

Event Planner's Guide

Welcome... to Jacksonville's Prime F. Osborn III Convention Center! Thank you for considering us for your event; and we hope you'll find this Guide helpful whether you're a 'veteran', or planning your first event here. The Center is operated for the City of Jacksonville by SMG, the nation's foremost private manager of public assembly facilities.

A Little History... Where trains once ran on time, events now run like clockwork; and conventions, glittering shows and Grand Galas have replaced the bustle of a great railroad terminal. Opening in 1919, the *Jacksonville Union Terminal* was the rail Gateway to Florida; and during six decades of service was among the busiest in the country, with up to ten million passengers in a single year! Now, its beauty restored, its history preserved in the *National Register of Historic Places*, and centerpiece of a modern convention facility, 'The Prime' is once again the pride of North Florida.



Quick Reference

Address:

Prime F. Osborn III Convention Center
1000 Water Street
Jacksonville, Fl. 32204-1546
www.JaxEvents.com

(www.visitjacksonville.com)

Specifications

Telephones:

Main Number	(904) 630-4000
Fax	630-4029
Security (24 Hours)	630-4046
SAVOR...Jacksonville (Catering)	630-4057
PRI (A/V)	630-4863
Marketing	630-4026

City and Regulatory Contacts:

Business Licenses & Permits	630-1916 option 3
Public Buildings Division	630-3525
City Fire Marshal	630-0972

Transportation:

--Jacksonville Transportation Auth.	630-3100
--Jacksonville International Airport	741-4902
--Amtrak Reservations and Info	766-5110
--American Coach Lines of Jax	355-9999

Visit Jacksonville	798-9100
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General Building Information:

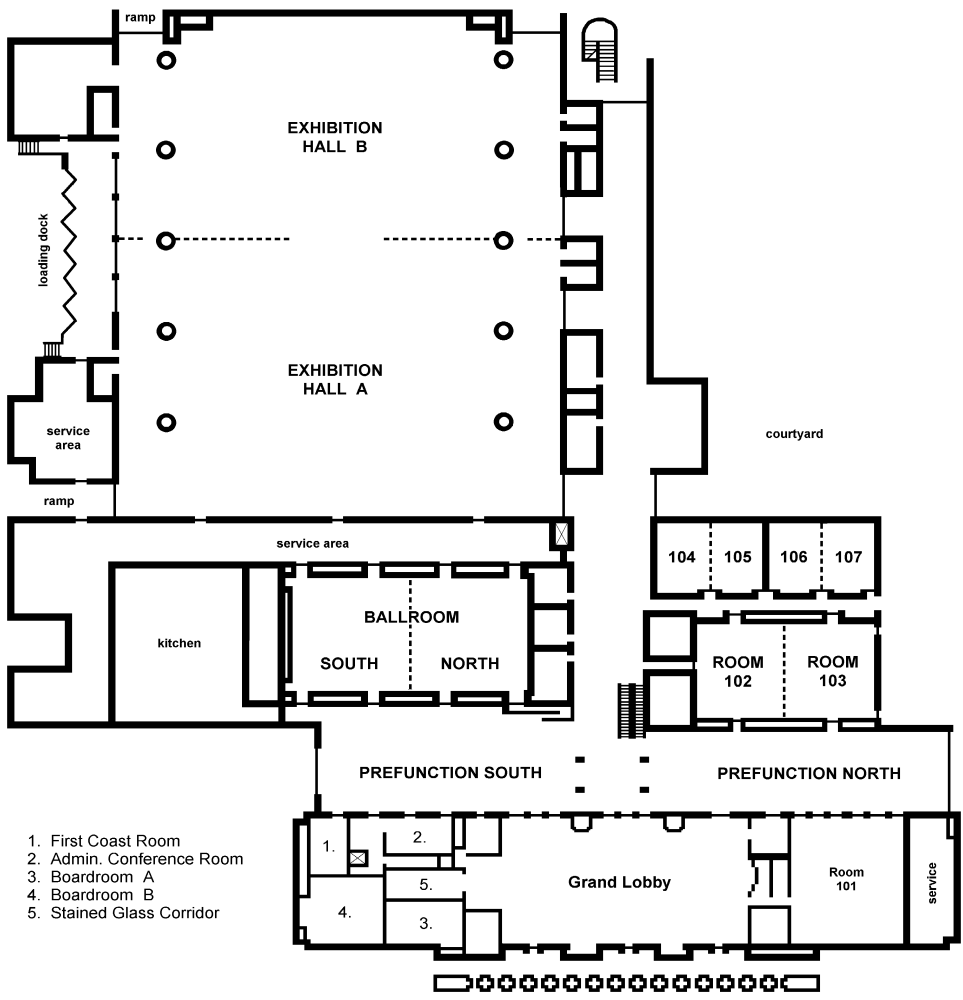
- 296,000 Gross square feet of space
- 48,000 s.f. carpeted meeting space in 22 rooms
- 78,500 s.f. contiguous exhibit space, 100,000 total.
- 450 10x10' booths in contiguous space, 550 total.
- 19,000 s.f. pre-function area, 11,000 s.f. terrace.
- 31,500 s.f. fenced grass Pavilion.
- 10,000 s.f. Grand Lobby with 75' vaulted ceiling.
- 860 Parking spaces
- 2 Executive Boardrooms and VIP Suite.
- 6-Bay Loading Dock, 2 on-grade Hall entrances

