



Smartmeetings
March 2025

THE VISIONARIES

2025
*Smart Women
in Meetings Award*
WINNERS

THE LEGENDARY LEADERS WHO INSPIRE US

THE CENTER OF IT ALL

MIDWEST MEETINGS ARE WHERE MAGIC HAPPENS

BY SARA ROBERTSON

The Midwest is an all-star hub for meetings. Whether gathering regional attendees or organizing a massive tradeshow, its energized and dynamic cities leave attendees heading home with a wealth of joyful new memories. With a culture rooted in hospitality and ample activities and attractions for every taste—from outdoor adventurers to history buffs to the dance-the-night-away crowd—you won't want to miss it.

5 REASONS MEETING PROFS LOVE IT

- Did you know Traverse City stands on the same longitude as France's Bordeaux and Italy's Piedmont regions? Considering the recognition of these regions for their outstanding wines, it's no surprise that Traverse City is celebrated for its wines too. The **Traverse Wine Coast** has nearly 50 different wineries. Take your group on a guided tour either aboard a shuttle or a bike, or gather at a winery.
- During **Chicago Restaurant Week**, diners can enjoy special prix fixe menus from participating restaurants—of which there were a record-breaking 500+ in 2025. If you want to treat your attendees to the 2026 edition, now is the time to start planning your Chicago meeting.
- Cedar Rapids is celebrated for its art scene—and it's no wonder, having been the home of celebrated American Regionalist artist Grant Woods. Remember American Gothic? You can see Grant Wood's home and the studio where he painted it at **Grant Wood Studio**, which is a member of Historic Artists Homes and Studios, a National Trust for Historic Preservation program.
- Get the best of Oklahoma City's vibrant charm and energy at Bricktown, a revitalized downtown warehouse district. Hop aboard the **Bricktown water taxi**—you can even bring your event aboard for a dinner cruise or private charter and enjoy scenic views as an expert guide narrates the history of the canal.
- A visit to Cleveland isn't complete without taking some time to walk through music history at the **Rock & Roll Hall of Fame**. Get up close to iconic relics like a pair of John Lennon's glasses and rock out on real instruments to learn to play famous songs. Even better, the museum can accommodate private events ranging in size from 20 to 20,000 attendees.



Water taxi, Bricktown Canal

Bricktown water taxi, photo by Khosro / Shutterstock.com

RESOURCES

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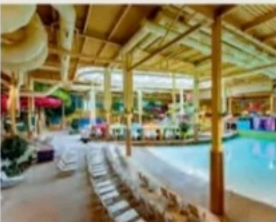


Rock & Roll Hall of Fame

Rock & Roll Hall of Fame photo by f11photo / Shutterstock.com



5 PLACES TO MEET AND STAY



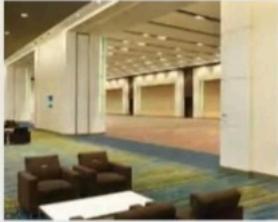
OKANA Resort & Indoor Waterpark offers all the makings for a stand-out Oklahoma City event: a conference center, over a dozen food and beverage outlets, unique programming and live music and, of course, an indoor water park and outdoor adventure lagoon.

26,676 sq. ft. of meeting and event space; 404 guest rooms



Grand Traverse Resort & Spa is one of Michigan's largest resorts and offers an experience suited for every taste. It features three championship golf courses, a private beach club, the Gallery of Shops and accommodations ranging from a 17-story glass tower to private resort homes.

Over 86,500 sq. ft. of meeting and event space, including 30,000 sq. ft. of exhibition space; 600 guest rooms



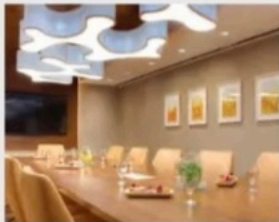
DoubleTree by Hilton Cedar Rapids Convention Complex brings DoubleTree meetings to new heights, with a direct connection to Alliant Energy PowerHouse Convention Center and Arena and a location right in the heart of downtown and steps from top attractions.

80,000 sq. ft. of meeting and event space; 267 guest rooms



The iconic, recently renovated **Hotel Cleveland** brings the city's illustrious industrial history to life while infusing modern-day sophistication. The Marriott Autograph Collection property is connected to Rocket Mortgage Field House via Tower City.

59,888 sq. ft. of meeting and event space; 491 guest rooms



Hyatt Regency Chicago just recently debuted a \$150 million renovation. The AAA Four Diamond hotel is connected to the Illinois Center and within walking distance from major attractions like the Magnificent Mile, Navy Pier, Theatre District and Museum Campus.

