

CONVENTION CONNECTIONS

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2012

CONVENTION CONNECTIONS is a comprehensive reference directory for meeting managers, including convention centers, hotels, and industry suppliers:

- ▶ Convention centers and hotels that jointly market their meeting and exhibit space
- ▶ Hotels adjacent to centers, as well as hotels that market cooperatively
- ▶ Industry suppliers, including DMCs, audiovisual, event registration, and transportation companies

CONVENTION CONNECTIONS features two pages of customized editorial for the price of one. Showcase your complete convention package in an easy-to-reference, at-a-glance format, including:

- ▶ 550-word editorial and two photos
- ▶ Contact information, including phone, e-mail, and Web site address
- ▶ Chart of convention center meeting space and hotel specs
- ▶ Hotel and convention center highlights

2012



ADDED VALUE!
Convention Connections is posted on the *Convene* Digital Edition

BONUS DISTRIBUTION
▶ DMAI Destinations Showcase
▶ ACME Annual Conference

RATES
▶ \$10,260 Gross
▶ \$9,230 Gross for full-page advertisers running 3x or more

SPACE DEADLINE
December 1, 2011

EDITORIAL DEADLINE
December 15, 2011
**Two page spread customized editorial only (no advertisement materials)*

CONVENTION CENTER SPECS	Exhibit hall: 350,000 gross square feet exhibit space (approximately eight acres)	Utility boxes providing state-of-the-art service to exhibitors in exhibit hall every 30 feet	Grand ballroom: 57,500 square feet	Junior ballroom: 18,000 square feet	Meeting rooms: 60 floor 90,000 total square feet of space	Hang points from the ceiling in exhibit hall every 30 feet	Light fixtures: 16,426	Operable partitions: more than a mile
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Music City Center

▶ Spotlight on Nashville's New Convention Center

NASHVILLE HAS A LONG AND SUCCESSFUL HISTORY AS a convention and tourism destination, with visitors to Music City serving as a vital part of its spirit and economy. More than nine months after ground broke on Music City Center (MCC), Nashville's new downtown convention center, the center continues to build around this soon-to-be landmark building. While MCC will most obviously serve attendees, it also will be the city's front porch, located in the heart of downtown Nashville.

The building will span 1.2 million square feet of space, with a 350,000-square-foot exhibit hall, a 57,500-square-foot grand ballroom, an 18,000-square-foot junior ballroom, and roughly 1,800 parking

spaces. The center will offer 90,000 square feet of meeting room space — approximately 60 meeting rooms — and 32 loading docks that will provide ultimate flexibility and ease of loading in and out for convention planners.

Designed jointly by Atlanta-based Thompson, Ventulett, and Stainback Associates and Nashville-based Hick Hixon Architects and Moody-Nolan Architects, the center is on track to attain U.S. Green Building Council Silver LEED certification. One feature key to the Silver status is a 360,000-gallon rainwater retention tank. Rainwater stored in the tank will be used to irrigate the center's four-acre green roof and outside landscaping, as well as to flush the building's thousands of toilets.

The new convention center will serve as a central meeting point for Nashville residents. A wide green pavilion will encircle the building on all sides, serving as a public art and music space, and beckoning all to enjoy the area's newest landmark. Additionally, in August 2010, Mayor Karl Dean and officials from Omni Hotels & Resorts announced plans to build and operate a new headquarters hotel for Music City Center

—the Omni Nashville Hotel, scheduled to open in 2013, within months of the new convention center's grand opening. The hotel will have 800 guest rooms and suites, more than 80,000 square feet of meeting and event space, including two ballrooms, several restaurants and lounges, retail space, a pool, a fitness center, and a Midwestern signature spa.

"By itself, the convention center is a home run for downtown and our tourism industry," Mayor Dean said. "The addition of an adjacent headquarters hotel takes the convention center project from a home run to a championship win in terms of attendance and the number of events it's expected to host every year."

Just steps from Music City Center (and the Country Music Hall of Fame, the Omni Nashville Hotel's design and décor, as well as its culinary, lifestyle, and retail venues, will reflect Nashville's style and identity as Music City.

Omni Hotels & Resorts owns 45 distinct luxury hotels and resorts in leading business and leisure destinations across North America, each of which showcases the destination's local flavor while featuring Four-Diamond services. The brand is frequently recognized by top consumer research organizations such as J.D. Power and Associates, which ranked Omni "Highest in Guest Satisfaction Among Upscale Hotel Chains" in its 2010 North America Hotel Guest Satisfaction Index Study. ■

A NEW BEAT The exterior view of Music City Center from 20th Avenue and aerial view of the property from its meeting center show the scale of this new convention center's nameplate.

CONVENTION CENTER HIGHLIGHTS

- ▶ Music City Center is working to achieve LEED Silver status, a prominent eco-friendly feature of the building will be its four-acre "rolling hills" green roof.
- ▶ A 360,000-gallon rainwater collector tank will store rainwater from the roof. Rainwater will then be used to irrigate outdoor landscaping and to flush the building's hundreds of toilets.
- ▶ The project will include a three-level parking structure for about 1,800 cars.
- ▶ There will be 5,000 square feet of retail space available.
- ▶ The exhibit hall will include utility boxes every 30 feet, providing water, compressed air, and telecommunications equipment for state-of-the-art services to exhibitors.
- ▶ Hang points descending from the ceiling of the exhibit hall at every 30 feet will allow a one-ton exhibit to be hung, all at the same time.
- ▶ The total land area of the site is 16 acres. It features a 65-foot difference in elevation from the northwest corner of the site to the southeast corner.
- ▶ The building will be made up of 11,000 tons of steel and 12,000 tons of rebar.
- ▶ At its tallest point, at the corner of 5th Avenue and Demonbreun Street, the building will be about 15 stories tall and will overlook the Country Music Hall of Fame.
- ▶ Music City Center is scheduled to open in February 2013.