



GREATER FORT LAUDERDALE BROWARD COUNTY CONVENTION CENTER

PROPOSAL FOR



amta
american massage therapy association®

2024



GREATER FORT LAUDERDALE BROWARD COUNTY
CONVENTION CENTER





AREA

Located minutes from Fort Lauderdale's famed Blue Wave Beaches

Adjacent to Broward County's Port Everglades

Five-minute drive from the Fort Lauderdale / Hollywood International Airport

Proximity to local dining and shopping





FEATURES & AMENITIES:

- ▶ LEED for Existing Buildings Gold-certified facility. Eco-friendly Design and Operation
- ▶ Innovative dining concepts from the partnership with Savor...
- ▶ Garage parking with covered skywalks to Convention Center

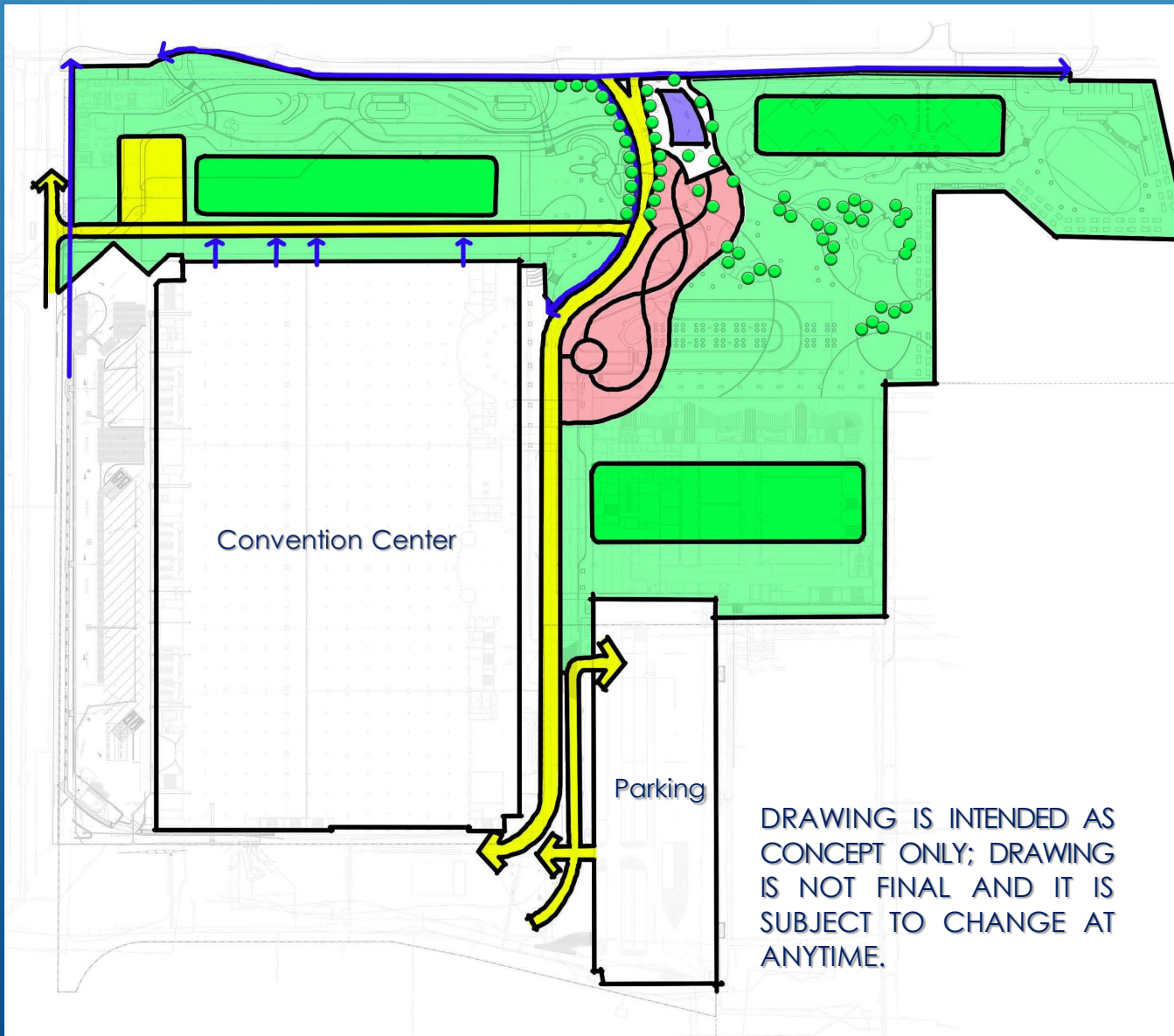


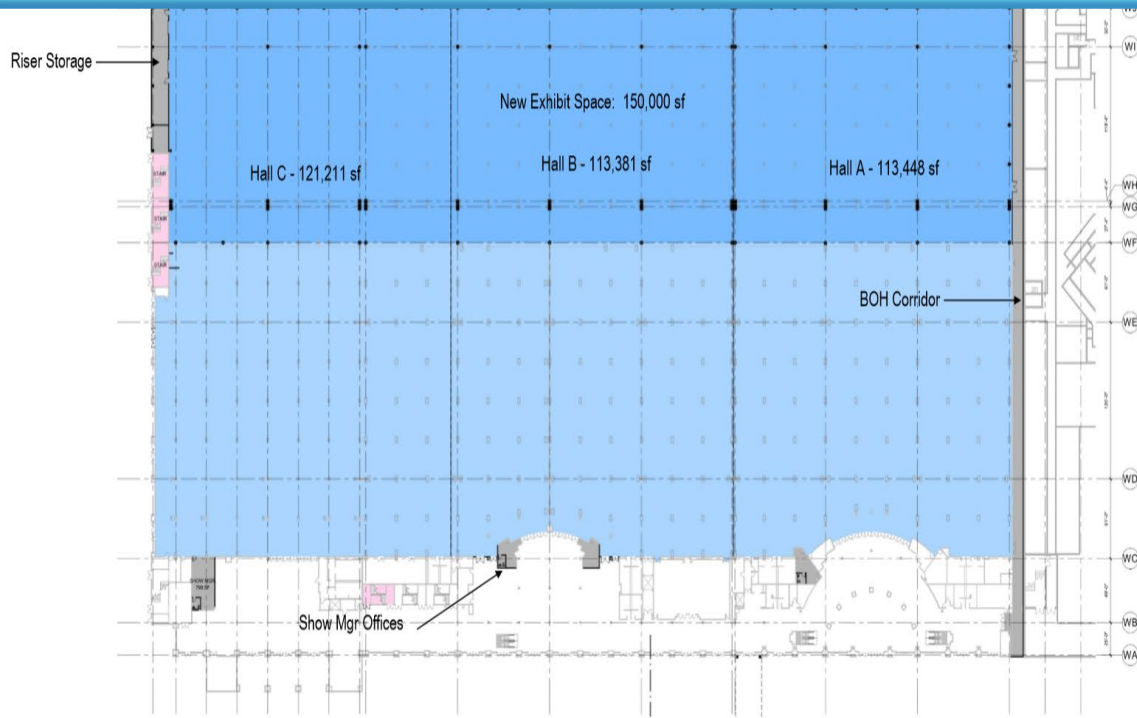


EXPANSION HIGHLIGHTS UPON COMPETITION:

- ▶ 350,000 sq. ft. of contiguous space
- ▶ 132,000 sq. ft. in four elegant ballrooms
- ▶ 95,000 sq. ft. of total flexible meeting space
- ▶ 202,000 sq. ft. of total pre-function space
- ▶ 1,800+ parking spaces
- ▶ 7 acres of outdoor waterfront plaza
- ▶ 1.2 million sq. ft. of total Convention Center space
- ▶ State-of-the-art technology
- ▶ Outdoor plaza with waterfront view
- ▶ HQ Hotel connected to the Convention Center

