

## **InfoComm 2016 Show Recognized by the International Association of Exhibitions and Events**

FAIRFAX, Va., Nov. 28, 2016 /PRNewswire-USNewswire/ -- InfoComm International®, the trade association representing the commercial audiovisual industry worldwide and host of InfoComm 2016, the largest annual conference and exhibition for AV buyers and sellers in the Western Hemisphere, was honored with two awards in the International Association of Exhibitions and Events' (IAEE) Art of the Show competition. IAEE is the global association for the exhibitions and events industry.

InfoComm 2016 won in the categories of Show Brand Design/Development and Signage & Decoration for shows over 200,001 net square feet. It also received an Honorable Mention in the category of Show Promotion Website. Organizers will be recognized at IAEE's Expo! Expo! annual meeting and exhibition, Dec. 6-8, in Anaheim, Calif.

Works Progress Design, a branding agency based in Virginia Beach, partnered with InfoComm on the overall show design. Tradeshow management company Freeman executed the show's signage and decoration. The InfoComm 2016 website was designed in conjunction with U.K.-based ASP Solutions.

"It's a tremendous honor to be recognized as IAEE Art of the Show award winners, especially among such an esteemed group of large show entries," said Jason McGraw, CTS®, CAE, Senior Vice President of Expositions, InfoComm International. "We strive every year to be creative and present a fresh and fun approach to our show brand that captures the energy, excitement and exceptional experience of the professional audiovisual industry on display at our event. From the concept development with Works Progress Design, to our show website created by ASP and the incredible show decoration provided by Freeman, along with our terrific in-house marketing team, it's rewarding to be recognized for everyone's hard work. We're not resting on our laurels, as we've already begun work on implementing a new show brand and design for InfoComm 2017."

InfoComm 2016, held June 8-10, 2016, at the Las Vegas Convention Center, attracted 1,000 exhibitors and filled 527,105 net square feet of exhibit and special events space — a show record.

InfoComm 2017 will be held June 14-16, 2017, at the Orange County Convention Center in Orlando, Fla. Information can be found at [www.infocommshow.org](http://www.infocommshow.org).

### **About InfoComm International**

InfoComm International® is the global trade association representing the commercial audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,400 members, representing over 70,000 AV professionals worldwide, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV standards, market research and news. Its training, certification and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers in the Western Hemisphere. InfoComm also produces trade shows in China, Europe, India, Latin America and the Middle East. Additional information is available at [infocomm.org](http://infocomm.org).

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