



5 Convention Center Trends to Watch

These are changing times for convention centers. As you take on new kinds of events, technologies, and amenities, you need to distinguish between passing fads and worthy investments. Take a look at these trends to see what's on the horizon in the convention center world this year.



1. Food and Beverage are Taking Center Stage

Food trucks, local favorites, and high-end chefs are drawing attendees with sophisticated palates. Your cleaning program will have to adapt to keep up.

2. Event Diversity Keeps Growing

It's not uncommon to host craft fairs with live art or for traditional conventions to have more informal breakout sessions. You'll have to respond to these new changes with flexibility.

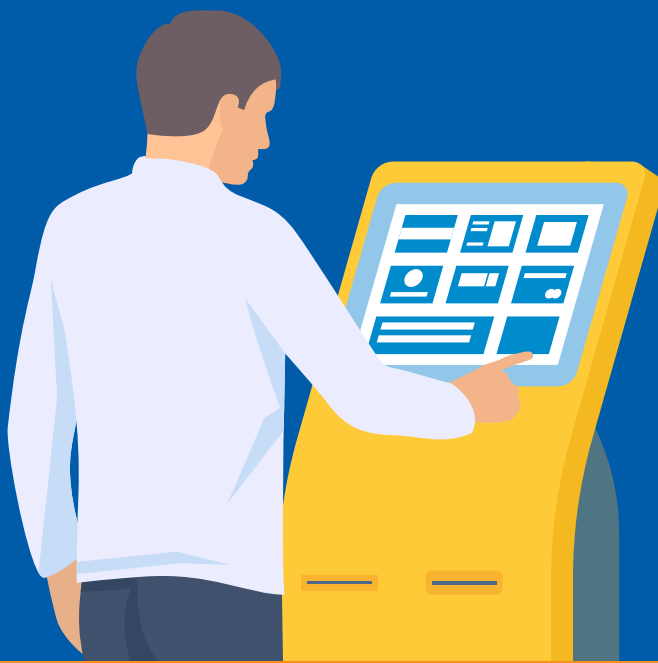
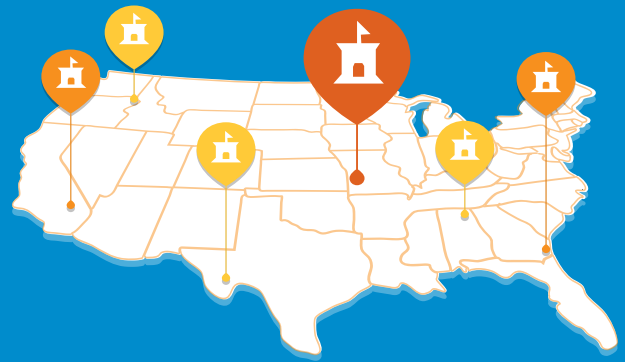


3. Tech for Event Planners and Attendees

New apps make it easy for planners and attendees to navigate your venue and plan events. Be prepared with digital maps and other interactive features.

4. Increased Competition

There's no shortage of convention centers in the U.S. Your differentiators are more important than ever to promote your venue and attract large events.



5. Growing Demands from Attendees

Attendees want more engaging experiences, so digital displays and interactive exhibits are becoming more popular. Your staff will need to find ways to operate around these unique exhibits so attendees can enjoy them.

No matter which one of these trends will impact your convention center this year, your facility services program is key to implementing them smoothly. Learn how ABM can help. Please visit us at ABM.com/Sports or call us at **866.624.1520**