INITIAL DRAFT OF PLAZA CONCEPT DURING CONSTRUCTION PHASE



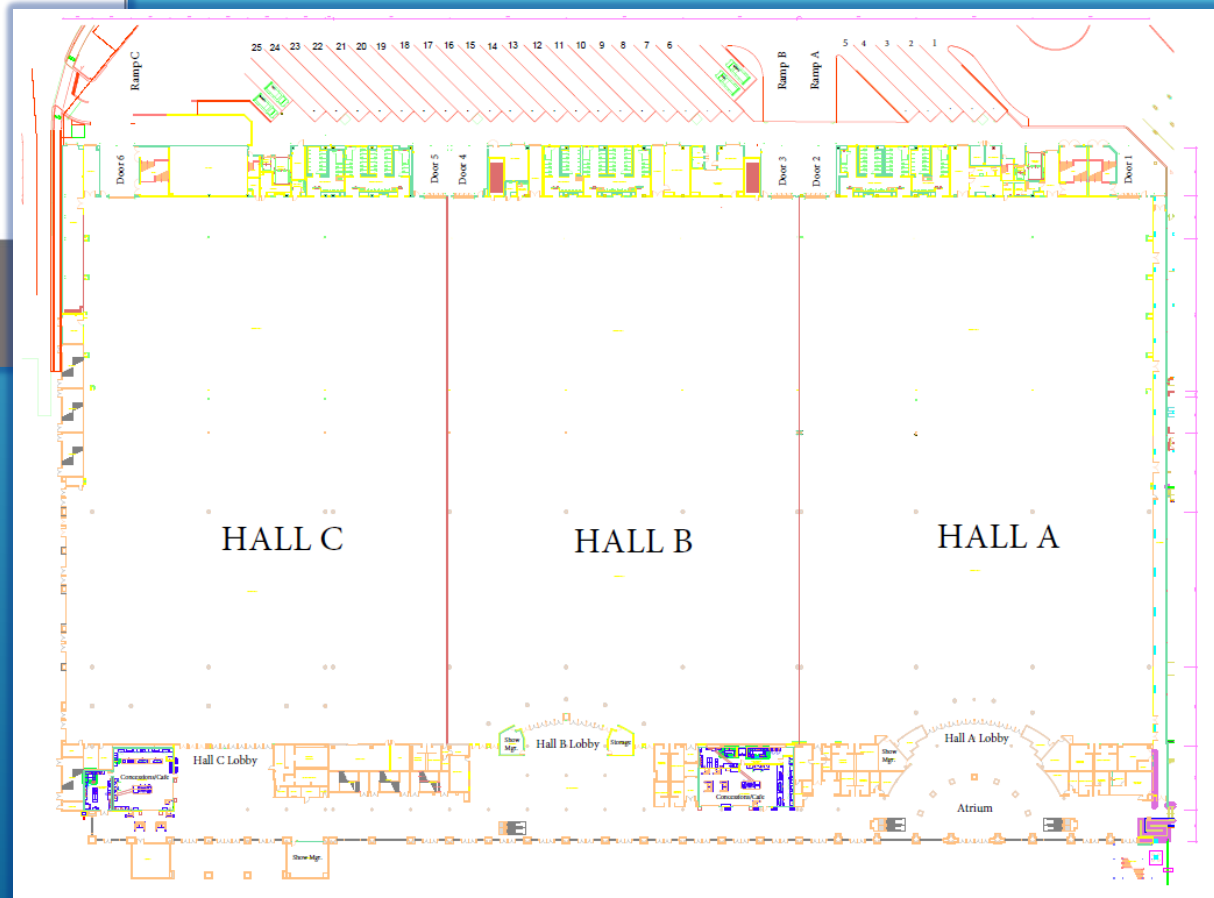


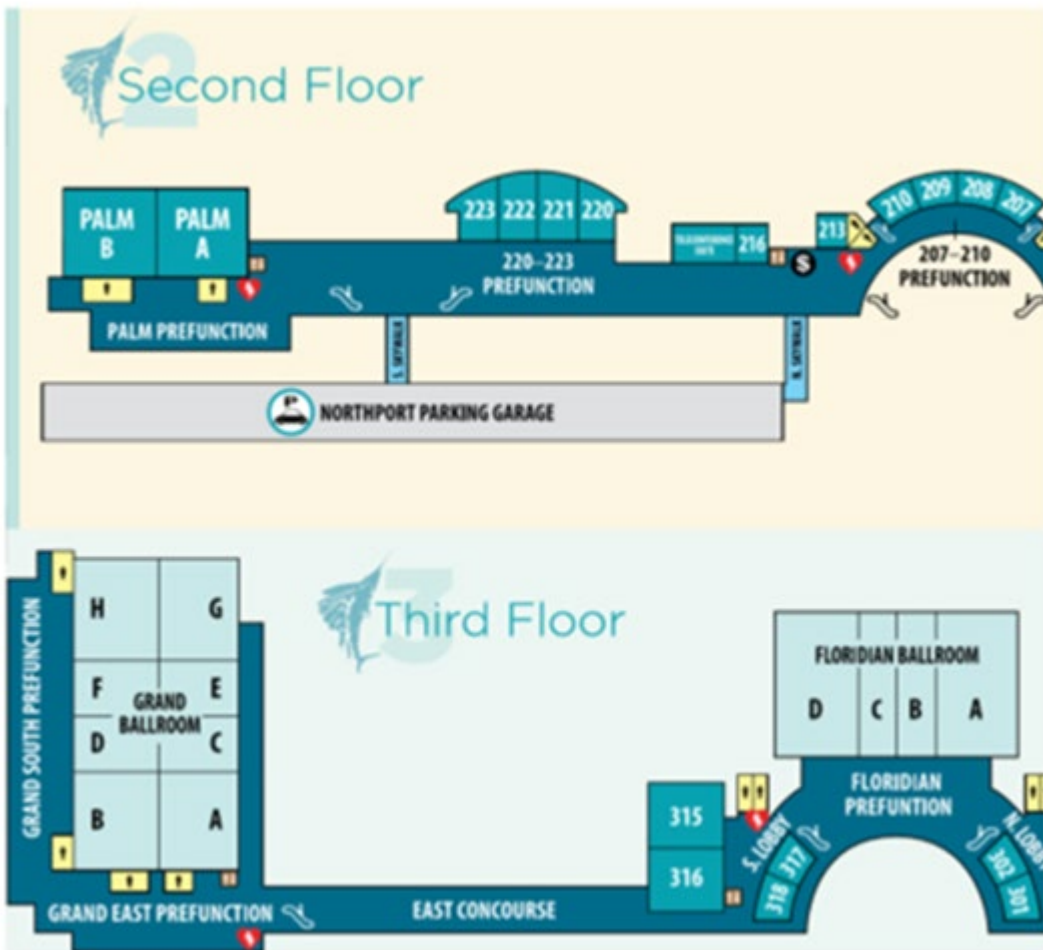
West Expansion: First Floor

BROWARD COUNTY CONVENTION CENTER EXPANSION & HEADQUARTERS HOTEL | FORT LAUDERDALE, FLORIDA
MATTHEWS SOUTHWEST | BALFOUR BEATTY | STANTEC | FENTRESS ARCHITECTS | NUNZIO MARC DESANTIS ARCHITECTS

- ▶ Equipment Portable performance stage, full dance floors, risers in a variety of heights, and elevated riser seating system
- ▶ Water/Compressed Air Full service available in exhibit halls at columns.
- ▶ 25 Easily accessible loading docks

