

CONVENTION CENTERS

Hot Spot



Smaller Convention
Centers **Spice up**
Their Offerings

BY DANICA TORMOHLEN, *editor-at-large*

Oceanside, CA - Looking for a North American venue that offers less than 125,000 sf of prime exhibit space? You are in luck. The options abound in this category with 174 Tier IV convention centers in the U.S., Canada and Mexico offering 50,000 sf to 124,999 sf of prime exhibit space. More than half (57%) of convention centers in the region fit the bill, according to the most recent edition of *Trade Show Executive's World's Top Convention Centers* (WTCC) published in June.

"It continues to be a buyer's market for organizers with shows in this range," said Maura Gast, executive director of the Irving Convention & Visitors Bureau in Texas. "There are so many venue options in this category. This trend shows no sign of reversing any time soon."

“It continues to be a buyer's market for organizers with shows in this range. There are so many venue options in this category. This trend shows no sign of reversing any time soon.”

**Maura Gast, EXECUTIVE DIRECTOR
OF THE IRVING CONVENTION
& VISITORS BUREAU**

Indeed, North American venues with less than 125,000 sf of prime exhibit space have a total square footage of 13,933,713. Their space represents 20% of the total square footage of the North American venues listed in the 2013 WTCC. The average (mean) square footage of prime exhibit space for Tier IV venues in North America is 80,079.

And the numbers continue to climb. Two convention centers completed construction in 2013. In June, the U.S. Cellular Center in Cedar Rapids, IA, completed construction of a new venue that features 81,779 sf of prime exhibit space. In October, the Dulles Expo Center

in Chantilly, VA, added 30,000 sf of prime exhibit space, bringing its total to 130,000 sf. In 2012, there were 173 convention centers in this tier, offering an average of 79,931 sf of prime exhibit space.

Smaller convention centers fill their space with a wide range of statewide meetings, regional trade shows, corporate events, consumer shows and other local events. But most are looking to fill their calendars with more national and international exhibitions that bring a higher economic impact to their communities.

For some, that means adding more space. "Our goal is to attract more national business," said Johnna Boxley, general manager of the Spokane Convention Center in Washington, which is currently adding 20,000 sf of prime exhibit space and 25,000 sf of meeting space. When completed in December 2014, the center will offer 120,160 sf of prime exhibit space, 67,900 sf of meeting space and 17,390 sf of flex space. "We didn't have the right configuration before, but our expansion should help us gain more market share."

In addition to the Spokane Convention Center, there are currently five other centers in this category under construction (See *Pardon Our Dust* in the October 2013 issue of *Trade Show Executive*).

The recent 16-day partial government shutdown, as well as the sequester, clearly had a significant impact on U.S. convention centers. "At least six of our buildings had cancellations or postponements of government-related events," said Gregg Caren, executive vice president, SMG, which currently manages 46 convention centers in this category. "That's a hit. The revenue loss is felt more in smaller venues."

Consumer show business took a hit during the economic recession, but many smaller centers are reporting solid gains for this market. For example, the *Dallas Comic Con*, held October 4-6 at the Irving Convention Center, attracted more than 20,000 attendees. "It has been so successful that it has probably outgrown our venue," said Gast.

Some centers are partnering with show organizers to help them reduce the risk for new show launches. "We may offer planners a break on rent in the first year

Continued on page 44



HotSpot:
Duluth Entertainment
Convention Center

TRADE SHOW EXECUTIVE SNAPSHOT: Tier IV Smaller Facilities (50,000 sf - 124,999 sf)

The **average (mean)** square footage of prime exhibit space for Tier IV venues in North America is 80,079.

Five facilities best represent the average square footage for smaller-sized venues, with 80,000 sf. These facilities include:

- El Paso Convention & Performing Arts Centers in El Paso, TX
- Fredericksburg Expo & Conference Center in Fredericksburg, VA
- Gillette Stadium in Foxborough, MA
- South Point Hotel & Spa in Las Vegas, NV
- Town & Country Resort & Convention Center in San Diego, CA

The **median (midpoint)** prime exhibit space for Tier IV convention centers in North America is 80,000 sf.

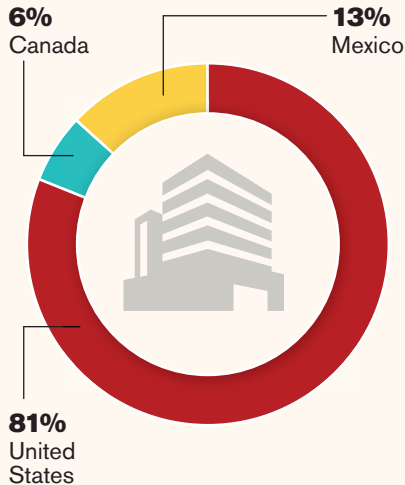
There are 19 convention centers that represent the **mode** exhibit space for smaller-sized venues in North America, with 50,000 sf.

The **largest** Tier IV convention centers in North America are Duluth Entertainment Convention Center in Minnesota and TRADEX/Fraser Valley Trade & Exhibition Centre in Abbotsford, BC, each offering 120,000 sf of prime exhibit space.

