



## *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  
 Primejax@smgjax.com, www.Jaxevents.com

**Telephones:**

Main Number	(904) 630-4000
Fax	630-4029
Security (24 Hours)	630-4046
SAVOR...Jacksonville (Catering)	630-4095
PRI (A/V)	630-4863
Marketing	630-4056

**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 Jacksonville	355-9999

**Visit Jacksonville** 798-9100

[www.visitjacksonville.com](http://www.visitjacksonville.com)



# Specifications

## 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

<b>Loading Doors:</b>	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
		Wing Doors:	10'9"H x 9'2"W
	Prefunction South	Interior Rollup Door:	11'4"H x 9'6"W
	Grand Lobby	Interior Rollup Door:	11'4"H x 6'3"W
	Room 101	Interior Wing Doors:	7'11"H x 7'11"W
	Room 102	Interior Pocket Door:	8'4" H x 8'4" W
	Room 104		

<b>Floor Loading:</b>	Exhibit Hall	360 lbs/psf
	Meeting rooms	360 lbs/psf
	Old Terminal	250 lbs/psf

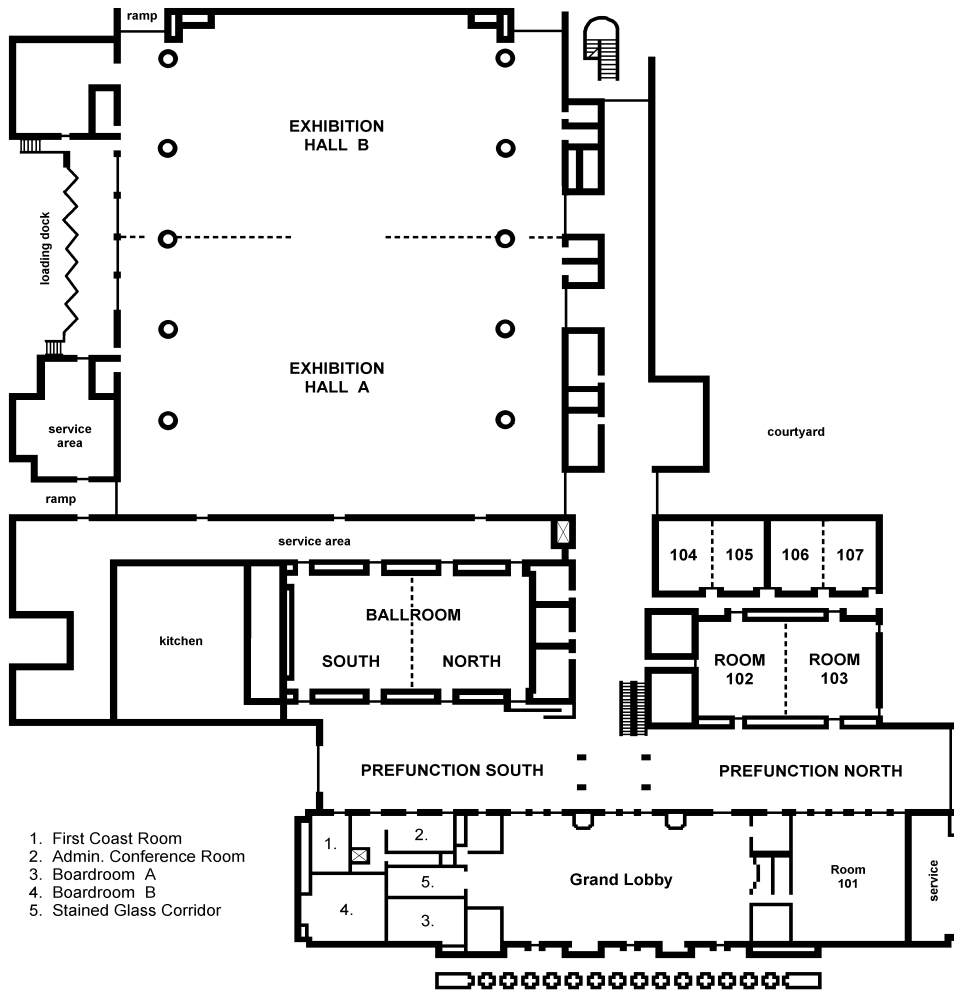
<b>Lighting:</b>	Exhibit Hall	<i>Primary:</i>	Metal halide, zoned.
		<i>Secondary:</i>	Quartz halogen, dimmable.
	Ballroom	<i>Primary:</i>	Metal halide, zoned.
		<i>Secondary:</i>	Incandescent Chandeliers, Lutron Control
	Room 101	<i>Primary:</i>	Metal halide, zoned.
		<i>Secondary:</i>	Incandescent 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

<b>Utilities:</b>	<i>Compressed Air</i>	At selected locations in Exhibit Hall by prior request. Average 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 and drain service at selected Exhibit Hall locations.
	<i>Telecommunications</i>	The Exhibit Hall and meeting rooms are wired for Cat 3 and Cat 5 HSD.

