



Overview

WEST BUILDING SPECIAL FEATURES

Completed in July 2006 during Phase One of construction, the West Building features four levels and 157,000 square feet of brand-new meeting and exhibit space. The new building is situated on the 2.5-acre site north of Symphony Hall, and boasts many of the unique design and amenity features that will make the completed Phoenix Convention Center unlike any other facility in the country. Below are several of the key features within the West Building.

Building Design

“Arizona” Look and Feel:

Architects designed both phases of the new convention center to capture geographical features that clearly say “Arizona.” The signature design element of the West Building is a dramatic glass and stone atrium which connects the convention center to Symphony Hall and represents the unique angles and light of an Arizona slot canyon. From street level the atrium is 90 feet high. Its gradations of stone were designed to represent the different shaded layers of stone famous to the Grand Canyon.

Public Art Program:

Complementing the atrium space is a large-scale mirror sculpture, designed by Louise Bourgeois, one of the world’s most important living artists. Her double-sided mirror – which is 28 feet in diameter and mounted on a stem 55 feet high – reflects the phrase “Art Is A Guaranty of Sanity.” It is one of 10 public art pieces that will be placed in and around the West and North buildings of the new convention center.

“Green” Building:

The West Building was designed and built with the goal of earning Leadership in Energy and Environmental Design (LEED) certification. By incorporating environmentally-friendly technology and products in its design and construction, the new Phoenix Convention Center will provide an energy and water efficient public facility that not only provides occupants with a quality experience, but one that serves as a steward for the environment.

Downtown Location:

Located in the cultural-heart of downtown Phoenix, the Phoenix Convention Center is adjacent to theaters, museums, art galleries and cultural events. The Convention Center is also within walking distance to the U.S. Airways arena and Chase Field ballpark, along with number dining and retail locations. The facility is less than 10 minutes from Sky Harbor Airport and will be located next to two stations of Light Rail public transportation system scheduled to open in 2008.

Building Amenities

Lower Level:

The Lower Level of the West Building features 62,000 square feet of exhibition space, divisible into two halls, with columns on a 90-foot-by-90-foot grid. All exhibition-hall floors are scored on a 10-foot-by-10-foot grid, coordinated with the 30-foot-by-30-foot utility grid, to reduce the amount of time and labor needed to set up each event.

This level is also home to the underground loading dock which has nine truck bays, a semi-truck turnaround and gasketed doors which allow the hall and loading docks to be climate controlled. The Convention Center’s Metro Bistro and the Metro Café are located on this level and provide convenient dining options for guests.

-more-

WEST BUILDING SPECIAL FEATURES

Add One

Street Level:

This level features 16 meeting rooms with 27,000 square feet. Connected by a colorful pre-function arcade, this level links Symphony Hall, the West Building Atrium and the Herberger Theater creating a unique thoroughfare for guests. When standing in the arcade, guests are visually connected to these three distinct downtown Phoenix landmarks. This level also includes a business center, visitor's center, main box office and retail space.

Conference Level:

The Conference Center Level offers 21,000 square feet of high-level corporate meeting space, designed to International Association of Conference Centers (IACC) and International Association of Congress Centres (AIPC) standards. In addition to 15 meeting rooms, this level features a 192-seat lecture hall with data and power outlets at each work station, a conference voting and audience response system, plus four translations booths. A permanent 9'x16' rear-projection screen and 12,000 lumens light projector provide the latest in presentation technology. Ergonomic seating, outdoor balconies, spacious refreshment areas and a dedicated concierge desk compliment this level.

Upper Level:

The Upper Level (West Ballroom) provides 45,000 square feet of column free event space. A Hummer-sized freight elevator provides easy accessibility to the level from the loading dock area and retractable telescopic riser seating for 1,200 enhance the line of sight for stage productions. Additionally, the West Ballroom pre-function areas offer spectacular views of Camelback Mountain and the northeast Valley.

Guest Experience Program

Committed to delivering an exceptional guest experience, the Phoenix Convention Center is organized under a client experience umbrella that includes Sales & Marketing, Event Management, Venue Management and Operations. Recognizing the importance of matching service to the aesthetics of our new Phoenix Convention Center, all employees and service partners are required to participate in the Convention Center's guest experience training program.

Furthermore, to ensure that Convention Center clients have an accessible team at their disposal, the facility maintains a team of "client experience" representatives who are dedicated to the onsite delivery of clients needs. Additionally, the Convention Center has partnered with the Greater Phoenix Convention and Visitors Bureau to deliver convention services support and information services.

Contact: Paul Peterson
Public Information Officer
Phoenix Convention Center
602-534-7633
E-mail: paul.peterson@phoenix.gov
www.phoenixconventioncenter.com

About the Phoenix Convention Center Expansion

The \$600 million expansion of the Phoenix Convention Center is a cooperative effort between the City of Phoenix and the State of Arizona that will triple the size of the current facility and feature approximately 900,000 square feet of rentable space. The project is being built in phases; Phase One which opened in July 2006 and Phase Two opening in January 2009 – both offering four new levels of convention center facilities. During the expansion, the existing South Building will be established as a separate, self-contained building with interior upgrades. For more information visit: www.phoenixconventioncenter.com.

###

Updated: 11/28/2006