CONVENTION CENTERS

Tier IV Facilities

There are 174 convention centers with prime exhibit space ranging from 50,000 sf to 124,999 sf in the U.S., Canada and Mexico:

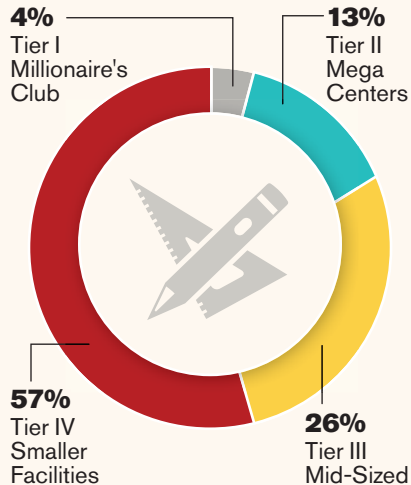


Tier IV smaller convention centers located in the U.S. account for

11,390,292^{sf}

Convention Centers by Size Classification

Of the 307 North American convention centers with a minimum of 50,000 square feet of prime exhibit space:



Tier I	1,000,000+ sf
Tier II	350,000 - 999,999 sf
Tier III	125,000 - 349,999 sf
Tier IV	50,000 - 124,999 sf

20% of the North American venues listed in the WTCC directory are centers with less than 125,000 square feet of prime exhibit space for a total square footage of 13,933,713.

Continued from page 43

or two if they agree to long-term commitments if they are successful,” said Boxley. “We had several consumer shows that went out of business during the recession, but we are adding a new snow show and a high-end gift and food show.”

Technology is a huge factor for centers all sizes. To compete in this category, many offer free WiFi throughout their buildings, including the exhibit halls. “People think of WiFi like they think of air,” said Craig Liston, regional vice president, SMG. “They think it should be free and it should be always available.” He said many of the smaller centers will be investing in distributed antenna systems (DAS) to handle the additional bandwidth from multiple devices.

Consumer show business took a hit during the economic recession, but many smaller centers are reporting solid gains for this market.

“We will be offering free WiFi throughout the entire building,” said Dean Dennis, vice president for Global Spectrum and general manager of the Owensboro Convention Center in Kentucky, which officially opens for business with the *Ag Expo* on January 29, 2014.

The Irving Convention Center, which opened just two and a half years ago, has already invested in WiFi upgrades. “The demands for bandwidth have ramped up,” said Gast. “WiFi is just not going to be a revenue generator, but it can be a deal maker or breaker.”

Reach Maura Gast at (972) 401-7706 or mgast@irvingtexas.com; Gregg Caren at (610) 729-7922 or GCaren@smgworld.com; Craig Liston at (614) 937-5751 or cliston@smgworld.com; Dean Dennis at (270) 687-8921 or ddennis@owensborocenter.com; and Johnna Boxley at (509) 279-7003 or jboxley@spokanepfd.org



Peoria Civic Center

Prime Exhibit Space 110,000 square feet

Total Exhibit Space 110,000 square feet

Number of Breakout Rooms/Total sf 16/18,000

Number of Ballrooms/Total sf 1/27,000

In-house Services: Centerplate is our exclusive in-house cater and concessions provider, in-house audio-visual equipment and service, wireless Internet, security, plumbing, cleaning, electrical and business center.

The Peoria Civic Center is the largest downstate meeting and event facility in Illinois. Our facility offers 110,000 sq. ft. of exhibit space, a 27,000 sq. ft. ballroom, 16 breakout rooms, a 12,000 seat arena and 2,200 seat Theater all under one roof. Peoria, IL is located halfway between Chicago and St. Louis, on the Illinois River. Our downtown convention district is conveniently located just off Interstate 74 and only 12 minutes from the airport. With the newly renovated Peoria Marriott Pere Marquette Hotel located next door, we will have an attached climate controlled skywalk connecting us to the hotel in 2014. There are over 1,000 hotel rooms within walking distance to our state-of-the-art facility.



Address: 201 SW Jefferson Ave.
Peoria, IL 61602

Phone: (309) 680-3517
Fax: (309) 673-9223

Sales Contact: Robin Barnes,
Director of Convention Sales

rbarnes@peoriaciviccenter.com
www.peoriaciviccenter.com

Spokane Convention Center

Prime Exhibit Space 102,749 square feet

Total Exhibit Space 186,591

Number of Breakout Rooms 31

Total sf of Breakout Rooms 32,802

Number of Ballrooms/Total sf 3/51,040

In-house Services: Electrical, IT, free Wi-Fi, food and beverage, audio-visual, ticketing and security.

The Spokane Convention Center is getting bigger and better. The 91,000 square foot addition puts Spokane in a new league. Included in the expansion is 20,000 additional square feet of exhibition space bringing the total to 102,749 sf; 10 new meeting rooms and one executive conference room, totaling 10,800 sf; and a breathtaking 12,000-sf ballroom situated on the banks of the Spokane River. The new design connects all the new meeting spaces to the outdoors through floor to ceiling windows and a variety of outdoor event spaces.



