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Los Angeles Convention Center

THE LOS ANGELES CONVENTION CENTER HOSTS SIX DIFFERENT SHOWS OVER ONE WEEKEND

March 22, 2010 (LOS ANGELES, CA) – The Los Angeles Convention Center (LACC) experienced a busy weekend as over 42,500 people attended six distinct events, with four occurring on Saturday. Thousands crowded the convention center with many of LACC’s rooms, halls, and spaces used. On Saturday March 20, LACC hosted Psycanics and Empire Group in LACC’s meeting rooms, Real Estate Disposition LLC in LACC’s Petree Hall, and Lakers Fan Jam, which brought in over 20,000 attendees on that day alone, at LACC’s West Hall. On Sunday, Wells Fargo Home Mortgage, which took place in LACC’s South Hall, kicked off their show and an approximately 5,000 in attendance stepped through LACC’s doors for the Telemundo 52 Health and Fitness Expo, a public event, at LACC’s Concourse Hall.

Lakers Fan Jam, the Los Angeles Laker’s first ever event for Laker supporters, featured many activities that were fun for the whole family. These activities included basketball hoops and games for attendees to test their skills such as the “Pop-A-Shot” and “Sling Shot Jam”. Others included contests and a free throw and three-point challenge. The highlight of the event was guest appearances by fifteen Laker players such as Kobe Bryant, Andrew Bynum, DJ Mbenga, Pau Gasol, Lamar Odom, and Ron Artest. Other appearances were by Laker team legends and Laker Girls. Fans in attendance also had the opportunity to take photos with the 2009 NBA Championship Trophy and measure up to their favorite Lakers by comparing their hand and shoe size at the Get-A-Grip areas.

Over at LACC’s meeting rooms, Empire Group held their multi-level marketing seminar and business training for its 1,200 guests while Psycanics taught their attendants how to achieve financial freedom. Lastly, Real Estate Disposition, a fully licensed and bonded real estate auctioneer and broker, presented sound auction marketing campaigns and programs.

Telemundo 52 Health and Fitness Expo hosted a health fair geared toward Spanish speaking audience. The event provided free health screenings, seminars, exercise demonstrations and information on health and fitness. Wells Fargo Home Mortgage, a free admission three-day event with a consistent one thousand attendees each day, featured Wells Fargo representatives who assisted home owners experiencing difficulties with their home mortgage payments and agreements.

“The Los Angeles Convention Center is privileged to have had the opportunity to offer ‘World-Class Service’ to such diverse, but all stellar, events that attracted thousands of people to our venue,” said Pouria Abbassi, Los Angeles Convention Center’s General Manager and CEO.

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About the Los Angeles Convention Center (LACC) The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs. For more information, visit www.lacclink.com.

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