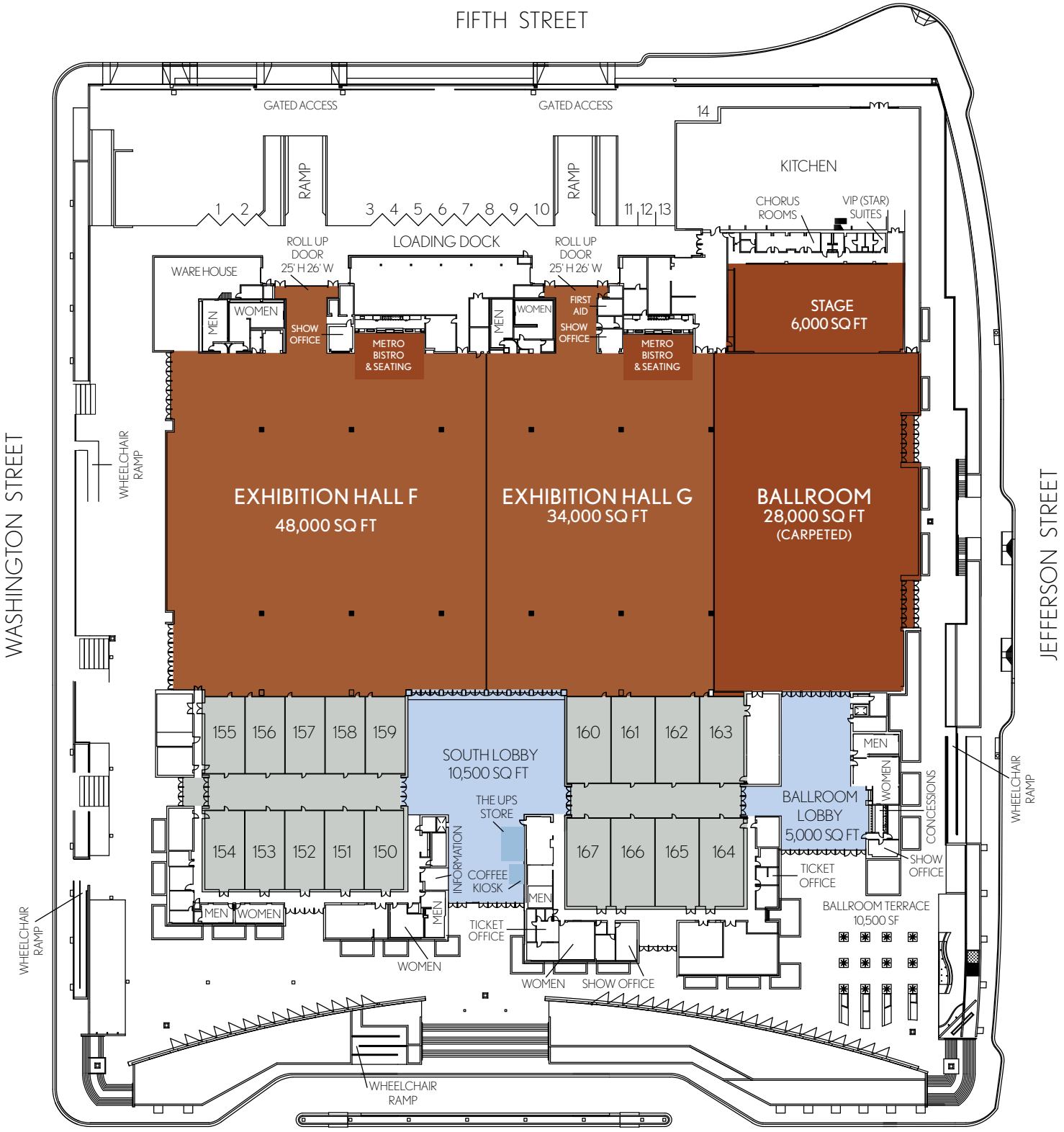
PHOENIX CONVENTION CENTER

SOUTH BUILDING | 100 LEVEL | STREET LEVEL



150-154 - 1,400 SQ FT EA.
155-159 - 1,300 SQ FT EA.
160-169 - 1,700 SQ FT EA.

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MEETING/EXHIBITION SPACE SPACE

HALLS - STREET LEVEL	AREA (SF*)	DIMENSIONS	CEILING HEIGHT	THEATER	SCHOOL	BANQUET	EXHIBITS
HALL F	48,000	212' x 229'	27'	4,200	3,000	2,700	248
HALL G	34,000	151' x 229'	27'	3,800	2,800	1,900	178
BALLROOM	28,000	125' x 226'	27'	3,180	2,100	1,700	149
ROOMS - STREET LEVEL							
150-159 (Entire Room)	17,000	129' x 134'	16'	2,350	1,280	1,020	**80
150-154 (Each)	1,400	26' x 53'	16'	130	70	60	-
155-159 (Each)	1,300	26' x 51'	16'	130	70	60	-
160-167 (Entire Room)	16,400	118' x 140'	16'	2,190	1,230	1,040	**80
160-167 (Each)	1,700	29' x 59'	16'	180	92	80	-
TOTAL	**143,400**	**Includes meeting rooms, corridors in open condition.**					**735**

OTHER SPACE	
SOUTH LOBBY	10,500
BALLROOM LOBBY	5,000
BALLROOM TERRACE	10,500

**SF Area is rounded*
*** When used as exhibition space with Halls F/G.*

The Phoenix Convention Center's South Building offers 143,400 square feet of versatile event space that can be transformed to suit any event. The building features two exhibition halls (48,000 and 34,000 square feet), a 28,000 square-foot ballroom, and nearly 34,00 square feet of divisible meeting space. All with a 600 pounds/square foot weight capacity. Two spacious lobbies and the 10,500 square-foot outdoor Ballroom Terrace provide additional event-space options. Lobby services include an information desk, The UPS Store Business Center and City Central Coffee Kiosk.

