

Convention centers find the road to adding new space bumpy, but while some projects stall, others are fueled by the prospect of economic impact. In the world of music, songs can rapidly "climb the charts" to become gold records. What was the first single of an unknown artist can redefine, or even create new genres. In the world of convention centers, a "climb up the charts" occurs at a much slower pace, as does redefinition of what makes an excellent venue in which to host a trade show.

This edition of *Trade Show Executive's Semi-Annual Pardon Our Dust* lists 12 centers with construction projects in progress that will expand exhibit space and climb the charts of space rankings and two venues that have completed

expansion projects in the First Quarter of this year. None of the centers currently under construction fall within *TSE's Millionaire's Club* (those centers with one million or more square feet of prime exhibit space), and none threaten to expand that particular clique.

Rather, the majority of these centers fall within the smaller facilities category (defined as centers offering less than 125,000 square feet of prime exhibit space). These expanding centers will improve their ranking. Only one venue, the Winnipeg Convention Centre in Manitoba, Canada, will make the leap



Construction Calendar

When the Trade Show Executive Pardon Our Dust report of convention center construction ran in October, 14 centers were listed on the calendar. Four of them completed their projects in 2012, and one, originally expected to open this year, was abandoned. With no venues projecting projects past 2015, the calendar was looking wide open. But the new year brought some new announcements, and there are once again 14 exhibition venues on the calendar. Two have already opened their doors in the first quarter, and five more will do so later this year, including new facilities Music City Center in Nashville and the Cleveland Medical Mart & Convention Center. Two venues will celebrate ribbon-cutting ceremonies in 2014, and three will do so in 2015. One expects to wrap up in 2016, and one, the furthest out, projects construction completion in 2018. Will the calendar continue to fill up? Check back in October for our next report.

1ST QUARTER 2012

- New Orleans Ernest N. Morial Convention Center, New Orleans, LAt
- ➤ Roland E. Powell Convention Center, Ocean City, MD†

2ND QUARTER 2013

- ➤ U.S. Cellular Center, Cedar Rapids, IA*
- ➤ Music City Center, Nashville, TN*

3RD QUARTER 2013

- ➤ Cleveland Medical Mart & Convention Center, Cleveland, OH*
- ➤ Dulles Expo & Conference Center, Chantilly, VA
- ➤ San Jose Convention Center, San Jose, CA

1ST QUARTER 2014

➤ Québec City Convention Centre, Québec City, QC

4TH QUARTER 2014

➤ Sioux Falls Convention Center, Sioux Falls, SD

1ST QUARTER 2015

➤ Cobo Center, Detroit, MI

4TH QUARTER 2015

- ➤ Nova Centre, Halifax, NS, Canada*
- ➤ Winnipeg Convention Centre, Winnipeg, MB

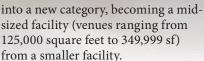
2016

➤ Henry B. Gonzalez Convention Center, San Antonio, TX

2018

➤ Moscone Center, San Francisco, CA

† Project completed * New build



Unlike the music charts, however, even a small climb in the ranking can make a big difference in business — at least that is what management would like to see happen. Many expanding centers cite lost business, and the threat of lost business, as reasons to build.

Supporters of the expansion of Cobo Center worried about the loss of the North American International Auto Show and its estimated regional economic impact

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SPECIAL REPORT

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of \$350 to \$375 million dollars; same for those who would like to see the San Diego Convention Center expand for Comic-Con International, which brings in approximately \$160 million for the region annually.

Of course, in today's very tight economic times, one show may not be enough of a reason to build more space. Many of the centers expanding have found competition to be tight in general and cite even more lost business due to a lack of space.

Economic impact has been a driver for the approval of the centers that moved from proposal stage to the construction calendar, such as the Henry B. Gonzalez Convention Center in San Antonio and San Francisco's Moscone Center, which notes more than \$2 billion of lost impact due to lack of space.

Riding the Roller Coaster to Approval

Even with such numbers, getting the go-ahead to build more convention space can seem like a very long roller coaster ride for some centers.

The pendulum for the prospects of a new convention center in Albany, NY, has swung back and forth to an extreme. Even as the Albany Convention Center Authority has been formed, funded and allowed

Considering Construction

This construction report finds 26 centers in the early stages of expansion or a new build. Many of them are the same as in our last report with a few changes. Gone is the proposed convention center in Mesa, AZ, a casualty of Gaylord Entertainment Company's sale of its hotels to Marriott and subsequent reorganization. Five new construction projects have joined the list. Among them is the Anaheim Convention Center in Anaheim, CA, back on the list as it prepares for its next phase of expansion. The Renaissance Colorado Springs North reached 80 percent completion of construction but has still found no investor to take over and complete the project. Winnipeg Convention Centre, in Winnipeg, MB, and the Henry B. Gonzalez Convention Center in San Antonio, TX, have tackled most of the challenges to getting shovels in the ground and can be found in the listings section on page 50. How will the rest of the centers fare? Read our next report in October to check on the progress of convention construction.

