



THE SAN DIEGO CONVENTION CENTER



SAN DIEGO CONCOURSE



PANORAMA

SUMMER/FALL 2004

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PANORAMA

is a publication for clients and guests of the San Diego Convention Center Corporation. The Corporation manages, markets and sells the San Diego Convention Center.

San Diego Press Club
Award-winning
Publication

San Diego ranked #1 convention destination by meeting execs

San Diego is the very best city in North America for conventions and meetings according to our industry's most prominent client survey.

The 2004 study, conducted by Kansas City-based Watkins Research Group in association with Flaspohler Research Group, tracked the attitudes of more than 400 professional meeting planners towards the 44 leading convention and meeting destinations in the U.S. and Canada.

In survey results, San Diego ranked #1 for:

- ★ **Best Convention Center**
- ★ **Most Attractive Hotels**
- ★ **Best Convention & Visitors Bureau**

Other key findings:

- **Customer Awareness:** San Diego topped the list of cities the survey respondents plan on coming or returning to. We also topped the "short list" of



PHOTO BY DONNA HARTINGS

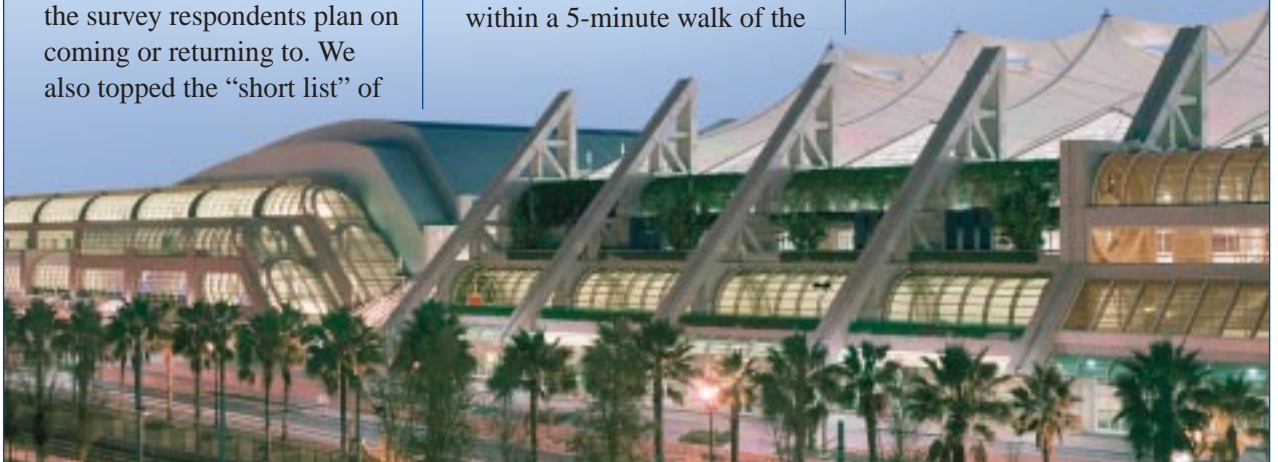
Total attendance in FY04 reached an all-time high of nearly 900,000 delegates thanks to large shows like Microsoft Tech Ed. See pages 4 & 5 for more on Microsoft Tech Ed 2004.

cities they are considering for their next meeting.

- **Most Positive Experience:** San Diego was the top vote-getter for the ONE city that provided the most positive overall convention experience in the past 5 years.
- **Deal Makers:** San Diego had 18 of the 19 "deal maker" attributes including the #1 attribute – a headquarters hotel within a 5-minute walk of the

convention center. Our Center has 3 headquarters hotels with a fourth hotel slated to open in 2006.

During FY04, the San Diego Convention Center hosted 232 events including a record 68 large convention and trade shows that attracted an unprecedented 500,000 out-of-town visitors and generated a record 930,000 hotel room nights. ▀



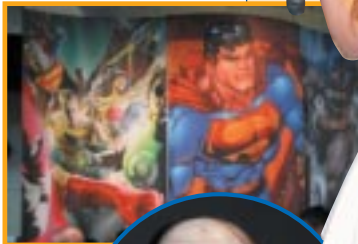
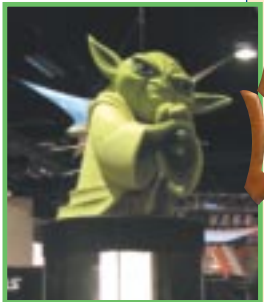
CONVENTION CENTER SALES REPORT

Comic-Con is still growing strong...

