

REED EXHIBITIONS UNVEILS SEVEN NEW EVENTS FOR 2018 IN U.S.

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Reed Exhibitions unveiled seven event launches in 2018 across five cities, including Manhattan, Brooklyn, Philadelphia, Orlando and Santa Monica.

The events are a combination of B2B and B2C. Some are in collaboration with leading media brands, some are geo-clones of RX global brands and others are value chain extensions of existing RX events.

"Included in RX's strategy for 2018-2020 is organic growth via launch. I am pleased to announce our 2018 launches which leverage RX's existing sector experience, but also provide RX entry into new growth areas," said **Hervé Sedky**, president of Reed Exhibitions Americas.

Marie Browne, GVP of RX's LaunchPad group, adds, "Stay tuned for details on 2019 plans that are currently in the works."

Here are the seven new Reed events launching this year across the U.S.:

POPSUGAR Play/Ground will be held June 9-10 at Pier 94 in New York City. Reed is producing Play/Ground in collaboration with powerhouse global lifestyle media company POPSUGAR. Festivalgoers will find their ultimate happy place at this one-of-a-kind interactive wonderland with programming and panel conversations featuring celebrities and influencers. The breakthrough festival will feature brand activations, an interactive shopping bazaar, Instagram-worthy art installations and much more.

Bar Convent Brooklyn (BCB) will be held June 12-13 at the Brooklyn Expo Center. An extension of RX's Bar Convent Berlin, BCB Brooklyn will provide bar and beverage professionals with opportunities to network with peers and learn about new trends, techniques and products in the domestic and international markets. Industry leaders Bacardi U.S.A., Campari America, Moët Hennessy and Pernod Ricard USA are Presenting Sponsors.

Functional Fabric Fair powered by PERFORMANCE DAYS® will be held July 23-24 at the Javits Center in NYC. Functional Fabric Fair will be the sourcing event for high performance functional fabrics and accessories. It will be collocated with multiple fashion market events taking place at the Javits Center. The event will be produced in collaboration with **PERFORMANCE DAYS®**, the prominent functional fabrics fair produced by Design & Development GmbH Textile Consult (Germany).

Keystone Comic Con will be held Sept. 14-16 at the Pennsylvania Convention Center in Philadelphia. This event will bring together an all-star line-up of comic and pop culture guests, engaging panels and best in class exhibitors. Keystone Comic Con will feature all the elements that fans have come to expect from ReedPOP's family of pop culture conventions, including New York Comic Con, C2E2, and Emerald City Comic Con, but with a local twist that will be unique to the Keystone State.

Vice Expo will be held Oct. 6-7 at the Barker Hangar in Santa Monica, CA. The VICE Expo series will explore innovations and ideas around us that are impacting humanity in major ways. These ticketed experiences will include panels, speakers and performances curated by VICE channels, as well as brand booth exhibits and activations. RX is collaborating with **Vice Media** on this launch.

Unmanned Security & Safety Expo will be held Nov. 14-15 at the Javits Center in NYC. This all-new event is focused on drones & robotics for commercial and government security and safety use-cases and drone detection/anti-drone solutions. The launch is an expansion of the success of the Unmanned Security segment at Reed Exhibitions' flagship ISC West this past April in Las Vegas. Unmanned Security & Safety Expo New York will be collocated with ISC East

FIBO Global Fitness USA will be held Dec. 6-8 at the Orange County Convention Center in Orlando, Fla. An extension of RX's FIBO Cologne, FIBO USA will be an interactive event designed to showcase the people, products, trends, and concepts that are propelling the fitness industry forward. Comprehensive, inspirational, and high-energy, this best-in-class trade show, conference, and immersive fitness experience will be curated by and for individuals who have turned their passion for wellness and wellbeing into a profession.