About the St. Charles Business Alliance

The mission of the St. Charles Business Alliance is to drive economic growth to make the St. Charles Community a destination where people, businesses and tourism thrive. The Alliance produces the St. Charles Fine Art Show, Holiday Homecoming, Jazz Weekend, Scarecrow Weekend, and the St. Patrick’s Parade. For more information about the Alliance, visit www.stcalliance.org.



The St. Charles Business Alliance Business Development & Sales Team attended the 2022 Connect Marketplace in August with the Q Center and partnered with the Naperville Conventions & Visitors Bureau. From left to right – Jeanne Hahn, Q Center Director of Sales & Marketing, Laura Purdy, St. Charles Business Alliance Senior Manager of Tourism & Sales, Carlos Madinya, Naperville Convention & Visitors Bureau Director of Sales, and Nate Wendt, St. Charles Business Alliance Business Development & Sales Specialist.