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FOR IMMEDIATE RELEASE

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Midwest Clinic Will Move to McCormick Place West in 2009 New Location Will Improve Conference Experience; 2008 Conference Headquarters Remain in Historic Hilton Chicago

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EVANSTON, IL – The Midwest Clinic: An International Band and Orchestra Conference is excited to announce that it will move to McCormick Place West (2301 South Lake Shore Drive, Chicago, IL) in 2009. In this new location, billed as the preeminent meeting facility in the country, all Midwest Clinic sessions will take place under one roof. Concerts will be held in spacious, acoustically excellent ballrooms. Attendees will enjoy large, comfortable clinic rooms and explore a single exhibit hall, as well as intimate lounges and dining options that meet all tastes. Registration, exhibit, and advertising fees will not increase from their 2008 levels.

Held during the third week of December every year since 1946, the Midwest Clinic has long been the world's largest conference for instrumental music educators. Annual attendance has grown to about 15,000 as more educators, students, musicians, and industry professionals realize the vital professional development opportunities the conference provides.

To meet the demands of a diverse audience, the Midwest Clinic has increased its offerings in recent years. As the conference filled the Hilton Chicago, its current headquarters, nearby hotels and theatres were added as conference sites. Despite these efforts, conference events and sites have become increasingly crowded, forcing organizers to ticket some events for attendees' safety and comfort.

Holding the 2009 conference at McCormick Place West will dramatically reduce crowding and allow the Midwest Clinic to hold all events in a single location. Attendees will be able to choose the events that best meet their needs, without rushing between venues. According to Ray Cramer, President of the Board of Directors, "There are many reasons for this move that will become abundantly clear after the first conference in this beautiful new facility; everything under one roof, performance venues that are acoustically superior, lots of open space for easy movement from one event to another, a world class exhibit hall, copious loading and unloading facilities, and wonderful natural light. It's visually appealing everywhere you look."

The Hilton Chicago will continue to be Midwest Clinic co-headquarters and a key strategic partner. Attendees may stay at this historic hotel and take advantage of free shuttle service between the downtown area and McCormick Place West. "We feel very fortunate that this stunning new facility opened less than a mile and half from where we have held our conference since 1973," said Executive Director Kelly Jocius.

This move, the third that the Midwest Clinic has made in its history, is the result of several years of careful planning and discussion by the Board of Directors and Executive Staff. Jocius described the considerations that guided the process, "While examining this possible move, the question we kept returning to was, 'Will attendees have a better experience at this venue?' The longer and harder we looked, the clearer the answer became: yes! We are excited about the opportunity to deliver on this promise."

While the conference is moving, Jocius noted, "Our mission and priorities are unchanged. The Midwest Clinic will continue to provide instrumental music teachers of all levels with guidance and inspiration through the same festive and communal experience they have come to expect each December."

The Midwest Clinic exists to serve music educators and to improve the field of music education. The first conference at McCormick Place West will be held December 15-19, 2009. The 2008 Midwest Clinic will be held this December 16-20, at the Hilton Chicago (720 S. Michigan Avenue). This year's offerings include 70 clinics designed for band, orchestra and jazz directors at all levels, more than 40 concerts from middle school, high school and adult bands, orchestras, jazz ensembles and chamber ensembles, and over 350 exhibitors from the music industry. For more information, please visit www.midwestclinic.org. More information about McCormick Place West can be found at www.mccormickplace.com.

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