

FRONT & CENTER

INFORMATION AND EVENTS FROM THE GEORGIA INTERNATIONAL CONVENTION CENTER



Small-Town Progressive

A look at College Park, the city that owns and operates the GICC



The Future is Now

Now is the time to secure a date at the GICC



Let's Interact

More features, functions highlight new GICC website



Meeting Space Galore!

WHEN MARRIOTT OPENS ITS full-service hotel on-site at the GICC in 2010, it will bring an additional 20,000 net square feet of meeting space to the GICC complex.

The meeting rooms complement the GICC's own meeting space, which includes 16,000 square feet of meeting rooms designed for flexibility: six 2,000 sq. ft. suites divisible into four meeting rooms each; and three executive boardrooms to accommodate various uses, from breakout sessions to corporate meetings to executive briefings. And when size is an issue, the GICC International Ballroom, the largest in Georgia, seats 4,200, and the Exhibit Hall can be converted into a meeting room for up to 13,000.

The Marriott meeting rooms will also match the GICC's in terms of providing access to the latest communications technology.

The ample supply of meeting space is one more factor contributing to the GICC's growing reputation as Atlanta's, Georgia's and the Southeast's most functional and accessible convention center. ■

GICC Complex Gets Class A Office Building

IT WAS LESS THAN A DECADE AGO that John Kasarda of the Kenan Institute of Private Enterprise at the University of North Carolina - Chapel Hill identified the trend of mixed use, self-sustaining urban clusters emerging around major airports and coined the term "aerotropolis."

The city-like development — several around the U.S. are flourishing — is enabled by aviation-linked businesses settling in the area to create a vibrant economic core.

Now Atlanta has been declared the newest U.S. aerotropolis — and the GICC and its on-site properties are the developments leading the way in this burgeoning business area. First came the GICC, an architectural and functional masterpiece now recognized as one of the most compelling modern convention centers in America. Then came the announcement of two Marriott hotels for the GICC site, which are currently under construction. Now comes the groundbreaking for the first of what eventually will be three office buildings within the complex.

The four-story, 130,000-square-foot class A office building will complete a "four corner" intersection that will greet visitors to the site as they depart the Automated People Mover, the elevated rail system that connects visitors directly to the airport from the GICC complex. The grouping includes the GICC, a Marriott full-service hotel, a SpringHill Suites

(continued on page 4)

FOUR STORY OFFICE BUILDING COMPLETES "FOUR CORNER" GICC INTERSECTION.



Site plan (left) and elevation (below) of the first of three office buildings within the complex.



WHAT THEY'RE SAYING ...

"The location is ideal. Being at the intersection of several major highways makes it convenient to our attendees. As well, our people would prefer to be in this type of area as opposed to a congested downtown location."

— Regan Pourchot, Event Coordinator, Log Home & Timber Frame Expo



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Small-Town Progressive

THE CITY THAT OWNS THE GICC IS BENT ON ACCOMMODATING ITS VISITORS.

THE PRIMARY FORCE BEHIND the evolution of the GICC and surrounding complex is its owner, the city of College Park, Georgia. All parties to the emerging complex — developers, GICC management, Marriott executives — agree heartily that innovative thinking and steadfast support on the part of city leadership, mayor and council in particular, have been the most important cogs in the project wheel, especially given the recent economic environment and associated waning of enthusiasm for new development.