EXISTING AND UPGRADES:





...

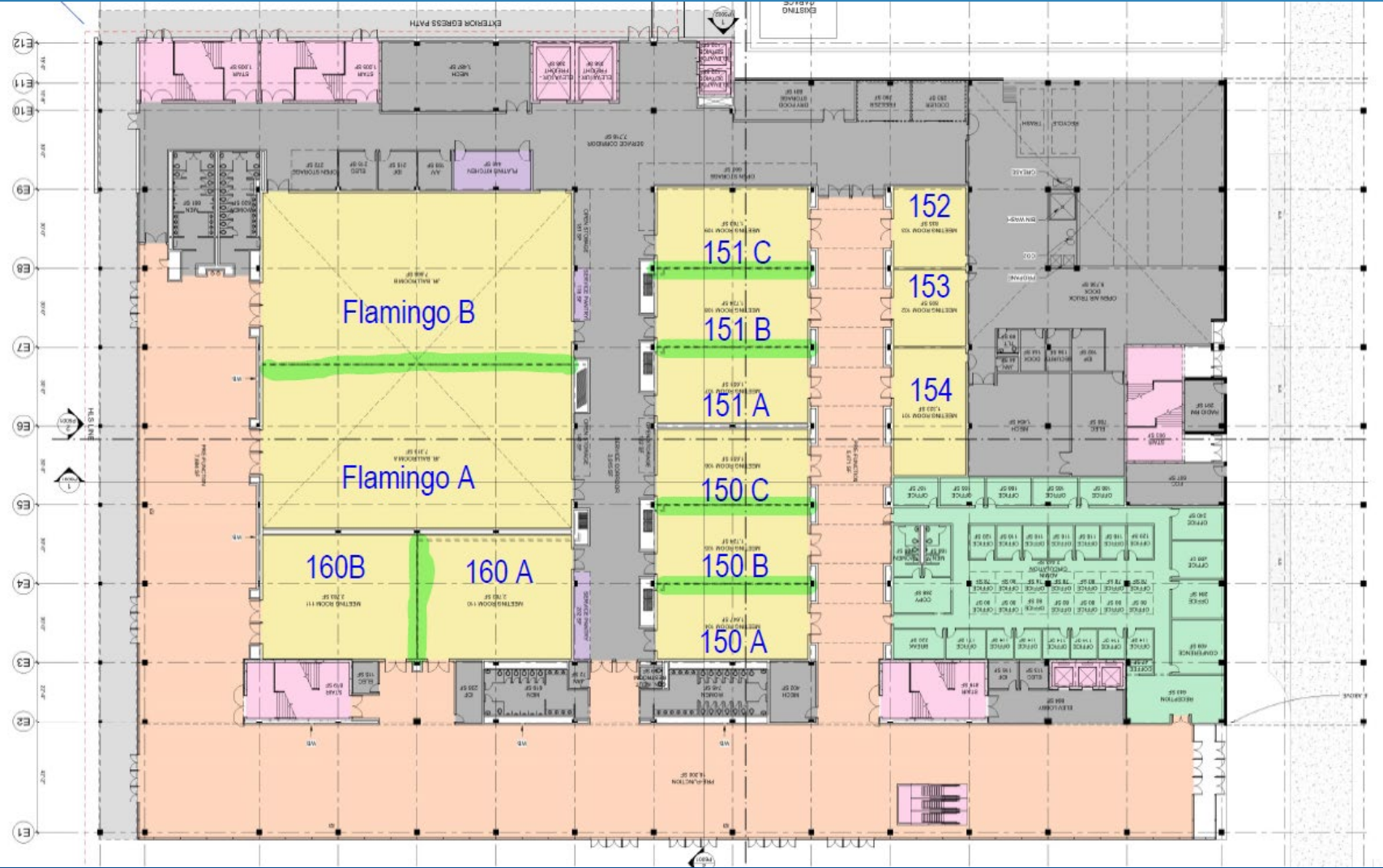
- ▶ Electrical Service 120/208-volt, 100-amp, 3-phase, 4-wire with ground, quick-connects in floor boxes located on 30' x 30' centers. 277/480-volt, 3-phase service available from exhibit hall ceiling.
- ▶ Upgrades Furnishings and Décor
- ▶ State of Art Technology
- ▶ Enhanced Pre-Function Space
- ▶ Upgraded Restroom Facilities
- ▶ Internet/Telecom Event network design assistance available (individual LAN's and VPN's connect floor-to-floor, room-to-room and booth-to-booth)
- ▶ ADA Accessible Ramp Access, and automatic door openers

