



FOR IMMEDIATE RELEASE

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CBA's International Convention Has Redesigned its Second Year in Cincinnati

COLORADO SPRINGS, CO – CBA, the trade association for Christian retail, will host its annual trade show and convention June 27-30 at the Duke Energy Convention Center in Cincinnati, Ohio. The event is designed to unite the worldwide Christian products industry, bringing together retailers, artists, publishers, suppliers, film producers and others.

“The industry convention is a leading event for Christian-product providers to connect, learn, and be inspired to continue the good work of providing Christian ideas, thought, and faith-building in a troubled world,” CBA President Curtis Risky said. “Our industry is the hub for Christian-content creation and distribution that connects locally and globally.”

CBA’s convention, which began in 1950, remains in the top 250 U.S. trade shows of more than 6,000 reporting events as ranked by *Trade Show News Network*.

This is the second consecutive year in Cincinnati, and the association has redesigned the event. Among the changes are a more efficient trade floor and new Showcase Suites that extend the exhibit floor into meeting rooms. CBA has managed the exhibiting space to accommodate a more intimate exhibit floor while opening up suites to enhance the exhibition experience for both exhibitors and buyers. This adds more flexibility for after-hours meetings and events so more can be done in a day.

In addition to unique opportunities such as a revamped environment and exclusive offers, UNITE, as the convention is called, offers a common meeting space that is far more economical than setting up hundreds of individual meetings with business partners.

Furthermore, Risky notes that “the ‘Envision the Legacy’ theme reflects the hope for future growth and impact through the distribution of Christian media, products, and resources.”

UNITE draws representatives from more than 50 countries for idea sharing, training, leadership development, international rights and licensing, and launching new products and resources. Products include Bibles, books, church curriculum and supplies, gifts, lifestyle products, and family entertainment such as music, films, and other media.

The event also attracts national pastoral leaders, authors, artists, musicians, filmmakers, journalists, and others involved in Christian media. Key product and film launches that affect the Christian retail industry often take place at UNITE.

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CBA, the Association for Christian Retail

CBA is the leading association for providers of Christian products to reach all people. It supplies vital connections, information, education and encouragement to Christian resource providers.