SMALL-TOWN PROGRESSIVE

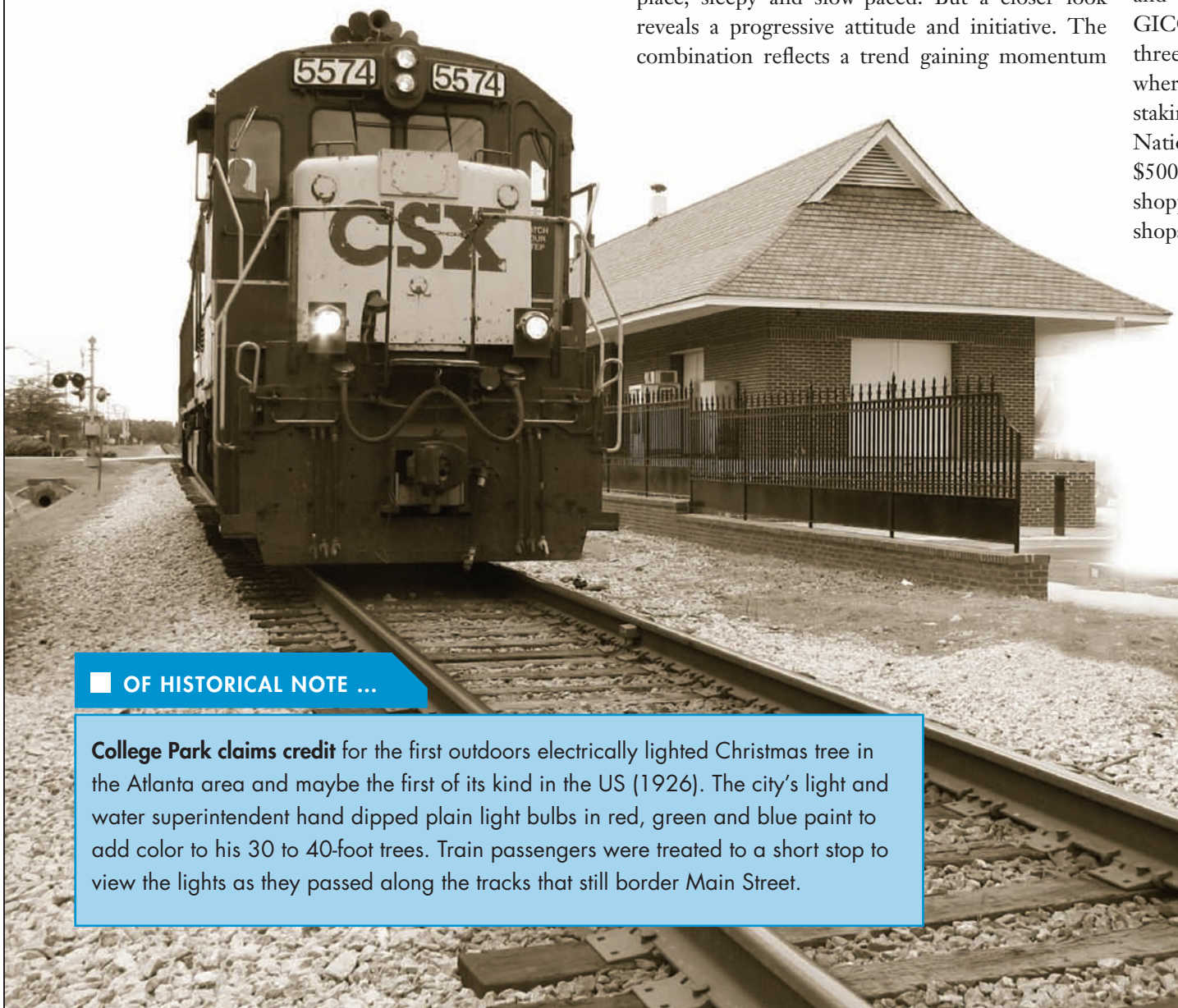
The term “small-town progressive” might best define College Park. Its reputation among Atlantans and other nearby communities is as a quaint little place, sleepy and slow-paced. But a closer look reveals a progressive attitude and initiative. The combination reflects a trend gaining momentum

among the most forward-thinking of 21st century cities: embracing new directions while carefully protecting the past.

As phase I of the complex moves toward completion, so too College Park is taking new shape. Just off the GICC campus, visitors will find an interesting mix of excellent new restaurants amidst a row of curious small shops on a Mayberry-like Main Street. Main Street boasts a number of the nearly 900 buildings in College Park that are on the National Register of Historic Places — homes, shops, and magnificent churches that date back as far as the town’s founding in 1896.

Springing up among the historic buildings are a host of new structures, perhaps most notably, five new hotels: a Sheraton Four Points, Cambria Suites and LEED-certified Indigo along with the two GICC on-site Marriott properties. Main Street’s three white-table-cloth restaurants include Pecan, where popular Executive Chef Tony Morrow is staking his future. Nearby, an area known as Old National Highway is completing a decade-long, \$500 million overhaul that has rendered two new shopping plazas and a plethora of streetscapes, shops and restaurants.

