

North America's

LARGEST

CONVENTION CENTERS

Provide a Dazzling Medium for Organizers



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The largest convention centers in North America may have plenty of elbow room, but that alone isn't going to cut it for the exhibitions of tomorrow. The biggest shows often have the most demanding requirements, from space needs to technology to breakout space. As a result, trade show venues must rise to the occasion and build to accommodate future demand, more robust technology and sustainability concerns.

Convention centers of all sizes are ramping up their technology infrastructures to provide more bandwidth and peppier Wi-Fi. Behind the scenes, green is still going strong with the number of LEED-certified centers growing steadily, along with rooftops that buzz with beehives and solar-power arrays. Surrounding neighborhoods are also being energized to create a welcoming environment filled with nightlife and other diversions for attendees.

In this report, Trade Show Executive looks at the largest convention centers in North America: the Millionaire's Club and the Mega Convention Centers. This year, there are 52 convention centers with at least 350,000 sf of prime exhibit space. Together, they offer 38,408,241 sf of prime exhibit space. Among those largest centers are 40 in the U.S., 7 in Canada and 5 in Mexico. The U.S. accounts for 77% of the largest convention centers in North America, based on prime square footage. Canada has 13% of the prime exhibit space and Mexico has 10%.

The exclusive Millionaire's Club of convention centers — those with 1 million sf or more of prime exhibit space — will welcome a new member this year: the Mandalay Bay Resort & Casino, which is set to debut its newest 110,564 sf addition this month, bringing its total prime exhibit space to 1,045,295 sf. In addition, Mandalay's total meeting space will increase from 765,269 sf to 1,002,204 sf as a result of the expansion and the number of breakout rooms will increase by 15 to 168 total rooms.

Despite that impressive growth, Mandalay Bay's place among the Top 10 centers in prime exhibit space may be short-lived if the George R. Brown Convention Center in Houston completes its expansion by

the time this report is published next year. That expansion is expected to bring the center's total prime exhibit space to 1.2 million sf, up substantially from the current 862,000 sf. If the expansion was finished now, that convention center would rank No. 6 on this year's list.

The Millionaire's Club also includes two Canadian convention centers, both in Toronto: the Enercare Centre (formerly the Direct Energy Centre, Exhibition Place) and The Toronto Congress Centre. Both have 1 million sf of prime exhibit space.

None of the centers in Mexico have reached the Millionaire's Club status yet. The Mega Center closest to that mark is Expo Guadalajara, with 753,200 sf of prime exhibit space.

In addition to the 12 Millionaire's Club convention centers in the U.S. and Canada, there are 30 Mega Convention Centers with 350,000 sf to 999,999 sf of prime exhibit space in the U.S., 5 in Canada and 5 in Mexico.

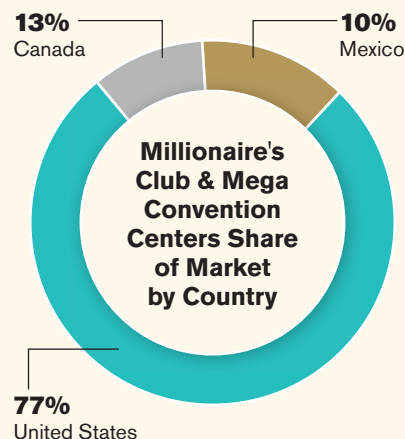
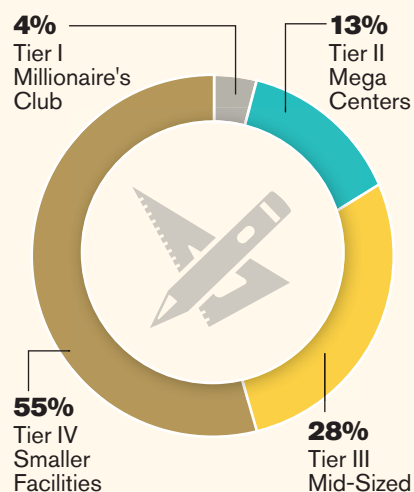
The Big Get Bigger

