

**FOR IMMEDIATE RELEASE**

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**Schaumburg Convention Center to  
Provide Groundbreaking Incentives to  
Attract Meeting & Convention Business**

*“Business Unusual with SB 508” Will Benefit Groups Meeting in Chicago Northwest  
Launch planned at IAEE Expo! Expo! – December 1-3, 2015*

The **Schaumburg Convention Center** and *Meet Chicago Northwest* are pleased to announce the passing of Illinois Senate Bill 508 (SB 508), the Illinois Promotion Act. The purpose of this bill is to attract meetings, conventions, and sporting groups to Illinois’ mid-sized convention facilities.

Meeting planners and sporting event rights holders, who may have considered but passed on holding their events in the Chicagoland area due to costs, have a new reason to take a second look. With the recent passage of SB 508, the *Schaumburg Convention Center* now can offer substantial financial assistance to help offset expenses, such as equipment and furnishing rental fees, incurred for events held at their state-of-the-art northwest suburban Chicago venue.

Qualifying events must be actualized by May 15, 2020, and must not have met in Illinois in the past three years.

“We are very excited to have this unique opportunity to provide cost savings for new conventions considering the *Schaumburg Convention Center*. “Said **Dan Egan, Director of Sales and Marketing at Renaissance Schaumburg Convention Center Hotel**. “Our hope is for those considering doing business with us will take this opportunity to try Schaumburg and experience how great it is to do business in Schaumburg and in Illinois.”

“Senate Bill 508 provides the *Schaumburg Convention Center*, an important tool to attract new business into Illinois. It also highlights the importance of the meeting and conventions industry in supporting jobs throughout the state.” Stated **Dave Parulo, President of Meet Chicago Northwest**.

The **“Business Unusual with SB 508”** incentive program will be launched officially during *Expo! Expo!, IAEE’s Annual Meeting & Exhibition*, December 1-3 in Baltimore, Maryland. Expo! Expo! attendees are invited to visit the Renaissance Schaumburg Convention Center booth 631 and speak to representatives from the *Schaumburg Convention Center*; *Meet Chicago Northwest*, the destination marketing organization for Chicago’s northwest suburbs; and *SourceOne Events*, the Convention Center’s in-house production company.

Meeting and sporting event planners can contact the Renaissance Schaumburg Convention Center Director of Sales and Marketing, Dan Egan, for details about applying for Illinois Promotion Act funds, 847-303-4100.

**About the Schaumburg Convention Center**

The showcase Schaumburg Convention Center and adjoined Renaissance Hotel were built in 2006. The complex has nearly 150,000 square feet of meeting space including a 97,000 square foot trade show floor and 30 meeting rooms. The facility offers comprehensive on-site convention, catering, and audio-visual services for events up to 6,500. Located in Chicago’s northwest suburbs, just minutes from O’Hare International Airport, the Schaumburg Convention Center and Renaissance Hotel offer hassle-free elegance easily accessible to the world.

**Renaissance Schaumburg Convention Center Hotel and Schaumburg Convention Center Contact:**

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