

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

GROUPS CAN GET THEIR LATIN GROOVE ON WITH SPECIAL BOOKING OFFER FROM THE PUERTO RICO CONVENTION CENTER

-- *'You Book the Space, We Book the Band'* Promotion Features Puerto Rico's Top Talents Sure to Make Delegates Dance --

SAN JUAN, January 22, 2007 – For a limited time, the new Puerto Rico Convention Center (PRCC) is offering a special *"You Book the Space, We Book the Band"* promotion. As part of the promotion, meeting planners and exhibition managers can enjoy the sponsorship of live local music entertainment that can be used for a welcome reception or other event during a convention program held at the facility. The new Puerto Rico Convention Center located in San Juan, is the premier meeting facility of its kind in the Caribbean.

The *"You Book the Space, We Book the Band"* promotion includes approximately one hour of local music entertainment hosted at the Center sponsored by SMG, the PRCC management company. Bands can range from classic acoustic folk music to high-energy salsa and other bands offering a true Puerto Rico experience. In addition to coordinating an appropriate band, SMG will work with planners to select the perfect Convention Center location for the event, whether it be on the outdoor balcony terrace, in the dramatic main reception hall, the sophisticated ballroom, or under the stars on the *Paseo de Fuentes*, the Center's outdoor plaza.

To qualify for the *"You Book the Space, We Book the Band,"* promotion, planners must book a group at the Center with 500 or more peak room nights at surrounding area hotels. The offer is available for new group bookings made between January 15, 2007 and June 30, 2007. For more information and to take advantage of this special offer, visit www.prconvention.com/bookthespace or call 1-800-214-0420.

"We're excited to offer a way for planners and show organizers to really pump up the programs held at the Puerto Rico Convention Center," stated Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau, the PRCC's official

-more-

“You Book the Space, We Book the Band” Promotion 2007.../2

sales and marketing agent. “The Puerto Rico Convention Center is an exceptional facility, and the *“You Book the Space, We Book the Band”* promotion allows us to work with meeting planners to offer outstanding entertainment to make a delegates’ experience in Puerto Rico all the more memorable.”

The Puerto Rico Convention Center, which opened in November 2005, is the largest meeting facility of its kind in the Caribbean and the most technologically-advanced facility of its kind in the Caribbean and Latin America. The PRCC is the centerpiece of the Puerto Rico Convention Center District, conceived as a dynamic, multi-use urban center, combining business and entertainment in a sophisticated urban complex that will also include retail shops, restaurants, office space, and movie theaters as well as commercial and residential units.

In August, groundbreaking on a 500-room headquarter hotel to serve the Puerto Rico Convention Center took place. The \$209-million facility, scheduled to open in 2009, will be managed by Starwood Hotels & Resorts Worldwide, under its Sheraton banner. In September, the District’s urban park, Paseo de las Fuentes opened, complete with gathering areas, walkways, promenades, spectacular fountains and a café opened to the public.

The Puerto Rico Convention Center, near Old San Juan and the Luis Muñoz Marín International Airport are easily accessible from many major U.S. and international destinations with more than 1,300 non-stop flight arrivals each week. For more information or to inquire about booking the Puerto Rico Convention Center, call 1-800-214-0420 or 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 \$93 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.

High resolution images of the Puerto Rico Convention Center are available upon request.

