

## **Washington State Convention Center Wins AIPC Innovation Award**

SEATTLE: The Washington State Convention & Trade Center (WSCTC) was presented with one of three Innovation Awards from International Association of Congress Centers (AIPC) at their annual meeting in Graz, Austria on July 17, 2007. The WSCTC received the Award for leveraging its catering excellence and extensive use of local food and beverage products into an innovative and highly successful sales, marketing and regional outreach program to increase revenues and expand partnerships.

John Christison, WSCTC President and General Manager said, “Over the years, we have created many new and innovative ways to do business that have since become standard practice throughout our industry. It gives me a great deal of pleasure to see our Center receive worldwide recognition for this highly successful project.”

AIPC is the foremost international association of convention and exhibition centers whose mission is to recognize and support excellence in convention center operation and management. The AIPC Innovation Award reflects AIPC’s mission of “Encouraging and recognizing excellence in congress center management”. It is awarded for specific projects or initiatives that represent “innovation” such as the development of a new, more creative or more effective approach to any aspect of center management, operations or marketing. A total of 16 entries for this award were submitted from centers in Australia, Bulgaria, Canada, Finland, France, Japan, Monaco, Spain, the United Kingdom and the United States.

The other AIPC Innovation Awards went to the Metro Toronto Convention Centre (Canada) for recognizing the importance of “green” issues to congress centers through its Zero Waste program, and to the CCIB Centre Convencions Internacional Barcelona (Spain) for its technology management program.

The Washington State Convention & Trade Center, the largest meeting and event facility in the state, is a non-profit organization established in 1982 by the Legislature to provide economic and civic benefits for the people of Washington.