SPOKANE
CONVENTION
CENTER



Address: 334 W. Spokane Falls Blvd.
Spokane, WA 99201

Phone: (509) 742-9375
Fax: (509) 623-1297

Sales Contact: Keith Backsen,
VP & Director of Sales

kbacksen@visitspokane.com
www.visitspokane.com

Tier IV Exhibition Facilities: United States

Exhibition Facility	Prime Exhibit Space (sf)	Location	Web Site
1. Duluth Entertainment Convention Center	120,000	Duluth, MN	www.duluthconventioncenter.com
2. Knoxville Convention Center	119,922	Knoxville, TN	www.kccsmg.com
3. Rushmore Plaza Civic Center	119,000	Rapid City, SD	www.gotmine.com
4. Nashville Convention Center	118,675	Nashville, TN	www.nashvilleconventionctr.com
5. Seaport Boston Hotel & Seaport World Trade Center	118,000	Boston, MA	www.seaportboston.com
6.* Charleston Area Convention Center	115,000	Charleston, SC	www.charlestonconvention.com
7.* Hilton Chicago	115,000	Chicago, IL	www.hiltonchicago.com
8.* Ontario Convention Center	115,000	Ontario, CA	www.ontariocc.com
9. Tucson Convention Center	114,000	Tucson, AZ	www.tucsonconventioncenter.org
10. Springfield Exposition Center	112,000	Springfield, MO	www.springfieldexpo.com
11. Arizona Exposition & State Fair	111,000	Phoenix, AZ	www.arizonaexposition.com
12. Walt Disney World Swan & Dolphin Resort	110,500	Lake Buena Vista, FL	www.swandolphinmeetings.com
13.* John Ascuaga's Nugget Resort Casino	110,000	Sparks, NV	www.janugget.com
14.* Fargodome	110,000	Fargo, ND	www.fargodome.com
15.* Franklin County Veterans Memorial	110,000	Columbus, OH	www.fcvn.com
16.* Peoria Civic Center <i>See our advertorial on page 45</i>	110,000	Peoria, IL	www.peoriaciviccenter.com
17. Sevierville Convention Center	108,261	Sevierville, TN	www.seviervilleeventscenter.com
18.* Mobile Civic Center	108,000	Mobile, AL	www.mobilecivicctr.com
19.* Valley Forge Convention Center	108,000	King of Prussia, PA	www.vfconventioncenter.com
20. Hot Springs Convention Center	103,000	Hot Springs, AR	www.hotsprings.org
21.* Cox Business Center (formerly Tulsa Convention Center)	102,600	Tulsa, OK	www.coxcentertulsa.com
22.* Hampton Roads Convention Center	102,600	Hampton, VA	www.thehrcc.com
23.* Caesars Palace	102,000	Las Vegas, NV	www.lvmeetingsbyharrahs.com
24.* Georgia Dome	102,000	Atlanta, GA	www.gadome.com
25.* Chattanooga Convention Center	100,800	Chattanooga, TN	www.chattanoogaconventioncenter.org
26.* Myrtle Beach Convention Center	100,800	Myrtle Beach, SC	www.myrtlebeachconventioncenter.com
27. Spokane Convention Center <i>See our advertorial on page 45</i>	100,160	Spokane, WA	www.visitspokane.com
28.* Alliant Energy Center	100,000	Madison, WI	www.alliantenergycenter.com
29.* Baton Rouge River Center	100,000	Baton Rouge, LA	www.brrivercenter.com
30.* Cox Convention Center	100,000	Oklahoma City, OK	www.coxconventioncenter.com
31.* Dulles Expo Center	100,000	Chantilly, VA	www.dullesexpo.com
32.* Knoxville Expo Center	100,000	Knoxville, TN	www.knoxvilleexpocenter.com
33.* Monroeville Convention Center	100,000	Monroeville, PA	www.monroevilleconventioncenter.com
34.* North Atlanta Trade Center	100,000	Norcross, GA	www.northatlantatradecenter.com
35.* Arthur R. Outlaw Mobile Convention Center	100,000	Mobile, AL	www.mobileconventions.com
36.* Palm Beach County Convention Center <i>See our advertorial on page 47</i>	100,000	West Palm Beach, FL	www.pbconventioncenter.com

*Tied in amount of space Continued on page 48

Palm Beach County Convention Center

managed by
GLOBAL SPECTRUM
a subsidiary of COMCAST SPECTACOR

Prime Exhibit Space 100,000 square feet

Number of Breakout Rooms/Total sf 19/21,000

Number of Ballrooms/Total sf 1/22,000

In-house Services: Environmentally friendly and energy-efficient practices, innovative culinary department, customized menus, latest technology and telecommunications, security and personnel services, self-parking, valet services and complimentary Wi-Fi.

Located in the heart of downtown West Palm Beach, the Palm Beach County Convention Center presents a spectacular setting for conventions, trade shows, meetings and social events. An architectural masterpiece with modern amenities and expertly trained service teams, the facility features a 100,000 square-foot exhibit hall, a 22,000 square-foot ballroom and 19 meeting rooms that can accommodate groups from six to 6,000. Minutes from Palm Beach International Airport, South Florida's beautiful beaches and Palm Beach's famous Worth Avenue, our location is unsurpassed.



Address: 650 Okeechobee Blvd.
West Palm Beach, FL 33401

Phone: (561) 366-3030
Fax: (561) 366-3070

Sales Contact: Maria Walker,
Director of Sales & Marketing

mwalker@pbconventioncenter.com
www.pbconventioncenter.com

Rhode Island Convention & Entertainment Complex



Prime Exhibit Space 100,000 square feet

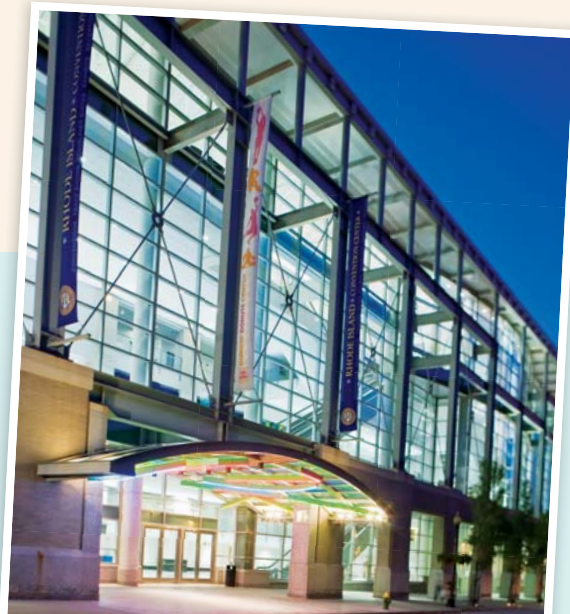
Number of Breakout Rooms 23

Total sf of Breakout Rooms 37,000

Number of Ballrooms/Total sf 1/20,000

In-house Services: Two parking garages with a 2,400 vehicle capacity, in-house catering, 10 loading docks, complimentary wireless Internet access in café areas, on-site audio-visual and business services.