Over 240,000 sq. ft. of meeting and event space; 2,032 guest rooms

Hyatt Regency Chicago photo by Hyatt Regency Chicago

VISIT OKLAHOMA CITY

Oklahoma City, Oklahoma



Whether you're searching for the sleek modern edge of a city or a true-to-its-roots destination, Oklahoma City presents an exciting, inviting blend of both for event planners and attendees. With a state-of-the-art, 500,000-square-foot convention center; an Omni head-quarter hotel; a 70-acre downtown park; a convenient, modern streetcar system; a booming culinary and arts scene and more, there's never been a better time for your team to meet in the Modern Frontier!

Why Choose OKC?

Oklahoma City offers unmatched hospitality, making it the perfect destination for your next convention. Over the past 30 years, more than \$1 billion has been invested in revitalizing downtown, creating state-of-the-art cultural, sports, recreation, entertainment and, most importantly, convention facilities. This growth has transformed OKC into an energetic, action-packed city with endless opportunities for attendees. Yet, we remain proud of what hasn't changed—our central location, easy accessibility, affordable lodging, exceptional restaurants and diverse, welcoming people. These factors create an ideal environment for a successful and memorable conference experience.

What's New to OKC?

Oklahoma City is elevating the convention experience with exciting new developments. The brand-new **OKANA** Resort & Indoor Waterpark offers state-of-the-art meetings and convention facilities alongside seemingly endless entertainment, dining and cultural experiences in the Horizons District. Oklahoma City Convention Center in downtown OKC is a premier venue, offering modern amenities and flexible spaces to suit any event. Just steps away, Scissortail Park provides a vibrant, 70-acre urban oasis perfect for outdoor gatherings or a relaxing break. The constantly evolving downtown districts are brimming with new restaurants, shopping and entertainment options—all within walking distance—ensuring that attendees have a dynamic and memorable stay in OKC.

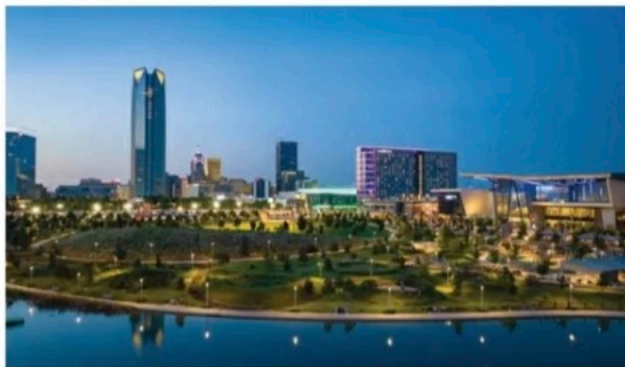
What Is There To Do in OKC?

Oklahoma City's downtown offers a dynamic mix of attractions perfect for any visitor. Start with the deeply moving National Memorial & Museum, where you can reflect on the city's resilience. For a unique artistic experience, visit Factory Obscura, an immersive art installation that delights all the senses. Savor the city's culinary excellence at one of the many James Beard Award-winning

restaurants, where innovation meets tradition. Explore boutique shops offering one-of-a-kind finds that capture the spirit of OKC. Finally, unwind in the beautifully maintained downtown parks, providing green spaces for relaxation and recreation amid the urban energy.

With all of this and even more on the horizon, OKC is truly a city on the rise. Bring your team here and be inspired by the inviting, innovative and invigorating energy of the Modern Frontier!

"Over the past 30 years, more than \$1 billion has been invested in revitalizing downtown, creating state-of-the-art cultural, sports, recreation, entertainment, and convention facilities. So, there's no better time to meet in Oklahoma City!"



123 Park Ave.
Oklahoma City, OK 73102
visitokc.com

- ◆ Total hotel rooms city-wide: 17,533
- ◆ Total hotel rooms in downtown Oklahoma City: 4,608
- ◆ Oklahoma City Convention Center has a total of 500,000 sq. ft., which includes a 200,730-square-foot exhibit hall, a 29,874-square-foot ballroom with a 5,000-square-foot pre-function space and terrace overlooking Scissortail Park, 45,000 sq. ft. of meeting space, a 9,726-square-foot junior ballroom and more than 65,000 sq. ft. of pre-function space.
- ◆ The Oklahoma City Streetcar connects visitors to hotels, dining and attractions throughout downtown, Bricktown, Automobile Alley and Midtown. 7 cars run on 2 loops, with varying schedules 6 days a week. With 22 platforms on the 4.7-mile loop, passengers only need to walk a couple blocks to find a platform.

