

MEETINGS *and* **CONVENTIONS**

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Q&A

The Business Journal's Paul Hughes asked hotels

and hospitality groups about any branding or packaging and presentation of group-business services they launched in the past 12 months, things that would stand out to meeting planners and prospective events organizers. Here are edited excerpts of their replies:

Phil Aldax

Director of Food & Beverage
Anaheim Marriott

We launched a Draft Nitro program in late 2017 that features full draft beer and nitro coffee programs for groups.

We believe we're the only U.S. hotel offering such a combined program.

For the draft portion, the hotel offers 30 lines on a custom-built 'kegerator'—refrigerated beer coolers—for all group and catered events. Nitro is a nitrogen-infused, cold-brew drip coffee; infusion gives the coffee a rich, creamy head.

The programs are popular with planners and groups because it's a higher-quality product, connotes greater service levels, and taps trends—served cold. **Starbucks**, for instance, now has a popular nitro coffee offering.

Hotels, to this point, cannot execute correctly on draft beer or premium cold-brew coffee; usually they're putting a standard keg in a huge bucket of ice, and coffee service is often still in urns.

This allows attendees to network and enjoy great coffee and local craft draft beers.



Lynne Difrancesco

Director of Sales and Marketing
Renaissance Newport Beach

Renaissance was born from the former Fairmont in the last year via a \$32 million redesign. Work included a new, 4,000-square-foot ballroom with soaring ceilings and natural light from 20-foot windows, part of an overall 32,000 square feet of space for functions with up to 750 people.

Part of the Renaissance brand is something called REN Meetings offering event planning and meetings with a personal touch curated to the destination.

R Life Live is an events platform that works with local musicians, artists and others to bring the best of Newport Beach to the client.



➔ Q&A 30

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Transportation

3

Buses & Charters

74

Car Rental

Food

214

Liquor Stores

Recreation

13

Bowling & Billiards

39

Commercial Sports

3,564

Restaurants

Five Types

16% Asian

14% Mexican

7% Pizza

5% Burger

1% Sushi

Top Chains

124 Subway
95 Starbucks
60 McDonald's

55 Taco Bell
54 Carl's Jr.
49 Jack in the Box
42 Del Taco

38 Pizza Hut
35 El Pollo Loco
23 Baskin Robbins



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Hyatt Regency John Wayne Airport Newport Beach opened on April 1, 2018 after completing a multi-million-dollar renovation. The contemporary guestrooms integrate the latest technology including 65-inch Smart TV's, premium bandwidth, upgraded marble and quartz guestroom baths, triple-pane windows and step-out balconies. The new fitness center features PreCor fitness equipment along with an adjacent stretching and yoga room.

The hotel's new restaurant, WAVE Newport Beach, offers local flavors and specializes in sustainable fare. Enjoy a signature crafted cocktail at BLVD Bar or grab a bite to go at the BLVD Market. With 343 guestrooms and suites and 28,000 square feet of meeting space offering updated wireless technology, state-of-the-art lighting and sound capabilities and multiple built-in 100-inch Smart TVs in the Grand Ballroom, Hyatt Regency John Wayne Airport Newport Beach, is the perfect fit for your next meeting or event.



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Good Sportsmanship: Irvine Ups Old-School 'Gaming'

DMO Hiring; Great Park Supports Athletic Events

By PAUL HUGHES

Destination Irvine and area hotels are courting more sports-related meetings and events as facilities at the city's Great Park continue to open.

Many amenities are community-based, including basketball courts and playgrounds near Great Park Neighborhood homes. But the "hundred acre wood" of offerings—in June, Great Park Sports Complex topped 101 acres of fields and facilities—goes beyond kid-friendly to include a newly opened championship soccer stadium and four sheets of ice under construction that will be suitable for NHL or Olympic-level hockey.

"Irvine was a decent sports area prior to the Great Park," said Destination Irvine Sales Manager **Dave Lucey**. The organization is part of the **Greater Irvine Chamber of Commerce**, which markets the city for business and tourism. "Now it's a hot spot."

Lucey was hired last year to grow sports- and athletics-based meetings and events, and he said the efforts are beginning to bear fruit.

Winner's Cups

"We assisted with the **LA Galaxy Cup**," Lucey said. The new annual youth competition for premier club and academy teams will repeat at Great Park next year.