The RI Convention & Entertainment Complex stands in the heart of the city, and includes the RI Convention Center (RICC), the Dunkin' Donuts Center (DDC) and the Veterans Memorial Auditorium. The Complex is located within one mile of 2,200 hotel rooms, and a total of 5,500 rooms are available in the Greater Providence area. Attendees will find a variety of shopping and entertainment options, as well as world-renowned dining within walking distance. A key feature of the RICC is its connection to the DDC, the area's premier events arena, the 564-room Omni Providence, and Providence Place Mall.



Address: One Sabin Street
Providence, RI 02903

Phone: (401) 458-6001
Fax: (401) 458-6500

Sales Contact: John J. McGinn,
Sr. Director of Sales & Marketing

jmcginn@smgricc.com
www.riconvention.com

Tier IV Exhibition Facilities: United States

Exhibition Facility	Prime Exhibit Space (sf)	Location	Web Site
37.* Renaissance Schaumburg Hotel & Convention Center	100,000	Schaumburg, IL	www.renaissanceschaumburg.com
38.* Rhode Island Convention & Entertainment Complex <i>See our advertorial on page 47</i>	100,000	Providence, RI	www.riconvention.com
39.* Santa Clara Convention Center <i>See our advertorial on page 49</i>	100,000	Santa Clara, CA	www.santaclara.org
40.* Savannah International Trade & Convention Center	100,000	Savannah, GA	www.savtcc.com
41.* Sheraton Greensboro Hotel at Four Seasons/ Joseph S. Koury Convention Center	100,000	Greensboro, NC	www.sheratongreensboro.com
42. Hara Arena, Conference & Exhibition Center	98,400	Dayton, OH	www.haracomplex.com
43. Las Vegas Cashman Convention Center	98,100	Las Vegas, NV	www.vegasmeansbusiness.com
44. Fresno Convention & Entertainment Center	98,000	Fresno, CA	www.fresnoconventioncenter.com
45. Clark County Event Center at the Fairgrounds	97,200	Ridgefield, WA	www.clarkcoeventcenter.com
46. Wynn Encore	96,197	Las Vegas, NV	www.wynnmeetings.com
47. Rosen Shingle Creek Hotel & Golf Club	95,848	Orlando, FL	www.rosenshinglecreek.com
48.* Ocean Center	95,000	Daytona Beach, FL	www.oceancenter.com
49.* Will Rogers Memorial Center	95,000	Fort Worth, TX	www.willrogersmemorialcenter.com
50.* Shreveport Convention Center	95,000	Shreveport, LA	www.shreveportcenter.com
51. Roland E. Powell Convention Center	93,180	Ocean City, MD	www.ococean.com
52.* Ford Park Event Center	93,000	Beaumont, TX	www.fordpark.com
53.* Trump Taj Mahal Casino & Resort	93,000	Atlantic City, NJ	www.trumptaj.com
54. Omaha Civic Auditorium	92,700	Omaha, NE	www.omahacivic.com
55. Palm Springs Convention Center	92,000	Palm Springs, CA	www.palmspringscc.com
56.* The Broadmoor <i>See our advertorial on page 49</i>	90,000	Colorado Springs, CO	www.broadmoor.com
57.* Lee Civic Center	90,000	Fort Myers, FL	www.leeciviccenter.com
58.* JW Marriott Desert Ridge Resort & Spa	90,000	Phoenix, AZ	www.jwdesertridgeresort.com
59.* The Mirage Hotel & Casino	90,000	Las Vegas, NV	www.mirage.com
60.* Bally's Las Vegas	86,000	Las Vegas, NV	www.lvmeetingsbyharrahs.com
61.* Disney's Coronado Springs Resort	86,000	Lake Buena Vista, FL	www.disneymeetings.com
62. Paris Las Vegas	85,000	Las Vegas, NV	www.lvmeetingsbyharrahs.com
63. Expo Center at the South Florida Fairgrounds	84,750	West Palm Beach, FL	www.southfloridafair.com
64. Montana ExpoPark	84,000	Great Falls, MT	www.goexpopark.com
65. Statehouse Convention Center	83,000	Little Rock, AR	www.littlerockmeetings.com
66. Island Grove Regional Park & Events Center	82,400	Greeley, CO	greeleygov.com/parks/ islandgrove_eventscenter.aspx
67. U.S. Cellular Center	81,779	Cedar Rapids, IA	www.uscellularcenter.com
68. Empire State Plaza Convention Center	81,500	Albany, NY	www.empirestateplaza.org
69. Champlain Valley Exposition	81,000	Essex Junction, VT	cvexpo.org
70.* El Paso Convention & Performing Arts Centers	80,000	El Paso, TX	www.visitelpaso.com
71.* Fredericksburg Expo & Conference Center	80,000	Fredericksburg, VA	www.fredericksburgexpoctr.com

*Tied in amount of space Continued on page 50

Santa Clara Convention Center

Prime Exhibit Space 100,000 square feet

Total Exhibit Space 302,000

Number of Breakout Rooms 31

Total sf of Breakout Rooms 45,000

Number of Ballrooms/Total sf 2/28,664

In-house Services: Wireless Internet, high-speed telecommunications, full service caterer ARAMARK, electrical and audio-visual services, UPS Store, advertising media and on-site parking.

Santa Clara, California is "Silicon Valley Central." The award-winning 302,000 sq. ft. Santa Clara Convention Center is the perfect setting for a convention, meeting, or tradeshow. The beautiful 22,400 sq. ft. "Mission City Ballroom" can be used in multiple configurations for a variety of meetings or events. In all, this ultra modern Convention Center features 31 breakout rooms, three ballrooms, 100,000 sq. ft. column free exhibit hall, 607-seat theatre, full service caterer ARAMARK, and high quality audiovisual and telecommunications services. Also, our Convention Services team assists in all your planning needs.



