

miami

beach

exhibition

hall



ACCEPTING
BOOKINGS BEGINNING
OCTOBER 1, 1958

MIAMI BEACH
PUBLIC LIBRARY

fully air-conditioned • the largest in the south

conventions

trade shows

**announcement
showings**

expositions

sales meetings

**automobile
shows**

**sports
events**

ice shows

banquets

miami beach



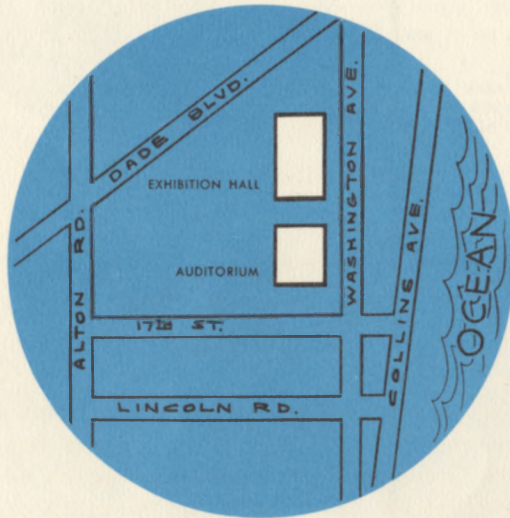
exhibition hall

FULLY AIR-CONDITIONED • THE LARGEST IN THE SOUTH

exhibition hall

strategically located in miami beach

Only one block from the heart of Florida's spectacular Gold Coast, Lincoln Road and Washington Avenue, the new Miami Beach Exhibition Hall will be in the center of all activities and conveniences. Housing accommodations, stores, restaurants, theaters, churches, and banking facilities are all within easy walking distance.



easy to reach from anywhere

The millions who come to this brilliant city each year have made it virtually a "suburb of the nation." Broadway stars can be here in a matter of a few hours. Business men find transportation to south Florida of little concern when arranging their time schedules. Air travel has made the area a gateway to Latin America. This easy accessibility from all points in the western hemisphere makes the Exhibition Hall, with all its modern features, an important factor when considering location for major conventions, trade shows and entertainment events.



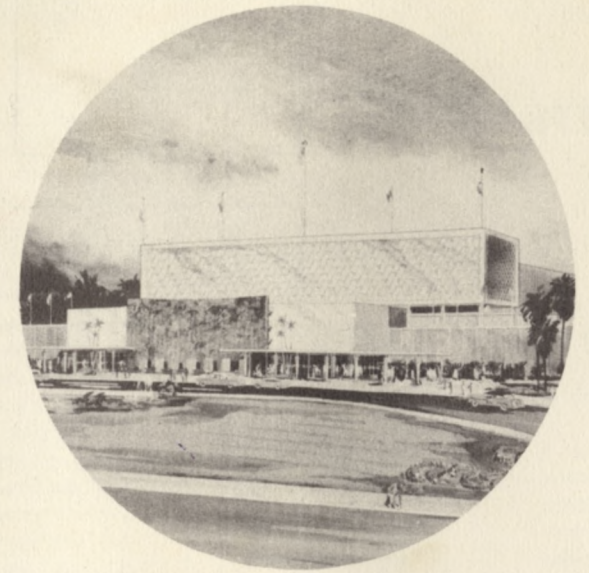
miami beach auditorium



The present Miami Beach Auditorium, with its seating capacity of 3,534, is south of and immediately adjacent to the Exhibition Hall. The two structures will be *air-conditioned throughout* and will be connected by a roofed colonnade. Together the two buildings will provide 173,105 square feet of exhibit space and accommodate 1,039 booths.

The Auditorium is recognized as having one of the largest and best-equipped stages in the United States. Its excellent show and television lighting, seventy sets of lines, and complete wardrobe and dressing room facilities make it worthy of extravaganza productions. The Altec sound system and acoustical shell provide ideal circumstances for concerts, operas and other theatrical attractions... "Unusually comfortable" has been the most frequent comment by visitors.