Loading Doors:	Exhibit Hall	Door 1: Grade-entry rollup (Hall A), 15'H x 24'9"W
		Doors 2, 3, 4, 5: Loading Dock, rollups, 14'H x 20'W
		Door 6: Grade-entry rollup (Hall B), 15'H x 24'9"W
		Door 11, Ballroom 7'10"H x 7'7"W
	Prefunction South	Wing Doors: 10'9"H x 9'2"W
	Grand Lobby	Interior Rollup Door: 11'4"H x 9'6"W
	Room 101	Interior Rollup Door: 11'4"H x 6'3"W
	Room 102	Interior Wing Doors: 7'11"H x 7'11"W
	Room 104	Interior Pocket Door: 8'4" H x 8'4" W



Floor Loading:	Exhibit Hall	360 lbs/psf
	Meeting rooms	360 lbs/psf
	Old Terminal	250 lbs/psf
Lighting:	Exhibit Hall	<i>Primary:</i> Metal halide, zoned. <i>Secondary:</i> Quartz halogen, dimmable.
	Ballroom	<i>Primary:</i> Metal halide, zoned. <i>Secondary:</i> Incandescent Chandeliers, Lutron Control
	Room 101	<i>Primary:</i> Metal halide, zoned. <i>Secondary:</i> Incandescent Chandeliers, Sconces, dimmable
	Rooms 102-103	<i>Primary:</i> Metal halide, zoned. <i>Secondary:</i> Incandescent downlights, Lutron Control
	Grand Lobby	<i>Primary:</i> Incandescent ceiling floods, dimmable <i>Secondary:</i> Incandescent wall sconces, dimmable
	Meeting Rooms	<i>Primary:</i> Fluorescent, zoned <i>Secondary:</i> Incandescent downlights, dimmable
Utilities:	<i>Compressed Air</i>	Selected locations in Exhibit Hall by prior request. Avg 60 psi.
	<i>Electrical</i>	120VAC, 208VAC in 30'x30' floor grid, perimeter boxes Up to 480VAC, 400A by request.
	<i>Plumbing</i>	Domestic water & drain service at select Exhibit Hall locations.
	<i>Telecomm.</i>	Exhibit Hall and Meeting rooms wired for Cat 3 and Cat 5 E.
Rigging:	The Center's Exhibit Hall Rigging Grid is available on request.	
	Rigging plots may be required.	
Columns:	The Exhibit Hall span between column centers is 180' north-south; and 60' east-west. The maximum column-free area is 330' x 180' (59,400 sq. ft.)	



