

## Show organizers society comes to TCF Center, Detroit



The Society of Independent Show Organizers (SISO) hosted its 2019 Leadership Conference for the first time Aug. 13 to 15 at TCF Center.

The organization bills itself as the only place where presidents, owners, and

CEOs of for-profit show organizers meet, exchange ideas, share experiences, launch industry-wide projects, and learn from each other. August 13-15 TCF Center hosted the 2019 SISO Leadership Conference for the first time.

Industry trail blazers, large and small provided leadership presentations on industry trends, successful exhibitions, and how deals are made to help member companies grow and succeed. Sessions on the SISO Women's Leadership Forum had strong attendance of all genders.

"This event is the lifeblood of our industry," said Claude Molinari, general manager SMG/TCF Center. "Executives from the world's largest event planning companies attended. Many were seeing Detroit and TCF Center for the first time."

## TCF Center volunteers pitch in at Life Remodeled Project



As part of the TCF Cares Initiative, members of the TCF Center operations team and their families volunteered in August at the Durfee Innovation Society for the Life Remodeled six-day neighborhood volunteer project.

Life Remodeled is a Detroit non-profit organization that chooses one neighborhood at a time to renovate and repurpose community assets. Blighted

alleyways were cleared, vacant homes boarded up, trees and shrubs planted and bus shelters were installed.

In 2017, Life Remodeled repurposed the former Durfee Elementary-Middle school building into the Durfee Innovation Society and the TCF Team has assisted each year to continue the neighborhood beautification efforts.

# COBO CENTER HAS A NEW NAME: TCF CENTER



On Aug. 27, TCF Bank and the Detroit Regional Convention Facility Authority (DRCFA) celebrated the assignment of a new name to Cobo Center: TCF Center. The long awaited transition was announced at a press conference followed by a block party and included the entire Detroit community. On Feb. 20, Chemical Bank announced the naming rights award for Cobo Center, revealing details of the 22 year, \$33 million contract. Since then, Chemical Bank and TCF Financial, Inc. completed a merger of equals and assumed the name TCF Bank.

The festive "block party" celebration after the official renaming news conference, signified the new partnership and positions the bank, convention center, the city of Detroit and all who call it home to reach "new heights." The teams seek to generate pride and excitement in the Motor City, connect diverse neighborhoods in the city, connect Detroit to the world, and build a strong, shared future.

According to Chairman Larry Alexander, "The DRCFA is proud to have TCF Bank as a partner for the naming rights of this world-class convention center in Detroit. This unprecedented naming rights agreement is a great win for all parties. It is a strong statement of commitment to the region proof that public/private partnerships work."

The naming rights initiative for the convention center has been a longtime goal of the DRCFA. Michigan taxpayers will receive significant benefit in sponsorship revenue to offset the cost of operating the venue.

The new TCF Center will continue to grow its book of meetings, conventions and event business as it has continued to set record-breaking numbers since its \$279 million renovation. The venue had a record-setting year in 2018 with 244 events and a 564 percent increase in revenue since 2009.

## What's In Sight Must Be Right

Many thanks to the TCF team that pulled out all the stops to make the 2019 SISO Leadership Conference so well received in TCF Center. The rave reviews go to everyone!

Kudos to all TCF Center employees who lent a hand at the Detroit Block Party celebration for the center's new name. Free food, games, DDOT bus rides and music gave attendees a full measure of the magnitude of our new name and taste of the good that will come of it. It was a full team effort between TCF Bank and TCF Center. Well done everyone!

We are much obliged to the TCF Center Technology Services team for their assistance with the email migration, server updates and website rebrand. You keep us moving at the speed of light. Thank you.

