



NEWS RELEASE

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**KNOXVILLE CONVENTION CENTER IMPRESSES
AMERICAN QUILTER'S SOCIETY**

The Knoxville Convention Center's world-class meeting, banquet and exhibition facilities were prime factors in the American Quilter's Society (AQS) decision to hold its international Quilt Expo in Knoxville in 2009, 2010 and 2011.

"The quilter's society made an initial contact with our sales manager, Rebecca Williams," said Mary Bogert, general manager of the Knoxville Convention Center. "The Knoxville Tourism and Sports Corporation - working with local hotels, the city of Knoxville and our staff - did an excellent job of bringing the event to Knoxville. It was a great collaboration.

"One of the main reasons the quilter's society chose Knoxville was because the convention center matched their needs so well," Bogert said. "The three events will bring an estimated 30,000 people to Knoxville and \$45 million in economic impact for the city and its businesses. That's a tremendous benefit."

Attendees and participants will come from all 50 states and 80 countries.

"Knoxville and its convention center made a perfect fit for the AQS Quilt Expo," said Meredith Schroeder, AQS president. "Plus, Knoxville's convenient air and highway access made it the right choice for the thousands of quilters who travel from across the United States and around the world to attend the event."

The Quilt Expo offers quilt makers the opportunity to compete, share and enjoy the art with fellow quilt makers. Public days at the expo attract admirers from across the country.

"This is a great event for the city of Knoxville, and we are thrilled that attendees and guests will experience our state-of-the-art of facilities and Southern hospitality during their stay," Bogert said.

The Knoxville Convention Center is located in downtown Knoxville adjacent to the SunSphere. It boasts an 119,922-square-foot exhibit hall, a 27,300-square-foot divisible ballroom and 18 meeting rooms. For more information, visit <http://www.knoxvilleconventioncenter.com>.

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