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**LiveXchange Conference Coming to Madison Region
MadREP and Greater Madison CVB bringing 60+ site selectors to Madison**

Madison, WI – The Madison Region Economic Partnership and the Greater Madison Convention and Visitors Bureau announced today they were successful in winning the bid for the 2018 Business Facilities LiveXchange event.

LiveXchange is a unique, exclusive event for site selectors and consultants who are searching for locations for their corporate expansion and relocation projects. The event will bring more than 60 professionals to the area for three days in May, 2018. The consultants will hold meetings and tour the region, seeing firsthand all the Madison Region has to offer.

“Securing this event is a boon to the Madison region,” said Paul Jadin, President of MadREP. “Site consultants are exactly the people we want to bring here so they see the spaces, opportunities, talent and potential for their clients’ expansion possibilities into the Madison region.”

Attendees will include representatives from Fortune 500 organizations, high-growth companies and leading site consultants. “Selecting a host city for Business Facilities LiveXchange is a very competitive process, and is something that is of critical importance,” said Ted Coene, Co-President of Group C Media, Inc., the parent company of Business Facilities.

“We were pleased to be able to collaborate with MadREP and lend our expertise in showcasing Madison in hopes of landing this important event. Bringing these key decision makers here in 2018 will help strengthen the Madison area’s reputation both as a location for building and expanding a business as well as an excellent place for groups to meet,” said Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission.

MadREP and GMCVB worked closely together to submit the winning proposal and will help the conference planners plan tours and site visits while they are here.

“The Madison Region was chosen to host our 2018 event because they submitted a very attractive proposal that included a strong financial commitment, their location is ideal for our nationwide audience of corporate site selectors, and their hotels and facilities are first-rate. We’re very excited to bring the 2018 Business Facilities LiveXchange to Madison, Wisconsin,” said Coene.

“When it comes to attracting new businesses to the state, it is imperative that Wisconsin is on the radar screen of site selectors and consultants because they often play a key role in a company’s relocation decision,” said Mark Hogan, Secretary and CEO of the Wisconsin Economic Development Corporation (WEDC). “Hosting this conference in Madison will complement the ongoing efforts by WEDC to ensure national site selectors are aware of all the competitive advantages of Wisconsin.”



About Madison Region Economic Partnership (MadREP)

MadREP is the economic development agency for the eight-county Madison Region, founded by business and community leaders to create a dynamic environment where people and businesses prosper. MadREP and its partners aim to proactively and strategically position the region to take advantage of economic and business development opportunities.

About Greater Madison Convention & Visitors Bureau (GMCVB)

The GMCVB is honored to play a key role in supporting the more than 21,000 Dane County jobs supported by tourism. Promoting tourism in Madison since 1972, the GMCVB continues to work strategically to expand upon the nearly 2 billion dollars generated by visitor spending in Dane Country each year. For the most up-to-date information, visit our website visitmadison.com.

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