Despite their already impressive size, the largest U.S. convention centers aren't resting on their laurels. At least 12 of the convention centers on this list have expansion or renovation projects in the works that are projected for completion anywhere between 2016 and the end of the decade. In addition to the Mandalay Bay Resort & Casino and the George R. Brown Convention Center, both noted earlier, here is a look at the expansions coming up:

- The second-largest center in the U.S., the Orange County Convention Center (OCCC) in Orlando, is in the midst of a major upgrade to the West Building.
- The Henry B. Gonzalez Convention Center in San Antonio is adding 75,000 sf of prime exhibit space to bring its total to 515,000 sf by early 2016, along with additional meeting space, ballroom space and breakout rooms
- The Anaheim Convention Center, which is adding 200,000 sf of flexible space for exhibits and meetings, is set for completion in the First Quarter of 2017 in time to host The NAMM Show (National Assn. of Music Merchants) in its new space.
- Detroit's Cobo Center, which ranks

Convention Centers by Size Classification

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



No. 17 among all Mega Centers in the U.S. with 723,000 sf of prime exhibit space, is nearing its completion of a five-year, \$279 million renovation project.

• The Greater Columbus Convention Center in Ohio has plans to add 36,000 sf of prime exhibit space by mid-2017.

Mega Centers still seeking legislative approval or financing plans to expand include the Los Angeles Convention Center, San Diego Convention Center, Boston Convention & Exhibition Center, Miami Beach Convention Center, and Moscone Center in San Francisco.

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CONVENTION CENTERS

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Boston plans to expand from 516,000 sf of prime exhibit space to 850,000 sf and add 100,000 sf of additional meeting space, but no completion date has been announced. In the meantime, 2.7 acres of outdoor green space were converted to event space to test options for outdoor space compatibility in the upcoming expansion.

Miami Beach plans to expand to 505,190 sf of prime exhibit space by Q4 2017 and Moscone Center plans to expand to 515,000 sf of prime exhibit space and 175,000 sf of flexible meeting space by 2018. Final plans for Los Angeles and San Diego have not been announced.

Campus-Style Convention Centers Gain Ground

Some Mega Center projects will extend the reach of the convention centers to compatible facilities within walking distance — a burgeoning trend worldwide — with cities like Chicago, Anaheim, San Diego and Las Vegas already taking steps to integrate their convention centers into campus-style environments.

Chicago, home to the largest convention center in the U.S. at McCormick Place, began its plans for a \$600 million McCormick Place Entertainment District in 2013. The district will connect via a pedestrian

bridge to McCormick Place West and has a target completion date of 2017.

The Georgia World Congress Center in Atlanta, which ranks fourth on this year's Millionaire's Club/Mega Convention Centers list, has a new stadium for the NFL's Atlanta Falcons slated for the same complex as the convention center, the Georgia Dome and Olympic Park that will open up additional opportunities for users of the convention center.

An even more ambitious project involves the expansion of the Las Vegas Convention Center that also will significantly extend the entire campus into a new Global Business District that is envisioned to link the convention complex with downtown and the Strip. That project is now dubbed the "Las Vegas Convention Center District." Phase 1 of the massive project involves the demolition of the Riviera Hotel and construction of roughly 600,000 sf of new exhibit space for the convention center. The demolition is expected to take place sometime in 2016. The entire project is still in the planning and funding stage.

The New Orleans Ernest N. Morial Conv. Center is at the center of the conversation in that city to develop a convention center district within a 47-acre tract of land that also would include a new headquarters hotel and a park. As of press time, the project was still in the talking stage.

Meanwhile, the Kay Bailey Hutchison Convention Center in Dallas will have additional options for dining nearby when a \$27 million project adjacent to the Omni Dallas is completed by year's end. It is expected to include at least four restaurants.

