

CONVENTION CENTER SPECS

Total meeting space:
200,000 square feet

Contiguous exhibit space:
623,500 square feet

Ballroom:
40,000 square feet (divisible into smaller rooms)

Breakout/meeting rooms:
100

Parking spaces:
2,200

Loading docks:
31

Cobo Center

● **The New Face of Metro Detroit Conventions**

IN EARLY 2014, METRO DETROIT WILL DEBUT THE BRAND-new Cobo Center after a six-year, \$221-million transformation. The project is more than just a renovation — it's a complete upgrade of the center's experience, image, and service, in addition to a floor-to-ceiling revamp and expansion. Not only will new ballrooms, exhibit space, and high-tech meeting rooms boost the center's capacity to be able to host more than 95 percent of the world's largest conventions, the new center will offer planners and attendees an entirely new convention experience in Detroit.

The centerpiece of the expansion is a dramatic, three-story glass atrium just inside the main entrance, with panoramic views of the Detroit River. A new glass-encased façade along with an oversized "media mesh" sign (a programmable LED system displaying images and video) will welcome attendees to the center. Other exterior upgrades include an entrance to a completely overhauled food court, as well as a new entrance to the lower-level convention space.

The Cobo Arena, once a premier sports and entertainment venue, will also find new life as the region's newest event space. The arena will become a 40,000-square-foot ballroom equipped with a hydraulic lift stage for dramatic introduc-

tions, complemented by glass-enclosed prefunction space. The arena's adjacent riverfront area will also be made available for outdoor events. Meeting planners can take advantage of reconfigured meeting rooms that have been upgraded with the latest in technology and AV capabilities on the south side of the facility. And to further take advantage of Cobo

Center's riverside location, high-efficiency glass will replace most of the exterior river-facing walls, to let in more natural light and fabulous views. The three-phase renovation plan ensures a seamless experience for all events in Cobo Center, since the renovation work is self-contained and insulated from events taking place at the center.

Technology upgrades in Cobo Center are already enhancing the customer experience. High-speed Wi-Fi (802.11g at 54M) is complimentary throughout the entire facility, and the center's new website offers event-service ordering, payment options, web-cast hosting, detailed event schedule pages, an expanded

▲ **NEW START: Since 2010, SMG and Centerplate have taken over managing Cobo Center's operations and catering. The new teams are another step toward increasing the center's viability and competitiveness through new financial opportunities and decreased costs.**



PROUD HOST: Metro Detroit has hosted a large number of major events — including the Super Bowl, the MLB All-Star Game, and the World Series — and is the first city to host all five NCAA Final Four and Frozen Four tournaments since 2005.

press room, and social-media updates. As the Cobo Center transformation takes shape, planners can expect to see media-mesh imaging, plasma-screen customer information stations, and wayfinding equipment augmenting the high-tech event toolkit.

Integral to every step of the renovations are the ongoing eco-friendly initiatives in development at Cobo Center, which was recently certified as the largest Green Venues Michigan-certified facility in the state by the Michigan Department of Energy, Labor, & Economic Growth. Cobo Center's green committee helps planners implement

eco-friendly measures at their meetings, including recycling and energy-conservation programs.

New rules, new rates, and new attitudes are the drumbeat for the newly reinvented Cobo Center. The Motor City is no stranger to exceeding expectations, and Cobo Center is no exception.

With this new asset, Detroit — a former two-time host to the Super Bowl and a stronghold of the American work ethic — is now set to become a global leader in hosting more world-class conventions, meetings, and events than ever before. ■

FOR MORE INFORMATION

- **Cobo Center;** (313) 877-8777
- **info@cobo** center.com
- **www.cobo** center.com

CONVENTION CENTER HIGHLIGHTS

- When the \$221-million transformation is completed in 2014, Cobo Center will offer 725,000 square feet of total exhibition space; a 40,000-square-foot, divisible ballroom; 100 meeting/breakout rooms; 2,200 parking spaces; and overhead rigging capacity on a 10-foot grid.

- On-site services and amenities include a food court, business center, complimentary Wi-Fi, recycling stations, ATM, and mailing services.
- Detroit is easy for attendees to get to and get around. In addition to a U.S. port of entry into Canada just two blocks away, the award-winning Detroit Metro Airport (DTW) offers nonstop service to more than 160 global destinations, and the Detroit

People Mover connects attendees to downtown hotels, shopping, and attractions.

- Since 2007, there are 1,850 new, competitively priced hotel rooms available in the downtown area.