

Miami Beach Convention Center Proposed Room Names

JLL, in collaboration with the MBCC and GMCVB's sales and marketing teams and brand consultants, have developed the suggested room names to reflect a variety of Miami Beach's famous landmarks, history, beauty and spirit of collaboration. The process has included a full session with the sales and marketing teams and two follow up sessions with the senior leadership. The overall consistent feedback was to create names that were unique to Miami Beach and had a "story" that could be told to future meeting planners and attendees.

The team believes these names will enhance the attendees' overall Miami Beach experience by tying their meeting sessions with iconic places, history, creativity and surroundings making the convention portion of their trip as unique as the destination. These room names correlate directly to the destination place-making and themes of inspiration, innovation and possibility that is the new, iconic Miami Beach Convention Center Brand.

The following are the recommendations and a brief description:

| Room Name | Description |
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| Ocean Drive Room (in front of Hall A) | Often ranked in the top ten in the US for iconic landmarks and considered a "must see" for visitors. |
| Lincoln Road Room (in front of Hall D) | Listed as a top ten attraction in the Miami/Miami Beach area with a lively atmosphere for shopping and dining. |
| Sunset Vista Salon (Specialty Space) | The positioning of this exciting space provides an opportunity to the attendees to experience the sunsets of Miami Beach from inside the Convention Center. |
| Grand Carl Fisher Ballroom | Cited as one of the "founders" of Miami Beach, adding Carl Fisher's name to the grand ballroom provokes thoughts of a visionary who imagined what is now Miami Beach. |
| Collaboration Corner (Junior ballroom level 2) | The location of this room enables more consideration in design to allow the attendees to feel creative and inspired to accomplish their goals with their fellow attendees in this section of the new MBCC. |

These are the names that are submitted for consideration on behalf of the MBCC, CVB and City staff. Attached is a floor plan with the names associated with the location of the rooms rooms.