Destination Irvine is also in "high press"—soccer lingo for a team pushing forward—booking hotel business for the National Association of Intercollegiate Athletics men's soccer national championship, scheduled for this fall and next.

Chamber of Commerce and Destination Irvine Chief Executive **Bryan Starr** called the deal "a true community effort" of his groups, Great Park and the city. Irvine hasn't hosted an NAIA championship before.

Lucey also hits the tradeshow and conference circuit to generate business.

This month he'll be in Salt Lake City at Connect Sports, and in October he hits TEAMS—Travel, Events and Management in Sports—in Louisville, Ky. Both conferences connect groups and events, such as the National Collegiate Athletics Association, Golden Gloves of America, Minor League Baseball, BMX Racing on one end and cities, destination marketers and venues on the other.

Marketing can take some time to produce results, since sports competitions are booked well in advance.

"I'm working on some stuff from a year ago," Lucey said.

Park Here

Lucey believes Great Park's ice rink will generate interest from USA Hockey and others for its opening next year.

The rinks are being built by an affiliate of the **Anaheim Ducks** hockey team. The \$100 million, 270,000-square-foot facility will seat 2,500 at the main rink and host regional and national tournaments, in addition to community uses and occasional Ducks practices.

Tennis, volleyball and soccer are available—Lucey said about two dozen soccer fields are ready, in addition to the championship stadium, which is home to **Orange County Soccer Club**, a United Soccer League pro team, and seats 4,000 fans when including benches and berms, Lucey said.

The city's website shows the sports complex will have 194 acres, up from 101. Upcoming elements include baseball and softball fields, and possibly a golf course and a water polo layout—all sports that could attract high school and college events.



Lucey: Irvine is sports 'hot spot'

The LA Galaxy Cup had "roughly a hundred teams," Lucey said, "and the hotel part is crucial." The NAIA event should be good for about 1,500 room nights in each of its two years here.

"It's not a ton of people, but they're staying a week."

Hotel Game

Lucey worked "on the hotel side for 16 years" in OC, including a dozen at Irvine chain hotels such as Hampton Inn, Holiday Inn and Crowne Plaza—all prime crashing candidates for families traveling with youth athletes.

He "handled sports through all these," he said. "You take a lot of incoming calls, people calling the hotel directly."

The Destination Irvine effort helps to centralize that. As events come from other sources, like LA Galaxy, wider Irvine work—such as NAIA—and the destination marketer's rainmaking at conferences,

Lucey gets hotels' bids and helps coordinate bookings.

He worked with **Hotel Irvine** on getting the NAIA event, for instance. The hotel joined Lucey for on-site and welcome tours at Great Park.

"We get leads from Dave every week," said **Hyatt House Irvine** Sales Director **Adam Drescher**. "He'll secure the tournament or function and pass it along."

Destination Irvine works with about 20 hotels in the city, and Lucey said drawing sports events can help the properties outside of the always-busy summer season.

"Hotels do extremely well June, July, August, and most sell out. We need more September through May."

➔ Sports 32

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The Jalets: co-owners started firm with two partners who are no longer involved

Tourism Expert Extolls the Personal Touch

Organizes Unique Trips With Bragging Rights

By PETER J. BRENNAN

Jim Jalet III knows unusual tourism like few others in the industry in Orange County.

He can tell you about world-famous entrepreneur Sir **Richard Branson** offering drinks and autographs at his hotel in the South African bush.

Then there's the trip when he hired the rock band Foreigner to play at a former church in Venice, Italy.

It would be hard to top the night his company rented the Louvre museum for an evening dinner for 100 guests.

Although it cost \$40,000, the guests didn't have to wait in line to see the "Mona Lisa."

"The clients liked it because they got bragging rights to doing something other tourists in Paris couldn't do," Jalet said.

He's co-owner with his wife, **LuAnn** of **JNR Inc.**, an Irvine firm that organizes exotic trips for the incentives programs of large corporations. It employs 125 people and generates about \$45 million a year, almost double 2010 revenue.

JNR intends to keep calling Orange County home. It recently renewed its lease for five years on 30,000 square feet of prime office space overlooking Newport Beach's Back Bay.

