

Contact: Christine Hinz, (212) 315-2812, christine@chcommunications.biz
Teresa Martínez, (787) 474-5091, tmartinez@prcb.org

**PUERTO RICO CONVENTION CENTER SET TO WELCOME
THE SOCIETY FOR AMERICAN ARCHAEOLOGY**

-- Society First Group to Book the New Convention Facility --

SAN JUAN, April 26, 2006 – The Puerto Rico Convention Center will be host site of the Society for American Archaeology’s 71st Annual Meeting. Taking place from April 26 – 30, 2006, the organization was the first group to book a program at the new Center in 2001, five years prior to the completion of the grand facility located in San Juan. This is the first time the Society for American Archaeology is using a convention facility for their annual meeting.

To-date, more than 2,800 members of the organization have registered to attend the five-day event along with nearly 70 exhibitors, resulting in an anticipated infusion of more than \$1.2 million into Puerto Rico’s local economy. The Caribe Hilton will serve as the headquarter hotel for the event, with many other San Juan properties also hosting delegates.

“We are extremely pleased to welcome the Society for American Archaeology and its members to Puerto Rico for their annual meeting,” stated Ana María Viscasillas, president and CEO of the Puerto Rico Convention Bureau, and sales and marketing agent for the Puerto Rico Convention Center. “This highly-regarded association has demonstrated its confidence in Puerto Rico as a meetings destination by being the first group to sign a contract for the Convention Center. The Bureau is honored by the support that they have demonstrated throughout the construction and opening process of this world-class facility.”

-more-



PRCC Host to SAA.../2

The Society for American Archaeology (SAA) is an international organization dedicated to the research, interpretation, and protection of the archaeological heritage of the Americas. With almost 7,000 members, the society represents professional, student, and avocational archaeologists working in a variety of settings including government agencies, colleges and universities, museums, and the private sector.

“We are pleased to have this year’s conference at the new Puerto Rico Convention Center,” stated Dr. Kenneth M. Ames, president, Society for American Archaeology. “The Society works to stimulate interest, research and the preservation of the archaeological heritage of the Americas. This new facility gives archaeologists from all of the Americas an opportunity to meet and learn from each other.”

The new 580,000 square foot (53,882 meters) Puerto Rico Convention Center is a \$415 million facility located in San Juan. The largest of its kind in the Caribbean, the new Center is able to host up to 10,000 delegates, representing a new era in the Island’s tourism history with an ability to host groups never before able to consider the destination due to lack of facilities.

The new Puerto Rico Convention Center features a 152,700 sq. ft. (14,186 sq. m.) exhibition hall dividable into three individual exposition spaces, as well as a 39,500 sq. ft (3,670 sq. m.) Grand Ballroom, the largest in the Caribbean. The Center also offers 36,400 sq. ft. (3,363 sq. m.) of meeting space, including 15 separate meeting rooms on two levels, which can be divided into 28 breakout rooms.

As the most technologically-advanced facility of its kind in the Caribbean and Latin America, the new Puerto Rico Convention Center features full fiber optic broadband and wireless Internet access, video-conferencing, satellite up-link and down-link capabilities and more. The Center also includes design elements which highlight the welcoming natural elements of the Caribbean. With a 13-story glass wall, the Center features unobstructed ocean and harbor views, is flooded with ample natural light throughout the public spaces and is topped off by its distinctive wave-like rooftop.

-more-



PRCC Host to SAA.../3

Currently the new Puerto Rico Convention Center has more than 70 events scheduled through 2010. It is anticipated that the Center will generate over \$300 million annually for Puerto Rico's local economy.

For more information about the Society for American Archaeology, visit www.saa.org. For further information about the Puerto Rico Convention Center or for details on upcoming events at the facility, visit www.prconvention.com.

#

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. The Puerto Rico Convention Center opened in November 2005 and is the largest facility of its kind in the Caribbean and the most technologically-advanced in the Caribbean and Latin America. For more information, visit www.prconvention.com. The Puerto Rico Convention Bureau is a non-profit organization 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 \$92 million annually to the Island's economy. For more information, visit the Bureau's Internet page at www.meetpuertorico.com or send a message at 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.

