



GREATER FORT LAUDERDALE ♦ BROWARD COUNTY  
**CONVENTION CENTER**



February 4, 2020

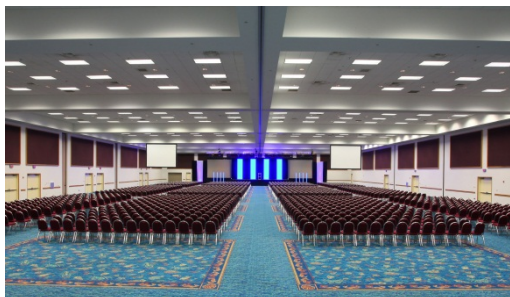
Amy McCambridge  
Experient Strategic Sourcing  
2500 Enterprise Parkway East  
Twinsburg, OH 44087

Dear Ms. McCambridge:

The Greater Fort Lauderdale/Broward County Convention Center, in conjunction with the Greater Fort Lauderdale Convention & Visitors' Bureau, cordially extends an invitation to the Medical Group Management Association for the 2025-2026 Medical Practice Excellence Conference.

The Greater Fort Lauderdale/Broward County Convention Center covers an impressive 17 acres in Port Everglades, the world's second largest cruise port. Aesthetically pleasing and versatile in nature, the Center offers 350,000 sq. ft. of continuous exhibit space, 5 divisible ballrooms, one at 64,000 sq. ft., one at 20,000 sq. ft., one at 32,000 sq. ft., one at 14,000 sq. ft., and one at 10,000 sq. ft., 45 meeting rooms, 3 executive lounges, 23 covered loading docks with direct access to the exhibit halls and a parking garage connected to the Center by a glass enclosed skywalk.

We are a full-service facility offering all that is needed for a successful meeting: a business center, audio/visual, internet/telecommunications and electrical services, as well as exclusive catering, which we believe is second to none in the industry.





Based upon your event needs, we have placed a tentative hold on the following space for October 1-8, 2025 and September 30 – October 7, 2026:

<b>SPACE</b>	<b>DATES</b>	<b>CURRENT RENT (Exclusive of tax)</b>
<b>Halls A-C</b> Exhibits, Lunch, Happy Hour	October 1 – 4, 2025 (m/i) October 5-7, 2025 (show) October 8, 2025 (m/o)	\$19,857/move-in/move-out day \$39,714/show day
<b>Lobby A-C</b> Registration	October 1 – 8, 2025	Complimentary
<b>207-208, 209-210</b> Staff Retreat & Conf. Storage	October 1 – 8, 2025	Complimentary
<b>Hall A Show Office</b> Security	October 1 – 8, 2025	Complimentary
<b>152</b> Miscellaneous	October 1 – 8, 2025	<del>\$200/day</del> *Complimentary
<b>260B</b> Press Room	October 2 – 8, 2025	<del>\$674/day</del> *Complimentary
<b>250B</b> Temp Staff/Session Monitor Training	October 2 – 8, 2025	<del>\$414/day</del> *Complimentary
<b>250C</b> MGMA 1:1 Consultations	October 2 – 8, 2025	<del>\$396/day</del> *Complimentary
<b>250A</b> Video Photo Production	October 2 – 8, 2025	<del>\$395/day</del> *Complimentary
<b>251A</b> Interview Room	October 3– 8, 2025	<del>\$396/day</del> *Complimentary
<b>213</b> Mothers Room	October 4 – 8, 2025	<del>\$152/day</del> *Complimentary
<b>203-204</b> Focus Group	October 2-8, 2025	<del>\$304/day</del> *Complimentary
<b>150A/B/C, 151A/B/C, 153, 154, 160A, 160B</b> Miscellaneous Ancillary Rooms (10)	October 4 – 8, 2025	\$4,271/day
<b>Flamingo B</b> AV Storage	October 2 – 8, 2025	<del>\$1,762/day</del> *Complimentary



<b>SPACE</b>	<b>DATES</b>	<b>CURRENT RENT (Exclusive of tax)</b>
<b>113</b> Speaker Ready Room	October 2 – 8, 2025	\$470/day *Complimentary
<b>Sailfish Ballroom ABCD</b> General Session, Green Room, Convocation, Awards Gala	October 2 – 4, 2025 (m/i) October 5-8, 2025 (show & m/o)	\$11,737/m/l day & m/o day (F&B offset) \$23,474/show day (F&B offset)
<b>260A</b> Press Luncheon	October 6, 2025	\$674/day (F&B offset)
<b>Pre-function - East</b> MGMA First Time Attendee, Student Faculty & Alumni Reception	October 5, 2025	\$4,353/day (F&B offset)
<b>Pre-function – East</b> Continental Breakfast	October 6-8, 2025	\$4,353/day (F&B offset)
<b>253A/B, 301, 302</b> GAA Luncheon (4 rooms)	October 5, 2025	\$1,323/day (F&B offset)
<b>253AB</b> Convention Center Pre-con Meeting	October 2, 2025	Complimentary
<b>251B/C, 253C, 252A/B/C</b> Pre-convention Rooms (6)	October 2-5, 2025	\$2,420/day *Complimentary
<b>Grand AB (1)</b> <b>Floridian A, D (2)</b> <b>Grand CD, EF, G, H, 315-316 (5)</b> <b>Floridian B, 220-221, 222-223 (3)</b> Session Rooms (11)	October 2-8, 2025	\$14,204/day
	*Estimated Rental Fee	<del>\$ 533,047.00</del> \$ 339,210.00 + \$594,064.00 F&B minimum (exclusive of tax)

The rental fee quoted in this proposal is based on the current rental rates through 2023 and may be subject to an increase of 2-4% per year.



Incentive Offer: a guarantee of the rental rates (based on the space outlined in this proposal) with a two-year commitment to contract reservations for 2025 and 2026 no later than September 30, 2020. The rental rates are offered as follows:

**2025: \$339,210.00 (based on 2023 rates)**

**\$594,064.00** catered food & beverage minimum (exclusive of tax & service charges) to offset the space rental of \$148,516.00 for F&B functions.

\*(17) complimentary meeting rooms. Total discount **\$45,321.00**

**2026: \$349,386.00 (based on 2023 rates + 3%)**

**\$611,886.00** catered food & beverage minimum (exclusive of tax & service charges) to offset the space rental of \$152,972.00 for F&B functions.

\*(17) complimentary meeting rooms. Total discount **\$46,681.00**

If 100% of the catered food & beverage minimum (exclusive of tax & service charges) is not met, the percentage of shortfall will be used to determine the rental charge of the meeting rooms and ballrooms. (\$0.25 waived per \$1.00 of F&B spend).

Also, in addition to the rental fee, there will be ancillary/staffing fees. These fees can be estimated for you once more specific details can be obtained regarding your use of the facility.

Fort Lauderdale will prove to be an excellent choice for your event, not only because of the Convention Center, but because of the top-quality hotels and their location with respect to our facility.

Our city offers a national reputation for outstanding cuisine and culture and is often referred to as the "Venice of America". Over 300 miles of waterways connect dining, shopping, hotels and the Convention Center by use of the water taxi as a unique and scenic mode of transportation.

The Greater Fort Lauderdale/Broward County Convention Center appreciates the opportunity to bid on the 2025-2026 Medical Practice Excellence Conference and we look forward to welcoming you to Fort Lauderdale in 2025 and 2026.

Sincerely,

Andres Castano  
Sales Manager