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TOP CONVENTION CENTERS IN THE U.S. RANKED BY AMOUNT OF PRIME EXHIBIT SPACE, AUGUST 2015

*Tied in amount of space

Rank/Convention Center	Prime Exhibit Space
1. McCormick Place (Chicago, IL)	2,600,000 sf
2. Orange County Convention Center (Orlando, FL)	2,100,000 sf
3. Las Vegas Convention Center (Las Vegas, NV)	1,940,631 sf
4. Georgia World Congress Center/ Georgia World Congress Center Authority (Atlanta, GA)	1,400,000 sf
5. Sands Expo & Convention Center/The Venetian The Palazzo Resort Hotel Casino (Las Vegas, NV)	1,305,052 sf
6.* Kentucky Exposition Center (Louisville, KY)	1,100,000 sf
7.* New Orleans Ernest N. Morial Convention Center (New Orleans, LA)	1,100,000 sf
8. NRG Park (formerly Reliant Park) (Houston, TX)	1,056,213 sf
9. International Exposition Center (I-X Center) (Cleveland, OH)	1,050,000 sf
10. Mandalay Bay Resort & Casino (Las Vegas, NV)	1,045,295 sf
Prime Exhibit Space at Top Ten U.S. Venues	14,697,191 sf
Percent of Total SF of Prime Exhibit Space at All U.S. Venues	26%

CONVENTION CENTERS WITH 350,000 SF OR MORE OF PRIME EXHIBIT SPACE

Metric	U.S./Canada/Mexico	U.S.	Canada	Mexico
Total Number of Millionaire's Club & Mega Venues	52	40	7	5
Total Square Feet of Prime Exhibit Space	38,408,241 sf	31,744,818 sf	4,261,000 sf	2,402,423 sf
Prime Exhibit Space Mean (arithmetic average)	738,620 sf	793,620 sf	608,714 sf	480,485 sf
Prime Exhibit Space Median (midpoint)	550,000 sf	662,250 sf	500,000 sf	430,556 sf
Prime Exhibit Space Mode (most frequent)	502,000 sf (3) & 500,000 sf (3)	502,000 sf (3)	1,000,000 sf (2) & 500,000 sf (2)	None