Comic-Con 2004 International was the biggest and best ever with more than 80,000 fans of all ages turning out in record numbers for the four-day event. A full-facility user, this wildly popular show is booked through 2007.



PHOTOS BY DONNA HARTINGS



The San Diego Convention Center booked 21 events during the final quarter of FY04 with the month of June accounting for more than half of the bookings. These future events, with dates ranging from 2005 through 2016, are expected to generate more than \$192.6 million in direct delegate spending and over 236,000 hotel room nights for the city of San Diego. The total estimated attendance is 267,500. Among the events booked are:

Microsoft Business Solutions – Microsoft Convergence

March 6-9, 2005

A first-time booking for San Diego, this convention and trade show for users of Microsoft Business solutions software and applications is expected to attract more than 7,500 and utilize nearly 400,000sf of meeting and exhibit space.

San Diego Comic Con, Inc.

July 19-23, 2006 AND
July 25-29, 2007

Comic Con International, the largest comic book and pop culture convention of its kind in the world, “grew up” in San Diego and is staying local with re-bookings in 2005, 2006 and 2007. A full facility user, this annual event brings more than 70,000 people and over 20,000 hotel room nights to the city each year.

Optical Society of America

March 22-27, 2009

A re-booking of the Optical Society’s previous successful event, this five-day convention and trade show is expected to bring 18,000 people and 21,550 hotel room nights to San Diego.

American College of Gastroenterology

October 26-28, 2009

With this first-time booking, the Center will welcome another

medical convention and trade show. The three-day event is expected to attract about 3,000 attendees and generate nearly 10,000 hotel room nights.

International Health, Racquet & Sportsclub Association

March 13-15, 2014

A re-booking that is expected to bring 15,000 international visitors and more than 11,000 hotel

room nights to San

Diego. The show will use 400,000sf of exhibit space.

American Academy of Dermatology

February 27-March 1, 2016

This full facility user is returning to San Diego for its annual medical conference. The four-day event is expected to attract about 14,000 people and generate nearly 28,000 hotel room nights.

Risk and Insurance Management Society, Inc. – RIMS Annual Conference and Exhibition

April 10-15, 2016

The world’s largest gathering of insurance professionals is returning to San Diego in 2016 after hosting a very successful convention and trade show in April of this year with another event booked in 2008. A full facility user, this show will bring 10,000 people and 26,235 hotel room nights to San Diego. ▀



Center's newest headquarters hotel rolls out the red carpet



The Center teamed up with the Omni San Diego, our newest headquarters hotel, to welcome more than 150 meeting planners to our "sun-sational" destination.



PHOTOS BY SARA SENDZIK

From uniformed waiters proffering silver trays of freshly glazed Krispy Kremes to serenading mariachis to smiling white-gloved greeters lining a plush red carpet, the Convention Center was the picture of perfection for more than 150 meeting planners as they emerged from the luxurious new Omni San Diego Hotel and strolled across the street to a sumptuous "Welcome to San Diego Breakfast" in the Center's elegant upper level ballroom.

In town for the grand opening celebration of the Convention Center's newest headquarters hotel, these VIP clients represented corporate and association planners of both single property and citywide events. In addition to showcasing our premier convention facilities and San Diego's extraordinary appeal as

a beautiful and vibrant destination, a superb California-style brunch was expertly prepared and served by Centerplate, the Center's exclusive in-house caterer.

