## SPECIAL REPORT

# Trade Show Executive's **PARDON OUR DUST**

# **Convention Centers Flex Some Muscle as Construction Projects Increase**

BY RENEE DIIULIO, senior editor

*Oceanside*, *CA* – Historically, a flexible building meant a big, empty box — all the better to serve as a blank canvas for events of all sizes and complexities, and ranging in displays from technical to glam. Today, convention venues still want to offer the possibilities of a big, empty box, but a literal translation no longer works.

As with most things, yesterday's reinvention becomes today's typical and tomorrow's passé. And as technology is incorporated into infrastructure, the possibilities for the "box" grow and upgrades are even more critical. Current construction projects are as much about new space as they are about new possibilities, and convention and exhibition venues are flexing their muscles to increase their flexibility.

This edition of *Trade Show Executive's Pardon Our Dust* lists 17 centers with construction projects in progress that will add space to the facility's offerings (five more than the March edition). But it's no longer simply about expanding for exhibits.

Some, such as the Bismarck Civic Center (ND) and the Sioux Falls Convention Center (SD), are responding to their clients' needs with more prime exhibit space (50,000 square feet more for Bismarck). Others, such as the San Jose Convention Center and the Québec City Convention Centre, are all about adding meeting space. And then there are facilities, most notably Detroit's Cobo Center, that have focused completely on flex space — space that is designed, decorated and decked out with amenities typical of all types of space, from ballroom space to meeting space to exhibit space.

Other convention and exhibition venues have gone for a combination that effectively serves the needs of existing shows and future iterations of face-to-face. The proportion of exhibit to meeting to flex to ballroom space is determined by each center's individual needs and forecasts.

Still others have developed unique

solutions to space cramps. The Myrtle Beach Convention Center will be constructing a new facility on its campus to be used primarily for sporting events. Should its calendar allow, events within appropriate categories (such as gun and craft shows) may transfer to the new venue to increase the flexibility and permit multiple organizers to use the campus.

And a few, such as the larger Moscone Center in San Francisco and the Georgia World Congress Center in Atlanta, can't completely commit to specific numbers, choosing to see how the market develops while the project gets underway. Deferral of design to later in the construction process is a new trend, influenced primarily by technology.

In today's competitive market, the ability to adapt to a special need could significantly contribute to a signed contract.

The space configuration has already been determined for the new Oklahoma City Convention Center underway in Oklahoma, but the technical specifications have not yet been decided. "We'll be concentrating on providing the best facility we can provide within our budget, which means a lot of flexible space and whatever the highest level of technology is when the building opens," says Michael Carrier, CTA, president of the Oklahoma City Convention & Visitors Bureau.

#### **Competing with Construction**

The capability to offer the latest and greatest is a value-add for show organizers, whose primary concerns continue to be budget and fit. More flexible space means a fit is more likely. In today's competitive market, the ability to adapt to a special need could significantly contribute to a signed contract.

For larger venues, this can mean more space. Although the number of mega shows is relatively small, their impact on a host city can be significantly large.

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### **Construction Calendar**

Compared to the slow years of the previous decade, this edition of the *Trade Show Executive Pardon Our Dust* convention construction calendar is bursting with activity. Since our March report, eight additional centers have unveiled targeted completion dates for their confirmed projects, bringing the total on the calendar to 22. Who will hit their target and who will miss? Which proposed centers will make the calendar next? Check back in March for our next report.