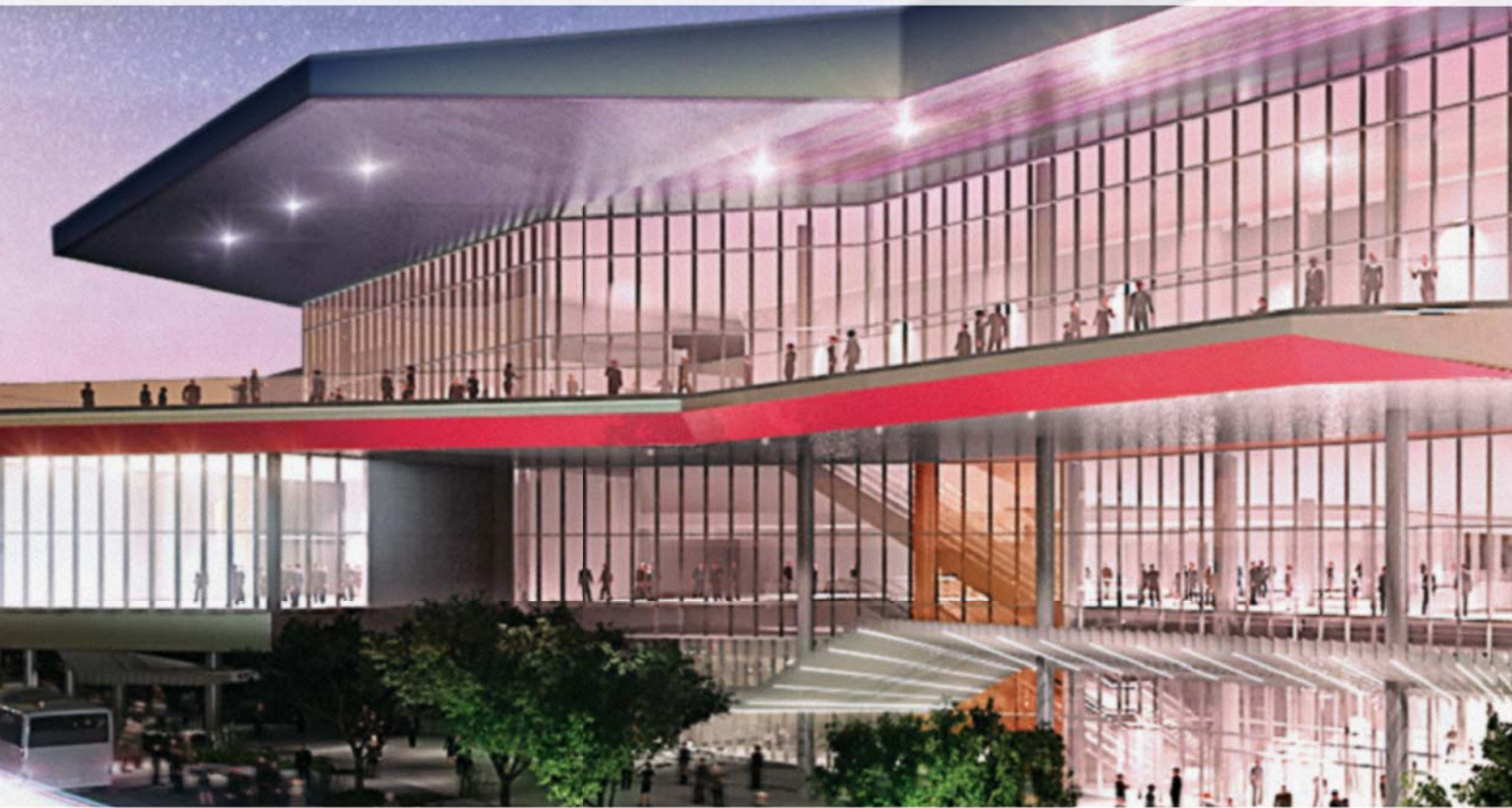
Source: Trade Show Executive's directory of the World's Top Convention Centers 2015

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Millionaire's Club

CONVENTION CENTERS WITH ONE MILLION SF OR MORE OF PRIME EXHIBIT SPACE



Rank/Convention Center	Prime Exhibit Space (SF)	Location	Web Site
UNITED STATES			
1. McCormick Place	2,600,000	Chicago, IL	www.mccormickplace.com
2. Orange County Convention Center <i>See ad on page Inside Front Cover</i>	2,100,000	Orlando, FL	www.occc.net
3. Las Vegas Convention Center	1,940,631	Las Vegas, NV	www.vegasmeansbusiness.com
4. Georgia World Congress Center/ Georgia World Congress Center Authority	1,400,000	Atlanta, GA	www.gwcc.com
5. Sands Expo & Convention Center/ The Venetian The Palazzo Resort Hotel Casino	1,305,052	Las Vegas, NV	www.sandsexpo.com; www.venetian.com
6.* Kentucky Exposition Center	1,100,000	Louisville, KY	www.kyexpo.org
7.* New Orleans Ernest N. Morial Convention Center	1,100,000	New Orleans, LA	www.mccno.com
8. NRG Park	1,056,213	Houston, TX	www.nrgpark.com
9. International Exposition Center (I-X Center)	1,050,000	Cleveland, OH	www.ixcenter.com
10. Mandalay Bay Resort & Casino	1,045,295	Las Vegas, NV	www.mandalaybay.com

Rank/Convention Center	Prime Exhibit Space (SF)	Location	Web Site
CANADA			
1.* Enercare Centre (formerly Direct Energy Centre, Exhibition Place)	1,000,000	Toronto, ON	www.enercarecentre.com
2.* The Toronto Congress Centre	1,000,000	Toronto, ON	www.torontocongresscentre.com



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Technology

Convention centers continue to scramble to keep up with the ever-changing world of technology, with whole-building Wi-Fi becoming more common throughout the industry as the demand for 24/7 connectivity among organizers and attendees continues to grow.

