

RENOVATIONS, EXPANSIONS, NEW BUILDINGS

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November 2012

Calling all hotels, convention centers, and other meeting venues! Has your facility recently undergone a renovation or expansion? Are you in the planning or execution stages? Are you building a brand-new meeting facility? Then *Convene* readers want to know about it — from the square footage, to the technology infrastructure, to the in-house services and amenities that planners and attendees can expect.

Place a full-page ad in **RENOVATIONS, EXPANSIONS, NEW BUILDINGS** and receive a matching profile, including a 550-word editorial, photo, and At a Glance section, as well as a contact name, photo, e-mail, and Web site address.

2012



ADDED VALUE!

Your editorial and full-page ad are posted on the *Convene* Digital Edition

BONUS DISTRIBUTION

- ▶ Association Forum Holiday Showcase
- ▶ The Golfe Meeting Masters

RATES

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

SPACE DEADLINE

September 4, 2012

EDITORIAL DEADLINE

September 14, 2012

MATERIALS DEADLINE

October 1, 2012

Only full-page ad and full-page editorial formats accepted

George R. Brown Convention Center

Bigger in More Ways Than One

One of the 10 largest facilities of its kind in the nation, the George R. Brown Convention Center (GRB) in Houston has gotten bigger — and continues to grow — in more ways than one.

The facility's physical plant has been expanded to encompass nearly two million square feet of space. The GRB now has seven outdoor ballrooms, more than 100 meeting rooms, four outdoor ballrooms, a 31,500-square-foot ballroom, a 3,400-seat amphitheater, 6,000 retractable arena seats, and six loading docks on two levels. Simply put, the George R. Brown Convention Center has what it takes to host any association event or trade show.

Across the street from the center lies the 12-acre Discovery Green park, which was planned as an extension of the GRB's event space and has become a major asset for its clients. Boasting an abundance of green space, the park features an amphitheater and outdoor stage, picnic areas, interactive fountains, a pond, and an event lawn — all offering visitors a "best of both worlds" experience. A great spot for off-site meetings, corporate events, or casual gatherings, it also includes everything from outdoor pizza to farmers' markets, complete with mobile food carts and a summer and ice skating in the winter.

Adding to Discovery Green's modern ambience are two signature restaurants by the legendary chef Dan Barber, Restaurant Group. The Grove — a new destination hot spot for both visitors and city dwellers — has an upscale American-rustic menu of restaurant specialties, steak, and Gulf Coast seafood. Located in a sunny open-air bar and dock, nearby, next to the pond, the family-friendly Lake House offers a more informal atmosphere and fast-casual menu.

Houston's convention-center package comprises other new, important components, including a garage beneath Discovery Green that can hold nearly 700 cars. And backing four blocks away is Houston Pavilions, a new entertainment, dining, and retail hub that opened just years ago in an area covering three city blocks. Here, delegates can discover House of Blues, Lucky Strike bowling lanes, Guadalupe and Centro, and McCormick & Schmick's, among many nightlife venues.

Located between Houston Pavilions and the park is the Hilton Americas-Houston, a 1,200-room hotel under construction that directly to the convention center by two skybridges. A 262-room Embassy Suites, now under construction, will be located to the west of the convention center. The GRB's expansion is scheduled to open in early 2011. Within one mile of the GRB are more than 5,000 hotel rooms. Houston has more than 40,000 rooms citywide.

To ensure the total guest experience, the GRB has formed a new division that directs concierge services, client services, retail outlets, the Houston Visitors' Center, and gift shop and ticket operations. The division works closely with the GRB's service partners and the Greater Houston Convention and Visitors Bureau to ensure seamless customer service. ■

AT A GLANCE

- Convention and meeting facilities: The George R. Brown Convention Center offers nearly two million square feet of exhibition, meeting, and registration space. In addition to several exhibit halls and more than 100 meeting rooms, it has 639,000 contiguous square feet of exhibit space, a 3,400-seat amphitheater, the 31,500-square-foot George Bush Grand Ballroom, and an exhibit hall featuring telescopic arena-style seating for 1,000. A 1,000-seat additional floor seating for 1,000.
- For more information, visit www.houstonconventionctr.com.

NEW TO HOUSTON | Discovery Green park and Houston Pavilions

YOU'VE NEVER BEEN TO HOUSTON...

...UNTIL YOU'VE PLAYED IN OUR NEW FRONT YARD.

Meet at Houston's George R. Brown Convention Center. And walk to:

- Discovery Green, the new 12-acre downtown park designed with events in mind
- Houston Pavilions, the new shopping, dining and entertainment destination
- Minute Maid Park and Toyota Center. Home of sports, concerts and more
- Hilton Americas-Houston, the 1,200-room convention hotel connected by sky bridge
- Embassy Suites (opening spring 2011)

All within five blocks or five minutes!

1001 Avenida de las Americas | Houston, Texas 77010 | 1-800-427-4697 www.HoustonConventionCtr.com

HOUSTON MEANS MORE THAN JUST BUSINESS