The themed brunch, featuring beautifully crafted vignettes of the region's top attractions, was followed by guided tours of SeaWorld San Diego, the World-Famous San Diego Zoo, the San Diego Wild Animal Park and the new USS Midway Aircraft Carrier Museum. Other weekend activities included a Friday night block party under the stars with



delectable cuisine from local restaurants and a Saturday evening black tie dinner and gala at the Omni's spectacular new McCormack and Schmick's seafood restaurant. ■■■

Developing News: More hotels for San Diego

Downtown San Diego is more accommodating than ever with close to 3,500 new hotel rooms under construction or under development. When added to the 8,311 hotel rooms already within walking distance of the Convention Center, nearly 12,000 hotel rooms will soon be available to our out-of-town visitors. Here is a preview:

Spinnaker Hotel – The 250-room Conrad Hilton luxury hotel expects to open in 2007 in South Embarcadero Park, directly behind the Convention Center. Its unique sail-shaped design, surrounded by water on three sides, will include a 20,000-square-foot ballroom, ferry/water taxi service and a pedestrian bridge to the Center.



Hilton San Diego Convention Center Hotel – Located on San Diego Bay immediately adjacent to the Center, this 1,100-room headquarters hotel complex will include 107,000 square feet of meeting and ballroom space and a six-story parking garage that will boost the Center's supply of available parking by 2,000 spaces. The parking garage is slated to open in January 2005.



Hotel Solamar
Slated to open in April 2005, the 235-room Hotel Solamar marks Kimpton's entrance into the San Diego boutique hotel market. Hotel Solamar is ideally located adjacent to PETCO Park, the new San Diego Padres ballpark, and just steps away from the Convention Center and the historical Gaslamp District. ■■■





Center has all the right connections

The San Diego Convention Center was “wired and waiting” when 10,500 IT professionals from every corner of the globe flocked to our beautiful bayside building in late May for Microsoft’s Tech Ed 2004. Now in its 12th year, Tech Ed is one of Microsoft’s premier developer and IT professional training events, providing a unique opportunity for attendees to participate in customized educational programs, receive hands-on training from industry and Microsoft experts and preview the latest technology.

Microsoft CEO and keynote speaker Steve Ballmer kicked off the weeklong event by welcoming a sold-out general session audience of 8,400 to a “fun few days here in this beautiful California sun.”

From beginning to end, the entire event was programmed for success.

CommNet, in the Convention Center’s spacious and bright 90,000-square-foot Sails Pavilion, featured more than 650 computers making it the largest “Cyber Cafe” ever showcased in our building.

“The only surprises were ‘good surprises’ as in how well things were done, how thorough Center staff was and how very accommodating everyone was to all of Microsoft’s site visit needs.”

– Pam Boustead, Boustead Event Services
Tech Ed show manager

Billed as the “definitive Microsoft conference for building, deploying securing and managing connected solutions,” Tech Ed offered 400 breakout sessions in addition to a full service hands-on lab with over 700 computers. The show’s intensive IT environment required more than 2,700 workstations, 10,000 wireless connections and 10 miles of cabling spread over 1.7 million square feet, creating an exceptional high tech experience for attendees and exhibitors alike.

A different kind of special attraction was the daily breakfast and luncheon buffets with formal table settings for 8,000 in Exhibit Halls A and B1. These “mega-meals” were skillfully prepared and impeccably served by the culinary wizards at Centerplate, the Convention Center’s exclusive in-house caterer.



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for Microsoft Tech Ed 2004

Finally, some truly unique branding – from banners and aisle signs to directionals and stairway treatments – left no doubt that the technology giant was in the building. Even the shuttle bus coaches, as they smoothly transported attendees to and from nearly 30 different San Diego hotels, were cleverly “packaged” in Microsoft wrap.

Tech Ed show manager Pam Boustead of Boustead Event Services, had nothing but praise for the facility and its staff. The only surprises, Boustead said, were “good surprises” as in how well things were done, how thorough Center staff was and how very accommodating everyone was to all of Microsoft’s site visit needs. The primary reason Boustead would rebook an event at the San Diego Convention Center? “It’s a very easy venue to work with,” she said. ▀



Network reliability soars at Tech Ed 2004

Imagine cruising down a busy super highway and never encountering gridlock or a single traffic mishap. That’s exactly what it was like for the 10,500 IT professionals and developers who navigated the San Diego Convention Center’s information highway during Microsoft’s Tech Ed 2004.

