

# CONVENTION CONNECTION

"World Class Facility, World Class Service."

Insight for Los Angeles Convention Center Clients.



## WHAT'S NEW

**Page 1**  
Executive Corner

LACC Spotlight

**Page 2-3**  
High Marks in '06-'07

Happy 35th Anniversary

Moving Forward with L.A.  
Live

**Page 4**  
Two Marketing Teams at  
LACC

**Page 5**  
Upgrades and  
Improvements

**Page 6**  
LACC'S 2006-'07 Highlights

## Executive Corner

**Monica Shelton**  
*Director of Exhibitor Services*



This year, ordering utility services by Exhibitors, Contractors, and vendors exhibiting at our World Class facility just got easier. Utility services include electrical, plumbing, telecommunication and technical services. After processing close to 15,000 utility service orders annually, we've found ways to make exhibitor ordering easier. The process is simple. All orders must be legible and submitted with a diagram telling us where booth connections should be placed. It is important to identify the

booths surrounding your booth, booth orientation, etc. In addition, we ask that all exhibitors submit their order and payment in full twenty to thirty days prior to the first scheduled show date to take advantage of our discounts.

Lastly, should there ever be an underestimation of event needs, please remember to visit one of our service desks and our representatives will be glad to help anyone with modifying the order form. You can also submit your request by fax or submit via our website [www.lacclink.com](http://www.lacclink.com) for immediate processing.

Our Exhibitor Services team works in tandem with show management and our utility advisors to complete every service request on time for all events. We are open seven 7 days a week from 7:30 a.m. through 5:00 p.m., except holidays. Let us help make your event a success!

## LACC SPOTLIGHT: Greg Rosicky, Event Services

For over 20 years, Greg Rosicky has rendered valuable contributions in the critical area of show management planning and coordination for the Los Angeles Convention Center (LACC). Starting out as an Event Manager back in August 1987, Greg Rosicky has since taken on the challenge of leading the Event Services Division as Director for the past 4 years. Greg operates three separate teams that make up the Event Services Division: Event Managers, the primary liaisons with direct contact to the facility and show clients; Set-Up Operations, a unique group that is directly responsible for the set up and strike down of equipment for meeting rooms and halls which average about 7,000 risers, 80,000 tables, and 1.7 million chairs annually; and Parking Operations, which parks over 550,000 vehicles and whose chief objective is to park event attendees' vehicles as quickly and as close to their destination as possible. LACC applauds Greg Rosicky for his commitment in making the convention center a World Class Facility.



## High Marks in '06-07

**Pouria Abbassi, P.E.**  
*CEO & General Managers*



The Los Angeles Convention Center (LACC) completed the 2006-07 fiscal year having successfully met and exceeded its operational goals detailed at the beginning of the fiscal year with positive service and financial outcomes. Additionally, the solid business support of all LACC clients, large and small, and that of our partners, enabled the Center to overcome one of the most critical challenges of recent years due to the cancellation of the Electronic Entertainment Expo (E3). All our clients are recognized and acknowledged for their support during these difficult times as we were going through a paradigm shift in our business mix.

The LACC hosted 175 hall events, 221 meeting room events, 10 special functions and banquets, and 23 filmings through which we posted a 71.4% occupancy, our highest occupancy of recent fiscal years. For the second year in a row and the only year in more than a decade without E3, the operating revenues exceeded operating expenditures. The sound financial operations of the Center represented the staff's collective effort to establish the LACC as a viable and thriving business and economic entity.

While financial goals and objectives are at the forefront of our organization within our industry, we continued to stress the importance of our service quality and client interaction. A change in the dates of our largest consumer show, the Auto Show, a growing demand for our services at the Grammy's, a reenergized approach to and partnership with our long term clients, the Boat Show, Westec, and California Gift show among others and a need to exhibit a genuine world class treatment of new major events, Star Wars and Wind Power, while challenging gave us the opportunity to push ourselves beyond our achievements of the past.