DISCUSSION

- ➤ Alliant Energy Center, Madison, WI
- ➤ Anaheim Convention Center, Anaheim, CA
- ➤ Delta Center, Milwaukee, WI
- > Fargodome, Fargo, ND
- ➤ Jacksonville Convention Center, Jacksonville, FL
- ➤ Myrtle Beach Convention Center, Myrtle Beach, SC

FEASIBILITY STUDY

- > Baltimore Convention Center, Baltimore, MD
- ➤ Boise Centre, Boise, ID
- ➤ Chicago Convention Center, Chicago, IL (project on hold)*
- ➤ Kentucky International Convention Center, Louisville, KY
- ➤ Miami Beach Convention Center, Miami Beach, CA
- > Savannah International Trade & Convention Center, Savannah, GA

FINANCING

- ➤ AeroQuestUSA Intl. Trade & Conference Center, Las Vegas, NV*
- ➤ Fox Cities Convention Center, Appleton, WI*
- ➤ Harrah's Resort Atlantic City, Atlantic City, NJ
- ➤ San Diego Convention Center, San Diego, CA
- ➤ Spokane Convention Center, Spokane, WA

LEGISLATIVE APPROVAL

- ➤ Albany Convention Center, Albany, NY*
- ➤ Atlanta Stadium, Atlanta, GA*
- ➤ Bismarck Civic Center, Bismarck, ND
- ➤ Boston Convention & Exhibition Center, Boston, MA
- ➤ Los Angeles Convention Center, Los Angeles, CA

DESIGN/SITE SELECTION

- ➤ Allen County War Memorial Coliseum & Exposition Center, Fort Wayne, IN
- ➤ KI Convention Center, Green Bay, WI
- ➤ Oklahoma City Convention Center, Oklahoma City, OK*



* New build



to actively begin acquiring land, the proposed center has been threatened by the economy, the governor (who proposed and then abandoned a new facility in Queens, NY) and, most recently, the mayor, who has publicly discussed significantly scaling down the project. His suggestion: rather than a new convention center, existing space at the Empire State Plaza Convention Center should be improved.

Hopes are not yet completely dashed, however, unlike those for the Nashville Medical Trade Center. Originally slated to open the First Quarter of 2013, development of the niche venue was suspended on October 12, 2012.

a driver for the approval of the centers that moved from proposal stage to the construction calendar, such as the Henry B.
Gonzalez Convention
Center in San Antonio and San Francisco's Moscone
Center, which notes more than \$2 billion of lost impact due to lack of space.

"Ending a development venture with such clear benefits for the health care industry has been a difficult decision, but ultimately, we were unable to meet our internal leasing targets. As we said from the outset, we would only proceed if we secured a critical mass of signed, long-term leases from industry leaders that would allow us to confidently take the project into the marketplace for financing," said Bill Winsor, president and CEO of the Market Center Management Company.

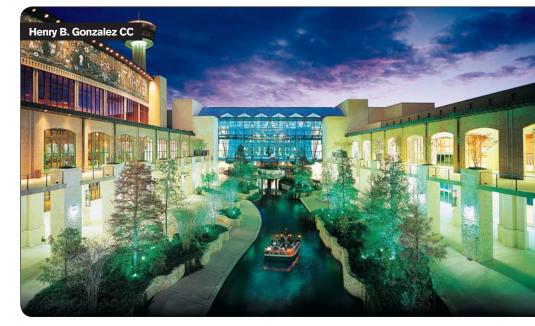
The sluggish U.S. economy, uncertainty in developing health care policies and rev-

enue pressures were cited as major reasons for why those goals were not achieved.

News like this, however, has not impacted the efforts of developers of other centers, even those with similar niche aspirations. AeroQuest USA has been seeking investors for a one million square foot venue in Las Vegas that will include exhibition and conference space and have a focus on the aviation industry. The fact that Las Vegas is already home to two *Millionaire's Club* centers and a host of other space has not intimidated

the developers, who believe the new venue will offer substantial additional economic value to the city.

Whether the project will actually achieve liftoff remains to be seen, but the hope is that it will be able to join other newcomers on the convention calendar, like Moscone Center (whose actual configuration of new space is yet to be determined). Check back in October for the next edition of TSE's Pardon Our Dust to see how construction proposals and projects have progressed.





