

1950 Eisenhower Boulevard Fort Lauderdale, FL 33316 954.765.5900 www.ftlauderdalecc.com

February 26, 2020



PROPOSAL

PRIMA 2024 May 31-June 5, 2024

Function	Day(s)/Time Needed	Rental (Exclusive of tax)	Notes	
Staff Office Room 207/208 (1,512 sq ft)	May 31-June 5, 2024	N/C		
AV Storage Room 209/210 (1,512 sq ft)	May 31-June 5, 2024	N/C		
Speaker Ready Room 213 (572 sq ft)	June 2-5, 2024	N/C		
Exhibit Hall Exhibit Hall A (113,448 sq ft)	June 1-4, 2024	\$46,508.00	Please note, the move in and move out rate is included in this price.	
Registration Hall A Prefunction and Atrium (11,206 sq ft)	June 1-5, 2024	N/C		
General Session Floridian Ballroom (20,316 sq ft)	June 1-5, 2024	\$20,250.00	Please note, the move in and move out rate is included in this price.	
Meeting 1 Room 250 A (1,644 sq ft)	June 2-5, 2024	N/C		
Meeting 2 Room 250 B (1,723 sq ft)	June 2-5, 2024	N/C		
Meeting 3 Room 250 C (1,657 sq ft)	June 2-5, 2024	N/C		
Meeting 4 Room 251 A (1,1644 sq ft)	June 2-5, 2024	N/C		

Meeting 5 Room 251 B (1,723 sq ft)	June 2-5, 2024	N/C	
Meeting 6 Room 251 C (1,657 sq ft)	June 2-5, 2024	N/C	
Meeting 7 Room 260 A (2,830 sq ft)	June 2-5, 2024	N/C	
Meeting 8 Room 260 B (2,830 sq ft)	June 2-5, 2024	N/C	
ICW 1 Room 252 A (1,659 sq ft)	June 2-5, 2024	N/C	
ICW 2 Room 252 B (1,724 sq ft)	June 2-5, 2024	N/C	
ICW 3 Room 252 C (1,647 sq ft)	June 2-5, 2024	N/C	
ICW 4 Room 253 A (1,659 sq ft)	June 2-5, 2024	N/C	
ICW 5 Room 253 B (1,724 sq ft)	June 2-5, 2024	N/C	
ICW 6 Room 253 C (1,647 sq ft)	June 2-5, 2024	N/C	

TOTAL RENTAL: \$66,758.00

Rental cost does not include 7% sales tax. Please note, event space square footage is subject to change.

Questions and Concessions:

- 1. Discount or tiered pricing on meeting space wifi options (Hotel & Center)
 - Negotiable.
- 2. Complimentary internet in public space in Convention Center.
 - Negotiable.
- 3. Complimentary room resets and refreshes for General Session and Luncheon Room (Center)
 - 1 complimentary room reset per day of event and complimentary refreshes throughout event for General Session and Luncheon.
- There will be no charge for receiving and handling and meeting materials of non-exhibit nature.
 Yes.
- 5. Include meeting space floor plans highlighting the space being proposed for PRIMA.
 - Please see attachment.
- 6. When was the internet infrastructure last updated in the building?
 - Our building is currently undergoing expansion and updated infrastructure is part of this project.
 Please see attachment.
- 7. Is technology handled in-house or through a 3rd party vendor and if so will they provide a discount?
 - Internet and Telecommunications are provided by a third party vendor and rates are negotiable.



What to Expect Post-Expansion

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

Bigger & Greater

ALLEY ALLELLY

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-ofthe-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.

