



**PRIME F. OSBORN III
CONVENTION CENTER**

Event Planner's Guide





Welcome

Welcome to Jacksonville's Prime F. Osborn III Convention Center! Thank you for considering us for your event; and we hope you'll find this Guide helpful whether you're a 'veteran', or planning your first event here. The Center is operated for the City of Jacksonville by ASM Global, the nation's foremost private manager of public assembly facilities.





A Little History

Where trains once ran on time, events now run like clockwork; and conventions, glittering shows and Grand Galas have replaced the bustle of a great railroad terminal. Opening in 1919, the Jacksonville Union Terminal was the rail Gateway to Florida; and during six decades of service was among the busiest in the country, with up to ten million passengers in a single year! Now, its beauty restored, its history preserved in the National Register of Historic Places, and centerpiece of a modern convention facility, 'The Prime' is once again the pride of North Florida.



Quick Reference



Address

Prime F. Osborn III Convention Center

1000 Water Street
Jacksonville, FL 32204-1546
primejax@asmjax.com
www.primefosborn.com



Telephones

Main Number	(904) 630-4000
Fax	(904) 630-4029
Security (24 Hours)	(904) 630-4046
SAVOR...Jacksonville (Catering)	(904) 630-4057
PRI (A/V)	(904) 398-8179
Marketing	(904) 630-4026



City and Regulatory Contacts

Business Licenses & Permits	(904) 630-1916 option 3
Public Buildings Division	(904) 630-3525
City Fire Marshal	(904) 630-0972



