



FOR IMMEDIATE RELEASE

ASM GLOBAL NAMES INDUSTRY VETERAN KIMBERLY WEEDMARK NEW GENERAL MANAGER FOR LOS ANGELES CONVENTION CENTER



(LOS ANGELES – Oct. 13, 2022) — ASM Global—the world’s leading producer of entertainment experiences, venue management and event strategy—has appointed Kimberly Weedmark of Universal Studios Hollywood as the new general manager for the Los Angeles Convention Center.

Weedmark, who brings a wealth of experience to the LA venue, has worked in the LA convention space for over two decades.

Los Angeles Convention Center is part of the ASM Global portfolio, the largest and most diverse network of premier convention and trade show venues for millions of exhibitors and attendees across an extensive worldwide footprint that spans five continents.

In making the announcement, ASM Global’s Dan Hoffend, executive vice president of convention centers, said, “Los Angeles continues to grow as a hub for many of the world’s significant conventions and

events; and with Kimberly’s longtime experience with one of the city’s iconic and most popular destinations, we anticipate LACC’s growth will be even more robust in coming years.”

In Weedmark’s new role, the former vice president of special events and group sales of Los Angeles’ most popular tourist attraction will work closely with the City of Los Angeles to grow even more beyond what is already one of the industry’s leading convention halls.

“Playing a role in continuing to expand the growth of the LACC is an amazing opportunity, Weedmark said. “It’s a venue with a remarkable history and a remarkable path ahead. “I’m excited to be working closely with our clients and partners in one of the greatest cities on Earth to provide customized solutions that are the hallmark of ASM Global. I’m looking forward to working with our convention center leadership team to leverage ASM Global’s industry-leading innovations to deliver exceptional experiences for organizers, attendees and exhibitors.”

“Kim Weedmark is an outstanding addition to the LA Convention Center team, and we are excited to work with her,” said Doane Liu, chief tourism officer for the City of Los Angeles and executive director of the city tourism department. “I know that Kim will continue the excellent stewardship that has marked ASM Global's management of the convention center for the past nine years. Kim brings unmatched leadership qualities and experience, and I look forward to her invaluable input as the city moves forward with the expansion and modernization of the convention center.

Located in the heart of downtown Los Angeles, the award-winning LACC recently celebrated its 50th anniversary.

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ABOUT THE LOS ANGELES CONVENTION CENTER

The Los Angeles Convention Center (LACC) is renowned internationally as a prime site for conventions, trade shows and exhibitions. Owned by the City of Los Angeles and professionally managed by ASM Global, LACC attracts over 2.5 million visitors annually. The facility is an integral economic component to the Southern California area, generating economic benefits through attendee direct and indirect spending and sustaining over 12,500 local jobs. The LACC also remains an enduring symbol of environmental sustainability and social responsibility and is proud to be a LEED Gold certified facility. LACC strictly adheres to the ASM Global *VenueShield* Program. For more information, please visit laccclink.com.

ABOUT ASM GLOBAL

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, performing arts venues, and convention and exhibition centers, including McCormick Place Chicago; Moscone Center San Francisco; ICC Sydney Australia; Olympia London; Shenzhen World China; and P&J Live in Aberdeen, U.K. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#). asmglobal.com.

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