This past fiscal year was also a year where we took the initiative to educate and learn from core stakeholders and decision makers regarding the essence of the Convention Center and the role we play in advancing the market presence and significance of Los Angeles. Together with our clients, we became change agents speaking of our strengths while recognizing all our untapped potential.

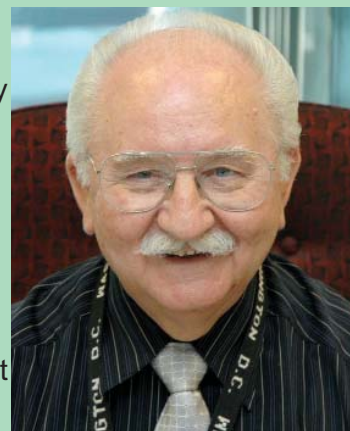
Throughout the last fiscal year many of us went through difficult times as we were faced with illness and/or loss of loved ones. The LACC family also misses the presence of those colleagues that are no longer with us. These life realities gave all of us opportunity to pause, to gain perspective and to cherish the more significant elements of our lives which we sometimes take for granted. On behalf of our organization, I am truly indebted to our teams for their sense of commitment through calamity.

2007-08 will no doubt present us with more opportunities to succeed, and more challenges to overcome as we set our sights on out doing ourselves and redefining excellence. For the LACC to become the only destination of choice, we have to exude confidence in the product and be on the path to try new ideas, take risks and continuously improve. I have no doubt that we will not only persevere but be able to find new avenues to exert our collective aspirations, energy and dedication to our organization and our clients. I would like to extend my personal appreciation for your support through the last fiscal year and look forward to our continued collaboration in the coming years.

## Happy 35th Anniversary: A look back at LACC

**Greg G. Lissow**  
*General Building Superintendent*

This new fiscal year offers a time to reflect as well as a time to commemorate the City of Los Angeles' World Class Facility for its progressive 35 year span of being the premier gathering site for the region and its citizens. I have seen first hand the many sacrifices, as well as the many more achievements that this facility has undergone. It is fitting to cite a bit of history about the Los Angeles Convention Center, on this commemorative year.



July 1, 1971, the inaugural date of the original Convention Center.

Capping a long--awaited 31 year effort to build a convention center in Los Angeles, the Los Angeles Convention Center originally opened back in 1971 with Mayor Sam Yorty doing the honors of cutting the ribbon in front of the facility. On this same day, the Los Angeles Convention Center opened its doors to its first ever event with the long time patron the **Gift Show**.

At first, our facility was a part of Recreation and Park Department and was known as the “Municipal Auditorium,” headed by the first General Manager, Byron Kimball.

In the early years, business was so slow, that at one point the center was thought of being converted into a library. However, with the appointment of General Manager Dick Walsh in 1974, the facility was separated from Recreation and Parks Department and became the **Municipal Auditorium Department**.

Shortly thereafter Mr. Walsh brought the first USSR Cultural Exchange Show to Los Angeles, which put the facility on the map with *Sputnik’s* full size rocket displayed in Yorty Hall. From this point forward, exhibits and shows at the Convention Center began to progressively increase.

1983 marked the beginning of my career at the Los Angeles Convention Center as Building Superintendent. My first act as a Superintendent was to oversee repairs on the West Hall’s high roof due to damage caused by a tornado. The exhibitions and activities continued to increase each month, reaching close to 85% occupancy. At that point I was charged with constructing 150,000 square feet of temporary “Sprung” structures known as “Bubbles” to facilitate the demand for space. In 1987-88 the facility was officially named the Los Angeles Convention and Exhibition Center, and a year later an Environmental Impact study was completed in preparation for the expansion.

Mayor Bradley ceremoniously broke ground in 1990, and in November of 1993 we moved into what today is known as the Los Angeles Convention Center. Shortly after we occupied the new facility, our General Manger, Dick Walsh, requested the entire staff to participate in recommending a Convention Center “Motto”. The winning prize went to our very own Show Operations Building Superintendent Mr. Tom Fields, whose words **“World Class Facility - World Class Service”** are now and forever emblazoned in all of our communications.