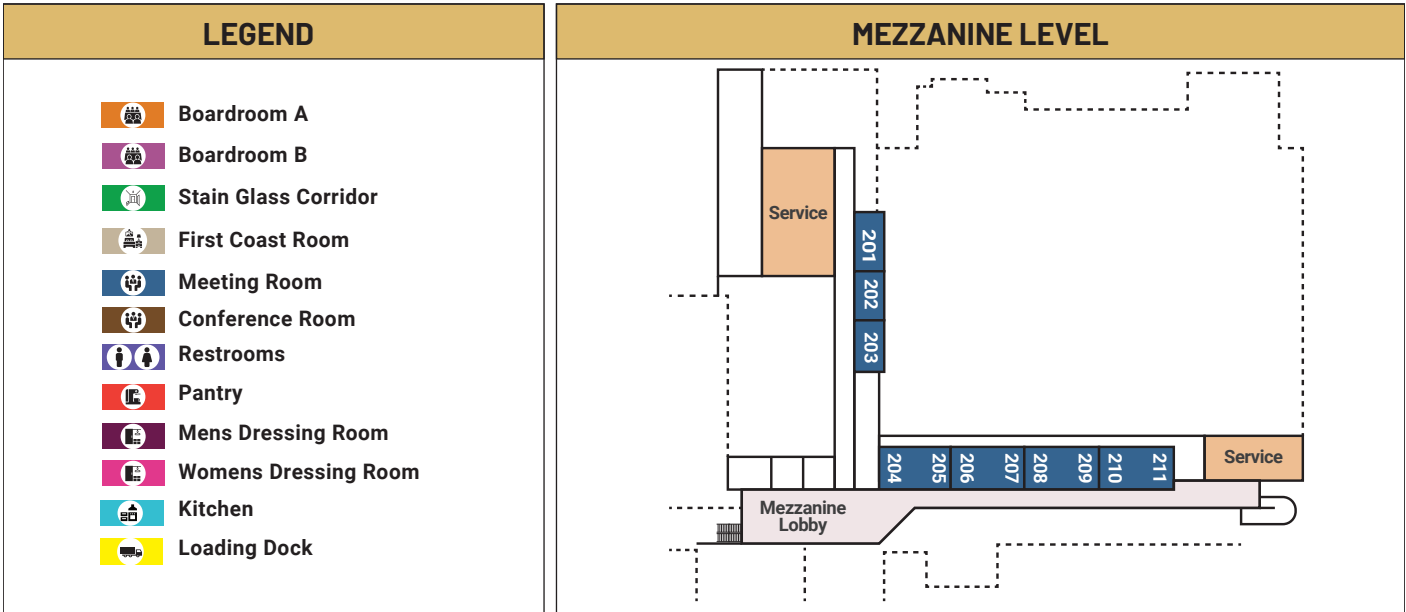
Transportation

Jacksonville Transportation Auth.	(904) 630-3100
Jacksonville International Airport	(904) 741-4902
Amtrak Reservations and Info	(904) 766-5110
American Coach Lines of Jacksonville	(904) 355-9999

Specifications

General Building Information:	• 296,000 Gross square feet of space • 48,000 s.f. carpeted meeting space in 22 rooms • 78,500 s.f. contiguous exhibit space, 100,000 total. • 450 10x10' booths in contiguous space, 550 total. • 19,000 s.f. pre-function area, 11,000 s.f. terrace. • 31,500 s.f. fenced grass Pavilion. • 10,000 s.f. Grand Lobby with 75' vaulted ceiling. • 860 Parking spaces • 2 Executive Boardrooms and VIP Suite. • 6-Bay Loading Dock, 2 on-grade Hall entrances		
Loading Doors:	Exhibit Hall	Door 1: Doors 2, 3, 4, 5: Door 6: Door 11, Ballroom	Grade-entry rollup (Hall A), 15'H x 24'9"W Loading Dock, rollups, 14'H x 20'W Grade-entry rollup (Hall B), 15'H x 24'9"W 7'10"H x 7'7"W
	Prefunction South	Wing Doors:	10'9"H x 9'2"W
	Grand Lobby	Interior Rollup Door:	11'4"H x 9'6"W
	Room 101	Interior Rollup Door:	11'4"H x 6'3"W
	Room 102	Interior Wing Doors:	7'11"H x 7'11"W
	Room 104	Interior Pocket Door:	8'4" H x 8'4" W
Floor Loading:	Exhibit Hall	360 lbs/psf	
	Meeting rooms	360 lbs/psf	
	Old Terminal	250 lbs/psf	
Lighting:	Exhibit Hall	Primary: Secondary:	LED, zoned Quartz halogen, dimmable
	Ballroom		LED, zoned and dimmable
	Room 101	Primary: Secondary:	Metal halide, zoned LED Chandeliers, Sconces, dimmable
	Rooms 102-103		LED, zoned and dimmable
	Grand Lobby	Primary: Secondary:	LED ceiling floods, dimmable LED wall sconces
	Meeting Rooms	Primary: Secondary:	LED flat panels LED downlights, dimmable
Utilities:	Compressed Air	At selected locations in Exhibit Hall by prior request. Average 60 psi.	
	Electrical	120VAC, 208VAC in 30'x30' floor grid, perimeter boxes 400A by request.	
	Plumbing	Domestic water and drain service at selected Exhibit Hall locations.	
	Telecommunications	The Exhibit Hall and meeting rooms are wired for Cat 3 and Cat 5 E.	
Rigging:	The Center's Exhibit Hall Rigging Grid is available on request. Rigging plots may be required.		
Columns:	The Exhibit Hall span between column centers is 180' north-south; and 60' east-west. The maximum column-free area is 330' x 180' (59,400 sq. ft.)		