#### 2013

- ➤ New Orleans Ernest N. Morial Convention Center, New Orleans, LA (1st Quarter)†
- Roland E. Powell Convention Center, Ocean City, MD (1st Quarter)<sup>†</sup>
- ➤ Music City Center, Nashville, TN (2nd Quarter)<sup>†\*</sup>
- ► U.S. Cellular Center, Cedar Rapids, IA (2nd Quarter)<sup>†\*</sup>
- Cleveland Convention Center, Cleveland, OH (3rd Quarter)<sup>†\*</sup>
- Dulles Expo Center, Chantilly, VA (4th Quarter)
- > San Jose Convention Center, San Jose, CA (4th Quarter)

#### 2014

- > Québec City Convention Centre, Québec City, QC (1st Quarter)
- Bismarck Civic Center, Bismarck, ND (2nd Quarter)
- Sioux Falls Convention Center, Sioux Falls, SD (3rd Quarter)
- > Spokane Convention Center, Spokane, WA (4th Quarter)

#### 2015

- Cobo Center, Detroit, MI (1st Quarter)
- Myrtle Beach Convention Center, Myrtle Beach, SC (1st Quarter)
- > Harrah's Resort Atlantic City, Atlantic City, NJ (3rd Quarter)
- Allen County War Memorial Coliseum & Exposition Center, Fort Wayne, IN (4th Quarter)

#### 2016

- > Henry B. Gonzalez Convention Center, San Antonio, TX
- ➤ Halifax Convention Centre at Nova Centre, Halifax, NS\*
- RBC Convention Centre Winnipeg (formerly Winnipeg Convention Centre), Winnipeg, MB

#### 2017

Georgia World Congress Center/Atlanta Stadium, Atlanta, GA

#### 2018

- > Moscone Center, San Francisco, CA (1st Quarter)
- > Oklahoma City Convention Center, Oklahoma City, OK (4th Quarter)\*

#### **TO BE DETERMINED**

> The New Tropicana Las Vegas - a DoubleTree by Hilton, Las Vegas, NV

*<sup>†</sup>* Project completed *\** New builds

## On the Road to New Space

Optimism is opening new doors for convention and exhibition venues — literally — as economic indicators point to positive growth. The list of proposed convention construction has grown even as six centers have moved off the list and into the listings of the *Trade Show Executive Pardon Our Dust* directory. This edition finds 29 centers contemplating or coordinating new space (versus 26 in March). The majority of them (roughly 75%) are expansions of existing buildings, though some of these involve entirely new venues.

#### DISCUSSION

- > American Royal Center/Kemper Arena, Kansas City, MO
- > Baltimore Convention Center, Baltimore, MD
- Buffalo Niagara Convention Center, Buffalo, NY
- ➤ Lansing Center, Lansing, MI
- ➤ Music City Center, Nashville, TN
- > Savannah International Trade & Convention Center, Savannah, GA
- > Washington State Convention Center, Seattle, WA
- Wisconsin Center (formerly Delta Center), Milwaukee, WI

#### **FEASIBILITY STUDY**

- ➤ Albany Convention Center, Albany, NY\*
- ➤ Boise Centre, Boise, ID
- > Fargodome, Fargo, ND
- ➤ Kentucky International Convention Center, Louisville, KY
- ➤ Treasure Island Hotel & Casino, Las Vegas, NV

#### **FINANCING**

- ➤ Alliant Energy Center, Madison, WI
- ➤ Fox Cities Convention Center, Appleton, WI\*
- ► KI Convention Center, Green Bay, WI
- Miami Beach Convention Center, Miami Beach, FL
- ➤ Three Rivers Convention Center, Kennewick, WA

#### **LEGISLATIVE APPROVAL**

- Boston Convention & Exhibition Center, Boston, MA
- ► Las Vegas Arena, Las Vegas, NV\*
- ► Los Angeles Convention Center, Los Angeles, CA
- MDM Group/Miami World Center, Miami, FL\*
- San Diego Convention Center, San Diego, CA

#### **DESIGN/SITE SELECTION**

- > AeroQuestUSA International Trade & Conference Center, Las Vegas, NV\*
- > Anaheim Convention Center, Anaheim, CA
- Golden State Warriors San Francisco Arena, San Francisco, CA\*
- ► Las Vegas Convention Center, Las Vegas, NV
- ➤ Lexington Convention Center, Lexington, KY
- > Sacramento Convention Center, Sacramento, CA

\*New builds

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The San Diego Convention Center and the Anaheim Convention Center, both mega centers as defined by *Trade Show Executive's World's Top Convention Centers* (350,000 square feet to 999,999 square feet of prime exhibit space), continue to pursue expansion driven by the nation-ally recognized mega events *Comic-Con International* and *The NAMM Show (National Association of Music Merchants)*, respectively.

