

PRESS RELEASE

For Immediate Release

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MIE to Manage NRCC

In an attempt to further expand the scope of its annual trade show and educational program, the board of the Northeast Regional Carwash Convention (NRCC) has retained Meeting Industry Experts (MIE) of Schenectady, NY, to manage the 2016 show, according to 2016 Show Chairman Ron Bousquet of the host New England Carwash Association. "We are just thrilled to be working with Brigitte Connors and her team at MIE to grow this show," said Bousquet. "Their level of expertise and experience is unmatched."

Since the success of the NRCC's move to the Atlantic City Convention Center (ACCC) in 2015, the board would like to increase the record-breaking number of exhibits past the 301 mark hit in 2015 and encourage vendors to bring in more hardware. They would also like to expand their reach beyond the Northeast. The 2015 show boasted a near-record breaking number of 1629 attendees. "MIE can help us get

to the next level and strengthen our brand while providing our vendors and attendees with more exhibits and education,” said Bousquet.

MIE is a professional meeting and conference planning firm that sets itself apart by becoming passionate about the industry for which they represent. “We are thrilled to have the opportunity to work with the NRCC in 2016,” said Brigitte Connors, MIE CEO. “We have begun the planning process and we are learning a lot about the industry and the past successes of the trade show and education segments of the conference, and we look forward to learning more.”

The 2016 NRCC is slated for September 19-21 at the Atlantic City Convention Center with the host hotel being the Borgata Hotel Casino & Spa. For exhibit information visit nrccshow.com or call 800/868-8590.