Venue Map



Function Area Statistics

Room Name	Dimensions L x W, Ft	Area, Sq Ft	Ceiling Ht, Ft	Thtr	Conf	Clrm 3pp/8'	Rcpn	Banq Rds/10	Holl Sq	10x10 Booth
Exhibit Hall A	238x180	42,840	32.5	3100		1600	2800	2060		215
Exhibit Hall B	238x150	35,700	32.5	2500		1200	2600	1300		174
Combined Exh Hall	238x330	78,540	32.5	5600		2100	6000	3360		374
Ballroom North	65x78	5,070	22.5	475		250	360	250	75	
Ballroom South	65x78	5,070	22.5	475		250	360	250	75	
Combined Ballroom	130x78	10,140	22.5	950		400	800	500		40
Room 101	63x73	4,547	30	392		180	350	250	75	21
Room 102	49x61	2,989	20	295		105	230	160	65	
Room 103	49x61	2,989	20	295		105	230	160	65	
Rooms 102-103	98x60	5,978	20	546		232	490	280		30
Room 104	39x28	1,137	12.5	95	12	40	70	60	36	
Room 105	39x30	1,230	12.5	100	12	40	70	60	36	
Rooms 104-105	58x39	2,367	12.5	188	30	75	150	120	48	
Room 106	39x30	1,240	12.5	100	12	40	70	60	36	
Room 107	39x30	1,158	12.5	95	12	40	70	60	36	
Rooms 106-107	60x39	2,398	12.5	188	30	75	150	120	48	
Grand Lobby	132x72	10,008	75	950		425	900	500		43
Board Room A	42x29	1,218	12		20	51	30	24	20	
Board Room B	43x41	1,850	30	150	30	70	140	90	36	
Stained Glass Corridor	39x18	694	22 pk		12			20	24	
First Coast Room	39x20	780	11		12	20	20	20	24	
Conference Room	30x18	540	11		16			20		
Conference Room 2	20x13	260	15		14					
Prefunction North	161x50	8,050	19 pk	300			450	340		28
Prefunction South	139x50	6,950	19 pk	300			400	250		30
Mezzanine	100x40	3,650	24				250	160	30	
Room 201	39x23	884	11	65	12	30	30	40	24	
Room 202	34x23	767	11	60	12	27	30	40	24	
Room 203	39x23	884	11	65	12	30	30	40	24	
Room 204	29x32	895	11	70	12	30	40	40	20	
Room 205	29x32	895	11	70	12	30	40	40	20	
Rooms 204-05	58x32	1,790	11	140	24	84	90	100	52	
Room 206	29x32	895	11	70	12	30	40	40	20	
Room 207	29x32	895	11	70	12	30	40	40	20	
Rooms 206-207	58x32	1,790	11	140	24	84	90	100	52	
Room 208	26x32	825	11	65	12	30	40	40	20	
Room 209	26x32	825	11	65	12	30	40	40	20	
Rooms 208-209	52x32	1,650	11	130	24	84	90	100	52	
Room 210	29x32	895	11	70	12	30	40	40	20	
Room 211	29x32	895	11	70	12	30	40	40	20	
Rooms 210-211	58x32	1,790	11	140	24	84	90	100	52	
West Concourse	244x28	8,632					90		8	
Dressing Room E/W		450	11							
Courtyard Grass Lot	225x146	32,850	Open							
Flagler Terrace	110x100	11,000	Open				500	550		
Totals	Inside: Outside: Mtg Space:	160,420 43,850 50,075		Note: All maximums shown leave very limited space for presenter equipment. Staging and A/V may reduce seating capacity.						

Rental and Booking Guidelines

Booking Category. Governs when bookings may be accepted, contracts issued, etc. **Category I.** Large Conventions and Trade Shows with major revenue potential for the City. **II.** Smaller conventions and major multiple-day, recurring Trade and Consumer shows with significant revenue potential for City, Center. **III.** Larger local, multiple-day public and civic events and other events of significant importance to the community. **IV.** Smaller local, usually one-time civic, social and corporate events with moderate revenue potential for Center. (See *Booking Policies*.)

Bookings and Contracts. The *Booking Letter* will list space and dates being held and the Release Date. A *Use License Agreement* (Contract) will be issued according to the schedule below. The Contract must be executed and returned with the required deposit by the Cutoff Date in order to confirm your booking.