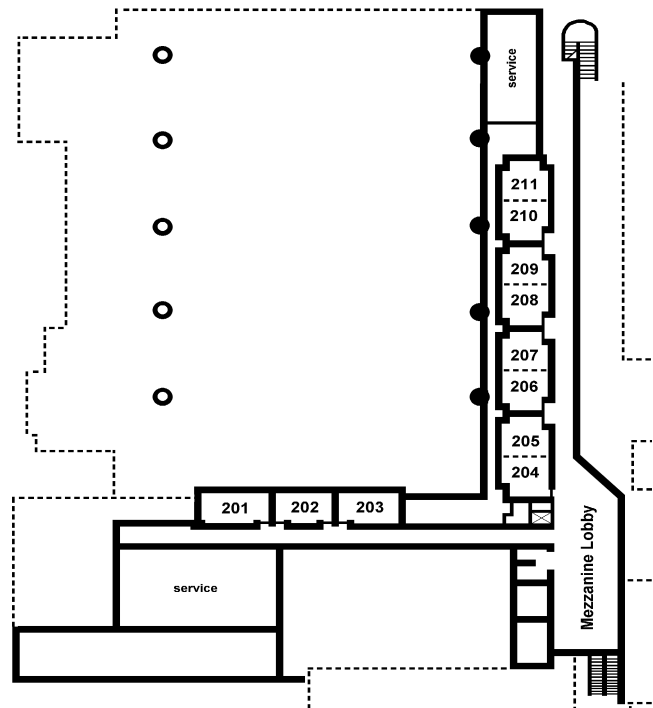


Main Level

- 1. First Coast Room
- 2. Admin. Conference Room
- 3. Boardroom A
- 4. Boardroom B
- 5. Stained Glass Corridor



Mezzanine Level



Prime F. Osborn III Convention Center: Function Area Statistics

Room Name	Dimensions L x W, Ft	Area, Sq Ft	Ceiling Ht, Ft	Thtr	Conf	Clstrm 3pp/8'	Rcpn	Banq Rds/10	Holl Sq	10x10 Booth
Exhibit Hall A	238x180	42,840	32.5	3100		1600	2800	2250		252
Exhibit Hall B	238x150	35,700	32.5	2500		1200	2600	2100		196
Combined Exh Hall	238x330	78,540	32.5	5600		2100	6000	4000		448
Ballroom North	65x78	5,070	22.5	475		250	360	310	75	
Ballroom South	65x78	5,070	22.5	475		250	360	310	75	
Combined Ballroom	130x78	10,140	22.5	950		540	800	660		52
Room 101	63x73	4,547	30	400		150	350	260	75	24
Room 102	49x61	2,989	20	295		105	230	190	65	
Room 103	49x61	2,989	20	295		105	230	190	65	
Rooms 102-03	98x60	5,978	20	575		240	490	400		30
Room 104	39x28	1,137	12.5	95	12	40	70	50	36	
Room 105	39x30	1,230	12.5	100	12	40	70	50	36	
Rooms 104-05	58x39	2,367	12.5	188		75	150	120	60	
Room 106	39x30	1,240	12.5	100	12	40	70	50	36	
Room 107	39x30	1,158	12.5	95	12	40	70	50	36	
Rooms 106-07	60x39	2,398	12.5	188		75	150	120	60	
Grand Lobby	132x72	10,008	75	950		425	900	630		46
Board Room A	42x29	1,218	12		20			24	20	
Board Room B	43x41	1,850	30	150	30	70	140	100	36	
Stained Glass Prlr.	39x18	694	22 pk		12			20	24	
First Coast Room	39x20	780	11		12			12		
Conference Room	30x18	540	11		16			20		
Prefunction North	161x50	8,050	19 pk				450	360		24



Prefunction South	139x50	6,950	19 pk	400	250	30
Mezzanine	100x40	3,650	24+	250	160	
Room 201	(3) Offices					
Room 202						
Room 203	39x23	850	11	65	12	24
Room 204	29x32	895	11	70	12	20
Room 205	29x32	895	11	70	12	20
Rooms 204-05	58x32	1,790	11	140	60	52
Room 206	29x32	895	11	70	12	20
Room 207	29x32	895	11	70	12	20
Rooms 206-07	58x32	1,790	11	140	60	52
Room 208	26x32	825	11	65	12	20
Room 209	26x32	825	11	65	12	20
Rooms 208-09	52x32	1,650	11	130	60	52
Room 210	29x32	895	11	70	12	20
Room 211	29x32	895	11	70	12	20
Rooms 210-11	58x32	1,790	11	140	60	52
Pavilion (Grass)	225x146	32,850	Open			
Flagler Terrace	110x100	11,000	Open	500	550	
Totals	Inside:	156,184		Note: All maximums shown leave very limited space for presenter equipment. Staging and A/V may reduce seating capacity.		
	Outside:	42,500				
	Mtg Space:	48,750				

Rental and Booking Guidelines.

Booking Category. Governs when bookings may be accepted, contracts issued, etc.

Category I. Large Conventions and Trade Shows with major revenue potential for the City. **II.** Smaller conventions and major multiple-day, recurring Trade and Consumer shows with significant revenue potential for City, Center. **III.** Larger local, multiple-day public and civic events and other events of significant importance to the community. **IV.** Smaller local, usually one-time civic, social and corporate events with moderate revenue potential for Center. (See *Booking Policies*.)