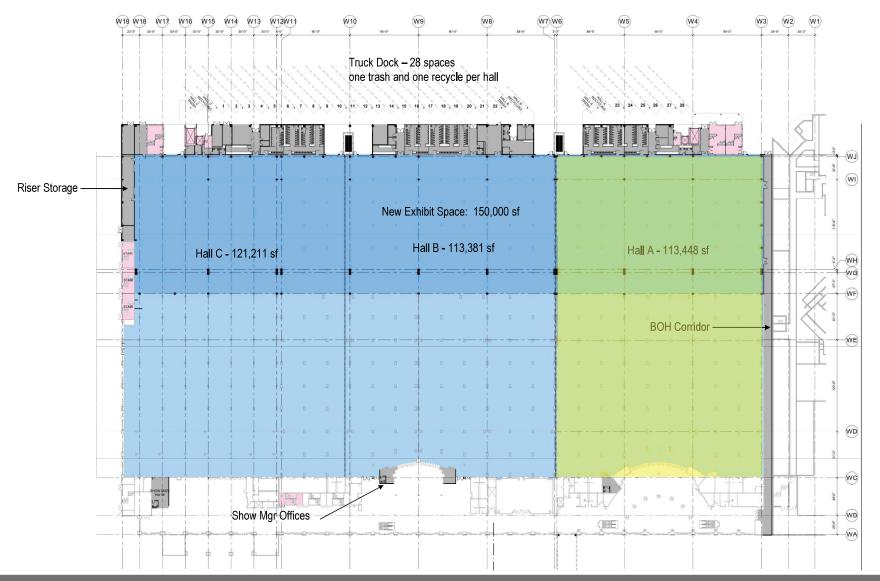


Upgrades & Amenities

- 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







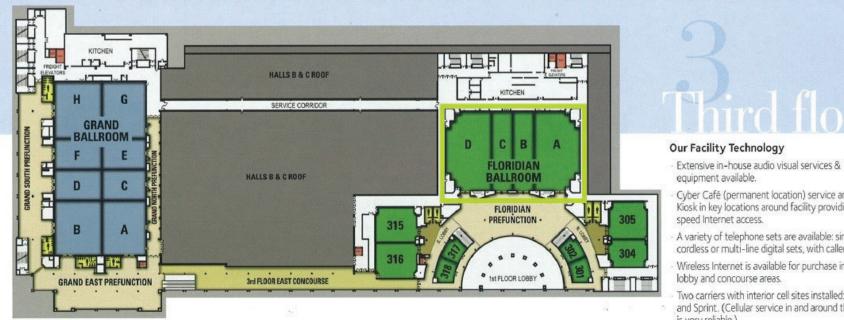
West Expansion: First Floor

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

East Expansion: Revised Second Level Plan 20'-0"

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GRAND BALLROOM

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BALLROOM	DIMENSIONS	CEILING HEIGHT	SQUARE FEET	THEATER	CLASSROOM (3 PER 6 ft.)	BANQUET	HOUSE
A	78' x 62'	25'	4,862	532	336	300	No
В	78' x 67'	25'	5,252	532	336	300	No
C	43' x 62'	25'	2,701	280	216	150	No
D	43' x 67'	25'	2,918	280	216	150	No
E	43' x 62'	25'	2,701	280	216	150	No
F	43' x 67'	25'	2,918	280	216	150	No
G	79' x 62'	25'	4,945	532	336	300	No
H	79' x 67'	25'	5,342	532	336	300	No
Combined	245' x 130'	25'	31,639	3,566	2,208	2,000	No
North Prefu East Prefun South Prefu East Concor	ction nction	15' 15' 15' 15'	3,562 10,634 9,284 9,845				
10' X 10' BO	OTHS						
Grand Blrm Grand Blrm Grand Blrm Grand Blrm	B 25 C/E 28		Birm G Birm H ined	27 26 158			

Capacity above reflects the maximum amount of seating allowed with a standing podium in each room. The addition of head tables, risers, dance floors, food service tables, or audio-visual equipment will reduce capacity.

Cyber Café (permanent location) service and Coffee Kiosk in key locations around facility providing highspeed Internet access.

A variety of telephone sets are available: single-line, cordless or multi-line digital sets, with caller ID.

Wireless Internet is available for purchase in the lobby and concourse areas.

Two carriers with interior cell sites installed: AT&T and Sprint. (Cellular service in and around the facility is very reliable.)

BALLROOM	DIMENSIONS	CEILING HEIGHT	SQUARE FEET	THEATER	CLASSROOM (3 PER 6 ft.)	BANQUET	HOUSE SCREEN	
Ballroom A	65' x 112'	25'	6,798	700	465	560	14' x 14'	
Ballroom B	30' x 112'	25'	3,360	365	225	250	No	
Ballroom C	30' x 112'	25'	3,360	365	225	250	No	
Ballroom D	65' x 112'	25'	6,798	700	465	560	14' x 14'	
Combined	190' x 112'	25'	20,316	2,100	1,380	1,160	14' x 14'	
Ioridian Pre	function	20'	9,619					
North Lobby		20'	2,734					
01	33' x 30'	14'	990	72	54	60	No	
802	30' x 30'	14'	900	87	54	60	No	
Combined	63' x 30'	14'	1, 890	144	117	120	No	
304	42' x 53'	15'	2,226	210	159	140	No	
805	50' x 53'	15'	2,650	240	168	180	8' x 8'	
Combined	92' x 53'	15'	4,876	475	306	320	8' x 8'	
South Lobby		20'	2,601					
815	49' x 59'	15'	2,891	298	174	180	No	
316	50' x 59'	15'	2,950	314	192	200	8' x 8'	3
Combined	99' x 59'	15'	5,841	620	396	400	8' x 8'	1
317	30' x 30'	14'	900	87	54	60	No	
318	33' x 30'	14'	990	72	54	60	No	
Combined	63' x 30'	14'	1,890	144	117	120	No	

10' X 10' BOOTHS	
Floridian Blrm A	35
Floridian Blrm B	18
Floridian Blrm C	18
Floridian Blrm D	35
Combined	106
10' X 10' BOOTHS	
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oom 304/305 21 oom 315/316 25

acity left reflects the kimum amount of seating wed with a standing podium ach room. The addition of d tables, risers, dance floors, d service tables, or audioal equipment will reduce acity.

FLORIDIAN BALLROOM