The Edge

The company has a wide variety of clients, including well-known Orange County firms like **Hyundai Motor North America**, **Toshiba Corp.** and **Beckman Coulter Inc.** JNR competes against much larger firms, including **Maritz Holdings Inc.** of Fenton, Mo., and **BI Worldwide** of Minneapolis.

JNR's edge is its ability to work with small groups and provide a "personalized touch," said **Ashley Harker**, who manages events at **Toyota Material Handling USA Inc.**, a distributor of the company's indus-

JNR Inc.



- **FOUNDED:** 1980 in Las Vegas; moved to Irvine in 1983
- **CEO/COO:** James Jalet III, LuAnn Jalet
- **HEADQUARTERS:** Irvine
- **BUSINESS:** manages incentive programs for corporations
- **ANNUAL REVENUE:** \$45 million
- **EMPLOYEES:** 125
- **EXTRA:** Jim served on advisory boards of Four Seasons, California State University-Fullerton Entertainment & Hospitality Management
- **QUOTABLE:** After having visited the world's most desirable locations, Jim Jalet says he prefers living on Balboa Peninsula in Newport Beach. 'It's the lifestyle. We have everything that I identify with, like fine restaurants and great shopping. I like having the airport so close. You have 12 months of beautiful weather. I can get on my bicycle and ride on the boardwalk.'

trial products.

Toyota takes about 40 people from its top 15 industrial dealers on extravagant trips each year arranged by JNR, such as descending into a dormant volcano in Iceland and riding helicopters to a picnic at a remote New Zealand village.

"Our dealers are very excited about going on such trips," Harker said. One dealer told her the Iceland vacation in June "was one of the three best trips he's ever made."


The Mob Hotel

Born and raised in Albany, N.Y., Jim liked the hotel industry as a youngster, so he attended the **University of Nevada-Las Vegas**, graduating with one of its first hotel management degrees.

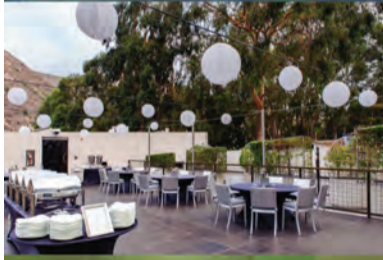

In 1971, he helped open Disney World's first hotel in Orlando, Fla., rising to assistant director of sales and marketing during a time when the company had few people with hotel experience.

"I was a one-eyed man in a desert of

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Buck-It List OC Hotels Counter Trend

Orange County hospitality companies and properties, pressured by high third-party costs, including from online travel sites, deviated this year from a 30% hotel industry cut in commissions paid to meeting planners by increasing what they pay.

Global hotel chains reduced the bounty for group bookings at their properties from 10% to 7%. In response, Orange County hotel and resort properties bumped theirs up to anywhere from 11% to 13% for varying time frames.

In January, **Marriott International Inc.** in Bethesda, Md., was the first to announce a reduction for properties in the U.S. and Canada, effective March 31. **Hilton Hotels & Resorts** in McLean, Va., followed suit in March for bookings after Oct. 1. **InterContinental Hotels Group PLC** in Denham, U.K., joined the club in May, for groups business starting on Jan. 1.

OC bucked the trend.

In a "We Appreciate You" promotion, **Preferred Hotels & Resorts** in Newport Beach paid 11% commission for 60 days—April 1 to July 30 for "any programs that exceed \$100,000 in rooms revenue."

Preferred is a global marketing and membership group for boutique and premium hotels. Local members include **Montage Laguna Beach** and **Surf & Sand Resort** in Laguna, and **Balboa Bay Resort** in Newport Beach.

Newport Beach-based **Irvine Co.** hotels **Resort at Pelican Hill** and **Fashion Island Hotel** in Newport Beach, and **Hotel Irvine**—went even further.

The land owner and developer's Southern California Coastal Collection bumped commissions for "third-party group planners and intermediaries" to 13% on all new group bookings made by year-end. It markets the collection in a terraced approach starting with "lifestyle" property Hotel Irvine, then luxe Fashion Island Hotel, followed by Forbes five-star property Pelican Hill. The three combine for about 1,150 rooms, suites and villas, and Irvine Co. anticipated positive results across the price spectrum.



Lorenz: Irvine Co. exec says, 'We value our third-party partners.'

"Across the Coastal Collection, 16% of our business is eligible for commission," a spokesperson said by email.

