

**A Multi-Purpose Facility
In The Heart
Of Palm Beach
County Offering
128,000 Usable
Square Feet of
Exhibit Space.**

EXPO CENTER

at the South Florida Fairgrounds

9067 Southern Boulevard • West Palm Beach, FL 33411
(561) 790-4908 • Fax (561) 790-5206
Website: www.southfloridafair.com

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Offering 128,000 Usable Square Feet of Exhibit Space Ideal For:
Consumer Shows • Trade Shows
Meetings • Special Events
Banquets • Corporate Training



Welcome

The South Florida Expo Center offers the perfect combination of well-planned-space, excellent support services and a location that is in the heart of one of the country’s hottest markets – West Palm Beach, Florida. It is the ideal location for any variety of public and consumer oriented events and shows, as well as special functions - catering to a variety of needs and interests.

Location, Location, Location

Centrally located in Palm Beach County, the South Florida Expo Center provides easy access from all parts of “booming” South Florida by both Interstate 95 and the Florida Turnpike. Located at 9067 Southern Blvd. (SR 80), this major four lane east-west connector through the center of Palm Beach County is being expanded to eight lanes by 2006.

Within 3 miles of *The Mall At Wellington Green*, the largest regional shopping center in Palm Beach County, the South Florida Expo Center is also within a few short miles of the rapidly expanding western communities of Royal Palm Beach, Wellington and Loxahatchee.

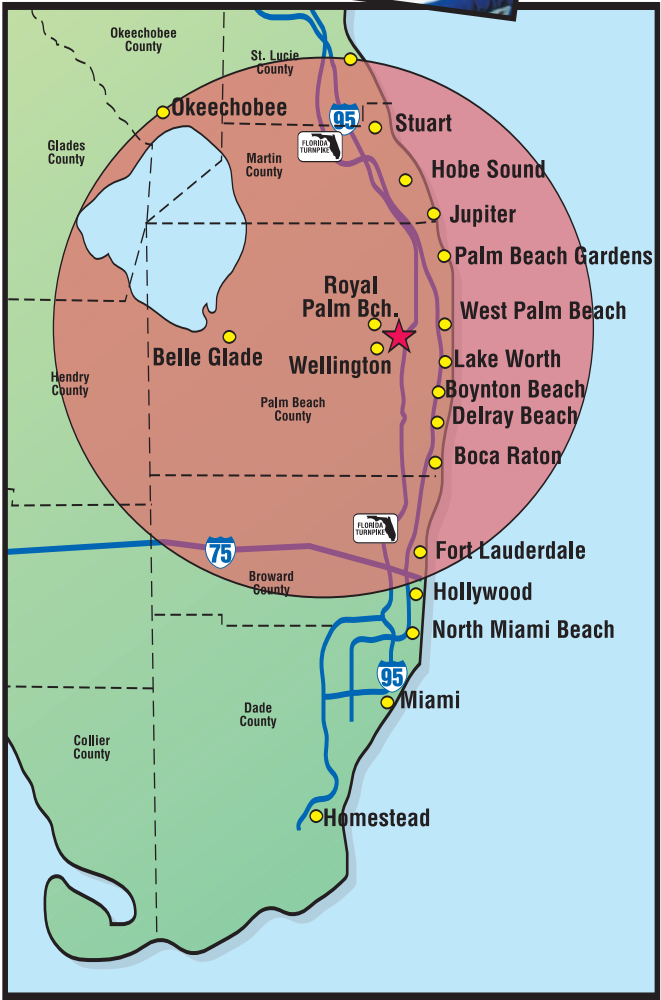
The Market Area

Within a 50-mile radius of the South Florida Fairgrounds:

- Live 2,916,570 people,
- Occupying 1,214,559 households,
- Having an average household income of \$61,212,
- With an average disposable income of \$44,679,
- Having an average net worth of \$155,398.
- 73% of the households are owner-occupied,
- 80% of the market is comprised of four (4) dominant age groups.

1. Children - Age 14 and under	24%
2. Young Families - Age 25-44	35%
3. Boomers & Zoomers - Age 45-64	29%
4. Active Seniors - Age 65-74	12%

This is a market of young families with children, affluent Baby Boomers and Zoomers and very active seniors. The perfect combination of market demographics for any consumer or public event wanting to appeal to that special South Florida lifestyle.



Flexible Facilities

Big enough to handle your largest event, small enough to provide outstanding service.

The East and West Expo Halls of the South Florida Expo Center offers over 84,750 square feet of usable floor space. That’s enough for over 450 ten-by-ten exhibit booths, a large automotive or boat show and a variety of other events looking to attract a large audience.

For smaller events, there are the Concourse Buildings 1, 6 – 10. Offering a variety of space from 3,625 S.F. to 11,490 S.F., many of these buildings can be mixed and matched to meet your exact needs.

All together, there are 128,000 square feet of flexible floor space waiting for you.

Free Parking

When the public goes to any event, parking is a key consideration. The South Florida Expo Center offers acres and acres of close, on-site parking. In fact there is parking for over 6,000 cars in well kept paved or shell-rock lots. There is easy access to each parking lot and a minimum of traffic congestion in and out of the fairgrounds.

Services & Support

No matter what services or support your event may need, the South Florida Expo Center has a professional staff ready to assist you in any way possible. Support services, security, carpentry, ticket-takers, parkers, special electrical needs, tables, chairs, signage and graphics and full catering services are but a few of the many services that we offer to make your event as successful as possible.

Contact us

For more information on planning your event at the South Florida Expo Center call, write or e-mail today:

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