For over 24 years I have been honored to serve the Los Angeles Convention Center. In my capacity of General Building Superintendent, I have had the

privilege and opportunity to work with a team of professionals whose leadership, craftsmanship, and dedication to the Convention Center and the City of Los Angeles make us all proud beyond description.

**Happy 35th Anniversary Los Angeles Convention Center, may you continue to grow and prosper!**

## Moving Forward with L.A. Live!



*Recent rendering of L.A. Live development across from Convention Center.*

L.A. Live is a reality, phase 1 has opened. On October 17th, the Nokia Theater hosted its ribbon cutting ceremony in the early morning with many sports and political celebrities accompanying L.A. Live, Staples Center, and Los Angeles Convention Center executives.

In the evening of October 18th, the Dixie Chicks and the Eagles kicked-off the first ever concert at the Nokia Theater.

This is only the first of several phases for the L.A. Live - Los Angeles Convention Center combined campus. More after hour entertainment, culinary, nightlife, and sports options will be available.

And the great thing about this is that L.A. Live will only be steps away for the Los Angeles Convention Center guests and their families.

For more information, please visit [www.lacclink.com](http://www.lacclink.com) and click on the L.A. Live logo.

# Two Marketing Teams for the Los Angeles Convention Center

**Claudia Brett, CMP**  
*Director Convention Center Sales*



We are often asked why two marketing teams sell exhibition and meeting space in the LA Convention Center. The answer is focus and targeted market. LA Inc: the Convention & Visitors Bureau seeks conventions and trade shows whose primary attendance is outside the Southern California region.

The overall economic impact to the City and region gives booking priority to these major events. Convention delegates fill the hotels, eat, shop, fly into area airports and use local transportation. Charged with filling hotel rooms the bureau measures its success in terms of total room nights booked. As an example, four thousand delegates staying four nights equal 16,000 total room nights.

The work of the LA Inc sales team revolves around generating interest in LA as a convention destination, responding to requests for proposals, putting together bid packages of LA Convention Center space matched with hotel availability.

As part of the sales process, the bureau team invites association executives on site inspections of meeting and exhibition space and hotels in the room block. At each stop, a hotel or convention center sales person will conduct the tour of their facility.

The sales person at each property has the expertise to showcase their facility and answer questions on services from catering to the exhibitor requirements for major tradeshows. The Center's sale team also prepares and negotiates the terms and conditions of the License Agreement (contract).

In terms of generating interest in LA, the sales teams of the city's convention center and hotels join with the marketing team from LA Inc at national tradeshows of association and meeting planners and undertake joint sales calls throughout the year.

The number of conventions and major national tradeshows held each year range from twelve to thirty events. The number of events held annually in the Convention Center range from 350 to 400 events each year.

In addition to the joint sales efforts with the bureau, the Center's sales team is focused on maximizing occupancy in the eight exhibit halls and 64 meetings rooms, which need to be filled 365 days a year.

Conventions and tradeshows are usually held during the week. Consumer shows and community events typically are held on the weekends. The pattern of use allows for both types of events to be accommodated.

The LA Convention Center sales team markets to regional tradeshow and consumer show producers, whose attendees are primarily located within the Southern California region.

These shows include the annual LA Auto Show, Boat Show, California Gift Show, Grammy's pre-telecast awards ceremony and official party, Western Foodservice, and Westec tradeshows.

In addition, religious groups and speaker showcases such as the Real Estate Wealth Expo and naturalizations ceremonies for the US District Court use major halls that seat from 2,000 to 22,000 people.

The LA Convention Center meeting room level is used for corporate conferences, training sessions for the LA Unified School District and a host of community groups. The Center also serves as the site for film and commercial shoots and stand alone catering events.