Smaller venues may find more space increases not only their flexibility but also their reach. The Sacramento Convention Center is hoping to attract groups currently bypassing the region "with a little extra room."

And new venues have an open book on which to write their exhibition pass. However, they also have a harder case to make. In a tight market, the expenses related to "better space" are easier to justify than "space from scratch." A mere six of the 29 centers considering space are new construction, and the Oklahoma venue and Halifax Convention Centre at Nova Centre are the only projects currently underway built from the ground up.

In a tight market, the expenses related to "better space" are easier to justify than "space from scratch."

Which of the six proposed new venues will join Oklahoma and Halifax on the *TSE Construction Calendar*? Who will announce their construction plans next? Which centers will finish on time? And which are making changes that might suit your show?

Check the next edition in March 2014 to see how construction proposals and projects have panned out.

Reach Michael Carrier at (405) 297-8963 or mcarrier@visitokc.com; Paul Edwards, general manager, Myrtle Beach Convention Center at (800) 537-1690 or pedwards@ cityofmyrtlebeach.com



Exhibition Facility	Prime Exhibit & Meeting Space		Project Status	Venue Information	Management
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/COMPLETION	KEY FEATURES	CONTACT INFORMATION
CALIFORNIA					
San Francisco					
Moscone Center 747 Howard St. San Francisco, CA 94103 www.moscone.com	Prime Exhibit Space: 442,000 sf Meeting Space: 160,000 sf Breakout Rooms: 68	Prime Exhibit Space: TBD Meeting Space: TBD Breakout Rooms: TBD	Phase: Financing Completion Date: 2018	Consists of South building with 261,000 sf of clear- span exhibit space; North building with 181,000 sf. Unparalleled Wi-Fi capacity through out. Expansion will add 350,000 to 400,000 sf of space; exact configur- ation is to be determined.	Managed by SMG. Melody Lendaro, Director of Sales, (415) 974-4000, mlendaro@moscone.com
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 Breakout Rooms: 31	Prime Exhibit Space: 143,000 sf Meeting Space: 145,311 sf Flex Space: 22,000 sf Breakout Rooms: 42	Phase: Construction Completion Date: October 2013	New space includes a 35,100 sf ballroom, 25,414 sf of flexible meeting space, new breakout rooms and 51,000 sf of new pre- function 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

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\*\* THE EFFORTS OF THE PHLCVB IN CONNECTING US TO THE EXTENSIVE LIFE SCIENCES COMMUNITY IN PHILADELPHIA WERE INSTRUMENTAL TO THE SUCCESS OF PITTCON 2013. WITH A MORE THAN 20% INCREASE IN TOTAL CONFEREES OVER PITTCON 2012, OUR CONFERENCE ATTENDANCE WAS THE BEST SINCE 2007. 39