Bookings and Contracts. The *Booking Letter* will list space and dates being held

and the Release Date. A *Use License Agreement* (Contract) will be issued according to the schedule below. The Contract must be executed and returned with the required deposit by the Cutoff Date in order to confirm your booking.

Deposits. Required for all events, and may include rental and other expenses. Deposits are normally non-refundable except where Center is unable to deliver the leased premises. *Certified funds may be required.*

Date Protection. Center may establish a protected period for events which compete for specific local markets, (e.g. Boat Show, Home Products Show, etc.). *Center will not*



make any agreement requiring such protection.

Event Cost Estimate. Your Event Coordinator will prepare an Event Cost Estimate when your requirements are reasonably firm. You may request an Event Cost Estimate at any time after booking.

Event Order(s) detailing event set-up information will be provided to Licensee for final verification; and must be confirmed by client before set-up begins.

Insurance Requirements. Licensee is required to obtain Comprehensive General Liability insurance covering the Lease period. Licensee may obtain coverage from any Florida-licensed carrier with at least an A (VIII) rating in the current A. M. Best Key Rating Guide. *Facility Tenant Users Liability Insurance Protection* coverage is available for most events. Ask your Event Coordinator for further information.

Rental Day, including both event day(s) and move-in/-out day(s), is from 8:00am to

11:59pm. Activity or set-up work between 12:00am (midnight) and 8:00am is subject to additional rental charges.

Room Sets and Arrangements. All arrangements and set-up information must be provided to Center at least 15 days prior to event. The facility reserves the right to assign space as to safety, capacity and accessibility; or to reassign events to comparable space. Set-up revisions are accepted up to 48 hours prior to event; changes requested by Licensee within 48 hours will normally incur additional charges.

Standard Room Set-ups provided by Center in meeting rooms include Theater, Classroom, Conference, U-Shape and Hollow Square. One complimentary podium and hookup to house sound (where available); and limited staging for head table are included in standard room sets. Please ask your Event Coordinator about utility charges and other expenses.

<i>Booking Category, Lead Time</i>	<i>I</i>	<i>II</i>	<i>III</i>	<i>IV</i>
Hold Space (Tentative Booking)	Open	36 months	24 months	6 months
Confirm Space (Contract Issued to Lessee)	Open	18 months	14 months	90 days
Contract and Deposit due (Cutoff Date)	35 months	17 months	13 months	60 days
Cancellation by Lessee w/o Penalty	12 months	180 days	90 days	30 days
Certificate of Insurance due	30 days	30 days	30 days	30 days
Event Requirements due	30 days	30 days	15 days	15 days
Final Event Requirement Changes Permitted	48 hours	48 hours	48 hours	48 hours



Directions to the Prime Osborn Convention Center

The Convention Center is located one-third mile west of downtown Jacksonville, adjacent to I-95 and just north of the intersection of I-95 and I-10. We're served by JTA (City) bus and Automated Skyway Express (ASE) routes.

From North (Jacksonville International Airport): proceed south on I-95 to Exit 353A (Myrtle/Church/ Forsyth), to Forsyth Street. Proceed left (east) to Lee Street. Turn right (south) on Lee Street, then right (west) on Bay Street to the Prime Osborn Main Parking Lot.

From East (Downtown): proceed west on Bay Street to the Prime Osborn Main Parking Lot. *Omni Hotel, City Hall, and Jacksonville Landing* are served by the Skyway Express: take the Express from or through Central Station to the Terminal (Convention Center) Station.

From South: proceed north on I-95 to Exit 350A (Main St. Bridge/Prudential Dr./Ocean St.) toward Acosta Bridge/Riverside Ave./Mary St. Proceed over the Acosta Bridge and take the Broad St exit. Turn left

(north) on to West Bay Street to the Prime Osborn Main Parking Lot. *South Bank hotels (Hilton Garden, Crowne Plaza, Wyndham, Hampton downtown)* are served by the Skyway Express: take the Express through Central Station to the Terminal (Convention Center) Station.

From West (I-10): proceed to I-95 North, then to Exit 352B (Forsyth). Take Forsyth Street (east) to Lee Street. Turn right (south) on Lee one block to Bay Street. Turn right (west) on Bay Street and proceed to the Prime Osborn Main Parking Lot.