**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.)

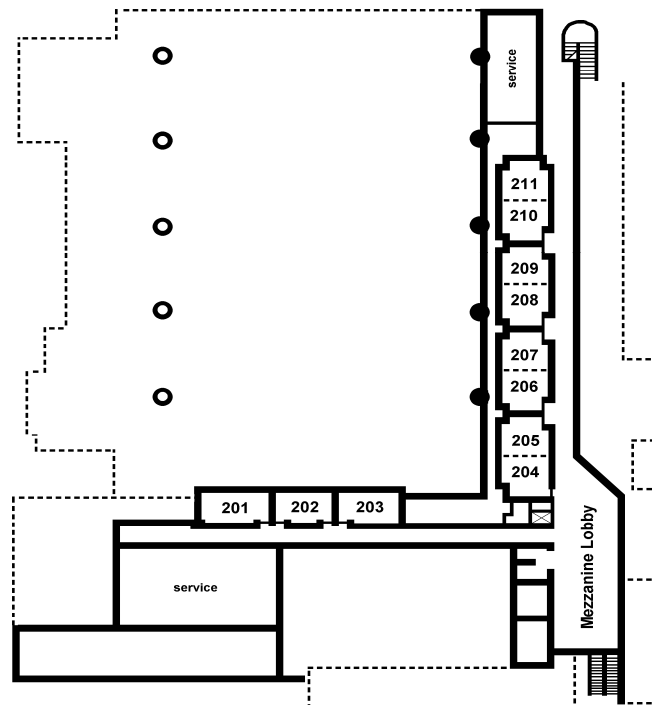




# Main Level

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	Clrm 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
<i>Combined Exh Hall</i>	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	
<i>Combined Ballroom</i>	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	
<i>Rooms 102-03</i>	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	
<i>Rooms 104-05</i>	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	
<i>Rooms 106-07</i>	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				20	
Board Room B	43x41	1,850	30	150	30	70	140	100	36	
Stained Glass Prlr.	39x18	694	22 pk		12				24	
First Coast Room	39x20	780	11		12					
Conference Room	30x18	540	11		16					
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	40	30	30	24	
Room 204	29x32	895	11	70	12	24	40	30	20	
Room 205	29x32	895	11	70	12	24	40	30	20	
<i>Rooms 204-05</i>	58x32	1,790	11	140		60	90	80	52	
Room 206	29x32	895	11	70	12	24	40	30	20	
Room 207	29x32	895	11	70	12	24	40	30	20	
<i>Rooms 206-07</i>	58x32	1,790	11	140		60	90	80	52	
Room 208	26x32	825	11	65	12	24	40	30	20	
Room 209	26x32	825	11	65	12	24	40	30	20	
<i>Rooms 208-09</i>	52x32	1,650	11	130		60	90	80	52	
Room 210	29x32	895	11	70	12	24	40	30	20	
Room 211	29x32	895	11	70	12	24	40	30	20	
<i>Rooms 210-11</i>	58x32	1,790	11	140		60	90	80	52	
Pavilion (Grass)	225x146	32,850	Open							
Flagler Terrace	110x100	11,000	Open				500	550		
Totals	Inside:	156,184		<b>Note: All maximums shown leave very limited space for presenter equipment. Staging and A/V may reduce seating capacity.</b>						
	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 Estimate.** Your Event Coordinator will prepare an Event Estimate when your requirements are reasonably firm. You may request an Event 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 a Best's Rating of at least A (VIII). *SMG Master Venue Insurance* 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 arrangement 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); water station, and limited staging for head table are included in standard room sets. Please ask your Event Coordinator about utility charges and other expenses.

<b><i>Booking Category, Lead Time</i></b>	<b><i>I</i></b>	<b><i>II</i></b>	<b><i>III</i></b>	<b><i>IV</i></b>
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 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 Convention Center Main Parking Lot.

*From South:* proceed north on I-95 to Exit 352B (Forsyth Street). Proceed (east) to Lee Street. Turn right (south) on Lee one block to Bay Street. Turn right (west) on Bay to the Convention Center Main Parking Lot. *The Skyway Express serves South Bank hotels (Hilton, Radisson, Hampton): take the Express*

*to Central Station, then to Terminal (Convention Center) Station.*

*From East (Downtown):* proceed west on Bay Street to the Convention Center 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 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 Convention Center Main Parking Lot.