-Ronald G. Bargiel, PITTCON 2013 President

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Exhibition Facility	Prime Exhibit & Meeting Space		Project Status	Venue Information	Management
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/COMPLETION	KEY FEATURES	CONTACT INFORMATION
GEORGIA					
Atlanta					
Georgia World Congress Center/Atlanta Stadium 285 Andrew Young International Blvd. NW Atlanta, GA 30313-1591 www.gwcc.com	Prime Exhibit Space: 1,400,000 sf Meeting Space: 313,000 sf Breakout Rooms: 106	Prime Exhibit Space: TBD Meeting Space: TBD Breakout Rooms: TBD	Phase: Financing Completion Date: 2017	New stadium to be constru- cted on the Georgia World Congress Center campus, which includes 71,250-seat Georgia Dome and 21-acre Centennial Olympic Park.	Mark Zimmerman, General Manager, (404) 223-4200, mzimmerman@gwcc.com; Mark Adams, Director of Sales & Marketing, (404) 223-4200, madams@gwcc.com
INDIANA					
Fort Wayne					
Allen County War Memorial Coliseum & Exposition Center 4000 Parnell Ave. Fort Wayne, IN 46805 www.memorialcoliseum.com	Prime Exhibit Space: 177,000 sf Meeting Space: 39,000 sf Breakout Rooms: 10	Prime Exhibit Space: 199,000 sf Meeting Space: 39,000 sf Breakout Rooms: 10	Phase: Design Completion Date: Q4 2015	Adjacent to recently renovated 13,000-seat arena. On-site parking for 5,000 cars. Construction expected to begin in 2015.	Randy Brown, CFE, Executive VP & General Manager, (260) 482-9502, rbrown@memorialcoliseum.com
MICHIGAN					
Detroit					
Cobo Center One Washington Blvd. Detroit, MI 48226 www.cobocenter.com	Prime Exhibit Space: 722,500 sf Meeting Space: 255,500 sf Flex Space: 10,000 sf Breakout Rooms: 98	Prime Exhibit Space: 722,500 sf Meeting Space: 255,500 sf Flex Space: 50,000 sf Breakout Rooms: 98	Phase: Construction Completion Date: January 2015	5 exhibit halls; 4 on main level have 622,500 sf con- tiguous 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
NEVADA					
Las Vegas					
The New Tropicana Las Vegas - a DoubleTree by Hilton 3801 Las Vegas Blvd. S. Las Vegas, NV 89109 www.troplv.com	Prime Exhibit Space: 44,500 sf Meeting Space: 7,730 sf Breakout Rooms: 18	Prime Exhibit Space: 55,000 sf Meeting Space: 11,000 sf Breakout Rooms: TBD	Phase: Construction Completion Date: TBD	1,500 rooms. Meeting facilities complemented by customizable catering services, dedicated A/V department, separate con- ference services registration desk, business center and easy parking access.	Managed by DoubleTree by Hilton. Gavin Mealiffe, VP of Sales, (702) 739-2362, gmealiffe@troplv.com; Lynda Richardson, Director of Sales, (702) 739-3538, Irichardson@troplv.com
Atlantic City					
Harrah's Resort Atlantic City 777 Harrah's Blvd. Atlantic City, NJ 08401 www.cetmeetings.com	Prime Exhibit Space: None Meeting Space: 25,000 sf	Prime Exhibit Space: 100,000 sf Meeting Space: 25,000 sf Breakout Rooms: 63	Phase: Construction Completion Date: July 2015	New conference center will feature two 50,000 sf pillarless ballrooms, each divisible into as many as 27 breakout rooms; will connect seamlessly to existing space for a total of 125,000 sf of meeting space.	Caesars Entertainment, (855) MEET-CET, meet@caesars.com
NORTH DAKOTA					
Bismarck					
Bismarck Civic Center 315 S. 5th St. Bismarck, ND 58504 www.bismarckciviccenter.com	Prime Exhibit Space: 50,000 sf Meeting Space: 13,600 sf Breakout Rooms: 17	Prime Exhibit Space: 100,000 sf Meeting Space: 13,600 sf Breakout Rooms: 17	Phase: Site Preparation Completion Date: May 2014	10,000-seat arena. 2,500 parking spaces. Wireless Internet. Downtown location.	Amanda Bakkedahl, Sales & Marketing Manager, (701) 355-1376, abakkedahl@nd.gov



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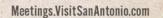
to business. Here, everything from brand name hotels to over 100 dining and entertainment options can all be found in our walkable downtown core. When it comes right down to it, the perfect destination to meet, stay and play is right here.