Address: 5001 Great America Pkwy.
Santa Clara, CA 95054

Phone: (408) 380-1239
Fax: (408) 244-9202

Sales Contact: Annette Manhart,
VP of Sales, Marketing & Services

annette.manhart@santaclara.org
www.santaclara.org

The Broadmoor

Prime Exhibit Space 61,000 square feet

Number of Breakout Rooms 47

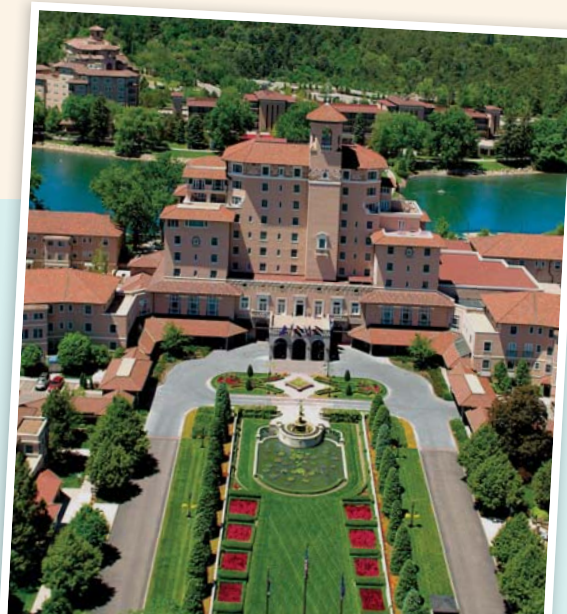
Total sf of Breakout Rooms 140,833

Number of Ballrooms/Total sf 6/119,303

In-house Services: Wireless Internet, high-speed Internet connections, electrical power, compressed air, water, natural gas, business center, state-of-the-art audio-visual, florist services and vehicle drive-in, drive-out.

The entire Broadmoor Hall is carpeted and column-free, with a ceiling height of 25 feet. The event hall ceiling provides eye bolts of 15 feet on-center for hanging displays, signs, etc. There are three separate docks with one leveler. Two separate enclosed offices and VIP preparation rooms include a restroom with shower and flatscreen televisions. Indoor parking for 916 cars is also available. The Broadmoor covers 3,000 acres and includes 746 rooms and suites, three championship golf courses, a tennis program and award-winning spa. There are 19 restaurants, cafes and lounges and 25 retail shops on-site. The Broadmoor has partnered with three neighboring hotels, all within a five-minute drive, to offer peak room blocks of up to 1,700 rooms.

THE
BROADMOOR
COLORADO SPRINGS



Address: One Lake Avenue
Colorado Springs, CO 80906

Phone: (888) 976-0399
Fax: (719) 577-5779

Sales Contact: John Rovie,
Director of Sales

jrovie@broadmoor.com
www.broadmoor.com

Tier IV Exhibition Facilities: United States

Exhibition Facility	Prime Exhibit Space (sf)	Location	Web Site
72.* Gillette Stadium	80,000	Foxborough, MA	www.gillettestadium.com
73.* South Point Hotel & Spa	80,000	Las Vegas, NV	www.southpointmeetings.com
74.* Town & Country Resort & Convention Center	80,000	San Diego, CA	www.towncountry.com
75. Prime F. Osborn III Convention Center	78,500	Jacksonville, FL	www.jaxevents.com
76. Cajundome/Convention Center	77,303	Lafayette, LA	www.cajundome.com
77. Dayton Convention Center	77,000	Dayton, OH	www.daytonconventioncenter.com
78. American Bank Center <i>See our advertorial on page 51</i>	76,500	Corpus Christi, TX	www.americanbankcenter.com
79.* La Crosse Center	75,000	La Crosse, WI	www.lacrossecenter.com
80.* Miami Airport Convention Center	75,000	Miami, FL	www.macc.com
81.* SeaGate Convention Centre	75,000	Toledo, OH	www.toledo-seagate.com
82.* The Wildwoods Convention Center	75,000	Wildwood, NJ	www.wildwoodsnj.com
83. St. Cloud River's Edge Convention Center	74,000	St. Cloud, MN	www.stcloudiversedgeconventioncenter.com
84. The Renaissance Montgomery Hotel & Spa at the Convention Center	73,000	Montgomery, AL	www.visitingmontgomery.com
85. Lansing Center	72,000	Lansing, MI	www.lansingcenter.com
86. Gwinnett Center	71,600	Duluth, GA	www.rentgwinnettcenter.com
87.* D.C. Armory	70,000	Washington, DC	www.dcsec.com
88.* Hyatt Regency Chicago	70,000	Chicago, IL	chicagohyatt.com
89.* KCI Expo Center	70,000	Kansas City, MO	www.kciexpo.com
90.* LVH - Las Vegas Hotel & Casino	70,000	Las Vegas, NV	www.thelvh.com
91.* Palmer Events Center	70,000	Austin, TX	www.palmereventscenter.com
92.* Roberts Centre	70,000	Wilmington, OH	www.robertscentre.com
93.* Tinley Park Convention Center	70,000	Tinley Park, IL	www.tinleyparkconventioncenter.net
94. XL Center	69,000	Hartford, CT	www.xlcenter.com
95. Gatlinburg Convention Center	67,000	Gatlinburg, TN	www.gatlinburg-tennessee.com
96.* Hilton Americas Houston Hotel	66,000	Houston, TX	www.americashouston.hilton.com
97.* Lexington Convention Center	66,000	Lexington, KY	www.lexingtoncenter.com
98.* Washington Marriott Wardman Park	66,000	Washington, DC	www.marriott.com/wasdt
99. Nicholas J. Pirro Convention Center at Oncenter	65,250	Syracuse, NY	www.oncenter.org
100. Neal S. Blaisdell Center	65,000	Honolulu, HI	www.blaisdellcenter.com
101. Buffalo Niagara Convention Center	64,000	Buffalo, NY	www.buffaloconvention.com
102. Kansas Expocentre	62,300	Topeka, KS	www.ksexpo.com
103.* Garden State Convention & Exhibit Center	62,000	Somerset, NJ	www.gsec.com
104.* ODEUM Sports & Expo Center	62,000	Villa Park, IL	www.odeumexpo.com
105.* Peppermill Resort Spa Casino	62,000	Reno, NV	www.peppermillreno.com
106. Meadowlands Exposition Center	61,000	Secaucus, NJ	www.mecexpo.com
107.* Big Sandy Superstore Arena	60,000	Huntington, WV	www.bigsandyarena.com
108.* Crown Center	60,000	Fayetteville, NC	www.atthecrown.com