"We value our third-party partners ... our priority is to build solid, fair and, most importantly, quality relationships for the long-term," said Irvine Co. Resort Properties Senior Vice President of Sales and Marketing **Michael Lorenz** also via email. "This year's commission increase re-affirms our commitment."

Industry publications said the move by three of the biggest hotel operators suggests a new relationship between what are essentially producers—the hotels—and distributors—meeting planners. One noted "a growing sense the old business model of working for clients but getting paid by suppliers ... is on the way out."

Orange County, for instance, has more than 100 hotels under the Marriott, Hilton and IHG flags.

Independent, boutique and luxury operators, though, saw another chance to stand out.

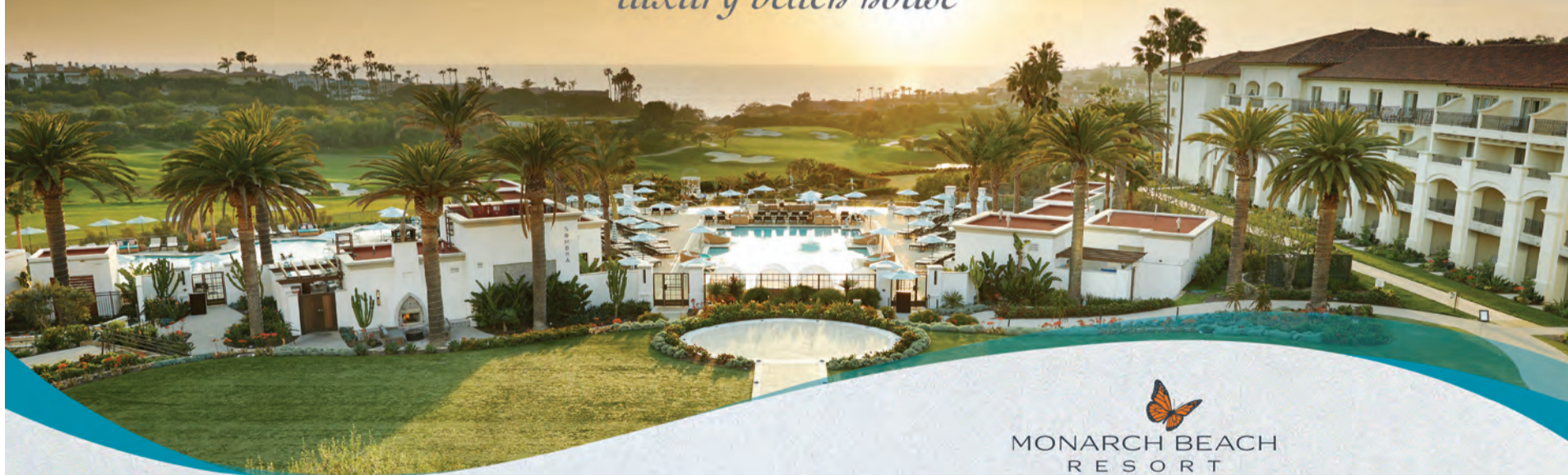
— Paul Hughes

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Q&A

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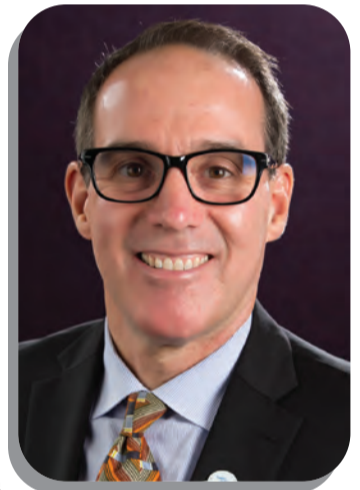
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Robert Donahue

Director of Sales, Services & California Tourist Sales
Disneyland Resort
Anaheim



We continue to be the area's premier convention destination—two theme parks, three hotels, the Downtown Disney District and a variety of meeting spaces. This year we've worked in all of the areas for groups.

The three hotels have more than 200,000 square feet of meeting space. Disney's Grand Californian Hotel & Spa has completed a hotelwide refurbishment, and Wi-Fi in rooms and meeting space have been improved.

Starcade is a new private event venue in Tomorrowland at Disneyland Park, a flex space for up to 200 people.