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Exhibition Facility	Prime Exhibit & Meeting Space		Project Status	Venue Information	Management
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/COMPLETION	KEY FEATURES	CONTACT INFORMATION
OKLAHOMA					
Oklahoma City					
Oklahoma City Convention Center Oklahoma City, OK www.okc.gov/maps3/projects/ conventioncenter.html	New Build	Prime Exhibit Space: 200,000 sf Meeting Space: 50,000 sf Breakout Rooms: TBD	Phase: Design Completion Date: Q4 2018	35,000 sf ballroom; flexible space planned.	Johnny Danrich III, CMP, CASE, CTA, Assistant Director of Sales & Services, Oklahoma City Convention & Visitors Bureau, (405) 297-8952, jdanrich@visitokc.com
Myrtle Beach					
Myrtle Beach Convention Center 2101 N. Oak St. Myrtle Beach, SC 29577 www.myrtlebeach conventioncenter.com	Prime Exhibit Space: 100,800 sf Breakout Rooms: 17	Prime Exhibit Space: 100,800 sf Flex Space: 72,000 sf Breakout Rooms: 17	Phase: Site Preparation	17,000 sf ballroom; 250,000 sf flexible meeting space includes 100,800 sf column-free exhibit hall that divides into 3; 17 functional meeting rooms for breakout sessions designed for up to 200 people theater seating; 30,000 sf Events Plaza good for Going Green event options. Unique outdoor space with blossoming landscape. Located in the heart of Myrtle Beach's Entertainment District, minutes from beaches and shopping.	Paul Edwards, General Manager, (800) 537-1690, pedwards@ cityofmyrtlebeach.com; Brian Monroe, Director of Sales & Marketing, (800) 537-1690, brian.monroe@mb-cc.com
SOUTH DAKOTA Sioux Falls					
Sioux Falls Convention Center 1101 N. West Ave. Sioux Falls, SD 57104 www.siouxfallscc.com	Prime Exhibit Space: 50,400 sf Meeting Space: 10,292 sf Breakout Rooms: 12	Prime Exhibit Space: 80,400 sf Meeting Space: 10,292 sf Breakout Rooms: 12	Phase: Construction Completion Date: Summer/Fall 2014	16,800 sf ballroom; 50,400 sf column-free exhibit space. In-house catering; A/V services; decorating services; personal and experienced event managers; 3,400 complimentary parking spaces. Conveniently located near I-29 and I-90, within 1 mile of Sioux Falls Regional Airport.	Managed by SMG. Ronette Hegg, Director of Sales, (605) 367-4101, ronette@siouxfallscc.com; Sarah Maag, Sales Manager, (605) 367-4154, smaag@siouxfallscc.com; Chad Jutting, Director of Sales & Marketing - Ovations Food Service, (605) 367-4151, chad.jutting@ovationsfs.com
TEXAS					
San Antonio Henry B. Gonzalez Convention Center P.O. Box 1809 San Antonio, TX 78296 www.sahbgcc.com	Prime Exhibit Space: 440,000 sf Meeting Space: 115,646 sf Breakout Rooms: 67	Prime Exhibit Space: 515,000 sf Meeting Space: 121,932 sf Breakout Rooms: 71	Phase: Site Preparation Completion Date: 2016	89,102 sf ballroom space includes 40,000 sf grand ballroom; expanding to 94,175 sf ballroom space. More than 438,000 sf contiguous exhibit space; 2,319-seat theatre. Close to more than 12,700 hotel rooms. Downtown location on Riverwalk.	Michael J. Sawaya, Director, (210) 207-8500; Jeff Cook, CMP, CTA, Director Convention Center Sales, (210) 207-8500, jcook2@sanantonio.gov
VIRGINIA					
Chantilly Dulles Expo Center P.O. Box 221075 Chantilly, VA 20153 www.dullesexpo.com	Prime Exhibit Space: 100,000 sf Meeting Space: None	Prime Exhibit Space: 130,000 sf Meeting Space: None	Phase: Construction Completion Date: October 2013	Near Dulles Airport. 2,400 free parking spaces. 233-room, on-site, full-service hotel.	Bob Morgan, General Manager, (703) 766-1308, rmorgan@dullesexpo.com