The South Building boasts several unique features. The full-service South Ballroom offers numerous permanent amenities including a 6,000 square-foot stage, built-in lighting and sound technology, an audio-visual control bridge and four chorus and three VIP (Star) dressing rooms. Additionally, the building's flexible meeting space can be divided to create as many as 18 separate meeting rooms, or completely opened to provide additional exhibition hall space. On-the-floor show offices, public announcement and stereo sound systems, dimmable lighting, and a kitchen capable of catering for 5,000 guests complement this functional venue.

For easy access and move-in, the South Building offers 14-street-level truck bays and two loading ramps, both with 26'W x 25'H dock doors. Adjacent parking garages with more than 4,000 spaces provide convenient options for guests visiting this venue.

South Building Revitalized

The Phoenix Convention Center is a modern, spacious, client-friendly meeting place that provides an incomparable setting with award-winning customer service. To ensure the same excellent event experience for clients and visitors as established in the new West and North Buildings, the Phoenix Convention Center South Building has undergone an exterior and interior transformation as well. The $18.5 million dollar facelift parallels many of the unique design elements incorporated into the new venues.

New and welcoming entrance

Built in 1985 as the first successful convention center expansion project, the building has enjoyed steady use for the nearly 25 years. In addition maintaining its functionality, upgrades brought the venue to the new design standards represented throughout the rest of the campus.

The South Building offers 143,400 square feet of versatile event space including two exhibition halls (48,000 and 34,000 square feet), the 28,000 square-foot South Ballroom, and nearly 34,000 square feet of divisible meeting space. Two spacious lobbies and the 10,500 square-foot outdoor Ballroom Terrace provide additional event-space options. Among the numerous unique amenities of the venue is a 6,000 square-foot ballroom stage with full lighting and sound technology, and a full-service kitchen capable of catering for 5,000 people.

Meeting room

Exhibition Hall

As the South Building must accommodate a busy event schedule and continue generating ongoing revenue for downtown Phoenix, guests will find ample and convenient parking just steps away.

Exterior Enhancements

Improvements, including new landscaping, signage, shade structures, lighting and painting, as well as new exterior doors to improve functionality, mitigate sound transfer and address any possible ADA issues, have been implemented.

The overall concept of the landscape design, selection of indigenous, low water use plant materials and density of landscaping is consistent with the North and West Buildings, presenting seamless transition from one venue to the other.

Arizona-inspired landscaping

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Interior Improvements

Arizona is a land of sharp contrasts in texture, color and form. Interior renovations and new design elements mirror the concept of the "contrast" utilized throughout the campus, through light and shadow, life and stillness, texture and form.

Lobby wall surfaces are painted in similar bands of intersecting colors and existing light fixtures have been replaced to parallel architectural elements in pubic spaces. A "folded planes" motif has been incorporated as well to screen restroom entrances from the Ballroom Lobby and to anchor The UPS Store and City Central Coffee Kiosk in the South Lobby.

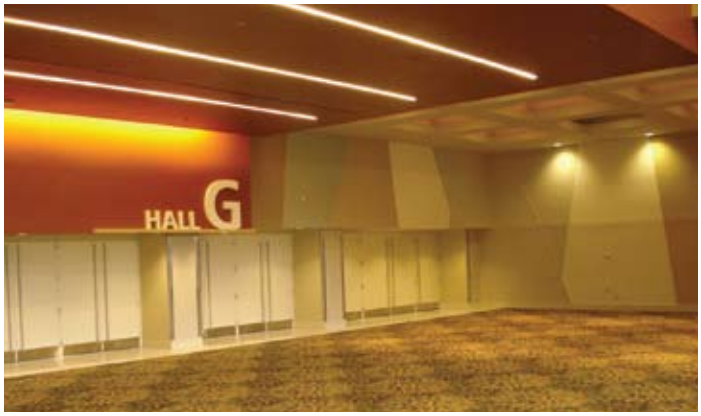
Programmable Kinetic/LED lighting is capable of creating more than two million colors and lighting configurations in the South Lobby for unique and versatile event ambiance.

Carpeting in the South Lobby and pubic corridors has been replaced with a custom woven pattern similar to the West Building with modified scale and color palette. The brightly colored, boldly patterned carpet represents cactus forms indigenous to Arizona. The meeting rooms carpeting has also been replaced with a carpet tile in a custom-colored pattern to coordinate with the woven carpet.

Public restrooms received new, quality finishes, sinks, doors, partitions and accessories, while exhibition halls and concession areas are refurbished and upgraded.

The South Ballroom received new doors, carpeting, and high-quality wall coverings, as well as a new stage curtain and skirt. The same unique Kinetic/LED lighting system is installed in the South Ballroom Lobby as well.

Behind the scenes the South Building incorporates new equipment, audio, building automation and security systems, as well as an upgraded data network with WiFi coverage in selected areas for the ease and convenience of clients and guests.



Meeting Room and South Lobby

Indigenous carpet pattern

South Ballroom

For more information, or to reserve event space at Arizona's latest greatest wonder,
please call: 800.282.4842 or visit: phoenixconventioncenter.com

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