Downtown Disney offers Splitsville Luxury Lanes and The Void, a hyper-reality experience, as unique activities for groups.

John Ehlenfeldt

Executive Vice President of Sales & Administration
Visit Huntington Beach



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Sam El-Rabaa

*General Manager
Balboa Bay Resort*

Balboa Bay Resort is well-known for its coastal elegance as Newport Beach's only waterfront resort. It offers multipurpose venues that are both intimate and interactive for meetings and events of various sizes. Most recently, we've enhanced guestrooms with fresh furnishings, renovated our spa and pool, and added a Drybar for hair styling.

Meetings and events attendees can take a mixology class at our A&O restaurant and meet on our 128-foot, three-deck luxury yacht, The Ambassador.

For the first time, the resort earned a Forbes Four Star rating and joined Preferred Hotels & Resorts' iPrefer program. We think that's a commitment to a quality of product and service for guests.

Kathy Holt

*Director of Sales
Laguna Beach House
Inn at Laguna Beach*

This year our two hotels began working with local meetings venue Seven-Degrees to expand our meetings and events offerings. The hotels have their own meeting spaces—classroom-style, oceanfront terrace or an intimate boardroom setting—and now larger events at Seven-Degrees, which has 25,000 square feet of multi-purpose indoor and outdoor spaces with canyon views.

We believe the hotels provide a true sense of place in the heart of Laguna Beach, among the finest art gal-



leries, shops, dining and nightlife venues.

Joe Martino

*Director of Sales & Marketing
Hotel Irvine*

This year we introduced our meeting planners to color-coded breakouts, where the entire breakout room is decorated in one color, from chairs to linens—even food and beverages.

These color-themed rooms are more conducive to creative brainstorming, think-tank sessions or presentations, because they add an element of fun to the meeting and its environment. Planners choose colors that represent their logos or branding initiatives for a more cohesive meeting.

Specialty waters are provided in the room's color scheme: the yellow-themed room has lemon-infused water; red has apples and strawberries; green gets mint-infused; purple with grapes; and blue, blueberries.

We also introduced a cold-brew coffee station to our banquet menu options, which has been a big hit with meeting attendees.

Robert Marusi

*Director of Sales & Marketing
Resort at Pelican Hill*

Our prospecting efforts this year included new perks for early program bookings, and offering value dates.

Examples of perks include hosted considerations for a reception, an upgrade on menu selections, or a waived venue fee. Value dates help programs stay on track with their budgets while planning a highly impactful and memorable experience.

We upgraded training and added and expanded sales roles. Now sales coordinators—previously assistants—support our efforts through site tours, requests for proposals and contracts. We also now have two dedicated sales directors to go after global business.

Our new approach in training and developing our sales support team strengthens the overall quality of experience we deliver to meeting planners and their clients—our guests. ■



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Fútbol: Great Park Sports Complex soccer stadium hosts pro teams, college tournaments

Sports

► from page 27

The NAMM Show in January and **Natural Products Expo West** in March—the two biggest shows of the year at **Anaheim Convention Center**—provide a boost in those months, but about six months of the year are wide open.

Irvine hotels cater largely to business and “do well Monday through Thursday, even

in slow months, but they need weekends,” Lucey said. “We’re not right next to **Disneyland**, we’re not right next to the beach. We need tournaments.”

Countywide

Destination Irvine’s salesmanship mirrors one by destination marketer **Visit Anaheim**, which launched **Sports Anaheim** in 2016 to attract sporting events in Anaheim and the rest of Orange County. Vice President **Roy Edmondson** attended the

Olympic Games that year in Rio de Janeiro to meet with groups and governing bodies in various sports.

“Anaheim is a sports town,” Visit Anaheim President and Chief Executive **Jay Burress** said at the time. “We can offer ... our expertise in developing and producing world-class sporting events.”

Burress noticed the draw of sporting events in his previous duties as chief executive of Experience Arlington in Texas. During his tenure there, it hosted a U.S.

Open of Bowling, an NBA All-Star Game, two World Series games, and a Super Bowl.

Visit Anaheim is a multiyear sponsor of the TEAMS event in Louisville, Ky.; recent sports events in OC included gymnastics, basketball and mixed martial arts. This year, Sports Anaheim lost a 2019 weightlifting event to Las Vegas.

