

Midwest Clinic Will Move

-- *Tradeshow Week, 1/5/2009*

Attendees of the **Midwest Clinic**: Put away your walking shoes.

In an effort to bring all event sessions under one roof, Midwest Clinic officials announced it will move venues for its next show, scheduled Dec. 15-19. For the third move in its more than 60-year history, the exhibition and conference will relocate to McCormick Place West from the Hilton Chicago, allowing concerts to be held in ballrooms and a single hall for exhibits.

"While examining this possible move, the question we kept returning to was, 'Will attendees have a better experience at this venue?'" said Kelly Jocius, Midwest Clinic executive director. "The longer and harder we looked, the clearer the answer became. ... We are excited about the opportunity to deliver on this promise."

In past years, the Midwest Clinic outgrew the Hilton Chicago and spread to nearby hotels and theaters to accommodate it, according to show officials. But, they added, despite the additions, the conference events increasingly have grown more crowded, with annual attendance expanding to more than 15,000 educators, students, musicians and industry professionals.

"There are many reasons for this move that will become abundantly clear after the first conference in this beautiful, new facility: everything under one roof, performance venues that are acoustically superior, lots of open space for easy movement from one event to another, a world-class exhibit hall, copious loading and unloading facilities and wonderful, natural light," said Ray Cramer, president of the Midwest Clinic board of directors. "It's visually appealing everywhere you look."

Although the show is moving, the Hilton Chicago will continue to partner as show headquarters, officials said. Attendees may stay at the hotel and utilize free shuttle service from the downtown area to the venue. Officials added that 2009 registration, exhibit and advertising fees will remain the same.

"Our mission and priorities are unchanged," Jocius said. "The Midwest Clinic will continue to provide instrumental music teachers of all levels with guidance and inspiration through the same festive and communal experience they have come to expect each December."

The last Midwest Clinic was held Dec. 16-20 at the Hilton Chicago, with 44,640 net square feet and more than 350 exhibitors.

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