



Media Contact: Nicole Unger, CMP, Alliance Nationwide Exposition Vice President of Sales
Phone: 407-488-5419 • Email: nicole.unger@alliance-exposition.com

Alex Gilbert, Regional Marketing Director of the Kay Bailey Hutchison Convention Center Dallas
Office: 214.939.2522 • Mobile: 469.580.8118 • Email: alex.gilbert@spectrarp.com

Laurie Sprouse, CITE, CMP, DMCP, Chairperson of the Texas Live Events Coalition
Office: 972.732.8433 • Mobile: 972.768.2600 • Email: Laurie@TexasLEC.org

FOR IMMEDIATE RELEASE

Together Again Expo Joins Texas Live Events Coalition to Launch Hometown Series in Dallas, TX

DALLAS, TX. – (September 8, 2020) [Alliance Nationwide Exposition](#) is partnering with the [Texas Live Events Coalition](#) to host the first Together Again Expo Hometown Series on October 23, 2020, at the [Kay Bailey Hutchison Convention Center](#) in Dallas, TX. In addition to the expo and education portion of the meeting, this event will include a socially distanced concert Thursday night. This concert will be a chance for the industry to have a night of celebration filled with music, food, and drinks. By joining forces, Together Again Expo and the Texas Live Events Coalition will be further demonstrating how both trade shows and any live event can be done safely and responsibly.

“The Texas Live Events Coalition is excited to co-sponsor the Together Again Expo in Dallas,” says Laurie Sprouse, chairperson of the Texas Live Events Coalition. “This initiative blends perfectly with our organization’s mission of supporting the many different voices making up the live events industry as well as educating legislators and stakeholders on how live events can be held safely. But most importantly, it’s a critical step to restoring an even more vibrant and unified industry.”

Differing from the inaugural event in July at [The Orange County Convention Center \(OCCC\)](#), this event will feature a true hybrid model with a robust online platform. The event will demonstrate how to split an event with online and in-person programming while functioning in any city, during a time when the city is working through its reopening plan.

Together Again Expo Hometown Series will offer attendees and suppliers the opportunity to participate either in person or via the new online platform. This new style of event will showcase the online marketplace offerings provided by [Expocad, the leader in online interactive floor plans](#), with a virtual and live trade show floor plan. Similar to the prior gathering in Orlando, this conference is open to all event professionals and suppliers. A live broadcast will include an educational component and will also be offered in conjunction with the Together Again Expo.

“KBHCCD is excited to have the opportunity to host the Together Again Expo. The hybrid event is a phenomenal way for us to highlight the way the event industry landscape is evolving,” said KBHCCD General Manager J. Anthony Lopez.

The expo will consist of approximately 300 sponsored booths and will include multiple 15 and 30-minute educational presentations, guest speakers, and exhibitor video commercials on a centrally focused Main Stage that will be live-streamed to virtual attendees. The entire event, from move-in to move out, will be streamed live from the expo floor and broadcast on [Together Again TV](#). Viewers will have the ability to ask questions and speak directly to the team on site.

“In Orlando, we proved we could provide a top-notch live conference experience while keeping our customers safe and healthy. In Dallas, we will show the world we can take the same model, modify it to fit into a different city and space, and by diversifying our online offerings, provide an even higher level of ROI for the people involved,” said Alliance Nationwide Exposition CEO Mark Yuska. “When the guidelines are followed, events can be held safely and responsibly. When that’s done, there is no need to cancel your event. There are ways to make them work, but we have to change the way we plan and execute.”

The live online event and expo intend to bring event professionals to the Kay Bailey Hutchinson Convention Center in-person and via live streaming. Meeting, event professionals and suppliers can register at www.togetheragainexpo.com. Sponsorship and additional marketing opportunities are also available and more info can be found on the event website.

###

About The Kay Bailey Hutchinson Convention Center

Located in the heart of downtown Dallas, the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) is one of the largest convention centers in the nation. The center boasts over 1,000,000 square feet of exhibit space, 724,526 square feet of contiguous space, a 9,816-seat arena, a 1,750-seat theater, three beautiful ballrooms, and the world's largest vertiport. The convention center has a state-of-the-art Cisco-Certified system available anywhere in the facility. Follow the KBHCCD on Facebook, Instagram, Twitter and LinkedIn.

About Alliance Nationwide Exposition

Alliance Nationwide Exposition is a General Service Contractor and the creator of Together Again Expo. They provide exceptional exposition production, logistics, labor, and decor services to over 527 events annually throughout the United States. Alliance operates in over 60 US cities with working experience in 560 hotels and convention centers.

About The Texas Live Events Coalition

Created in response to the COVID-19 pandemic and its devastating impact on the live events industry, the Texas Live Events Coalition exists to provide advocacy, resources, and a network that connects and supports all of the businesses, contractors, and workforce that make up the events industry. In addition to offering support, the coalition calls attention to the catastrophic effects of COVID-19 on the business of live events and fights for inclusion in ongoing state and national conversations and supplemental Federal relief aid packages. For more information, please visit <https://www.TexasLEC.org/>