Small trade shows and conventions have found this modern auditorium particularly suited to their needs.



investigate now

the details of this fully air-conditioned landmark building in Miami Beach—the largest Exhibition Hall in the South. You will be furnished data on rates, specific costs, available dates, booth arrangements and any other information you require for your particular needs. Address your inquiry on your letterhead to:

CLAUDE D. RITTER, Manager
Miami Beach Exhibition Hall
Miami Beach Auditorium
1700 Washington Avenue
Miami Beach 39, Florida

OR...

THOMAS F. SMITH, Director
Miami Beach Convention Bureau
1700 Washington Avenue
Miami Beach 39, Florida

covering nearly 5 acres
**the miami beach
exhibition hall**

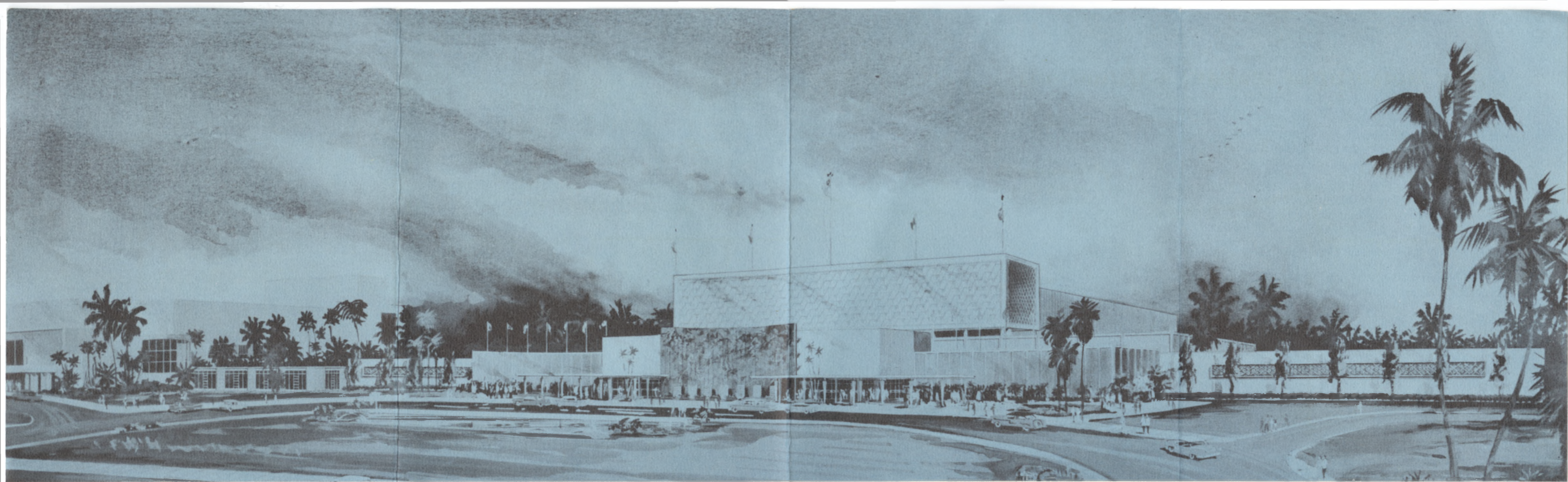
will be the largest in the south

This magnificently designed structure will have an overall floor area of 200,000 square feet, of which 108,000 will be unobstructed exhibit space. Both in size and modern facilities, it will rank as one of the nation's most serviceable public buildings. 15,000 people will be able to be seated *at one time!* Its planned versatility will make it ideal for a wide variety of events and organizational functions.



**the world's largest concentration
of hotels and apartment buildings**

in the immediate vicinity of the Exhibition Hall creates an extremely favorable condition for visiting organizations and gate-receipt events. Within the city, for example, there are 30,000 hotel rooms and 23,000 apartments. These range from luxurious oceanfront penthouses to secluded efficiency accommodations. This combination of housing and exhibition facilities places Miami Beach in the spotlight as one of the truly great convention and show cities of the world.



