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## PUERTO RICO CONVENTION CENTER TO OFFER CUTTING-EDGE TECHNOLOGY AND BUSINESS AMENITIES

**SAN JUAN, Puerto Rico, August 15, 2005** – As final construction of the Puerto Rico Convention Center (PRCC) continues on track for opening in November, executives are working on final plans to ensure that the facility offers convention and tradeshow organizers the latest technology available for a state-of-the-art meeting experience, as well as first-class business amenities to serve the ever-evolving needs of meeting delegates.

“The new Convention Center, in terms of its size, technology and design is set apart from any other facility of its type in the Caribbean,” stated Ana María Viscasillas, president and CEO, Puerto Rico Convention Bureau, the official sales and marketing agent for the PRCC. “With the opening of the PRCC in November, Puerto Rico will reach a new level in serving the meetings and conventions market, and an experience that was previously unavailable in the Caribbean. We’ll have joined that small echelon of the world-class meeting destinations – the Preferred Meeting Destination of the Americas.”

Technology at the PRCC will be the most-advanced of any convention center in Latin America and the Caribbean. In addition to video-conferencing, simultaneous language translation can be made available as well as broadband and wireless Internet access available

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PRCC Cutting-Edge Technology.../2

throughout the facility, following are just some of the Center's other technological highlights:

**The 152,700 square-foot (14,186 sq. m.) Exhibition Hall will feature:**

- Controllable lighting;
- Full fiber optic and Internet connectivity;
- All electrical and utility connections are readily accessible through state-of-the-art floor boxes.

**The 39,000 square-foot (3,670 sq. m.) Ballroom, the largest ballroom in the Caribbean will feature:**

- Production control balcony with sound and lighting controls;
- Integrated fiber optic and Internet connectivity;
- Integrated audio system with the capability for remote recording of programs.

**The 15 meeting rooms that can be reconfigured to become 28 breakout rooms will feature:**

- Fully programmable lighting controls;
- Integrated fiber optic and Internet connectivity;
- Integrated audio system with the capability for remote recording of programs.

**In addition, the Puerto Rico Convention Center will offer planners a wide-range of on-site services to ensure the seamless production of a show of any type. This includes:**

- On-site business center;
- On-site catering and event staff;
- On-site production rigging, sound and light staff;
- Closed-circuit television and security system to monitor all installations.

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## PRCC Cutting-Edge Technology.../3

Beyond the facility, SMG, the management team of the Puerto Rico Convention Center will utilize Ungerboeck, the most advanced technology available to manage bookings. Show organizers will be able to see a live calendar of available booking dates. Price estimates of show costs, as well as catering options will be available through the Puerto Rico Convention Center web site at [www.prconvention.com](http://www.prconvention.com) in the near future.

Upon its opening, the Puerto Rico Convention Center will be the largest in the Caribbean. The 580,000 sq. ft. (53,882 sq. m.) facility will be the centerpiece of the Puerto Rico Convention Center District, a \$415-million (U.S. dollars) destination that is the largest waterfront development project in the history of the U.S. and its territories.

The Center's dramatic architectural features, including its exterior 13-story wave-like design with a glass wall and an interior décor that draws on Puerto Rico's natural surroundings aim to provide convention attendees with an authentic Puerto Rico experience, complete with outdoor terraces with outstanding views of the area beaches, the metropolitan San Juan area and harbor, as well as Old San Juan -- a UNESCO World Heritage Site.

"We've strived to ensure that in terms of both form and function, convention organizers and delegates will have an unforgettable experience when visiting for a tradeshow, convention or other meeting program at the Center," stated Manuel Sánchez Biscombe, executive director, Convention Center District Authority. "Offering the *best-of-the best* has always been the goal and vision for the Puerto Rico Convention Center and surrounding District."

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## PRCC Cutting-Edge Technology.../4

The District, currently under construction, was conceived as a dynamic, multi-use urban center, combining business and entertainment in a 113-acre (46 hectáres) complex to include retail shops, restaurants, office space, movie theaters, as well as residential units. A 500-room headquarter hotel for the Center will also be a part of the District, to be managed by Starwood Hotels & Resorts under the Sheraton brand. Construction is scheduled to begin in early 2006. The District will enable attendees to experience the distinctiveness, beauty and Old World charm of Old San Juan.

The Puerto Rico Convention Center, near Old San Juan and the Luis Muñoz Marín International Airport is easily accessible from many major U.S. and international destinations with more than 600 non-stop flight arrivals each week.

For more information or to inquire about booking the Puerto Rico Convention Center, call 1-800-875-4765 or visit:

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

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**PUERTO RICO WELCOMES YOU. NO PASSPORT REQUIRED.**

### Editor's Note:

The Puerto Rico Convention Bureau is the official marketing and sales agent for the Puerto Rico Convention Center at the Puerto Rico Convention Center District opening November 2005. The non-profit organization is responsible for promoting and developing group and convention business to Puerto Rico through an integrated marketing strategy for more than 40 years. Based in San Juan, with offices in Chicago, Miami, New York, and Washington D.C., the Puerto Rico Convention Bureau provides sales consultation services to meeting planners in the corporate, incentive and association markets. The Bureau contributes approximately \$83 million annually to the Island's economy. For more information, visit the Bureau's Internet page at [www.meetpuertorico.com](http://www.meetpuertorico.com) or send a message at [info@prcb.org](mailto:info@prcb.org). The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a member of BestCities, a global alliance of Bureaus that represent the highest standards of service in the meetings and convention industry. For more information, visit [www.bestcities.net](http://www.bestcities.net).



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