



A NEW DETROIT EXPERIENCE AWAITS GEAR EXPO 2007 PARTICIPANTS

BY KURT MEDERT, Vice President & Show Manager

It is well known that cars, sports and music have defined metropolitan Detroit for decades, and Michigan's largest city has hip new attractions, casinos, hotels and restaurants to welcome visitors from around the world to metro Detroit. NEW is the current catch word – especially in reference to downtown – that screams from the headlines of newspaper articles, press releases and magazine stories about Detroit.

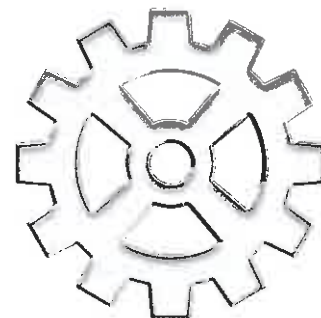
In fact, in 2006, Detroit was only the second city to host a Super Bowl and World Series in the same year. San Diego did it in 1998. Detroit is home to five major professional sports teams: Detroit Tigers baseball, Lions football, Red Wings hockey and Pistons and Shock (WNBA) basketball are musts for sports fans. Detroit's three casinos are expanding and adding new 400-room hotels. This is a good time to be in Detroit.

From stunning cultural institutions like

The Detroit Institute of Arts, The Henry Ford and Cranbrook, new hotel, including the new Sheraton Detroit Riverside Hotel across the street from Cobo Center, and stadiums, theatre, entertainment, symphony and the arts, Detroit is an intriguing destination with much to offer. More than 30 new restaurants have recently opened. GEAR EXPO 2007 exhibitors and visitors alike will enjoy the winning and dining experiences that await them both downtown, some only a block or two from the hotels, and in the nearby suburbs.

The New Museum of Contemporary Art Detroit (MOCAD), opened in 2006, and it features the edgiest new art in the region. Campus Martius Park is a 1.6 acre park downtown and a centerpiece of the city's revitalization. Modeled after the world's best public parks, it's a beautiful urban space, where people can relax, eat, see concerts in the summer or ice-skate in the winter.

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Spouse activities come to mind.

Another major transformation features the \$500 million development project on the east riverfront. Its centerpiece is the General Motors Renaissance Center, boasting a renovated Marriott Hotel and a Wintergarden, a five-story glass atrium that overlooks the river, offering shopping and dining.


A network of parks has begun to enhance the Detroit International Riverfront, including the 31-acre Tri-Centennial State Park and Harbor, Michigan's first urban state park. Also, General Motors has opened a half mile of RiverWalk and the \$25 million GM Plaza and Promenade behind the Renaissance Center.

For people who love great design, Detroit's

automotive past, present and future distinguish it from other major U. S. cities. From auto baron homes, such as Henry Ford's Fair Lane estate in Dearborn, the Edsel & Eleanor Ford House in Grosse Pointe Shores and Meadow Brook Hall in Rochester, to the Walter P. Chrysler Museum in Auburn Hills, GM World in Detroit, Henry Ford Museum and Automotive Hall of Fame in Dearborn, metro Detroit is a car-lover's dream.

The Motown Historical Museum and the Motown sound are distinctively Detroit producing artists from the Supremes to Stevie Wonder. Kid Rock, Bob Seger, Eminem and The White Stripes come from Motown, and Detroit has been a centerpiece of jazz and blues since the mid-20th century. In the 21st century, great sports bars and nightclubs continue to open and attract visitors from across metro Detroit to these hip hangouts downtown where visitors can go casual and grab a locally-microbrewed beer or get

glamorous for a night at a wine bar.

In the last few years, Detroit has come a very long way in many respects as a destination for conventions and trade shows. The GEAR EXPO "experience" in 2005 was far superior to the one in 2001, and the GEAR EXPO 2007 "experience" will eclipse that of 2005. Come see it first hand and judge for yourself! 

To register to attend, apply for exhibit space, or find out more about GEAR EXPO 2007, visit www.gearexpo.com, contact gearexpo@agma.org or call AGMA at (703) 684-0211.