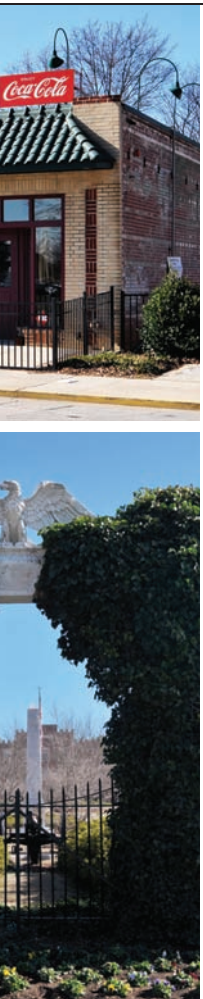
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OF HISTORICAL NOTE ...

College Park claims credit for the first outdoors electrically lighted Christmas tree in the Atlanta area and maybe the first of its kind in the US (1926). The city’s light and water superintendent hand dipped plain light bulbs in red, green and blue paint to add color to his 30 to 40-foot trees. Train passengers were treated to a short stop to view the lights as they passed along the tracks that still border Main Street.





Main Street has been revitalized with new restaurants and shops without sacrificing its quaint and curious small-town appeal. (Also pictured: historic homes and Memorial Gateway at nearby Woodward Academy.)

Nearly 900 buildings in College Park are on the National Register of Historic Places — homes, shops, and magnificent churches that date back as far as the town's founding in 1896.



FOCUS

by Hugh Austin
GICC EXECUTIVE DIRECTOR

The Future is Now.

MUCH OF WHAT WE'VE BEEN TELLING you about in recent issues of *Front & Center* has focused on the future of the GICC and our surrounding complex. We've talked excitedly about the startup of construction on our two on-site Marriott hotels, the first of three Class A office buildings, the nearby rental car facility, and the Automated People Mover, our elevated railway that will get meeting and trade show attendees to the GICC from the airport in less than two minutes. And we will continue to update you as additional pieces of our complex — restaurants, office buildings, parking decks — come to fruition.

However, now that these new buildings and accompanying facilities are going vertical, it's time to stop thinking in terms of the future and start planning in the present. The APM will begin service this fall. Springhill Suites will open less than year from now, in March 2010. And the Marriott will open its doors a few months later, in August 2010.

All of which means that the time to book your next event for the GICC is now.

If you've been reading these issues of *Front & Center*, you're familiar with the advantages the GICC offers. We are the largest convention center in America tied directly to a major airport, with flights from more domestic and international destinations than any other U.S. airport — about a million flights a year. In MPI's just released "Future Watch 2009" report, meeting planners have increased their preference for airport venues by 3 percent and put the airlift factor second to only overall cost in influencing their destination selection.

For your clients who travel by car, we are just as convenient, at the intersection of the major north-south and east-west highways in the Southeast. Our ultra-modern building is simply magnificent — beautiful and spacious, with everything on one floor and imbued with the latest communications technologies. Our food is incomparable, prepared and served by Atlanta's top-rated caterer.

The GICC stays busy. Our good fortune in attracting so many meetings and events has been generated by good experiences which have resulted in repeat bookings. Ask the people who come to the GICC for their events — we'll be glad to furnish references — and they'll tell you our facility is fabulous and our staff, even better.

The new hotels, restaurants and connectivity to the airport now open the GICC to a wider range of events, including multi-faceted national and international trade shows and meetings. Shows that include three, four or five days of meetings and exhibits. Shows that use up to 150,000 sq. ft. of exhibition space. Shows that require hundreds of hotel rooms, superior restaurants, exciting nearby attractions and other activities, and appreciate the convenience of being at the airport's doorstep. Organizers of events of that type and scale are already beginning to reserve their GICC dates for the future.

In short, the future is now. If Atlanta is your destination of choice in the coming years, now is the time to secure your dates at the GICC. I assure you that you and your clients will be glad you did. ■

Small-Town Progressive

(continued from page 3)

Yet as development roars on, the city is stalwart in protecting its green spaces, including an ample supply of well-maintained parks and a nine-hole golf course.