Sports Anaheim plans to also own events it creates or takes on from others in order to be a producer, not just a host. ■

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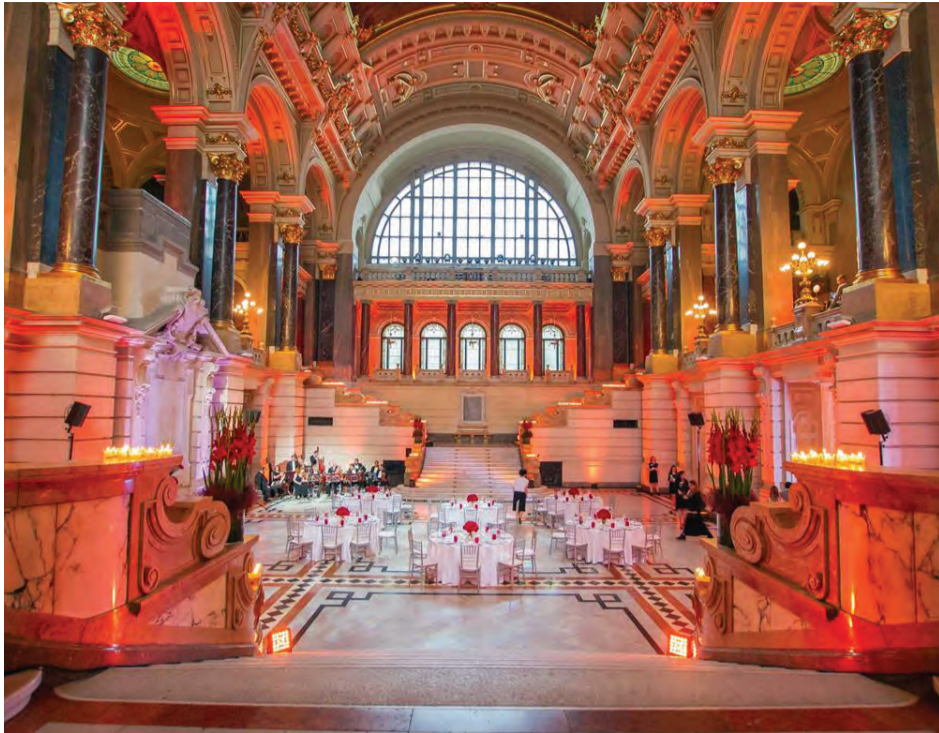
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In today’s digital age, cyberspace and its underlying infrastructure are vulnerable to a wide range of risks stemming from both physical and cyber threats and hazards. Sophisticated cyber hackers exploit vulnerabilities to steal information and are developing capabilities to disrupt, destroy, or threaten the delivery of essential services.

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AUGUST 27, 2018 AUGUST 20, 2018

SPACE RESERVATIONS DUE
AUGUST 16, 2018

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Grand: JNR arranged dinner for top US Audi dealers at Museum of Ethnography in Budapest

JNR

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blind people,” he quipped.

He returned to Las Vegas, where six months into a job at the Aladdin Hotel and Casino, the FBI arrested the hotel owners, who, unbeknownst to him, were members of the Mafia. He then took the general manager role overseeing the hotel side of the business.

A wall in his corner office is testament to his Las Vegas background, with numerous photos of stars he’s met, such as **Bob Hope**, or celebrities he’s worked with, including **Paul Anka**. He’s a huge fan of the **Rat Pack**, and the wall is lined with many photos of **Dean Martin** and **Frank Sinatra**. He’s friends with legendary basketball coach **Pat Riley** when they played basketball against each other in their high school days.

The 73 year old, who’s survived cancer, co-wrote a book with **Michael Ashley**, “From the Mouse to the Mob: Stories I Thought You’d Like to Know,” that’s scheduled to be published next month.

JNR Start

Jim saw an opportunity in the incentives business, saying the competition at the time didn’t know the hotel industry well. In 1980, he and LuAnn started the company with two partners who are no longer involved.

Today, JNR has two main units. One with more than half of the employees, 70, to manage prepaid debit cards, which are more prevalent now than in prior decades, when corporations awarded prizes such as

televisions. JNR built the unit from the ground up about 16 years ago. It provides profit streams, such as a \$200 million float, Jalet said.