*Tied in amount of space Continued on page 52

American Bank Center

Prime Exhibit Space 76,500 square feet

Total Exhibit Space 151,505 square feet

Number of Breakout Rooms/Total sf 22/62,258

Number of Ballrooms/Total sf 2/40,005

In-house Services: Catering and concessions, approved list of outside caterers, free Wi-Fi, electrical, marketing and public relations support, graphic design specialist on-site, event services, event coordinator, event staffing, security, housekeeping, guest services desk, on-site parking, box offices, first-aid, hand sanitizer stations, ADA accessibility and non-union labor.

Waterfront, tropical, breezy, affordable, casual. Nestled on the beautiful Corpus Christi Bay downtown along the Gulf of Mexico. Contains three of the city's premier facilities: convention center, 10,000 seat arena, and 2,500 seat Auditorium. Near airport and first rate attractions, including a new water park. Year round competitive rates compared to other oceanfront locations. Pull from large markets like Houston, San Antonio, and Austin. A wonderful place to have your first class vacation and a down-to-business convention. Nicknamed "Sparkling City by the Sea." Here . . . it's always beach time!



Address: 1901 N. Shoreline Blvd.
Corpus Christi, TX 78401

Phone: (361) 826-4753
Fax: (361) 826-4905

Sales Contact: Donna Cannatella,
Director of Sales

donnac@cctexas.com
www.americanbankcenter.com

MassMutual Center

Prime Exhibit Space 40,000 square feet

Total Exhibit Space 100,000 square feet

Number of Breakout Rooms 9

Total sf of Breakout Rooms 39,500

Number of Ballrooms/Total sf 3/15,000

In-house Services: A designated event manager, marketing & PR support, area hospitality, free Wi-Fi, telecommunications, electrical, audio-visual, exclusive in-house catering, water, waste water drain, compressed air, medical, security and cleaning services.

Standing in the heart of the Pioneer Valley, the MassMutual Center is Western Massachusetts' most unique and diverse venue. Ideally located at the gateway of New England, Springfield is situated in the center of it all. To help you reach more attendees, The Center is at the crossroads of two major interstate highways and Bradley International Airport, which is just 20 minutes away. Before, during and after your event, your attendees have unlimited opportunities to discover a rich array of historical sites, cultural attractions, and entertainment choices.



Address: 1277 Main Street
Springfield, MA 01103

Phone: (413) 787-6610
Fax: (413) 787-6645

Sales Contact: Monique Messier,
Director of Sales

mmessier@massconvention.com
www.springfield-first.com

CONVENTION CENTERS

Tier IV Exhibition Facilities: United States

Exhibition Facility	Prime Exhibit Space (sf)	Location	Web Site
109.* Jackson Convention Complex/SMG	60,000	Jackson, MS	www.jacksonconventioncomplex.com
110.* Nassau Veterans Memorial Coliseum	60,000	Uniondale, NY	www.nassaucoliseum.com
111.* Norfolk Scope	60,000	Norfolk, VA	www.sevenvenues.com
112.* Overland Park Convention Center	60,000	Overland Park, KS	www.opconventioncenter.com
113. Lane Events Center	59,000	Eugene, OR	www.laneeventscenter.org
114. Hyatt Regency Atlanta	58,243	Atlanta, GA	www.atlantaregency.hyatt.com
115. Hilton Anaheim	57,084	Anaheim, CA	www.hiltonanaheimhotel.com
116. Comcast Arena Everett & Edward D. Hansen Conference Center	57,000	Everett, WA	www.comcastarenaeverett.com
117. Reno Events Center	56,000	Reno, NV	www.renoeventscenter.com
118.* MassMutual Center <i>See our advertorial on page 51</i>	55,000	Springfield, MA	www.springfield-first.com
119.* Pasadena Convention Center <i>See our advertorial on page 53</i>	55,000	Pasadena, CA	www.pasadenacenter.com
120.* Charleston Civic Center & Auditorium	52,000	Charleston, WV	www.charlestonwvciviccenter.com
121.* Crown Center Exhibit Hall	52,000	Kansas City, MO	www.crowncenter.com
122.* The Lakeland Center	52,000	Lakeland, FL	www.thelakelandcenter.com
123. Overland Park International Trade Center	51,391	Overland Park, KS	www.optradecenter.com
124. Amarillo Civic Center	51,265	Amarillo, TX	www.amarillociviccenter.com
125. New York Hilton Midtown (formerly Hilton New York)	51,084	New York City, NY	www.hiltonfamilynewyork.com
126. Rio All-Suite Hotel & Casino	51,000	Las Vegas, NV	www.lvmeetingsbyharrahs.com
127. Sioux Falls Convention Center	50,400	Sioux Falls, SD	www.siouxfallsc.com
128.* Arlington Convention Center	50,000	Arlington, TX	www.arlingtoncc.com
129.* M.C. Benton Jr. Convention Center	50,000	Winston-Salem, NC	www.twincityquarter.com
130.* Bismarck Civic Center	50,000	Bismarck, ND	www.bismarckciviccenter.com
131.* Branson Convention Center	50,000	Branson, MO	www.bransonconvention.com
132.* DCU Center	50,000	Worcester, MA	www.dcucenter.com
133.* Dena'ina Civic & Convention Center/Egan Center	50,000	Anchorage, AK	www.anchorageconventioncenters.com
134.* Exhibition Building at Osceola Heritage Park	50,000	Kissimmee, FL	www.ohpark.com
135.* Fair & Expo Center	50,000	Rochester, NY	www.fairandexpoctr.org
136.* Foxwoods Resort Casino & MGM Grand at Foxwoods	50,000	Mashantucket, CT	www.foxwoods.com
137.* Grand Wayne Convention Center	50,000	Fort Wayne, IN	www.grandwayne.com
138.* Irving Convention Center at Las Colinas <i>See our advertorial on page 53</i>	50,000	Irving, TX	www.irvingconventioncenter.com
139.* Rochester Riverside Convention Center	50,000	Rochester, NY	www.rrcc.com
140.* Greater Tacoma Convention & Trade Center	50,000	Tacoma, WA	gtctc.org
141.* The Westin Diplomat Resort & Spa	50,000	Hollywood, FL	www.diplomatresort.com

