

MEETING PLANNER GUIDE

Tyler, Texas



Whether your group is big or small, the Rose Capital of America offers a bouquet of possibilities. The new state of the art WT Brookshire Conference Center is only steps away from the nation's largest rose garden. Additional meeting facilities can be found throughout the city. With so many attractions, local eateries, and an outstanding array of hotels, we are sure your group will enjoy visiting Tyler.



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*Let us help plan your
rosy experience in*

TYLER, TEXAS!

Meeting Planner Services:

All services are dependent on hotel room nights and/or the number of attendees.

- Arrange Hotel Room Blocks
- Attendance Boosters
- Provide Resources such as speakers, entertainers, caterers, facility rentals, transportation and more
- Media Releases
- Photos/Logos/Multi-media for presentations, programs, etc.
- Registration Assistance
- Tyler guides, maps, coupons, etc.
- Door prizes and/or goodie bags and other items

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VisitTyler.com

CONVENTION & MEETING VENUES



The new W.T. Brookshire Conference Center will offer attendees a conference experience like no other. This unique design brings the outdoor beauty of the Rose Garden indoors. With large scenic views, each meeting will come alive with the beauty of the area and meeting space.



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W.T. BROOKSHIRE CONFERENCE CENTER AMENITIES

- 24,000 SF MEETING SPACE
- 47,535 SF FRONT LAWN
- 16,365 SF TREE GROVE
- 15,558 SF PORCH
- BUILT-IN STAGE
- EQUIPPED FINISHING KITCHEN
- FLEXIBLE INNOVATIVE AND EXPANDABLE SPACE PLAN
- MODERN DESIGNED FINISHES
- ACOUSTIC PERFORMANCE DESIGN
- DAYLIGHTING AND LIGHTING DESIGN
- AUDIO VISUAL AND TECHNICAL DESIGN
- FLEXIBLE LOBBY EVENT SPACE AND INTERMISSION AREAS
- OFFICES FOR STAFF
- COAT STORAGE; TABLE AND CHAIR STORAGE

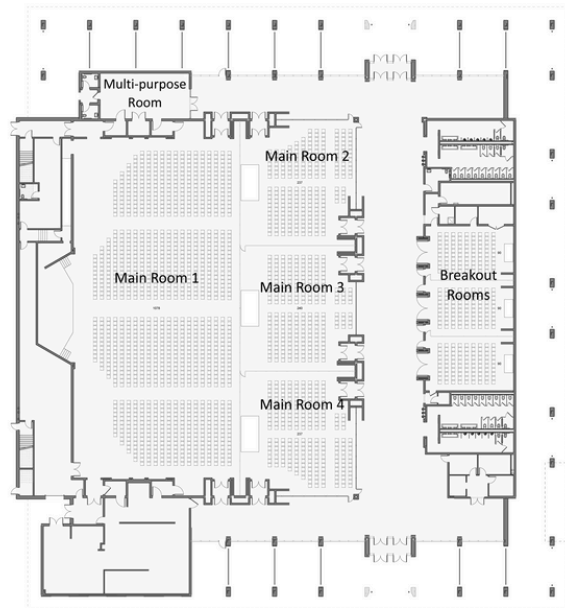
W.T. BROOKSHIRE CONFERENCE CENTER SEATING CAPACITY

Chair Seating (Per Room)

Main Room 1-1,078
 Main Room 2-236
 Main Room 3-240
 Main Room 4-236

Breakout room (3)- 90

Multi-Purpose Room (VIP)- 70



Room Name	Banquet	Classroom	Chair Seating Only	Standing Room	Square Footage
Main Room	1,330	930	1,920	3,109	19,490
Main Room 1	680	498	1,078	1,916	11,498
Main Room 2	100	100	236	243	2,661
Main Room 3	120	102	240	245	2,670
Main Room 4	100	100	236	243	2,661
Breakout Rooms	150	108	273	260	2,809
Per section Break Room (3)	50	30	90	100	926
Multi-Purpose Room (VIP)	40	36	70	50	790

Contact Susan for pricing information.