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Exhibition Facility	Prime Exhibit & Meeting Space		Project Status	Venue Information	Management
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/COMPLETION	KEY FEATURES	CONTACT INFORMATION
WASHINGTON					
Spokane					
Spokane Convention Center 334 W. Spokane Falls Blvd. Spokane, WA 99201 www.spokanecenter.com	Prime Exhibit Space: 100,160 sf Meeting Space: 42,900 sf Flex Space: 17,390 sf Breakout Rooms: 24	Prime Exhibit Space: 120,160 sf Meeting Space: 67,900 sf Flex Space: 17,390 sf Breakout Rooms: TBD	Phase: Construction Completion Date: December 2014	25,310 sf ballroom. Located next to 100-acre park on the banks of the Spokane River in downtown core. Cert- ified LEED Silver Rating. 3,000 hotel rooms within walking distance.	Johnna Boxley, General Manager, (509) 279-7000, jboxley@spokanepfd.org; Kelsey Soukup, Director of National Accounts, (509) 279-7104, ksoukup@spokanepfd.org
CANADA					
MANITOBA					
Winnipeg					
RBC Convention Centre Winnipeg (formerly Winnipeg Convention Centre) 375 York Ave. Winnipeg, MB R3C 3J3 www.wcc.mb.ca	Prime Exhibit Space: 78,000 sf Meeting Space: 82,000 sf Breakout Rooms: 30	Prime Exhibit Space: 135,000 sf Meeting Space: 128,500 sf Breakout Rooms: 34	Phase: Construction Completion Date: Q1 2016	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 SCOTIA					
Halifax					
Halifax Convention Centre at Nova Centre Halifax, NS www.novacentre.ca	New Build	Prime Exhibit Space: 50,000 sf Meeting Space: 40,000 sf	Phase: Site Preparation Completion Date: January 2016	Part of a complex that also includes a hotel, retail, restuarants and parking.	Managed by Trade Centre Ltd. Kris Crundwell, VP, Sales, (902) 421-1302 x 2760, kris@tclns.com; Dawn Baldwin, Senior Sales Manager, U.S. & International Markets, (902) 421-1302 x2144
QUÉBEC					dawn@tclns.com
Québec City					
Québec City Convention Centre 1000, Blvd. René-Lévesque E., 2nd Fl. Québec City, QC G1R 5T8 www.convention.qc.ca	Prime Exhibit Space: 100,000 sf Meeting Space: 69,500 sf Flex Space: 59,500 sf Breakout Rooms: 30	Prime Exhibit Space: 100,000 sf Meeting Space: 86,475 sf Flex Space: 82,373 sf Breakout Rooms: 39	Phase: Construction Completion Date: March 2014	Wall-to-wall free high- speed Wi-Fi. Unparalleled accessibility, located in downtown Québec. 232,000 sf of usable surface. Eco-friendly event program.	Caroline Langelier, Director of Sales, (888) 679-4000, clangelier@convention.qc.ca
Convention Center Const	ruction Snapshot:		I		
Number of North America Undergoing Construction Considering Construction	an Convention Centers	<b>s</b> 17 29	<b>Meeting Space</b> Through Expansions New Builds		<b>283,847 st</b> 193,847 st 90,000 st
Prime Exhibit Space to be Added644,500 sfThrough Expansions394,500 sfNew Builds250,000 sf		394,500 sf	Flex Space to be Added Through Expansions New Builds		<b>134,873 si</b> 134,873 si None