BIGGER AND GREATER SOUTH FLORIDA'S PREMIER WATERFRONT CONVENTION CENTER

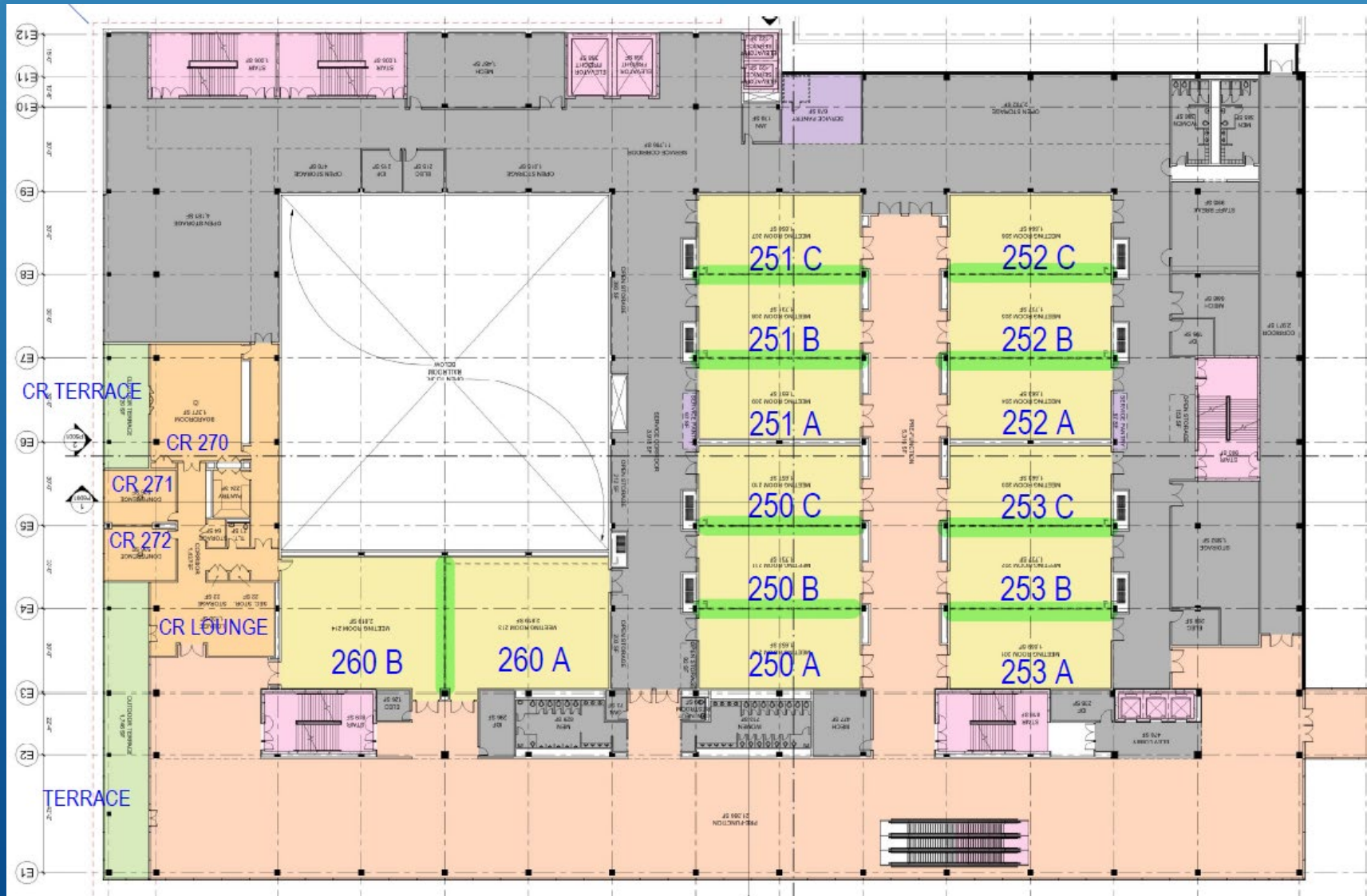


WEST BUILDING:	Sq Ft	Dimensions	Theater	Classroom	Reception	Banquet	10x10 Exh	
Grand Ballroom	31,639	245'x130'	3,560	2,208	3,164	2,000	160	3rd Floor
Grand Ballroom A	4,862	78'x62'	530	336	486	300	24	
Grand Ballroom B	5,252	78'x67'	530	336	525	300	25	
Grand Ballroom C	2,701	43'x62'	280	216	270	150	14	
Grand Ballroom D	2,918	43'x67'	280	226	292	150	15	
Grand Ballroom E	2,701	43'x62'	280	216	270	150	14	
Grand Ballroom F	2,918	43'x67'	280	226	292	150	15	
Grand Ballroom G	4,945	79'x62'	530	336	495	300	27	
Grand Ballroom H	5,342	79'x67'	530	336	534	300	26	
Floridian Ballroom	20,316	190'x112'	2,100	1,380	2,032	1,160	102	
Floridian A	6,798	65'x112'	700	465	680	560	34	
Floridian B	3,360	30'x112'	365	225	336	250	17	
Floridian C	3,360	30'x112'	365	225	336	250	17	
Floridian D	6,798	65'x112'	700	465	680	560	34	
Room 301 / 302	1,890	63'x30'	144	117	189	120	x	
Room 301	990	33'x30'	72	54	99	60	x	
Room 302	900	30'x30'	87	54	90	60	x	
Room 315 / 316	5,841	99'x59'	620	396	584	400	25	2nd Floor
Room 315	2,891	49'x59'	298	174	289	180	x	
Room 316	2,950	50'x59'	314	192	295	200	x	
Room 317 / 318	1,890	63'x30'	144	117	189	120	x	