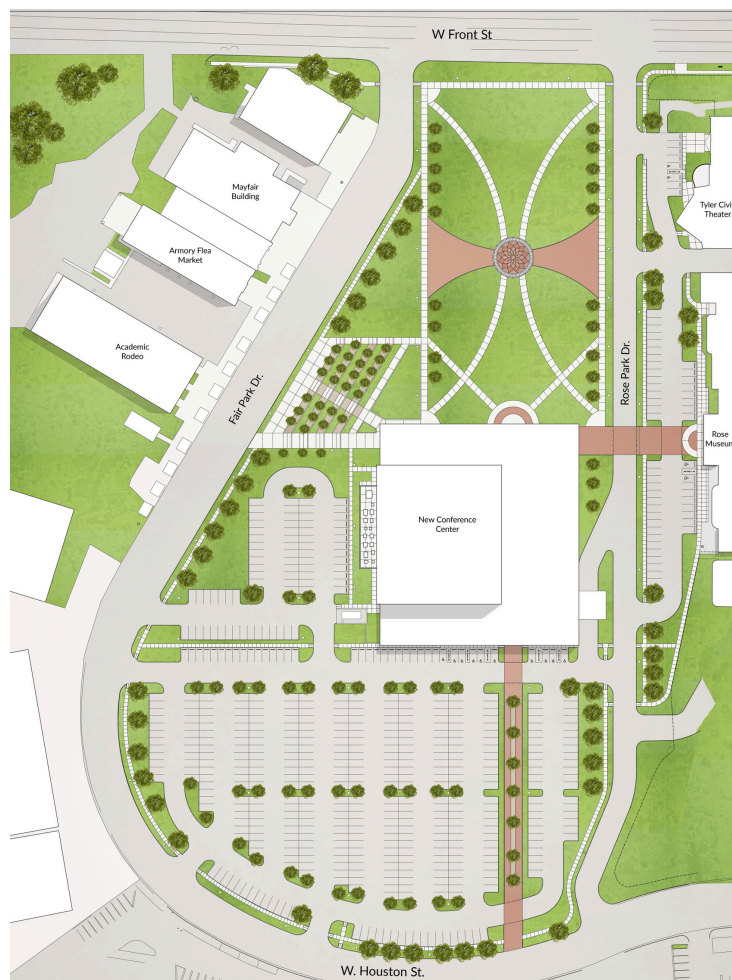
CONVENTION & MEETING VENUES

Rose Complex Campus

The Rose Complex includes the W.T. Brookshire Conference Center, the Tyler Municipal Rose Garden Center, the Tyler Civic Theater, the Mayfair Building, the CHRISTUS Trinity Mother Frances Rose Stadium, and Mike Carter Field. This comprehensive campus will offer any combination of meeting space options. From large meetings to after-conference events, this complex will be able to accommodate your group or event.

AMENITIES

- 3.3 ACRE PARK AND EVENT LAWN
- UNIFIED CAMPUS DESIGN
- WIFI, ELECTRICAL AND, FOOD TRUCK CONNECTIONS AT PARK
- ACTIVATION OF FAIR PARK DRIVE
- SHADED TREE GROVE PARK WITH TERRACED GATHERING STAIR
- ICONIC ROSE PLAZA PARK FEATURE FOR EVENTS, BRANDING, PHOTOS
- PAVILION PORCH BACKDROP AND VENUE
- PORCH CONNECTION TO ROSE MUSEUM
- ROSE PARK DRIVE RE-ALIGNMENT
- FREE PARKING
- SIGNIFICANT LANDSCAPE IMPROVEMENTS
- STREET TREES & PLAZA LIGHTING
- COMPREHENSIVE CONFERENCE COMPLEX OUTCOME
- APPROXIMATELY 60,000 SF OF INDOOR CONFERENCE MEETING SPACE ON CAMPUS



Rose Complex Campus Continued

TYLER MUNICIPAL ROSE GARDEN CENTER

Can be rented for special events-weddings, proms, birthday parties, baby showers, reunions, conferences, meetings, trade shows, expos and more!

**Bluebonnet & Camellia Room: 2,800 SF each;
5,600 SF total**

Rose Room: 1,494 SF

Azalea Room: 360 SF

Women's Lounge: 255 SF



TYLER CIVIC THEATRE

Small performance venue offering dramatic & musical theater productions, plus educational programs.

Braithwaite Theatre in the round: seats up to 350 people

Rogers Theatre in the round: seats up to 130 people



CHRISTUS TRINITY MOTHER FRANCES ROSE STADIUM

CHRISTUS Trinity Mother Frances Rose Stadium is the official home of Tyler ISD high schools.

MIKE CARTER FIELD

Host facility for high school baseball playoff games and for NJCAA Regional, District, and National Tournaments.

THE MAYFAIR BUILDING

12,320 SF

In its heyday, the Mayfair Building hosted musical legends including Elvis Presley and Johnny Cash. Today, the Mayfair Building is being restored to its previous glory and will be an available unique venue to rent as part of the Rose Complex Campus when its complete.



CONVENTION & MEETING VENUES

Additional Meeting Spaces

GREEN ACRES BAPTIST CHURCH

Crosswalk Center: 24,000 SF

Boasts 3 levels, a parking deck, conference room, classrooms, and amenities to meet needs for your meeting space.

CASCADES COUNTRY CLUB

Indoor Tennis Facility: 15,600 SF

Tour-quality greens and broad fairways wind among the trees, with many holes set alongside scenic lakes on the golf course.

SHARON SHRINE CENTER

6,500 SF

The Sharon Shrine Center offers a 6,500 square foot room, and a commercial kitchen, ideal for your next event.

LIBERTY HALL

Seats 300 people

Offers live music, comedy, and revivals of classic films for the East Texas region.

CEDARS OF LEBANON

Seats 200 people

Cedars of Lebanon has the facilities to host any event from weddings to business meetings or parties of any sort!

SMITH COUNTY HISTORICAL SOCIETY

Upstairs Meeting Space: Seats 100 people

Dedicated to discovering, collecting and preserving data, records, and other items relating to the history of Smith County.

ONE REALTOR CENTER

4,300 SF

OneREALTOR Center is East Texas' most architecturally unique and technologically advanced event and training center.

HIGH HILL FARM

3,000 SF

Combining laid-back luxury with the region's natural beauty—the perfect getaway for guests looking to experience the good life.

TYLER PUBLIC LIBRARY

Seats 100 people

Provides materials and resources for lifelong enrichment and education, universal literacy, and informed decision-making.



CONVENTION & MEETING VENUES

Hotel Meeting Venues



HOLIDAY INN TYLER CONFERENCE CENTER

This hotel is the largest, full-service convention hotel in Tyler with over 10,000 sq. ft. of well-appointed meeting space.

COURTYARD BY MARRIOTT

4,016 square feet

HILTON GARDEN INN

3,177 square feet

STAYBRIDGE SUITES

1,400 square feet

HOMEWOOD SUITES

1,344 square feet

HOLIDAY INN EXPRESS SOUTH

1,325 square feet

HAMPTON INN AND SUITES

1,296 square feet

RESIDENCE INN BY MARRIOTT

1,200 square feet

LA QUINTA INN AND SUITES UNIVERSITY

720 square feet

BAYMONT INN AND SUITES

640 square feet

COMFORT SUITES

640 square feet

STUDIO 6 TYLER

640 square feet

SLEEP INN AND SUITES

550 square feet