

2026 ASA-CSSA-SSSA International Annual Meeting



GREATER FORT LAUDERDALE BROWARD COUNTY
CONVENTION CENTER

What to Expect Post-Expansion

Enjoy a sneak peek of everything the bigger-
and-*greater*-than-ever-before Greater Fort
Lauderdale / Broward County Convention
Center has to offer!





Bigger & Greater

South Florida's Premier Waterfront Conference Center

*The future of convention business in
Greater Fort Lauderdale*

Features



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



LEED for Existing Buildings Gold-certified facility

The expansion project will add an **additional 600,000 sq. ft.** of versatile, state-of-the-art space to the existing 600,000-sq.-ft. building and an upscale 800-room, four-diamond Omni Hotels & Resorts **headquarters hotel.**





Expansion Highlights

- 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

Expansion Highlights: Headquarters Hotel

- 29 stories
- 800 rooms
- 73,000 sq. ft. of meeting space
- 11,000-sq.-ft. spa and fitness center
- Scenic view of the Atlantic Ocean
- Direct connectivity to the Convention Center
- Multiple restaurants and bars
- Pool deck with bar
- Iconic, versatile and sustainable outdoor event space totaling 300,000 sq. ft.



Upgrades & Amenities

- State-of-the-art technology
- Outdoor plaza with waterfront view
- Innovative dining concepts
- Eco-friendly design and operation
- Improved traffic flow around the Convention Center
- Garage parking with covered skywalks to Convention Center
- Proximity to airport, seaport, local dining, shopping and beaches



Project Timeline

2019

Public demolition celebration

2020

Demolition

2021-2022

Construction

2023

Reopening



EVENT ESTIMATE



Event: ASA CSSA SSSA 2026 Annual Meeting

Event ID: #1347-65-65-23459

Account: The American Society of Agronomy, Crop Science Society of America and
Soil Science Society of America

Attendance: 4000

Event Date(s): Friday, November 13, 2026 - Thursday, November 19, 2026

Event Mgr:

Date Prepared: 5/26/2020

Rental				
Space	Date	Rate	Price	Total
Hall A (NEW)	11/13/26, 11/14/26, 11/15/26, 11/16/26, 11/17/26, 11/18/26, 11/19/26	Standard	\$13,288.00	\$93,016.00
Show Office 107 A	11/13/26, 11/14/26, 11/15/26, 11/16/26, 11/17/26, 11/18/26, 11/19/26	Show Manager	\$0.00	\$0.00
220/221	11/14/26, 11/15/26, 11/16/26, 11/17/26, 11/18/26, 11/19/26	Standard	\$0.00	\$0.00
315	11/14/26, 11/15/26	Standard	\$0.00	\$0.00
Grand ABCDEF	11/14/26, 11/15/26, 11/16/26, 11/17/26, 11/18/26	Standard	\$5,904.00	\$29,520.00
Grand East Prefunction	11/14/26	Standard	\$0.00	\$0.00
Grand South Prefunction	11/14/26	Standard	\$0.00	\$0.00
Palm A	11/14/26, 11/15/26, 11/16/26, 11/17/26, 11/18/26	Standard	\$0.00	\$0.00
Palm B	11/14/26, 11/15/26, 11/19/26	Standard	\$0.00	\$0.00
203/204	11/15/26, 11/16/26, 11/17/26, 11/18/26	Standard	\$0.00	\$0.00
207/208	11/15/26, 11/16/26, 11/17/26, 11/18/26	Standard	\$0.00	\$0.00
209/210	11/15/26, 11/16/26, 11/17/26, 11/18/26	Standard	\$0.00	\$0.00
222/223	11/15/26, 11/16/26, 11/17/26, 11/18/26, 11/19/26	Standard	\$0.00	\$0.00
301/302	11/15/26, 11/16/26, 11/17/26, 11/18/26	Standard	\$0.00	\$0.00
Floridian ABCD	11/15/26, 11/16/26, 11/17/26, 11/18/26	Standard	\$0.00	\$0.00
Floridian Prefunction	11/15/26	Standard	\$0.00	\$0.00
Grand GH	11/15/26, 11/18/26	Standard	\$0.00	\$0.00
Palm Prefunction	11/15/26	Standard	\$0.00	\$0.00
Subtotal				\$122,536.00
Subtotal				\$122,536.00
Tax				\$0.00
Total				\$122,536.00