Room 317	900	30'x30'	87	54	90	60	x	
Room 318	990	33'x30'	72	54	100	60	x	
Room 203 / 204	1,196	44'x27'	121	75	119	80	x	
Room 203	598	22'x27'	53	36	60	40	x	
Room 204	598	22'x27'	55	42	60	42	x	
Room 207 / 208	1,512	63'x24'	160	114	151	110	x	
Room 207	672	28'x24'	73	45	67	40	x	
Room 208	840	35'x24'	98	60	84	60	x	
Room 209 / 210	1,512	63'x24'	160	114	151	110	x	
Room 209	840	35'x24'	98	60	84	60	x	
Room 210	672	28'x24'	73	45	67	40	x	
Room 213	572	22'x26'	66	39	57	40	x	
Room 216	644	23'x28'	70	45	64	40	x	
Teleconference Suite	1,297	46'x28'	110	57	130	70	x	1st Floor
Room 220 / 221	2,755	95'x29'	280	171	276	180	x	
Room 220	1,247	43'x29'	107	66	125	80	x	
Room 221	1,508	52'x29'	133	84	151	110	x	
Room 222 / 223	2,755	95'x29'	280	171	276	180	x	
Room 222	1,508	52'x29'	133	84	151	110	x	
Room 223	1,247	43'x29'	107	66	125	80	x	
Palm Ballroom	9,313	139'x67'	1,110	837	931	600	47	
Palm A	4,556	68'x67'	540	420	456	300	23	
Palm B	4,757	71'x67'	540	420	476	300	24	
Exhibit Hall	348,040	425'x 821'	38,850	14,571	35,000	29,121	1,723	
Exhibit Hall A	113,448	425'x269'	12,950	4,857	11,000	9,707	567	
Exhibit Hall B	113,381	425'x272'	12,950	4,857	11,000	9,707	567	
Exhibit Hall C	119,000	425'x280'	13,600	5,000	11,500	10,000	580	