Its proximity to the world's busiest airport has generated significant income for College Park. But credit city leadership for wise cash management, perhaps best evidenced by its recent upgrade to an A++ bond rating. At a time when most local governments are cutting back services, College Park is adding to its fire and police departments and otherwise investing in its future. It owns and operates the state's largest compressed natural gas (CNG) station and is converting city vehicles to run on CNG fuel. It maintains a power utility that produces enough electricity to sell excess watts to other cities in the region.

CATERING TO GICC VISITORS

Much of the city's planning centers around its consideration for future visitors to the GICC. Public Information Officer Gerald Walker relishes the options planners will soon have when they choose the GICC as their Atlanta venue for a meeting, trade show or other event.

"Consider these two scenarios," Walker offers. "Coming in for a one-day corporate meeting, our visitor arrives at the airport, takes the two-minute elevated train ride to the GICC station, enters the GICC for the meeting, then returns to the airport via the train — all without ever stepping into the elements.

"Or, an attendee to a trade show at the GICC spends the morning in meetings and browsing the exhibit hall, then departs the GICC on a CNG bus for an afternoon nine holes of golf. Later that evening, it's dinner at an elegant Main Street restaurant and a stroll through the local shops, then back to the luxurious comfort of a world-class hotel." ■

GICC Complex Gets Class A Office Building

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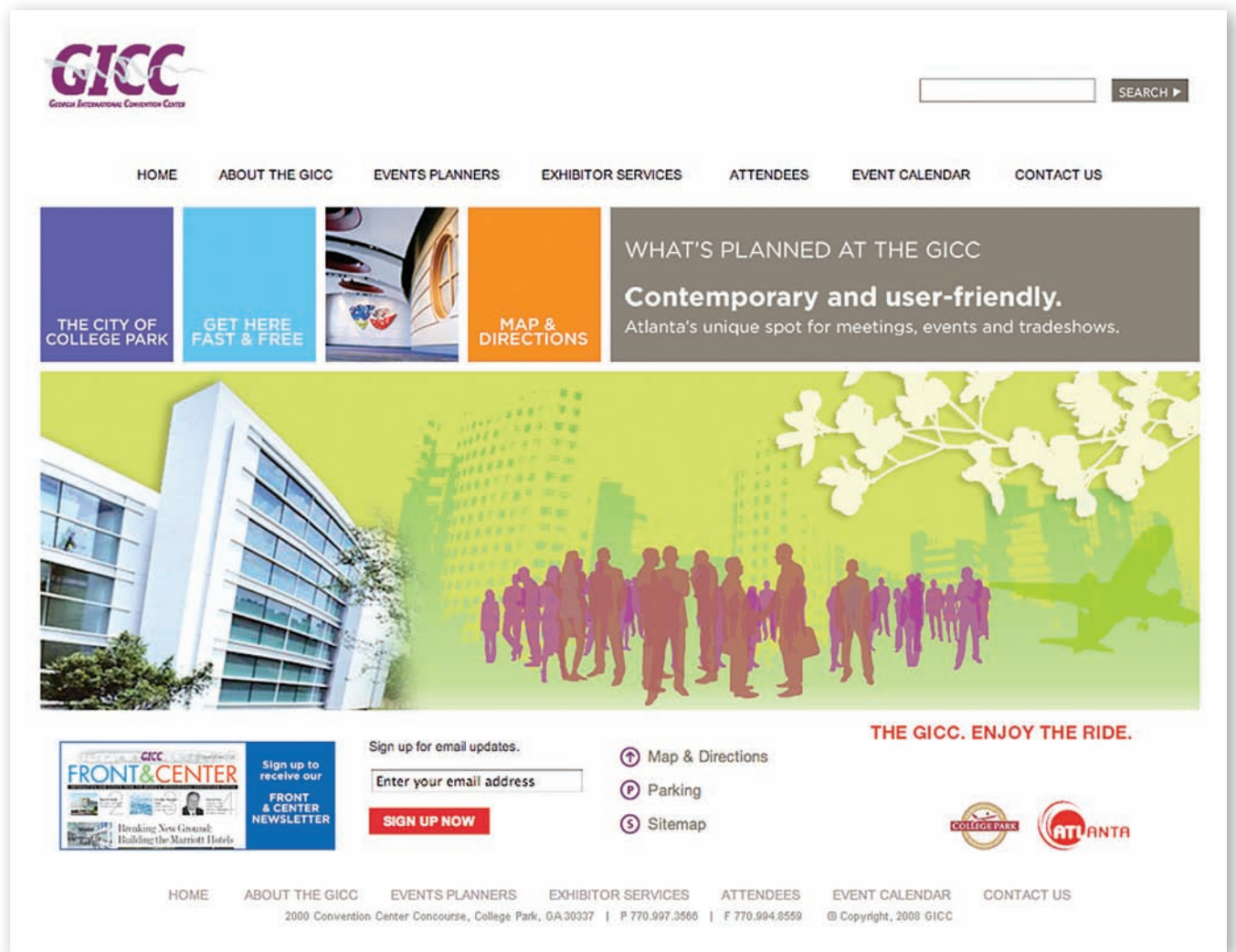
hotel, and the office building. Completing the picture will be a free-standing restaurant, which will be built near the Marriott lobby entrance, and a 526-space parking lot adjacent to the office building, which will include a two-level parking deck.