Deposits. Required for all events, and may include rental and other expenses. Deposits are normally non-refundable except where Center is unable to deliver the leased premises. *Certified funds may be required.*

Date Protection. Center may establish a protected period for events which compete for specific local markets, (e.g. Boat Show, Home Products Show, etc.). *Center will not make any agreement requiring such protection.*

Event Cost Estimate. Your Event Coordinator will prepare an Event Cost Estimate when your requirements are reasonably firm. You may request an Event Cost Estimate at any time after booking.

Event Order(s) detailing event set-up information will be provided to Licensee for final verification; and *must be confirmed by client before set-up begins.*

Insurance Requirements. Licensee is required to obtain Comprehensive General Liability insurance covering the Lease period. Licensee may obtain coverage from any Florida-licensed carrier with at least an A (VIII) rating in the current A. M. Best Key Rating Guide. *Facility Tenant Users Liability Insurance Protection* coverage is available for most events. Ask your Event Coordinator for further information.

Rental Day, including both event day(s) and move-in/-out day(s), is from 8:00am to 11:59pm. Activity or set-up work between 12:00am (midnight) and 8:00am is subject to additional rental charges.

Room Sets and Arrangements. All arrangements and set-up information must be provided to Center at least 15 days prior to event. The facility reserves the right to assign space as to safety, capacity and accessibility; or to reassign events to comparable space. Set-up revisions are accepted up to 48 hours prior to event; changes requested by Licensee within 48 hours will normally incur additional charges.

Standard Room Set-ups provided by Center in meeting rooms include Theater, Classroom, Conference, U-Shape and Hollow Square. One complimentary podium and hookup to house sound (where available); and limited staging for head table are included in standard room sets. Please ask your Event Coordinator about utility charges and other expenses.



Booking Category, Lead Time	I	II	III	IV
Hold Space (Tentative Booking)	Open	36 months	24 months	6 months
Confirm Space (Contract Issued to Lessee)	Open	18 months	14 months	90 days
Contract and Deposit due (Cutoff Date)	35 months	17 months	13 months	60 days
Cancellation by Lessee w/o Penalty	12 months	180 days	90 days	30 days
Certificate of Insurance due	30 days	30 days	30 days	30 days
Event Requirements due	30 days	30 days	15 days	15 days
Final Event Requirement Changes Permitted	48 hours	48 hours	48 hours	48 hours



Directions to the Prime Osborn Convention Center

The Convention Center is located one-third mile west of downtown Jacksonville, adjacent to I-95 and just north of the intersection of I-95 and I-10. We're served by JTA (City) bus and Automated Skyway Express (ASE) routes.