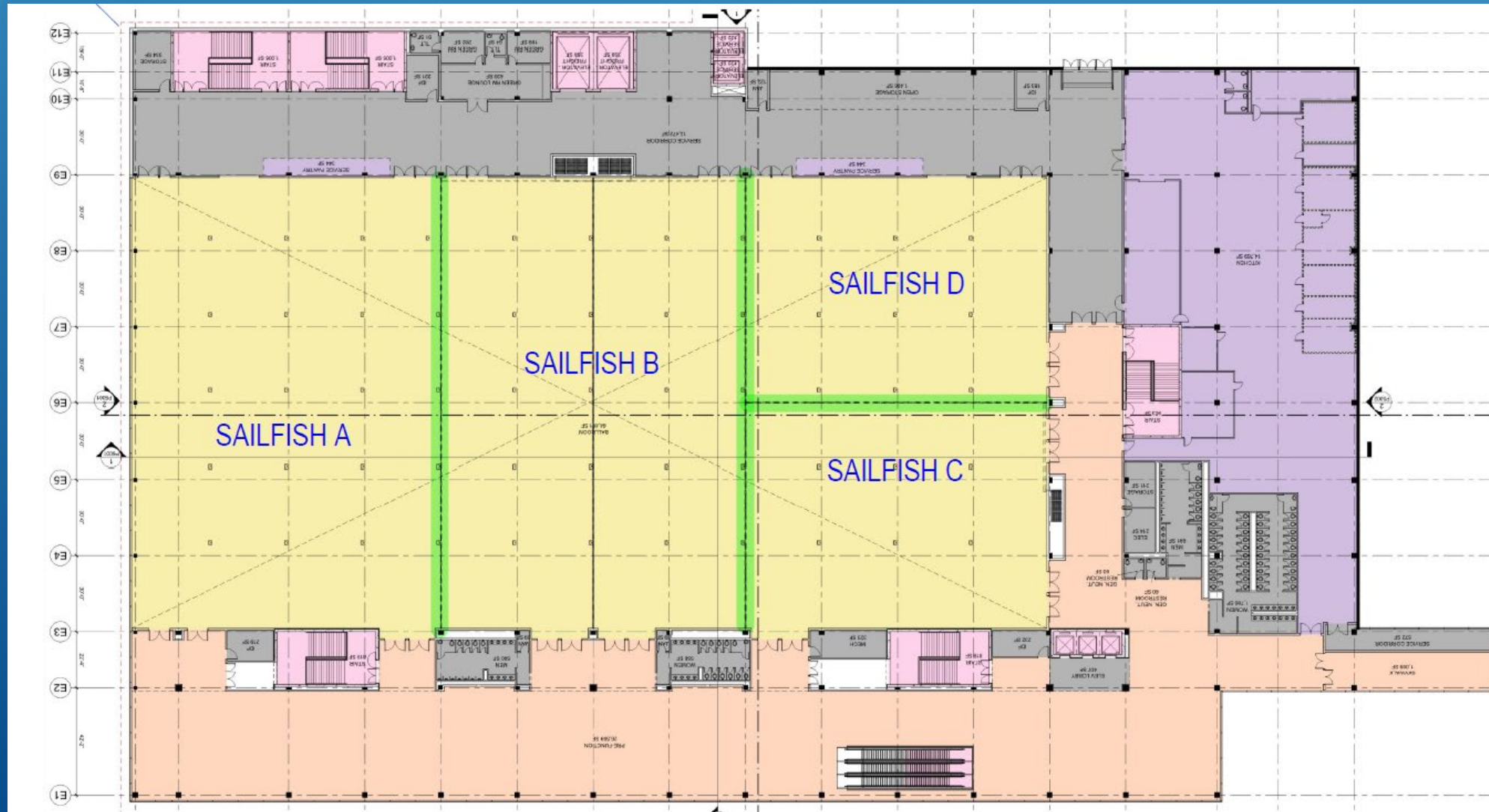
EAST EXPANSION: FIRST LEVEL



EAST EXPANSION: SECOND LEVEL



EAST EXPANSION: THIRD LEVEL



EAST BUILDING:	Sq Ft	Theater	Classroom	Reception	Banquet	10x10 Exh	
Sailfish Ballroom	64,491	7,159	2,685	6,449	5,366	322	3rd Floor
Sailfish A	21,497	2,386	895	2,150	1,789	107	
Sailfish B	21,497	2,386	895	2,150	1,789	107	
Sailfish C	10,749	1,193	447	1,075	894	54	
Sailfish D	10,748	1,193	447	1,075	894	54	
Room 260	5,638	626	235	564	469	x	2nd Floor
260 A	2,819	313	117	282	235	x	
260 B	2,819	313	117	282	235	x	
Room 250	5,041	560	210	504	419	x	
250 A	1,653	183	69	165	138	x	
250B	1,731	192	72	173	144	x	
250 C	1,657	184	69	166	138	x	
Room 251	5,046	560	210	505	420	x	
251 A	1,657	184	69	166	138	x	
251 B	1,731	192	72	173	144	x	
251 C	1,658	184	69	166	138	x	
Room 252	5,064	562	211	506	421	x	
252 A	1,663	185	69	166	138	x	
252 B	1,737	193	72	174	145	x	
252 C	1,664	185	69	166	138	x	
Room 253	5,059	562	211	506	421	x	
253 A	1,659	184	69	166	138	x	
253 B	1,737	193	72	174	145	x	
253 C	1,663	185	69	166	138	x	
ECC 270 Boardroom	1,377	153	57	138	115	x	
ECC 271	506	56	21	51	42	x	
ECC 272	506	56	21	51	42	x	
ECC Lounge	1,130	125	47	113	94	x	
Flamingo Ballroom	14,979	1,663	624	1,498	1,246	75	1st Floor
Flamingo A	7,313	812	304	731	608	37	
Flamingo B	7,666	851	319	767	638	38	
Room 160	5,566	618	232	557	463	x	
160 A	2,783	309	116	278	232	x	
160 B	2,783	309	116	278	232	x	
Room 150	5,022	557	209	502	418	x	
150 A	1,647	183	69	165	137	x	
150 B	1,724	191	72	172	143	x	
150 C	1,651	183	69	165	137	x	
