

PRESS RELEASE

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The Merrill Hotel & Conference Center joins the prestigious IACC!

The International Association of Conference Centers (IACC), the only global professional association representing small to medium-sized venues focused on meetings, training courses, and conferences, *accepted* The Merrill into its program after a stringent application process. After demonstrating its ability to meet the rigorous global quality standards set forth by IACC, The Merrill Hotel & Conference Center was accepted into full IACC membership. *The Merrill will be the only IACC sanctioned conference center in the state of Iowa!*

Lori Denney, Director of Sales & Marketing at The Merrill, made the announcement, “It is indeed an honor for The Merrill to be included in IACC’s prestigious membership,” she said, “There is no more effective organization than IACC to help us achieve our business strategy, a core element of which is to grow market share in the small meetings sector. No doubt, it will attract meetings business to the Muscatine area. We are proud to be part of IACC’s global family of leading venues and look forward to the substantial benefits it delivers.”

To achieve IACC certification, venue members must demonstrate a commitment to the highest standards in design, facilities, services, technology, and sustainability. IACC members understand the importance of each of these elements in a successful meeting – and those who use IACC venues expect excellence. This exclusiveness makes IACC’s members part of an elite group representing the most innovative, forward-thinking and results-driven meeting venues in the world.

Mark Cooper, IACC’s CEO comments “The Merrill has demonstrated unequivocally that it is totally committed to delivering the IACC Meetings Experience and I am confident it will be a valuable member of the association. By conforming to our global quality standards, The Merrill has become a venue that meeting planners can confidently trust to look after their meeting.”

IACC serves its members by being the global thought-leader in the meetings industry. Currently, there are 385 members in 22 countries within the Americas, Europe and Australia.

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About The Merrill Hotel & Conference Center

The Merrill Hotel is located on the scenic riverfront of historic downtown Muscatine, Iowa. The newly constructed property is situated at 119 West Mississippi Drive across from the city’s River Walk Park and historic downtown area, and is 4 miles from the Highway 61 Bypass. It is 25 minutes from the Quad City area and 30 minutes from QC Airport (MLI) in Moline, IL. The Merrill Hotel & Conference Center, a 122 guest room luxury hotel, includes a top floor state-of-the-art conference center, 15 meeting rooms, Abalone’s Restaurant & Bar where you can enjoy expertly crafted cuisine and cocktails, and a Grand Ballroom with outdoor terrace that is ideal for social and corporate gatherings. The new hotel is scheduled to open in March 2018.

For more information on The Merrill Hotel, call Lori Denney at (763) 242-1448 or visit www.themerrill.com. The Merrill Hotel & Conference Center is operated by Riley Hotel Group and owned by Riverview Hotel Development LLC.