Specialized video and digital display areas, in addition to outdoor video boards, also are becoming more common. One of the most recent developments on that front is Cobo Center's new in-house TV studio along with two interior and two exterior video walls.

Green Meetings/Sustainability

Sustainability efforts still are at the forefront of many expansion and renovation plans. One of the most recent achievements was accomplished by Detroit's Cobo Center, which last month received APEX certification from the Green Meeting Industry Council (GMIC) for its sustainability efforts. The award is the fourth for Cobo Center from the GMIC.

Last year, the Georgia World Congress Center became the largest convention center in the world to achieve the LEED Silver rating for its sustainability efforts. Renovations at the Jacob K. Javits Convention Center in New York include

a seven-acre green roof that conserves energy and reduces runoff.

Mega Convention Centers that have embraced solar panels and other sustainable rooftop efforts include: Atlantic City Convention Center, which has both a wind turbine and solar power; McCormick Place, which is planning a green roof expansion; the NRG Center in Houston, which will install solar panels, electric vehicle charging stations and LED lighting; and the Calvin L. Rampton Salt Palace Convention Center in Salt Lake City, which also has a solar array. Mandalay Bay in Las Vegas has a 6.2 megawatt rooftop installation, which is among the largest rooftop solar installation in the world.

Other Mega Centers focus their sustainability efforts on reducing waste and making an effort to reuse materials like carpeting and other exhibit booth materials after a show is over. Among this group is the OCCC in Orlando, which works with donation partners in central Florida to reuse show materials; and the Colorado Convention Center which not only recycles materials but earned a Level 1 ASTM Environmental Meetings & Shows Third-Party Sustainable Practices Certification for its efforts. Metro Toronto Convention Centre in Canada also holds ASTM certification and has a Zero

Waste Event Management program.

Sustainability programs also branch into other sectors at the Mega Centers on this year's list. Those include the Las Vegas Convention Center's partnership with waste haulers for above-average waste diversion among convention centers and an ECO Sustainable Development Project at the Las Vegas Sands Expo & Convention Center, which is part of a company-wide integrated sustainability program. The Sands also offers planners a green meeting concierge to help with planning. The Music City Center in Nashville, meanwhile, offers organizers a sustainable meetings program handbook. Moscone Center embraces sustainable travel in part through free vouchers to convention attendees for use on the San Francisco area's BART train system.

Most of these centers also have taken part in the annual Green Venue Report issued by the GMIC, illustrating the ongoing importance of sustainable efforts in the trade show sector.

With all the activity ongoing and in the wings, the outlook is bright for trade show organizers eager to find new and larger space both indoors and out. Current projects also are likely to bring other changes to this list next year and into the foreseeable future. **TSE**