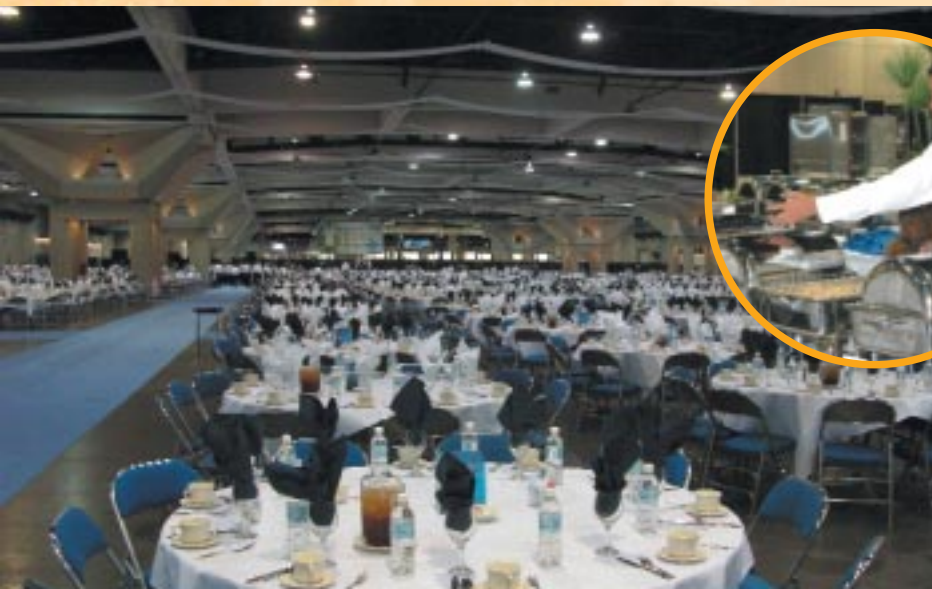
Even with the show’s extensive IT environment, Tech Ed attendees enjoyed seamless network availability throughout the week-long conference. There were zero viruses, zero successful intrusions and an overall 99.9% network up-time despite 98,430 intrusion attempts.

To insure maximum network security and reliability, Smart City, the Convention Center’s exclusive telecommunications provider, working closely with Microsoft and its partners – Computer Associates International, HP, SteelCloud, Air Magnet and Juniper Networks – created an onsite Security Network Operations Center (SNOC). The SNOC team, using its combined expertise, implemented a variety of innovative technology solutions with enormous success.

Providing network security and reliability in a temporary convention center setting has become increasingly challenging in today’s cyber war culture of incessant virus, worm and denial of service

attacks. But as Smart City President Paul Ashley points out, “Smart City is known throughout the industry as the leader in network reliability and security. Our designation as a Cisco Powered Network Mobile Office puts us on the leading edge to offer our partner centers, including the San Diego Convention Center, the very latest developments in technology.”

Lauren Boykin, Operations Manager of the San Diego Convention Center’s Telecommunications Department, agreed. “This is yet another example of our total commitment to making our clients’ events the best they can be,” she said. ▀

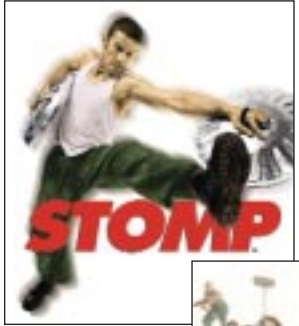


PHOTOS BY DONNA HARTINGS



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- Coming Events at the Civic Theatre**
- August**
 3-8 Broadway/San Diego – *Thoroughly Modern Millie* (20,800)
 13-15 Broadway/San Diego Concerts – Jerry Seinfeld (5,600)
 24-9/5 Broadway/San Diego – *The Producers* (44,800)
- September**
 28-10/7 Broadway/San Diego – *Rent* (17,600)
- October**
 9 Cox Communications Presents “A Salute to Teachers” (1,500)
 12-17 Broadway/San Diego – *Peter Pan* (18,400)
 22-23 David Copperfield (10,500)
 26-31 Broadway/San Diego – *Les Miserables* (20,000)
- November**
 22-28 Broadway/San Diego – *Crazy for You* (18,400)
- December**
 7-12 Broadway/San Diego – *Little Shop of Horrors* (20,000)

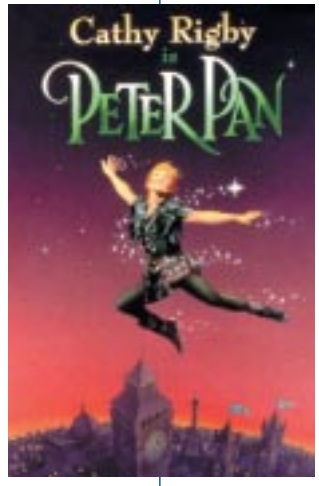
Civic Theatre stage is set for Broadway’s best

From sweet and sassy to cool and classy, the hits will just keep coming as Broadway/San Diego brings the best of Broadway to San Diego’s prestigious Civic Theatre in 2004 and 2005.