The other unit organizes hard-to-duplicate group vacations for top-performing salespeople at corporations employing more than 2,000.

JNR arranges everything from airplane tickets to excursions to meals to entertainment. If a group of 100 employees are taken on a trip, JNR sends a team of five to seven to make sure everything goes smoothly.

One new twist is providing guests with their own personalized “swag gifts,” such as sunglasses or customized shoes.

Another is passing over Europe for more exotic locations, like New Zealand, South Africa and Cambodia.

“People want to be immersed in the culture rather than lying on a beach,” he said.

OC Tourism

Some JNR trips include Orange County destinations, such as a Volkswagen top-dealer program at the Resort at Pelican Hill with **Huey Lewis** as entertainer.

Jim’s a big fan of Newport Coast’s Resort at Pelican Hill, calling it one of the 10 best U.S. hotels. He also praised the Montage Laguna Beach and Dana Point’s Ritz-Carlton as world-class resorts.

In fact, he said very few tourism destinations can compete with Orange County, pointing to its world-class restaurants and shopping at South Coast Plaza and Fashion Island.

“I’ve been to so many places. Orange County is as good as any place in the world.” ■



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★ EVENTS Calendar

Compiled by Brian Alvarado

This list of conventions, trade and consumer shows, and other happenings includes events scheduled from Aug. 13 through July 31, 2019.

Information was obtained from Visit Anaheim, the city of Anaheim, the OC Fair & Event Center and Visit Huntington Beach.

Our calendar isn't comprehensive. Attendance figures are estimates based on prior years and other indicators and expectations, and were unavailable for some events. Please check if shows are open to the public before planning to attend.

Single-day events, concerts and professional sports games are excluded.

For more information about particular shows, contact Visit Anaheim at visitanaheim.org; Anaheim Convention Center at anaheimconventioncenter.com; the OC Fair & Event Center at ocfair.com; or Visit Huntington Beach at surfcityusa.com.



Sparkling sound: drum kit display at a former NAMM Show in Anaheim

★ ARTS & ENTERTAINMENT

Event: Huntington Beach Civil War Days
Date: Sept. 1-2
Location: Huntington Beach Central Park

Event: Tall Ships Festival
Date: Sept. 7-9
Location: Ocean Institute

Event: Surf City Days
Date: Sept. 15-16
Location: Huntington Beach

Event: Quilt, Craft and Sewing Festival
Date: Sept. 27-29
Location: OC Fair & Event Center

Event: Laguna Beach Plein Air Painting Invitational
Date: Oct. 6-14
Location: Laguna Beach

Event: Huntington Beach Airshow
Date: Oct. 19-21
Location: Huntington Beach

Event: Silverado Days
Date: Oct. 19-21
Location: William Peak Park in Buena Park
Attendance: 60,000

Event: BlizzCon 2018
Date: Nov. 2-3
Location: Anaheim Convention Center

Event: Huntington Harbour Boat Parade
Date: Dec. 8-9
Location: Huntington Harbour

Event: Cruise of Lights
Date: Dec. 14-17, Dec. 20-23
Location: Huntington Beach

Event: Christmas Boat Parade
Date: Dec. 19-23
Location: Newport Beach

Event: WonderCon
Date: March 29-31
Location: Anaheim Convention Center

★ AUTOMOTIVE

Event: The Great Labor Day Cruise
Date: Sept. 1-2
Location: OC Fair & Event Center

Event: Orange County International Auto Show
Date: Oct. 4-7
Location: Anaheim Convention Center

★ FASHION

Event: Opal Gem and Jewelry Show
Date: Nov. 3-4
Location: Business Expo Center Anaheim

★ FOOD/BEVERAGE

Event: California Hot Sauce Expo
Date: Aug. 18-19
Location: City National Grove of Anaheim

Event: Pacific Wine & Wood Classic
Date: Aug. 18-19
Location: Newport Dunes Waterfront Resort

Event: OC Night Market
Date: Aug. 24-26
Location: OC Fair & Event Center

Event: Orange International Street Fair
Date: Aug. 31- Sept. 2
Location: Old Towne Orange

Event: Oktoberfest 2018
Date: Sept. 9-Oct. 28
Location: Old World Huntington Beach