*Tied in amount of space Continued on page 54

FAST FACT: The average (mean) square footage of prime exhibit space for Tier IV venues in North America is 80,079.



Pasadena Convention Center

Prime Exhibit Space 55,000 square feet

Total Exhibit Space 80,000 square feet

Number of Breakout Rooms 29

Total sf of Breakout Rooms 28,000

Number of Ballrooms/Total sf 1/25,000

In-house Services: Full-service catering, electrical and audio-visual production services, high-speed telecommunications, Wi-Fi, security services, a business center and on-site parking are available.

Located in thriving downtown Pasadena, the Pasadena Convention Center is just 16 miles from Bob Hope/Burbank Airport and 27 miles northeast of Los Angeles International Airport. The facility is LEED® Gold certified, making it one of the greenest convention centers in North America. Adding to its appeal, the Convention Center is home to the renowned 3,000-seat Civic Auditorium. Delegates can walk to four hotels and Old Pasadena, a bustling 22-block historic area filled with 200 shops, restaurants and clubs. Visitors will also enjoy museums, golf and live theatre.



Address: 300 E. Green Street
Pasadena, CA 91101

Phone: (626) 793-2122
Fax: (626) 793-8014

Sales Contact: Jeanne O'Grady,
Director of Sales and Client Services

jogrady@pasadenacenter.com
www.PasadenaCenter.com

Irving Convention Center at Las Colinas

Prime Exhibit Space 50,000 square feet

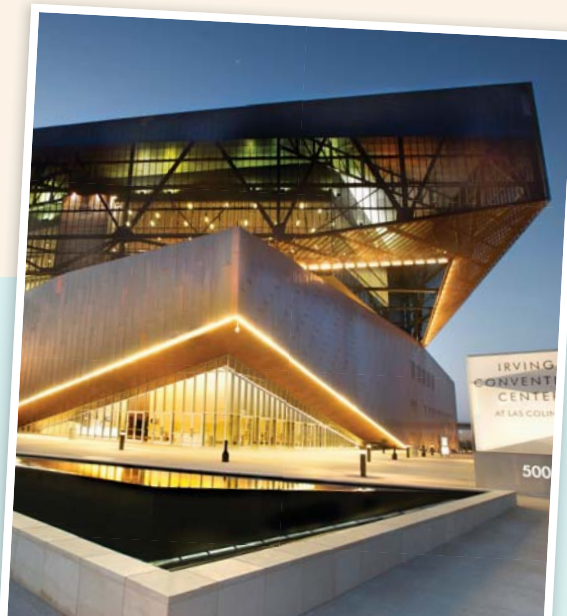
Total Exhibit Space 90,000 square feet

Number of Breakout Rooms/Total sf 20/20,000

Number of Ballrooms/Total sf 2/40,000

In-house Services: Wi-Fi, business center, full food/beverage service, café with outdoor dining, outdoor event space, covered terraces, concierge desk, security, cleaning service, green rooms, concession stands, audio-visual, telecommunications, and marketing and public relations support.

Where Location Meets Innovation. The Irving Convention Center at Las Colinas represents the innovative future of meetings and events. With almost 100,000 sq. ft. of meeting and exhibit space, the building's unique architecture, vertical design, and interior finishes create a new niche in the marketplace. Located in between Dallas and Fort Worth and immediately adjacent to DFW International Airport, the convention center is situated on 40 acres in the heart of Irving's Las Colinas Urban Center, with unique dining, shopping and other entertainment options just a stone's throw away.