GICC Executive Director Hugh Austin pointed to a host of new retail businesses and restaurants also opening in the immediate area surrounding the GICC complex (see "Small-Town Progressive," this issue) that make the GICC even more desirable as a destination for meetings, tradeshows and other events.

"We believe the GICC campus and the emerging aerotropolis, which includes the world's largest international jetport, offer a compelling argument as a venue not only for domestic gatherings, but for trade shows and meetings of international scope," Austin said. ■

Let's Interact.

MORE FEATURES, FUNCTIONS, HIGHLIGHT NEW GICC WEBSITE



AS THE NEW GICC COMPLEX EMERGES, also has its new website. And just like the expanded complex, there is a great deal more to see and do at www.gicc.com.

A dynamic new look and feel awaits the site visitor. Designed around the illustrations in the current GICC ad campaign, the home page features a series of "flash" scenarios representing elements that distinguish the GICC, such as its location at the doorstep of the Atlanta airport.

The updated site is organized to provide information and functionality by user category — event planner, exhibitor and attendee. Each section provides targeted, helpful information, and allows such functions as requesting proposals and ordering services.

The "About" section provides a wide range of details on the GICC, its features and services. It covers the new Automated People Mover that delivers guests to the GICC directly from the airport and the adjoining car rental center and other information on what the new, emerging complex will offer GICC guests. There is information on the host GICC city, College Park, as well as links to the exciting attractions of Atlanta.

FOR PLANNERS AND ATTENDEES

Sections for event planners and their attendees provide a wide range of information on the GICC and complex, including the new hotels. Planners can learn about the accommodations being developed on site as well as survey other hotel options in the airport area. They can study the GICC floor plan, clicking on visuals of the various rooms for up-close looks; review menus, meet Chef Delroy Bowen, and interact with the GICC catering staff to discuss options and schedule tastings;

Planners can study the GICC floor plan, clicking on visuals of the various rooms for up-close looks; meet Chef Delroy Bowen and interact with the GICC catering staff to discuss options and schedule tastings; order services like audio visual equipment; and submit an RFP.

order services like audio visual equipment; and, also new to this latest version, submit an RFP.

Exhibitors have access to all the order forms they need to contract various services for their upcoming event, as well as information on policies and service regulations.

Meanwhile event attendees can learn all they need to know about the GICC, College Park and Atlanta as they prepare for their visit. A comprehensive section titled "Getting Here" provides information on the Atlanta airport and various types of ground transportation as well as driving directions to the GICC.

Enhancing the view for site visitors is a long list of beautiful, new photography. Site visitors see how the GICC looks and works, and enjoy a glimpse of the internal as well as external architectural drama and beauty of this most modern of facilities. ■

THE GICC AT HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

- 150,000-square-foot exhibit hall (863 10'x10' booths)
- 32 meeting rooms with capacity from 55 to 3,170
- 40,000-square-foot ballroom (3,000 banquet guests)
- 2,000 surface parking spaces

For information on booking space, please call the GICC Sales Department at 770-997-3566.



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