Trade Show Executive Pardon Our Dust — CONVENTION CENTERS



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Exhibition Facility	Pre-Construction	Post-Construction	Project Status	Key Features	Management	
CALIFORNIA San Jose						
San Jose Convention Center 150 W. San Carlos St. San Jose, CA 95113 www.sanjose.org	Prime Exhibit Space: 143,000 sf Meeting Space: 49,495 sf Flex Space: 22,000 sf 31 Breakout Rooms	Prime Exhibit Space: 145,311 sf Meeting Space: 110,000 sf 42 Breakout Rooms	Phase: Construction Completion Date: September 2013	New space includes a 35,110 sf ballroom, 25,414 sf of flexible meeting space, new breakout rooms and 51,000 sf of new prefunction and terrace space; also includes renovation and integration of the existing convention center.	Managed by Team San Jose. Mark McMinn, Director of Sales, (800) SAN-JOSE, mmcminn@sanjose.org	
Moscone Center 747 Howard St. San Francisco, CA 94103 www.moscone.com	Prime Exhibit Space: 442,000 sf Meeting Space: 160,000 sf 68 Breakout Rooms	Prime Exhibit Space: TBD Meeting Space: TBD Breakout Rooms: TBD	Phase: Financing Completion: 2018	Consists of South building with 261,000 sf of clearspan exhibit space; North building with 181,000 sf. Unparalleled Wi-Fi capacity throughout.	Managed by SMG. Melody Lendaro, Director of Sales, (415) 974-4000, mlendaro@moscone.com	
IOWA Cedar Rapids						
U.S. Cellular Center Cedar Rapids, IA cedarrapidsconventioncenter.com	New Facility	Prime Exhibit Space: 81,779 sf Meeting Space: 19,383 sf	Phase: Construction Completion Date: June 2013	Project will also feature a full-service DoubleTree hotel and includes renovation of the U.S. Cellular Center Arena.	Todd Nelson, Executive VP/ Chief Financial Officer, Frew Development Group, LLC, (319) 739-4040, tnelson@frewdev.com	
MICHIGAN						
Detroit						
Cobo Center One Washington Blvd. Detroit, MI 48226 www.cobocenter.com OHIO Cleveland	Prime Exhibit Space: 722,500 sf Meeting Space: 178,000 sf 79 Breakout Rooms	Prime Exhibit Space: 722,500 sf Meeting Space: 255,500 sf Flex Space: 50,000 sf Breakout Rooms: TBD	Phase: Construction Completion Date: January 2015	5 exhibit halls; 4 on main level have 622,500 sf contiguous space. Riverview Ballroom and 5 banquet rooms offer riverfront views. Adjacent arena.	Managed by SMG. Thom Connors, General Manager, (313) 877-8777, tconnors@cobocenter.com; Tom Albrecht, Director of Sales, (313) 877-8777, talbrecht@cobocenter.com	
Cleveland Medical Mart & Convention Center Cleveland, OH 44114 www.clevelandconventions.com	New Facility	Prime Exhibit Space: 230,000 sf Meeting Space: 90,000 sf	Phase: Construction Completion Date: Summer 2013	Centrally located near downtown hotels, restaurants and attractions. Brand new, state-of-the-art facility with flexible meeting space. 32,000 sf Grand Ballroom overlooking Lake Erie; 11,000 sf Junior Ballroom with outdoor patio access. Less than 15 minutes from airport.	Brian Casey, CEM, VP & General Manager, (216) 920-1444, bcasey@mmart.com; Tony Prusak, Senior Director of Convention Sales, (216) 920-1430, tprusak@mmart.com	

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Pardon Our Dust — CONVENTION CENTERS