Address: 500 W. Las Colinas Blvd.
Irving, TX 75039

Phone: (972) 252-7476
Fax: (972) 401-7729

Sales Contact: Cheryl Calhoun,
Director of Sales

ccalhoun@irvingconventioncenter.com
www.irvingconventioncenter.com

Tier IV Exhibition Facilities: Canada

Exhibition Facility	Prime Exhibit Space (sf)	Location	Web Site
1. TRADEX/Fraser Valley Trade & Exhibition Centre	120,000	Abbotsford, BC	www.fvtradex.com
2. Moncton Coliseum Complex	118,000	Moncton, NB	www.monctoncoliseum.com
3.* Credit Union Centre	110,000	Saskatoon, SK	creditunioncentre.com
4.* Exhibition Park	110,000	Halifax, NS	www.exhibitionpark.com
5. Québec City Convention Centre	100,000	Québec City, QC	www.convention.qc.ca
6. Scotiabank Convention Centre	81,000	Niagara Falls, ON	www.fallsconventions.com
7. RBC Convention Centre Winnipeg (formerly Winnipeg Convention Centre)	78,000	Winnipeg, MB	www.wcc.mb.ca
8. Ottawa Convention Centre	55,741	Ottawa, ON	www.ottawaconventioncentre.com
9. World Trade & Convention Centre Halifax	53,000	Halifax, NS	www.wtcchalifax.com
10. Calgary TELUS Convention Centre	50,000	Calgary, AB	www.calgary-convention.com

Tier IV Exhibition Facilities: Mexico

Exhibition Facility	Prime Exhibit Space (sf)	Location	Web Site
1. Inforum Irapuato	115,874	Irapuato, Gto	www.inforumirapuato.com
2. Expo Forum	99,028	Hermosillo, Son	www.expoforum.com.mx
3. San Luis Potosí Convention Center	97,000	San Luis Potosí, Slp	www.ccsanluispotosi.com
4.* Expo Tampico	96,875	Tampico, Tamps	www.expotampico.com
5.* World Trade Center Veracruz	96,875	Boca del Rio, Ver	www.wtcoveracruz.com.mx
6. Querétaro Centro de Congresos	96,014	Querétaro, Qro	www.qcc.mx
7. Yucatan Siglo XXI Convention Center	82,408	Merida, Yuc	www.yucatan sigloxxi.com
8. Cancún Center Conventions & Exhibitions	80,700	Cancún, Qroo	www.cancuncenter.com
9. Moon Palace Resort & Convention Center	77,500	Cancún, Qroo	www.palaceresorts.com
10. Campeche XXI	71,167	Campeche, Camp	www.convencionescampeche.com
11. Expo Chihuahua	69,965	Chihuahua, Chi	www.expochihuahua.com.mx
12. Expo Reforma CANACO	69,940	Mexico City, DF	www.exporeforma.com.mx
13. CIECEM	64,583	Lerma, Edo	www.ciecem.com
14. Puebla Convention Center	63,830	Puebla, Pue	www.convenciones-puebla.com.mx
15. Centro Potosino de Convenciones	62,430	San Luis Potosí, Slp	www.centrodeconvencionessanluis.com
16. Tuzoforum	60,277	Pachuca, Hgo	www.caminoreal.com/pachuca
17. CONVEX Center	57,028	Monterrey, NL	www.centroconvex.com
18. Centro Internacional de Convenciones Puerto Vallarta	54,000	Puerto Vallarta, Jal	www.cicpuertovallarta.com
19. Palacio de Convenciones Zacatecas	52,186	Zacatecas, Zac	www.convencioneszacatecas.com
20.* CECONEPO	50,000	Morelia, Mich	www.ceconexpo.com
21.* Iberostar Cancún	50,000	Cancún, Qroo	www.iberostar.com
22.* Mazatlan International Center	50,000	Mazatlan, Sin	www.mazatlaninternationalcenter.com
23.* Tabasco 2000 Convention Center	50,000	Villahermosa, Tab	www.visitetabasco.com

*Tied in amount of space

Owensboro Convention Center

Prime Exhibit Space 44,096 square feet

Total Exhibit Space 60,549 square feet

Number of Breakout Rooms 15

Total sf of Breakout Rooms 27,143

Number of Ballrooms/Total sf 2/26,000

In-house Services: We provide our own audio-visual equipment, food service and complimentary Wi-Fi service. We also can assist with any local advertising or creating a marketing plan for your event. Free on-site parking.

Western KY's newest premier meeting space – the Owensboro Convention Center – is a full-service meeting facility nestled in vibrant Owensboro, Kentucky, overlooking the scenic Ohio River. Our Direct Marketing Area spans 3 states (Kentucky, Indiana, Illinois) while also including Tennessee, Ohio, and Missouri within a 3-hour radius. The multipurpose center boasts 92,000 square feet of meeting space consisting of a 44,000+ square foot exhibition hall and 48,000+ square feet of additional ballroom and meeting space. The new events center plans to open in January 2014.

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GLOBAL SPECTRUM
a subsidiary of COMCAST SPECTACOR



Address: 501 W. 2nd Street
Owensboro, KY 42301

Phone: (270) 687-8800
Fax: (270) 687-8395

Sales Contact: Laura Alexander,
Director of Sales and Marketing

lalexander@owensborocenter.com
www.OwensboroCenter.com

Saint Charles Convention Center

Prime Exhibit Space 35,700 square feet

Total Exhibit Space 76,533 square feet

Number of Breakout Rooms/Total sf 17/30,249

Number of Ballrooms/Total sf 2/22,225

In-house Services: Catering, decorating, audio-visual, event management, marketing, telecommunications, Wi-Fi, business and guest services center, electrical and plumbing, booth cleaning, staging, concessions, security, and drayage.

The Saint Charles Convention Center in historic St. Charles, Missouri offers a central location just west of Saint Louis and a 10 minute drive from Lambert-St. Louis International Airport. The 154,000 square foot Convention Center offers flexible meeting and pre-function space in two exhibit halls, a grand ballroom, a junior ballroom and six additional meeting rooms. The flexibility allows for as many as 17 breakout rooms. The attached John Q. Hammons Embassy Suites Hotel with 296 two room suites, offers an additional 5,200 square feet of meeting space.

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Address: One Convention Ctr. Plz.
St. Charles, MO 63303

Phone: (636) 669-3000
Fax: (636) 669-3001

Sales Contact: Bill Nicely,
Director of Sales & Marketing

bnicely@scmocc.com
www.stcharlesconventioncenter.com