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TEAMS Conference & Expo Heading to Detroit in October

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by [Rachel Wimberly](#)

TEAMS Conference & Expo, organized by Schneider Publishing's SportsTravel magazine, has chosen Detroit as the location for its next show coming up in October.

TEAMS - Travel, Events And Management in Sports - is the world's largest gathering for the sports event industry.

The show will be hosted by the Detroit Sports Commission and the Detroit Metro Convention & Visitors Bureau in partnership with Michigan Sports and held Oct. 1-4 at Detroit's Cobo Conference & Exhibition Center.

"We are pleased to be selected as the host city for this year's TEAMS Conference," said Dave Beachnau, executive director of the Detroit Sports Commission.

He added, "TEAMS will allow us to showcase our city to event organizers from all types of sports organizations and to leverage the tremendous success of our sports commission." Detroit has a long history as a sports city and has teams representing all four of the top professional leagues, including the Detroit Tigers baseball team and the Detroit Pistons basketball team.

"Dave Beachnau and his team at Detroit Sports have been stalwarts among the sports commissions in the country in establishing 'The D' as a sports-friendly destination," said Timothy Schneider, publisher of SportsTravel.

He added, "As an event organizer, there's an automatic comfort level with a city that's hosted the Super Bowl, the Final Four and the Major League Baseball All-Star Game - all since 2005."

After struggling the past few years, Detroit recently has made a major resurgence, with the Big Three automakers making positive gains there and initiatives to grow the green tech and medical research industries.

"The city of Detroit is built on the themes of renewal, reinvention and renaissance, and we look forward to embracing those themes at this year's TEAMS Conference," said Lisa Furfine, associate publisher of SportsTravel and manager of the TEAMS Conference & Expo.

She added, "Our attendees can expect to experience Motown's musical culture, as well as its incredible sports and events infrastructure

Detroit's Cobo Center has 622,500 square feet of exhibition space and is managed by TEAMS sponsor SMG.

"We look forward to welcoming the TEAMS '12 Conference & Expo to Cobo Center," said Thom Connors, SMG regional vice-president and general manager of Cobo Center.

He added, "It will be a tremendous opportunity for us to educate event organizers about the transformation that's occurring at Cobo Center and in Metro Detroit."

Last year's TEAMS Conference & Expo was held in Las Vegas and the 2010 event was held in Charlotte.

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Video Highlights



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