Finding the right space, dates and services for all potential business partners of the spectacular LA Convention Center is the challenging work of two busy marketing teams serving Los Angeles.

For more information on our events and marketing efforts, please visit our websites at [www.lacclink.com](http://www.lacclink.com) and [www.seemyLA.com](http://www.seemyLA.com).

# Upgrades & Improvements

**Tom Fields**

*Building Superintendent, Show Operations*



In efforts to provide our clientele with World Class Service and a World Class Facility, we continue to evaluate, identify, plan and implement various improvement projects that enhance our functionality and take advantage of the latest technology has to offer. Listed below are a few projects we currently

have underway. The following projects continue to move our operation forward toward greater functionality and improved stewardship of natural resources and environmental concerns.

## **Greening Upgrade with a White Cool Roof Coating in West Hall**

The major section of west hall's upper roof underwent an eco-friendly upgrade with the installation of a new white colored "cool roof." This upgrade not only provides greater rain protection to keep our exhibit hall dry, but it also improves the efficiency of our roof by reflecting the sun's heat away from the roof top. As a result of installing our new "Cool Roof" we are eliminating over 50% of accrued temperature (heat) within the high ceiling area of the hall, allowing us to conserve more energy.

## **Client Show Manager's Office Air Volume Control Improvement**

Meeting rooms 508 and 509, the two primary rooms dedicated for client/show management operations in the West building, have been upgraded with new and sophisticated controls for heating and air conditioning. The previous energy consuming electric re-heat coils have been replaced with energy saving hot water coils to provide efficient heating for the space, while new air volume controls allow for better (smoother) delivery of air and better overall management of

the conditioned comfort of the space.

## **West Hall Food Concession Stand "D" Conversion to ADA Compliant Men's Restroom**

The West Hall food stand "D" will be converted to a men's restroom which will replace one of the older existing men's restrooms. This development will not only have a new contemporary look, but will also be ADA (American Disability Act) compliant. Additionally, the conversion will incorporate an earth-friendly touch with more up to date water and energy efficient plumbing and lighting fixtures.

## **Parking Lighting Upgrades**

The Cherry street parking garage, west parking garage and south hall section-D parking garage are undergoing an upgrade in which we are retrofitting and/or replacing existing T-12 style fluorescent lamps and fixtures with energy efficient T-8 fluorescent lamps and "Induction" lamps and fixtures. The result will be a better quality of light in our parking garages coupled with the environmental benefits of reduced electrical demand and lower mercury content.

## **New Air Compression Upgrade for Exhibitor Services**

The Los Angeles Convention Center's air compressors have been upgraded with a new compressed air system that offers more capacity, better reliability and cleaner/dryer air. Exhibitors requiring compressed air service can take comfort in knowing that our new system is ready for the task.

Please know that we encourage feedback from our client exhibitors and show management with respect to any concerns, ideas, or suggestions you may have that will support our commitment to maintaining a World Class facility. Please send all such inquiries to [administration@lacclink.com](mailto:administration@lacclink.com).

## LACC's 2006-'07 Highlights

**Parking Operations** added a new service element, credit card processing, offering a choice and convenience to parking patrons.

**Food Services Operations** received many accolades and was positively featured in various media, also continued to deliver top level service and established an organized off site catering operation.

The **Event Services** surveys returned from clients and the complimentary letters we received illustrated the high levels of professionalism and dedication of the event managers.

**Facilities Service Operations** continued to make significant improvements to the facilities, and completed over 40 projects.

Our **Sales and Marketing** group licensed 26% more events in 2006-07, booked 87% more pieces of new business, and hosted 18% more events as compared to the 2005-06 fiscal year.

The **Management Information System Operations** developed a redesigned website, and revamped and automated our purchasing approval process.

**Public Relations Operations** transitioned into a major component of our outreach efforts, and was able to produce, publish, and distribute an Annual Report capturing our vision of success for which the Convention Center received many compliments. Additionally, the Center experienced a significant increase in our exposure and that of our events in the local, trade and national media.