Room 151	5,138	570	214	514	427	x	
151 A	1,651	183	69	165	137	x	
151 B	1,724	191	72	172	143	x	
151 C	1,763	196	73	176	147	x	
Room 152	835	93	35	84	69	x	
Room 153	805	89	34	81	67	x	
Room 154	1,323	147	55	132	110	x	

COMING IN 2024 BIGGER AND GREATER...



SPACE UTILIZATION OVERVIEW 2024

SPACE	EVENT
Exhibit Hall C	Exhibit
Show Office	Hall C Office
Teleconference, 207,208,209,210,220,221,222,223, 301, 302,315,316, Pal A&B, Grand Ballroom ABCDEFGH	Meetings, Workshop, Sessions, Dinner
Hall C entrance	Registration

MEETING ROOM RENTAL

• TOTAL MEETING ROOM RENTAL:	\$84,500.00
• CONVENTION CENTER DISCOUNT*:	\$40,500.00
• TOTAL MEETING ROOM RENTAL:	\$44,000.00

Meeting Rental does not include 7% tax

CONVENTION CENTER INCENTIVES:



The Greater Fort Lauderdale Broward County Convention Center is pleased to offer the following Special Concessions:

Discounted Rooms
Rental based on a
minimum F&B of
\$50,000.00

Complimentary
parking for Staff



HOSPITALITY, COMMUNITY, TASTE...

Savor's mission is to enrich visitor experience, building upon your vision through food – listening, learning, growing, harvesting, cooking and breaking bread together.



SAVOR...



COMMITMENT TO SAFETY

- ▶ The newly expanded Greater Fort Lauderdale/Broward County Convention Center is being designed with ASM Global's VenueShield protocol to provide the highest levels of cleanliness and safety while inspiring the confidence of planners and attendees, all in partnership with leading medical professionals, industry experts and public health officials.