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Exhibition Facility	Pre-Construction	Post-Construction	Project Status	Key Features	Management
COUTH DAVOTA					
SOUTH DAKOTA Sioux Falls					
Sioux Falls Convention Center	Drima Evhibit Chagai	Prime Exhibit Space:	Phase: Construction	In-house catering; AV	Managed by SMG.
1101 N. West Ave.	Prime Exhibit Space: 50,400 sf	85,400 sf	Completion Date:	services; decorating	Terry Torkildson, General
Sioux Falls, SD 57104	Meeting Space: 10,292 sf	Meeting Space: 10,292 sf	Fall 2014	services; personal and	Manager, (605) 367-4100,
www.siouxfallscc.com	12 Breakout Rooms	12 Breakout Rooms		experienced event	terry@sfarena.com
				managers; 50,400 sf	
				of column-free exhibit space; 3,400 compli-	
				mentary parking spaces;	
				conveniently located near	
				I-29 and I-90, less than	
				one mile from the Sioux Falls Regional Airport.	
				i alis Negiuliai Alipuit.	
TENNESSEE					
Nashville					
Music City Center	New Facility	Prime Exhibit Space:	Phase: Construction	Grand ballroom holds	Kay Witt, Senior VP of Sales,
Nashville, TN		350,000 sf	Completion Date:	up to 6,000 for seated	Nasvhille Convention & Visitors
www.nashvillemusiccitycenter.com		Meeting Space: TBD 50 Breakout Rooms	April 2013	dinner; 2 ballrooms; 32 loading docks;	Bureau, (615) 259-4739, kayw@visitmusiccity.com
		OO DIGAKUUL KUUIIIS		designed to meet LEED	kayw@visitiilusicoity.coiii
				Silver certification.	
TEXAS					
San Antonio	D	5. 5.111.0	D	14 400 000 (Mal III O Di
Henry B. Gonzalez Convention Center	Prime Exhibit Space: 440,000 sf	Prime Exhibit Space: 720,000 sf	Phase: Design Completion Date:	More than 438,000 sf continguous exhibit	Michael J. Sawaya, Director, (210) 207-8500;
P.O. Box 1809	Meeting Space: 115,646 sf	Meeting Space: TBD	2016	space; 3 ballrooms	Jeff Cook, CMP, Director
San Antonio, TX 78296	67 Breakout Rooms	Breakout Rooms: TBD		include 40,000 sf grand	Convention Center Sales,
www.sahbgcc.com				ballroom; new 55,000 sf	(210) 207-8500,
				ballroom will be added; 2,410-seat theatre.	jcook2@sanantonio.gov
				Close to more than	
				12,700 hotel rooms.	
				Downtown location	
				on Riverwalk.	
VIRGINIA					
Chantilly					
Dulles Expo & Conference Center	Prime Exhibit Space:	Prime Exhibit Space:	Phase: Construction	Near Dulles Airport.	Bob Morgan, General
P.O. Box 221075	100,000 sf	130,000 sf	Completion Date:	2,400 free parking	Manager, (703) 766-1308,
Chantilly, VA 20153	Meeting Space: None	Meeting Space: None	Summer 2013	spaces. 233-room,	rmorgan@dullesexpo.com
www.dullesexpo.com				onsite, full-service hotel.	

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Pardon Our Dust - CONVENTION CENTERS IN CANADA



Exhibition Facility	Pre-Construction	Post-Construction	Project Status	Key Features	Management
MANITOBA Winnipeg					
Winnipeg Convention Centre 375 York Ave. Winnipeg, MB R3C 3J3 www.wcc.mb.ca NOVA SCOTIA Halifax	Prime Exhibit Space: 78,000 sf Meeting Space: 82,000 sf 30 Breakout Rooms	Prime Exhibit Space: 160,000 sf Meeting Space: 146,881 Breakout Rooms: TBD	Phase: Site Preparation Completion Date: Q4 2015	Located in the heart of the city, 15 minutes from the airport. 2,500 downtown hotel rooms. State-of-the-art technology and award-winning culinary team.	Klaus Lahr, President & CEO, (204) 957-4501, klausl@wcc.mb.ca; David Chizda, Director of Sales & Marketing, (204) 956-1720, davidc@wcc.mb.ca
Nova Centre Halifax, NS www.novacentre.ca QUÉBEC	New Facility	Prime Exhibit Space: 50,000 sf Meeting Space: 40,000 s	Phase: Site Preparation Completion Date: December 2015	Part of a complex that also includes a hotel, retail, restuarants and parking.	Sales Team, (902) 421-8686, sales@tclns.com
Québec City Québec City Convention Centre 900, Blvd. René-Lévesque E., 2nd Fl. Quebec City, QC G1R 2B5 www.convention.qc.ca	Prime Exhibit Space: 100,000 sf Meeting Space: 69,500 sf Flex Space: 59,500 sf 30 Breakout Rooms	Prime Exhibit Space: 100,000 sf Meeting Space: 85,162 s Flex Space: 59,500 sf 30 Breakout Rooms	Phase: Construction Completion Date: f March 2014	Unparalleled accessibility, located in downtown Québec. 232,000 sf of usable surface. Ecofriendly event program. Free wireless high-speed Internet throughout.	Caroline Langelier, Director of Sales, (888) 679-4000, clangelier@convention.qc.ca
Convention Center Construction	on Snapshot:				
No. of North American Convention C Undergoing Construction Considering Construction	enters	12	Meeting Space to be Added Through Expansions New Builds		403,242 sf 253,859 sf 149,383 sf
Prime Exhibit Space to be Added Through Expansions New Builds		427,000 sf	Flex Space to be Added Through Expansions New Builds		50,000 sf 50,000 sf None

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