

CRAIN'S LIST: LARGEST 2008 CONVENTIONS AND EVENTS

Ranked by estimated attendees

	Organization Event	Attendance	Date	Venue	Direct spending
1.	Detroit Auto Dealers Association www.dada.org North American International Auto Show	702,814	Jan. 19-27	Cobo Center Detroit	\$476,000,000 ①
2.	SAE International World Congress ②	35,000	April 14-17	Cobo Center Detroit	NA
3.	Church of God in Christ Auxiliaries in Ministry	25,000	June 28-July 7	Cobo Center Detroit	\$25,992,400
4.	Improved Benevolent Protective Order of Elks of the World Annual August/September National Convention	20,000	July 28-Aug. 9	Cobo Center Detroit	\$22,461,000
5.	American Communications Network A.C.N. National Training Event-Midwest	8,000	Sept. 9-14	Cobo Center Detroit	\$2,331,800
5.	The Convergence Transportation Electronics Association Convergence 2008	8,000	Oct. 20-22	Cobo Center Detroit	\$8,639,300

① David Sowerby's estimated economic impact.

② SAE International provided information.

LIST RESEARCHED BY DETROIT VISITORS BUREAU