Event: OC Japan Fair
Date: Oct. 19-21
Location: OC Fair & Event Center

Event: California Wine Festival
Date: Nov. 9-10
Location: Paséa Hotel & Spa

Event: LA Cookie Con & Sweets Show
Date: Feb. 2-3
Location: Anaheim Convention Center

★ HEALTH

Event: Anaheim Health Fair
Date: Sept. 28-29
Location: Anaheim Convention Center

Event: ObesityHelp 2018 National Conference
Date: Oct. 5-6
Location: Delta Hotels by Marriott Anaheim Garden Grove

Event: CDA Presents the Art and Science of Dentistry
Date: May 15-17
Location: Anaheim Convention Center

Event: Pri-Med West Annual Conference 2019
Date: May 22-24
Location: Anaheim Convention Center

★ MANUFACTURING

Event: MD&M West
Date: Feb. 5-7
Location: Anaheim Convention Center

★ PROFESSIONAL ORGANIZATIONS

Event: CalPERS Benefits Education Events
Date: Aug. 24-25
Location: Hyatt Regency Orange County

Event: California Cannabis Business Conference
Date: Oct. 22-23
Location: Hilton Anaheim

RELIGIOUS GROUPS

Event: 2018 Global Leadership Conference: Empowered
Date: Aug. 16-19
Location: Anaheim Convention Center

Event: SCRC Catholic Renewal Convention
Date: Aug. 31-Sept. 2
Location: Anaheim Convention Center

Event: Los Angeles Religious Education Congress
Date: March 21-24
Location: Anaheim Convention Center

★ RETAIL/CONSUMER PRODUCTS

Event: Anaheim Home and Garden Show
Date: Aug. 17-19
Location: Anaheim Convention Center

Event: Crossroads of the West Gunshows
Date: Aug. 18-19
Location: OC Fair & Event Center

Event: Gem Faire
Date: Aug. 24-26, Oct. 12-14, Nov. 30-Dec. 2
Location: OC Fair & Event Center

Event: Flying Miz Daisy Vintage Market
Date: Sept. 7-8, Nov. 9-10
Location: OC Fair & Event Center

Event: OC Home & Outdoor Expo
Date: Sept. 29-30
Location: OC Fair & Event Center

Event: Reef-A-Palooza
Date: Oct. 6-7
Location: Anaheim Marriott

Event: DesignerCon

Date: Nov. 16-18
Location: Anaheim Convention Center
Attendance: 65,000

Event: The NAMM Show
Date: Jan. 24-27
Location: Anaheim Convention Center
Attendance: 100,000

Event: Natural Products Expo West
Date: March 5-9
Location: Anaheim Convention Center and Hilton Anaheim
Attendance: 80,000

★ SPORTS

Event: The FitExpo Anaheim
Date: Aug. 25-26
Location: Anaheim Convention Center

Event: 2018 Embassy Ballroom Championships
Date: Aug. 29- Sept. 2
Location: Hotel Irvine

Event: Sand Sports Super Show
Date: Sept. 14-16
Location: OC Fair & Event Center

Event: Western Surfing Association Championship Tour Event #5
Date: Dec. 1-2
Location: San Clemente Pier

Event: Radix Dance Convention
Date: Dec. 7-9
Location: Anaheim Convention Center

Event: Western Surfing Association Championship Tour Event #7
Date: Feb. 16-17
Location: Huntington Beach Pier Southside

Event: USA High School Spirit Nationals
Date: Feb. 22-24
Location: Anaheim Convention Center

Event: USA All Star Championships
Date: March 16-17
Location: Anaheim Convention Center

Event: The American Showcase
Date: April 5-7
Location: Anaheim Convention Center

Event: Western Surfing Association Championship Tour Event #9
Date: April 6-7
Location: Salt Creek Beach Park in Dana Point

★ TECHNOLOGY/TELECOM

Event: ITS California Annual Conference and Exhibition
Date: Oct. 1-3
Location: Anaheim Marriott

Event: NexGen Conference & Expo 2018
Date: Dec. 9-11
Location: Hilton Anaheim
Attendance: 800

Event: Automation Technology Expo West
Date: Feb. 5-7
Location: Anaheim Convention Center

Event: SANS Southern California
Date: Feb. 11-16
Location: DoubleTree By Hilton Hotel Anaheim-Orange County

Event: SPAR 3D Expo & Conference
Date: May 21-23
Location: Anaheim Convention Center