



FOR IMMEDIATE RELEASE

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**KALAHARI RESORTS AND CONVENTIONS TO HOST THAT CONFERENCE  
IN NEW CONVENTION CENTER EXPANSION**

*“Summer Camp for Geeks” to bring learning, exploring, gaming and fun for all ages at Kalahari Resorts’ state-of-the-art meeting facility*

Wisconsin Dells, Wis. (August 5, 2019) – [Kalahari Resorts and Conventions](#) will host [THAT Conference](#) as an inaugural event in its new convention center expansion from Monday, Aug. 5 to Thursday, Aug. 8.

As the first event in its newly expanded, 212,000-square-foot space, the family-friendly, technology-focused THAT Conference, known as the “Summer Camp for Geeks,” embraces the award-winning amenities and attractions Kalahari offers. Known for having dedicated sessions and workshops for attendees’ spouses and children, THAT Conference leverages the state-of-the-art convention space, best in entertainment and dining all under one roof for a remarkable, four-day experience.

The \$35 million investment into the convention center will attract valuable business and visitors to the Wisconsin Dells area. Increasing in attendance nearly 500% since it began in 2012, THAT Conference leverages the expanded size and flexible space of Kalahari’s convention center to continue bringing the technology community back to the Midwest for connection and conversation.

Interviews and tours are available upon request both Tuesday, Aug. 6 and Wednesday, Aug. 7 with Clark Sell, Founder and CEO, THAT Conference and Tifani Jones, Corporate Director of Sales, Kalahari Resorts and Conventions.

**INTERVIEW/PHOTO/VIDEO OPPORTUNITIES:**

- **Clark Sell, Founder and CEO, THAT Conference**
  - The evolution of a family-friendly technology conference:
    - Growing from 300 participants in 2012 to more than 1,700 attendees, spouses and children in 2019
    - Hosting more than 30 workshop sessions for kids, several taught by kids, with hands-on activity-based learning in STEM (science, technology, engineering and mathematics) fields
    - Designing a conference format that encourages work-life balance and builds the next generation of “tech geeks”

- Creating a destination vacation for the whole family with the best in entertainment and dining all under one roof
  - Bringing technology awareness back to the Midwest
  - Working alongside experienced Kalahari meeting staff to achieve a shared vision of success in the newly enhanced meeting space
- **Tifani Jones, Corporate Director of Sales, Kalahari Resorts and Conventions**
  - Meeting current and future demands with a total of 212,000 square feet of meeting space
  - National plans of enhancing meeting experiences across additional properties, including in the Pocono Mountains (expansion opening late 2019) and Round Rock, Texas (opening November 2020)
  - Emerging trends in meetings, conventions and events

### **CONVENTION CENTER FACTS**

- Recent expansion added:
  - 112,000 square feet of space
  - 52,000-square-foot ballroom
  - 10 meeting rooms
  - Broke ground October 2017
- Total facility
  - 212,000 square feet of meeting space
  - Three ballrooms (52,000; 20,569 and 17,2000 square feet)
  - 45 total meeting rooms
- Convention center by the numbers
  - More than 400 years' combined meeting experience among Kalahari Resorts teams
  - 22,000 groups hosted
  - 1.4 million rooms booked
  - 20% average increase in attendance for events held at Kalahari Resorts

For more information about Kalahari Resorts and Conventions meeting facilities, please visit [www.KalahariMeetings.com](http://www.KalahariMeetings.com).

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