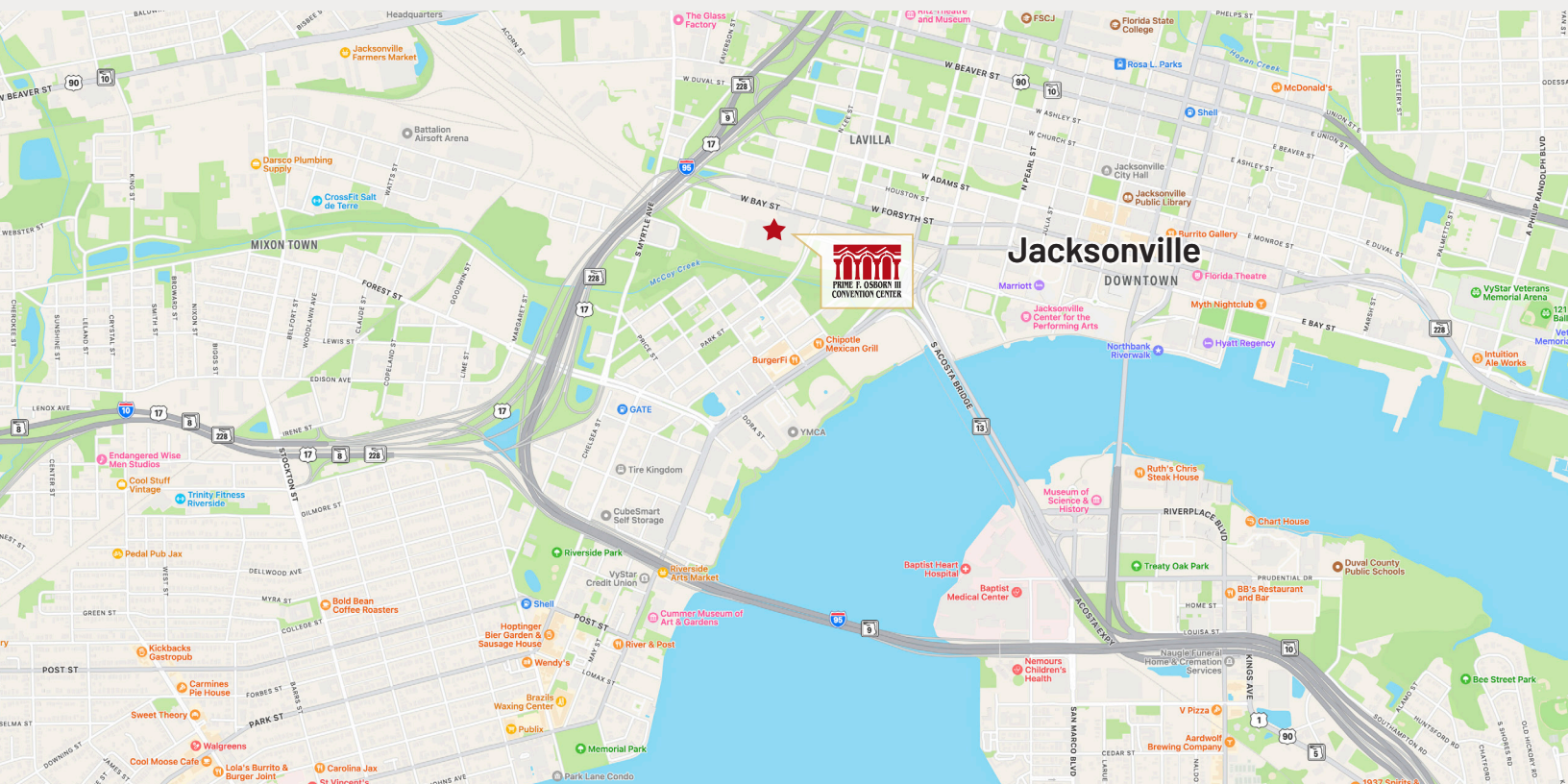
From North (Jacksonville International Airport): proceed south on I-95 to Exit 353A (Myrtle/Church/ Forsyth), to Forsyth Street. Proceed left (east) to Lee Street. Turn right (south) on Lee Street, then right (west) on Bay Street to the Prime Osborn Main Parking Lot.

From East (Downtown): proceed west on Bay Street to the Prime Osborn Main Parking Lot. Marriott Jacksonville Downtown, City Hall, and Jacksonville are served by the Skyway Express: take the Express from or through Central Station to the Terminal (Convention Center) Station.

From South: proceed north on I-95 to Exit 350A (Main St. Bridge/Prudential Dr./Ocean St.)

toward Acosta Bridge/Riverside Ave./Mary St. Proceed over the Acosta Bridge and take the Broad St exit. Turn left (north) on to West Bay Street to the Prime Osborn Main Parking Lot. South Bank hotels (Hilton Garden, Crowne Plaza, Wynham, Hampton downtown) are served by the Skyway Express: take the Express through Central Station to the Terminal (Convention Center) Station.

From West (I-10): proceed to I-95 North, then to Exit 352B (Forsyth). Take Forsyth Street (east) to Lee Street. Turn right (south) on Lee one block to Bay Street. Turn right (west) on Bay Street and proceed to the Prime Osborn Main Parking Lot.







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