

## InfoComm 2018 Welcomes Ground-Breaking C2 Experiences to the Las Vegas Show

FAIRFAX, Va., March 20, 2018 /PRNewswire-USNewswire/ -- AVIXA™, the Audiovisual and Integrated Experience Association and organizers of InfoComm 2018, announced that developers of C2 Montréal, a ground-breaking business conference merging commerce and creativity, will bring their innovative brand of immersion and collaboration to the InfoComm show floor in Las Vegas June 6-8.

"We are thrilled that the creative thought-leaders at C2 International are joining us for InfoComm 2018 in Las Vegas," said David Labuskes, CTS®, CAE, RCDD, Chief Executive Officer of AVIXA. "Both AVIXA and C2 are committed to helping professionals think differently about how they tackle business challenges in a rapidly-changing world. I can't think of any organizations that are better positioned to help welcome and engage attendees in brand-new ways at the first InfoComm produced by AVIXA."

Imagined by world-class agency Sid Lee in collaboration with founding partner Cirque du Soleil, C2 International was established to help businesses foster a culture of innovation and creativity. C2 events attract thousands of decision-makers across continents and industries for talks, workshops, extreme brainstorming sessions, meet ups, performances and other festivities. C2 has been called "a business conference unlike any other" by *Harvard Business Review*.

"Over the past six years, the C2 team has been researching and testing ways to take people outside of their usual frames of reference in the belief that experimentation leads to a culture of innovation," said Martin Enault, President – APAC C2i. "We've been designing and fine-tuning experiences that encourage participants to think differently about a problem, shifting their mindset in a way that will help them find new solutions to their business challenges. Core elements of that are atypical brainstorming experiences that we call labs. We are proud to feature such organic installations at InfoComm 2018."

C2 will bring several of its most engaging labs to InfoComm 2018 in Las Vegas, encouraging attendees to connect with big ideas and collaborate in new ways. C2 labs combine technology, immersiveness, and networking into a series of unique, facilitated encounters.

"The introduction of C2 experiences to the InfoComm 2018 show floor complements nicely other AVIXA initiatives, like the [TIDE Conference](#) (Technology. Innovation. Design. Experience.), which returns to InfoComm this year, and the launch of our Integrated Life program," said Jason McGraw, CTS, AVIXA Senior Vice President of Expositions. "The AV industry continues to grow and evolve faster than any of us could imagine. We are dedicated to introducing new content and experiences that help grow our industry and start fresh, new conversations among creative professionals who use AV solutions to drive outcomes."

Registration for InfoComm 2018 is now open at [www.infocommshow.org](http://www.infocommshow.org). InfoComm 2018 will be held June 2-8 (exhibits June 6-8) at the Las Vegas Convention Center.

### About InfoComm

InfoComm is the largest technology exhibition and conference in North America focused on the pro-AV industry, with 1,000 exhibitors and 44,000 attendees from 110 countries. InfoComm is part of a global alliance of trade shows, produced by AVIXA and its partners, including Integrated Systems Europe, InfoComm China Beijing, InfoComm China Chengdu, InfoComm India, TecnoMultimedia InfoComm Brazil, TecnoMultimedia InfoComm Colombia, TecnoMultimedia InfoComm Mexico, Integrated Systems Russia, and Integrate.

### About AVIXA

AVIXA is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Additional information is available at [avixa.org](http://avixa.org).

### About C2 International

C2 is a global convener on a mission to transform executives and organizations that are ripe for change — whether they know it or not. In a collaborative context specifically designed to provoke collisions and spark new ideas, C2 gets leaders to challenge their biases, shift their perspectives and explore completely new ways of doing business. C2's reinvention of the international conference experience started with the annual C2 Montréal event, which has been described as "challenging conventions" by *The Economist* and "a business conference unlike any other" by the *Harvard Business Review*. After Zurich, Milan, Copenhagen, Amsterdam, Rome, San Francisco and Melbourne, C2 is now expanding its reach across all continents. See [c2.biz](http://c2.biz) for more information.

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