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## **Atlantic City Convention Center gears up for an eventful 2008**

**(Atlantic City, NJ, January 16, 2008)** -- With the New Year fresh underway, the Atlantic City Convention & Visitors Authority is poised for a successful and prosperous 2008. With more than 95 conventions, meetings, trade shows and public shows currently scheduled and an expected 400,000 visitors, Atlantic City is gearing up for an eventful year.

The Atlantic City International Power Boat Show, Motorsports 2008, New Jersey Home Design & Landscape Show, Atlantic City Beer Festival: Celebration of the Suds, Atlantic City Recreational Vehicle & Camping Show, Atlantic City Classic Car Show, Atlantique City, New Jersey Education Association and the New Jersey State League of Municipalities will all return this year, in addition to some newcomers, including CTX Expo, The Faux Event and Decorative Art Show and Immunotec 2008. The estimated economic impact the attendees are projected to spend throughout Atlantic City on retail, dining, entertainment and hotel accommodations exceeds \$200,000,000.

“The 2008 projections are a direct testament to the dedicated and hard working sales staff here at the ACCVA,” said Jeffrey Vasser, executive director of the Atlantic City Convention & Visitors Authority. “As Atlantic City continues to flourish as one of the premier destinations in the country and as more hotel rooms continue to be added, we look forward to hosting even more high-caliber shows and conventions.”

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Gary Musich, vice president of convention development, credits the increased popularity of Atlantic City among show organizers to the expanded activities Atlantic City has to offer as well as the accessibility.

“Between the array of shopping, dining and entertainment throughout the city from casual to high-end, to our location within driving distance from one third of America’s population, Atlantic City proves to be a win-win for organizers and attendees alike,” said Musich. “Add in the remarkable facilities of the Convention Center itself, and it is clear that hosting events in Atlantic City is a sure bet.”

The Atlantic City Convention Center is located in the heart of the city, and features 486,600 square-feet of contiguous exhibit space and 109,100 square-feet of meeting space. Only 10 years old, the Center boasts state-of-the-art voice, data and video communications technology and continues to upgrade the systems to meet the needs of their guests.

For more information, or to learn more about booking an event, visit Atlantic City’s official Web site at [www.atlanticcitynj.com](http://www.atlanticcitynj.com).