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#### FOR IMMEDIATE RELEASE

#### Alliance Nationwide Exposition Launches First Holiday Gift Show of 2020

ORLANDO, FL. – (October 13, 2020) [Alliance Nationwide Exposition](#) is launching Orlando Winterfest 2020 at the [Orange County Convention Center](#) in Orlando, FL in partnership with [International Drive Business Improvement District](#) and [iHeartMedia](#). Orlando Winterfest will be the first holiday gift show of the year after the previously scheduled events have either been canceled or postponed into 2021 due to COVID-19. WinterFest 2020 will open Thursday, Dec 3rd, and run through Sunday, Dec 6th. This event will provide the time and space for companies that haven't had a way to network with their customers face to face, to make the sales they desperately need this year.

The event will showcase a holiday market with over 1,000 vendors offering the ultimate gift shopping experience for the entire family. In addition to shopping, there will be family-friendly activities, festive food and beverage options, live music, and entertainment for all ages. The Orange County Convention Center will be decorated for the holidays with festive photo opportunities showcasing designer sets, trees, and wreaths placed throughout.

iHeartMedia, as an event partner, will bring publicity and media marketing by utilizing our 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," says iHeartMedia Division President Linda Byrd. "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," Byrd says.

This event will be a fun and exciting time for everyone. The holiday showcase will create a unique and festive experience for the people of Florida and visitors from around the country. 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 & exciting for us all to look forward to this Holiday Season," says Luann Brooks, Executive Director at the I-Drive Business Improvement District.

"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, we are confident that Winterfest will provide an enjoyable holiday experience for all to enjoy at the OCCC."

Guest and team member safety will be the main priority. Alliance Nationwide Exposition staff as well as the convention center will ensure all state and local safety guidelines will be followed. Also, Winterfest will adhere to the GBAC Star Rating, the highest standard for health and safety. The Orange County Convention Center received its GBAC accreditation in May of this year. Since then, the facility has

successfully hosted more events than any other convention center in the country and has done so while keeping its staff and guests safe and healthy. For more information, please go to [www.OrlandoWinterfest.com](http://www.OrlandoWinterfest.com).

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#### **About Alliance Nationwide Exposition**

Alliance Nationwide Exposition is a General Service Contractor and the creator of Together Again Expo. They provide exceptional exposition production, logistics, labor, and decor services 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.

#### **About The Orange County Convention Center**

The 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 tradeshow 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 International Drive Business Improvement District**

The International Drive Business Improvement District is a public-private partnership between the I-Drive business community, Orange County Government & the City of Orlando. The District was created to provide exclusive services to the I-Drive area such as transportation (I-Ride Trolley Service), public safety programs, marketing, promotions, capital improvement projects, clean teams, streetscape enhancements, and representation to State and Local Governments. [www.IDriveDistrict.com](http://www.IDriveDistrict.com)

#### **About iHeartMedia**

iHeartMedia (NASDAQ: IHRT) is the number one audio company in the United States, reaching nine out of 10 Americans every month – and with its quarter of a billion monthly listeners, has a greater reach than any other media company in the U.S. The company's leadership position in audio extends across multiple platforms, including more than 850 live broadcast stations in over 160 markets nationwide; through its iHeartRadio digital service available across more than 250 platforms and 2,000 devices; through its influencers; social; branded iconic live music events; other digital products and newsletters; and podcasts as the #1 commercial podcast publisher. iHeartMedia also leads the audio industry in analytics, targeting and attribution for its marketing partners with its SmartAudio product, using data from its massive consumer base. Visit [iHeartMedia.com](http://iHeartMedia.com) for more company information.