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## FOR IMMEDIATE RELEASE

### Orange County Convention Center to Host Orlando Winterfest and Holiday Market

**ORLANDO, Fla. – (November 4, 2020)** [Alliance Nationwide Exposition](#) is launching the Orlando Winterfest and Holiday Market at the [Orange County Convention Center](#) in partnership with [International Drive Business Improvement District](#) and [iHeartMedia](#). The Orlando Winterfest opens Thursday, Dec. 3 and runs through Sunday, Dec. 6, 2020.

With the cancellations of previously scheduled holiday events in Central Florida, Orlando Winterfest and Holiday Market is the first announced holiday gift show of the year. The event will provide an opportunity for companies to network with their customers face-to-face and facilitate their product and craft sales in a safe and festive holiday marketplace.

The event will showcase a holiday market offering the ultimate gift shopping experience for the entire family. In addition to unique gifts, Winterfest will offer family-friendly activities, festive food and beverage options, live music, and entertainment for all ages.

iHeartMedia, as an event partner, will bring publicity and media marketing by utilizing its vast network of live broadcast stations, billboards, social media, and digital services to the inaugural holiday festival.

“iHeart is excited to be partnering with an event that will help bring our community together again at a much-needed time,” iHeartMedia Division President Linda Byrd said. “Alliance Nationwide Exposition has been a leader in live events throughout the pandemic and with iHeartMedia being the leader in global media, this partnership will ensure a holiday experience like none other.”

This joyful event will be an exciting yuletide holiday experience for all ages, offering a unique and festive experience for visitors near and far. Tickets will be available through [Ticketmaster](#).

“We have all faced a year like no other. Our International Drive businesses have pushed through with strength and hope as I have never seen before. We are thrilled to have something new and exciting for us all to look forward to this holiday season,” said Luann Brooks, executive director at the I-Drive Business Improvement District.

The Orange County Convention Center will be decorated for the holidays with festive photo opportunities showcasing designer sets, trees, and wreaths placed throughout the large exhibition hall.

“The OCCC is proud to host Orlando Winterfest 2020, which will bring our community together for a festive holiday consumer event,” said OCCC Executive Director Mark Tester. “After safely hosting several events, consumer shows, and implementing our Recovery and Resiliency Guidelines, we are confident that Winterfest will provide an enjoyable holiday experience for all to enjoy at the OCCC.”

Guest and team member safety is a top priority. Alliance Nationwide Exposition and OCCC staff is committed to ensuring all Centers for Disease Control and Prevention (CDC) guidelines are followed. Furthermore, Winterfest will adhere to the [Global Biorisk Advisory Council® \(GBAC\) STAR™](#) accreditation on outbreak prevention, response and recovery. The [OCCC received accreditation in May](#) and since then, has successfully hosted several sporting events and conventions without illness or incident.

For more information, please visit [www.OrlandoWinterfest.com](http://www.OrlandoWinterfest.com).

**About the Orange County Convention Center**

The award-winning Orange County Convention Center provides approximately \$3 billion in economic impact to Central Florida annually. In recent years, the Convention Center has averaged nearly 200 events, including 115 conventions and tradeshows that attract more than 1.5 million attendees to the region each year. For more information about the Orange County Convention Center, visit [www.occc.net](http://www.occc.net).

**About Alliance Nationwide Exposition**

Alliance Nationwide Exposition is a General Service Contractor providing exposition production, logistics, labor, and decor to over 527 events annually throughout the United States. Alliance operates in over 60 US cities with working experience in 560 hotels and convention centers.