Mega Convention Centers

CONVENTION CENTERS WITH 350,000 sf to 999,999 sf OF PRIME EXHIBIT SPACE

Rank/Convention Center	Prime Exhibit Space (SF)	Location	Web Site
UNITED STATES			
11. George R. Brown Convention Center	862,000	Houston, TX	www.houstonconventionctr.com
12.* Jacob K. Javits Convention Center	840,000	New York, NY	www.javitscenter.com
13.* Donald E. Stephens Convention Center <i>See ad on page 51</i>	840,000	Rosemont, IL	www.rosemont.com
14. Anaheim Convention Center	813,000	Anaheim, CA	www.anaheimconventioncenter.com
15. Indiana Convention Center & Lucas Oil Stadium <i>See ad on Back Cover</i>	749,100	Indianapolis, IN	www.icclos.com
16. Kay Bailey Hutchison Convention Center	724,526	Dallas, TX	www.dallasconventioncenter.com
17. Cobo Center	723,000	Detroit, MI	www.cobocenter.com
18. Los Angeles Convention Center	720,000	Los Angeles, CA	www.lacclink.com
19. Walter E. Washington Convention Center	703,000	Washington, DC	www.eventsdc.com
20. Pennsylvania Convention Center	679,000	Philadelphia, PA	www.paconvention.com
21. Phoenix Convention Center & Venues	645,500	Phoenix, AZ	phoenixconventioncenter.com
22. San Diego Convention Center	615,701	San Diego, CA	www.visitsandiego.com
23. Colorado Convention Center	584,000	Denver, CO	www.denverconvention.com
24. Boston Convention & Exhibition Center	516,000	Boston, MA	signatureboston.com
25. Calvin L. Rampton Salt Palace Convention Center	515,000	Salt Lake City, UT	www.saltpalace.com

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Mega Convention Centers

CONVENTION CENTERS WITH 350,000 sf to 999,999 sf OF PRIME EXHIBIT SPACE

Rank/Convention Center		Prime Exhibit Space (SF)	Location	Web Site
UNITED STATES				
26.	Pennsylvania Farm Show Complex & Expo Center	506,000	Harrisburg, PA	www.pafarmshowcomplex.com
27.*	America's Center	502,000	St. Louis, MO	www.americascenter.org
28.*	The Atlanta Convention Center at AmericasMart	502,000	Atlanta, GA	www.atlconventioncenter.com
29.*	Miami Beach Convention Center <i>See ad on page 53</i>	502,000	Miami Beach, FL	www.miamibeachconvention.com
30.	Atlantic City Convention Center <i>See ad on page 15</i>	500,000	Atlantic City, NJ	www.accenter.com
31.	Minneapolis Convention Center	475,000	Minneapolis, MN	www.minneapolisconventioncenter.com
32.	Moscone Center	442,000	San Francisco, CA	www.moscone.com
33.	Henry B. Gonzalez Convention Center <i>See ad on page 47</i>	440,000	San Antonio, TX	www.sahbgcc.com
34.	Greater Columbus Convention Center	410,000	Columbus, OH	www.columbusconventions.com
35.	Expo Square	400,000	Tulsa, OK	www.exposquare.com
36.	Kansas City Convention & Entertainment Facilities	388,800	Kansas City, MO	www.kcconvention.com
37.	Reno-Sparks Convention Center	381,000	Reno, NV	www.meetrenotahoe.com
38.	Atlanta Exposition Center	366,000	Atlanta, GA	www.atlantaexpocenter.com
39.	Music City Center	353,000	Nashville, TN	www.nashvillemusiccitycenter.com
40.	World Market Center Las Vegas	350,000	Las Vegas, NV	www.lasvegasmarket.com

Rank/Convention Center		Prime Exhibit Space (SF)	Location	Web Site
CANADA				
3.*	The International Centre Toronto	500,000	Mississauga, ON	www.internationalcentre.com
4.*	Olympic Park	500,000	Montréal, QC	www.parcolympique.qc.ca
5.	Metro Toronto Convention Centre	460,000	Toronto, ON	www.mtccc.com
6.	Northlands	401,000	Edmonton, AB	www.northlands.com
7.	Calgary Stampede Park	400,000	Calgary, AB	www.calgarystampede.com

Rank/Convention Center		Prime Exhibit Space (SF)	Location	Web Site
MEXICO				
1.	Expo Guadalajara	753,200	Guadalajara, Jal	www.expoguadalarjara.mx
2.	Poliforum León	447,648	León, Gto	www.poliforumleon.com
3.	Expo Puebla	430,556	Puebla, Pue	www.expo-puebla.com
4.	Feria Nacional Potosina	405,046	San Luis Potosí, Slp	www.visitasanluispotosi.com
5.	Centro Banamex	365,973	México, DF	www.centrobanamex.com

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