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- Corporate Events
- Exhibit Design
- Exhibit Design Awards
- Exhibit Elements & Technology
- Exhibit Graphics
- Exhibit Properties Management
- Global Exhibiting
- Glossary of Terms
- Green Exhibiting
- Logistics & On-Site Management
- Low Budget/High Profile Strategies
- Measuring Performance
- New Exhibit Designs
- PR & Media
- Presentations & Demonstrations
- Program Management
- Promotions & Traffic Builders
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- Salary Calculator
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ENN Late Breaking News

lovio george Awarded Brand Development Contract for Detroit's Cobo Center

9/29/2011 - lovio george | communications + design has been selected by the Detroit Regional Convention Facility Authority and SMG to provide a brand identity and collateral design for the new Cobo Center, that is undergoing a \$300 million renovation and expansion.

"It was very important to select a firm that had deep experience in branding Detroit's strengths and marketing them outside of this region. lovio george has a diverse range, from international sports events to the meetings and convention industry. We believe the brand needs to capture the excitement that these renovations will bring to the customer, the city and the region," said Thom Connors, Regional Vice President of SMG and General Manager of Cobo Center.

Located on the beautiful downtown riverfront in the heart of Detroit, Cobo Center is one of the largest convention centers in the nation with 2.4 million total square feet offering 700,000 square feet of prime exhibit space in five exhibit halls. The renovation and expansion plan will include: a 40,000 square foot ballroom, a spectacular Atrium with a new customer entrance overlooking the Detroit River, and 25,000 gross square feet of new exhibition space.

"Cobo Center is a big window into the destination, particularly now, with the integration of Detroit assets – such as the spectacularly revitalized riverfront, restaurants, and our world-known music into the convention center experience. We are delighted to have been selected to work on the branding with the Center's new team and its impact on the growth of the meetings and convention market," said Christina Lovio-George, CEO, lovio george.

The agency has also branded other Detroit assets such as Cadillac Coffee, Cranbrook, the Detroit Riverfront Conservancy, Detroit Works Project, Midtown Detroit and Super Bowl XL.

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About lovio george communications + design
Located in the heart of Midtown Detroit for 30 years, lovio george communications + design specializes in strategic branding, design, marketing and public relations. They have invested in doing work that matters, from global brands to local favorites. Please visit www.loviogeorge.com for additional information.

About the Detroit Regional Convention Facility Authority
The Detroit Regional Convention Facility Authority (DRCFA) was created in 2009 to operate Cobo Convention and Exhibition Center in Detroit under long-term lease from the City of Detroit. The DRCFA Board of Directors is comprised of five representatives selected by the Governor of Michigan, the Mayor of Detroit, and the county executives of Wayne, Oakland and Macomb Counties. The DRCFA receives funding from revenues at Cobo Center as well as support from the state's Convention Fund. For more information, go to www.DRCFA.org.

About SMG
Since 1977, SMG has provided management services to more than 220 public assembly facilities including arenas, stadiums, theatres and performing arts centers, equestrian facilities and convention, congress and exhibition centers. With facilities across the globe, SMG manages more than 11 million square feet of exhibition space. As the recognized global industry leader, SMG provides construction and design consulting, pre-opening services, venue management, sales, marketing, event booking and programming. Visit www.smgworld.com for more information.

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Shayna Metzner believes in survival of the smartest. The director of sales and marketing for NewLeads, a provider of trade show lead solutions, had tried every species of marketing from direct mail to search engines. "If you rely only on them, you might become extinct," Metzner says. "In this business, only the smart survive." Then Metzner started running ads in EXHIBITOR magazine....

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