**UPCOMING CONVENTION ATTENDANCE PROFILE**

**Text

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**CMAA 2022 WORLD CONFERENCE AND CLUB BUSINESS EXPO**

**Saturday, February 19 – Wednesday, February 23, 2022**

**Anticipated Attendance** 2,800

**Group Description**

Founded in 1927, the Club Management Association of America (CMAA) is the largest professional association for club management professionals with 6,800 members throughout the US and internationally. Our members contribute to the success of more than 2,500 country, golf, athletic, city, faculty, military, town, and yacht clubs. The objectives of the Association are to promote relationships between club management professionals and other similar professions; to encourage the education and advancement of members; and to provide the resources needed for efficient and successful club operations.

The Club Business Expo is one of the hospitality industry’s fastest growing shows. This two-day show provides an opportunity to explore products and services offered by more than 270 companies showcasing industry leading trends and innovations. Nearly every product and service that a club management professional could purchase for his or her club is showcased in the Expo.

Room Block

|  |  |
| --- | --- |
| Day/Date | Room Block |
| Friday, 2/18 | 562 |
| Saturday, 2/19 | 1,111 |
| Sunday, 2/20 | 1,250 |
| Monday, 2/21 | 1,250 |
| Tuesday, 2/22 | 1,067 |
| Wednesday, 2/23 | 546 |

|  |  |
| --- | --- |
| Hotel | Room Block |
| Marriott Marquis | 1,250 |

Schedule of Events

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | Sat., 2/19 | Sun., 2/20 | Mon., 2/21 | Tues., 2/22 | Wed., 2/23 |
| Approximate Attendee Arrival | + 1,500 attendees | + 1,300 attendees arrive  (2,800 total) | (2,800 total) | - 520 attendees depart  (2,380 total) | - 1,680 attendees depart  (700 total) |
| Convention Center Activity & Meals | Registration  Workshops  Education Sessions | Opening Session  Education  Sessions  Networking Luncheon  Gaslamp Block Party  6:30pm-9:30pm | Education  Sessions  Student & Mentor Luncheon  Club Business Expo  Wine Society Dinner  7:00pm | Education  Sessions  Club Business Expo  The Club Foundation after Dark  9:30pm-12:00am | Education  Sessions  Closing Business Session |
| Attendee Open Meals | On own for all meals. | Breakfast on own. | Breakfast and Lunch on own. | All meals on own. | All meals on own. |

Off-Site Scheduled Events

Sunday, February 20th Gaslamp Block Party from 6:30pm-9:30pm.

**Shuttle Information­**

No shuttle provided.

**Contact Information**

* Phyllis Azama, Vice President of Sales-Eastern Region, SDTA
* Gerrica Gray, Senior Convention Services Manager, SDTA
* Jayne Ayers, Meeting Planner for CMAA