“This promises to be one of our most exciting and diverse seasons ever,” said Joe Kobryner, General Manager of Broadway/San Diego, a Nederlander Presentation.

farewell performance. *Les Miserables*, the world’s most popular musical, arrives just in time for Halloween setting the stage for a holiday season that will be more festive than ever with the hilarious romp *Crazy for You* in November and the musical comedy masterpiece *Little Shop of Horrors* in December.

The parade of hits continues in 2005 with

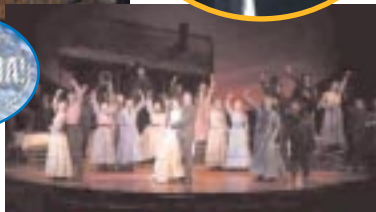
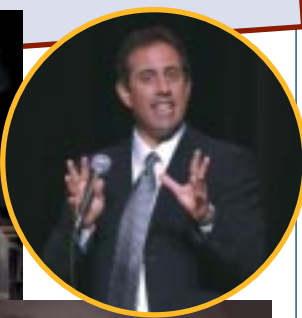
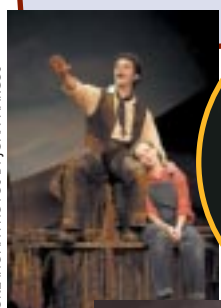


There won’t be any break in the action as the dazzling musical *Thoroughly Modern Millie* in early August paves the way for four live performances by America’s premier comedian Jerry Seinfeld. Later in the month, *The Producers*, the new Mel Brooks musical cavorts across the stage in a wildly hilarious two-week return engagement.

Come September, the Pulitzer Prize-winning musical *Rent* is back by popular demand followed by the beloved childhood classic *Peter Pan* in October starring Cathy Rigby in her

Rodgers and Hammerstein’s landmark musical, *Oklahoma!* in January, the ever popular *Stomp!* in March, the timeless love story, *The King and I* starring Stefanie Powers in June, the show-stopping musical *On the Record* featuring 50 Disney movie tunes in August, and a return engagement of the enchanting *Mamma Mia!* in October.

This phenomenal season goes out with a majestic roar in December 2005 with the much anticipated San Diego premiere of Disney’s magnificent *The Lion King*. ■■■



OKLAHOMA PHOTOS BY JOAN MARCUS

Carol Wallace receives prestigious Lifetime Achievement Award

More than two decades of exceptional leadership, extraordinary accomplishments, and outstanding contributions have garnered Convention Center President & CEO Carol Wallace the prestigious Charles A. McElravy Lifetime Achievement Award from the International Association of Assembly Managers (IAAM).

The award was officially presented to Ms. Wallace at IAAM's 79th Annual Conference & Trade Show in Reno, Nevada in July.

"I'm truly overwhelmed to be receiving such a tremendous honor from my industry peers," Ms. Wallace said. "This award



reaffirms the valuable lessons I have learned in my career and through my professional affiliations: We are all capable of being leaders. The first step is raising your hand and getting involved."

With more than 3,500 members in 26 countries, IAAM is the world's largest public assembly facility management association. During her tenure as IAAM president in 1999-2000, Ms. Wallace established a task force to create and implement a Leadership Institute for cultivating industry talent.

Ms. Wallace currently serves on the board of directors of the International Association

for Exhibition Management (IAEM). Other professional affiliations include Professional Convention Management Association (PCMA), American Society of Association Executives (ASAE), the International Convention Center Association (ICCA) and Asia-Pacific Exhibition & Convention Council (APECC). ▀

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PHOTO BY SARA SENDZIK

Award-winning Crisis Plan is the Silver Lining to 2003 Firestorm

The coveted Silver Anvil, the highest honor in public affairs, has been awarded to the Convention Center for its outstanding crisis communications campaign during the October 2003 wildfires in Southern California.

