

Cincinnati Convention Center Enters New Era as First Financial Center

15-Year Naming Rights Partnership Introduces New Identity for Reimagined Downtown Convention Center



CINCINNATI, OH (February 9, 2026) - Cincinnati's newly renovated downtown convention center has officially entered a new era as First Financial Center, following the announcement of a 15-year naming rights partnership with Cincinnati-based First Financial Bank.

City and county leaders joined First Financial Bank representatives to unveil the new name as the convention center begins its next chapter following a \$264 million transformation and January 2026 reopening.

The naming partnership connects one of the region's leading financial institutions with a major civic asset expected to play an important role in Cincinnati's convention, tourism and economic development efforts for years to come.

First Financial Bank President and CEO Archie Brown highlighted the significance of the investment, saying, **"The new convention center is critical to the economic vitality of Cincinnati and the region."**

The First Financial Center name replaces the venue's former Duke Energy Center identity. The rebrand accompanies a comprehensive renovation that introduced updated exhibit halls and meeting rooms, improved circulation and natural light, enhanced technology and infrastructure, and new spaces designed to elevate the experience for meeting planners, exhibitors and guests.

The convention center is also part of a broader transformation of Cincinnati's Convention Center District, including the adjacent Elm Street Plaza and additional investment planned throughout the surrounding downtown area.

With its new name and reimagined facility now in place, First Financial Center is positioned to welcome conventions, meetings, trade shows, community gatherings and special events while serving as a major gateway to downtown Cincinnati.

About First Financial Center

Located in the heart of downtown Cincinnati, First Financial Center recently underwent a \$264 million transformation to become the Midwest's premier meetings and events destination. Reopening in January 2026, the 750,000-square-foot facility features 200,000 square feet of contiguous exhibit space, two ballrooms, 28 state-of-the-art meeting rooms, and a

new rooftop terrace. Adjacent to the new Elm Street Plaza, the center is designed for seamless accessibility, energy efficiency, and world-class event experiences. A new 700-room Marriott convention headquarters hotel broke ground in July 2026 and is slated to open in Fall 2028, connecting directly to the Center via skybridge.

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Media Contact:

Noelle Scheper

Marketing Manager

P. 513.926.7283

nscheper@asmcincinnati.com