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FOR IMMEDIATE RELEASE

San Francisco Travel Association Presents 2015 Crystal Bridge Award to RSA Conference

June 24, 2015 – At its 105th Annual Luncheon today, the San Francisco Travel Association presented the 2015 Crystal Bridge Award to RSA® Conference, the world's leading information security conferences and expositions.

Now in its sixth year, the Crystal Bridge Award is given annually to honor major convention customers that bring outstanding events with significant impact to San Francisco. Past awards have been presented to American Bar Association, American Geophysical Union, Oracle, Salesforce.com, and the American College of Surgeons.

For 2015, the Crystal Bridge was presented to RSA Conference for being a consistent convention presence in San Francisco for 14 years. Its annual gathering has grown every year, from the original 2,000 attendees to 33,000 people in 2015. Its most recent event in San Francisco generated direct spending of approximately \$24 million, according to San Francisco Travel.

RSA Conference's mission is to connect security professionals with the people and insights that will empower them to stay ahead of cyber threats. Through its events in the U.S., the EMEA region and the Asia-Pacific region as well as its digital properties, RSA Conference is the ultimate marketplace for the latest technologies and hands-on educational opportunities that help industry professionals discover how to make their companies more secure while showcasing the most enterprising, influential and thought-provoking thinkers and leaders in security today.

Upon receiving the award, Sandra Toms, vice president and curator of RSA Conference said, "San Francisco is a vibrant city that offers world-class convention space at Moscone Center, great accommodations and proximity to some of the most innovative security companies and technologies in the city itself and in Silicon Valley. We're proud to host RSA Conference in San Francisco and look forward to many more years here."



“The Crystal Bridge Award recognizes a convention customer event that is outstanding and significant for San Francisco. RSA Conference is the ideal recipient because they host the premiere security global event in the world and continue to choose San Francisco and the Moscone Center each and every year. It is even more important now to thank and recognize RSA Conference – especially as our competition would love for RSA Conference to move their conference to their destination,” said John Reyes, San Francisco Travel executive vice president and chief sales officer.

The San Francisco Travel Association is a private, not-for-profit organization that markets the city as a leisure, convention and business travel destination. With more than 1,500 partner businesses, San Francisco Travel is one of the largest membership-based tourism promotion agencies in the country.

In 2014, tourism reached record-breaking levels, generating in excess of \$10.67 billion annually for the local economy and employing more than 87,005 people.

The San Francisco Travel business offices are located at One Front St., Suite 2900, San Francisco, CA 94111.

San Francisco Travel also operates the Visitor Information Center at Hallidie Plaza, 900 Market Street at the corner of Powell and Market streets. For more information, call 415-974-6900 or visit www.sanfrancisco.travel.

American Express® is the official Card partner of the San Francisco Travel Association.

San Francisco International Airport (SFO) offers non-stop flights to more than 34 international cities on 29 international carriers. The Bay Area's largest airport connects non-stop with 78 cities in the U.S. on 15 domestic airlines. SFO offers upgraded free Wi-Fi with no advertising. For up-to-the-minute departure and arrival information, airport maps and details on shopping, dining, cultural exhibitions, ground transportation and more, visit www.flysfo.com. Follow SFO on www.twitter.com/flysfo and www.facebook.com/flysfo.

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