Presented by the Public Relations Society of America, the award honored the Center's extremely successful efforts at reaching out to national news media and the 15 groups slated to hold multi-million conventions here in the days and weeks immediately following the devastating firestorm.

The campaign included:

- Daily electronic updates to clients and other stakeholders that could be easily forwarded by meeting planners to event attendees.
- E-blasts and news releases posted prominently on the Center web site announcing that our facility was open and fully operational.
- Personal phone calls from President & CEO Carol Wallace offering assurances to all impacted customers.

Each update provided the latest details from state and local law enforcement and fire protection agencies, area hotels, San Diego International Airport regarding arrivals and departures and San Diego's Air Pollution Control District regarding air quality and health advisories.

The campaign's ultimate goal – to avoid loss of business through the timely dissemination of accurate information – was achieved. No events were cancelled and attendance met or surpassed expectations. ▀

Sales Director earns industry "key" of success

Joy Peacock Jones, Director of Regional Accounts, is the latest member of the Convention Center's award-winning team to bring home the gold after capturing 2004 Salesperson of the Year honors at the 25th Annual Gold Key Awards.

Co-sponsored by the San Diego County Hotel-Motel Association and the Hospitality Sales and Marketing Association International, the Gold Key Awards program was honors individuals who have made significant contributions to the local tourism and hospitality industry.

"I am so honored to be nominated by my peers," Jones said.



"They deserve special thanks for providing the wonderful service that makes me look good everyday. I am lucky to be a part of such a great organization."

Jones joined the Center's Sales Department in 1990. She received her CMP (Certified Meeting Planner) designation in 1997 and is an active member of several industry organizations including Meeting Planners International (MPI), San Diego Society of Association Executives (SDSAE), the Hospitality Sales & Marketing Association (HSMA), and San Diego Business Travel Association (SDBTA). ▀

Center launches new customer-friendly web site

As busy professionals, we know what makes you click. That's why the San Diego Convention Center web site (www.sdccc.org) has been completely re-designed with a new customer-friendly format.

"We want information to be available quickly and accurately 24 hours a day," said Carol Wallace, SDCCC president and CEO. "In our fast-paced world



it's imperative that no one is kept waiting. Premier customer service is what the San Diego Convention Center is all about and this is yet another way that we can stay in touch and be in touch."

The new site is extremely easy to navigate with a home page that offers "one-stop shopping" tabs for meeting planners, exhibitors, attendees and even the general public. Custom features include a new floor plans module; a quick and easy calendar of events; and a comprehensive services guide. The site also has important destination details on San Diego hotels, restaurants and visitor attractions, driving and parking directions, a stunning photo gallery and a press room jam packed with information.

PANORAMA

Panorama is a publication of the San Diego Convention Center Corporation.

Donna Hartings, Editor

For information call: (619) 525-5000
visit our web site at: www.sdccc.org

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The San Diego Convention Center Corporation markets and operates the San Diego Convention Center and proudly promotes our region's many outstanding destination amenities. Since opening in 1989, the award-winning San Diego Convention Center has attracted nearly 11 million guests who have experienced our exciting convention city and all it has to offer. The Center has generated more than \$11 billion in economic benefits for San Diego, contributed over \$221 million in tax dollars and created more than 8,000 region-wide jobs.

Coming Events at the Center

August

- 9-12 Environmental Systems Research Institute (12,000)
- 16-18 Brian Buffini's Mastermind Summit (6,000)
- 29-31 NACDS Pharmacy and Managed Care Forum (3,000)
- 31-9/1 Construction Expo (5,000)

September

- 3-5 San Diego Quilt Show (6,000)
- 10-12 Action Sports Retailer (20,000)
- 19-20 American Association of Cereal Chemists (1,800)
- 29-10/2 Emergency Nurses Association (5,000)

October

- 9-13 APICS – The Educational Society for Resource Management (4,000)
- 15-17 San Diego Harvest Festival (12,000)
- 17-19 International City/County Management Association (3,800)
- 23-27 Society for Neuroscience (32,000)

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