**from convention meetings
to water ballets**



The adaptability of the Miami Beach Exhibition Hall lends itself ideally to trade shows and conventions plus an unlimited variety of entertainment events. Ice shows, basketball, boxing, rodeos, horse shows, sports and water shows are only a few. 5,700 people will be seated for an ice show—the next night, 10,000 for a boxing match!

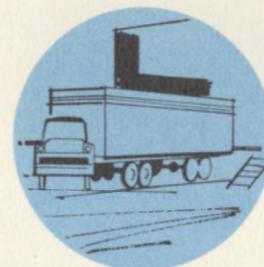
A 50' x 110' portable stage will be available for convention use and entertainment events. It will have adequate rigging, lighting, dressing rooms and a superb distributed sound system.



service facilities

for all types of trade shows and convention exhibitions will be efficiently provided. Six truck entrances, the largest being 35' wide and 24' high, will accommodate any size van. Necessary docks and loading platforms are available. The entire Exhibition Hall area has an unlimited floor load capacity.

Materials and equipment for the erection of booths and displays will be available at modest rental charges. All utilities, including electricity, gas, water, air, and drainage will also be available. Catering and concession facilities will serve dining functions with attendances of from 400 to 8,000 people.



parking facilities

for 3,500 automobiles will be in the immediate area of the Exhibition Hall. Wide boulevards and parkways make this parking area easily accessible without congestion, even during large-attendance events.



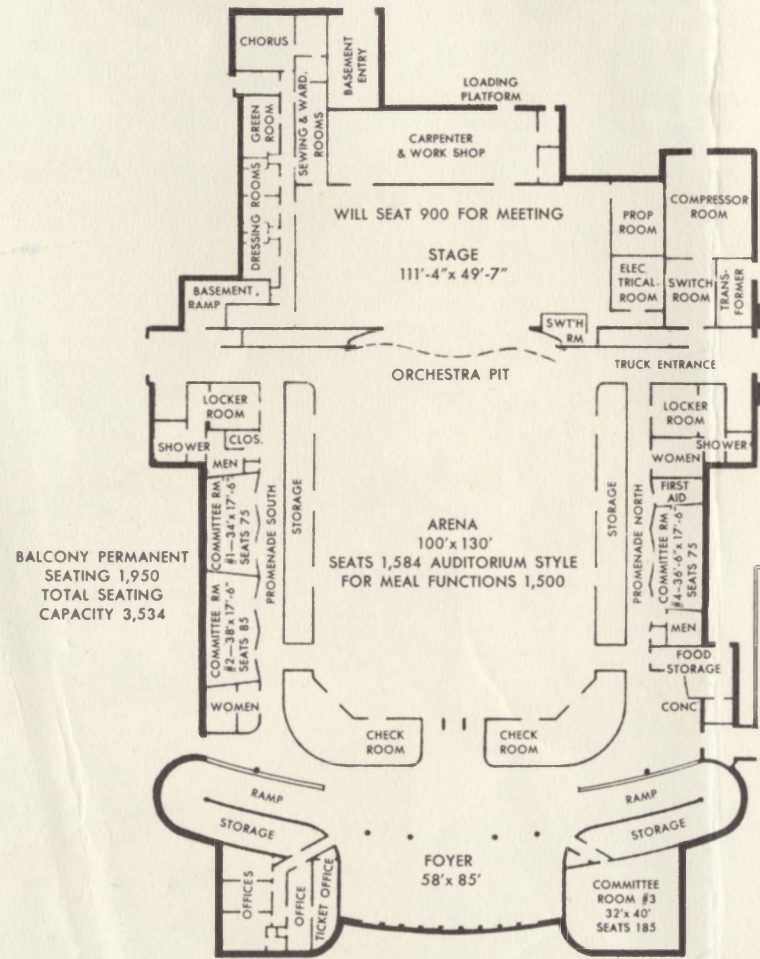
floor plan of the connecting

auditorium and exhibition hall

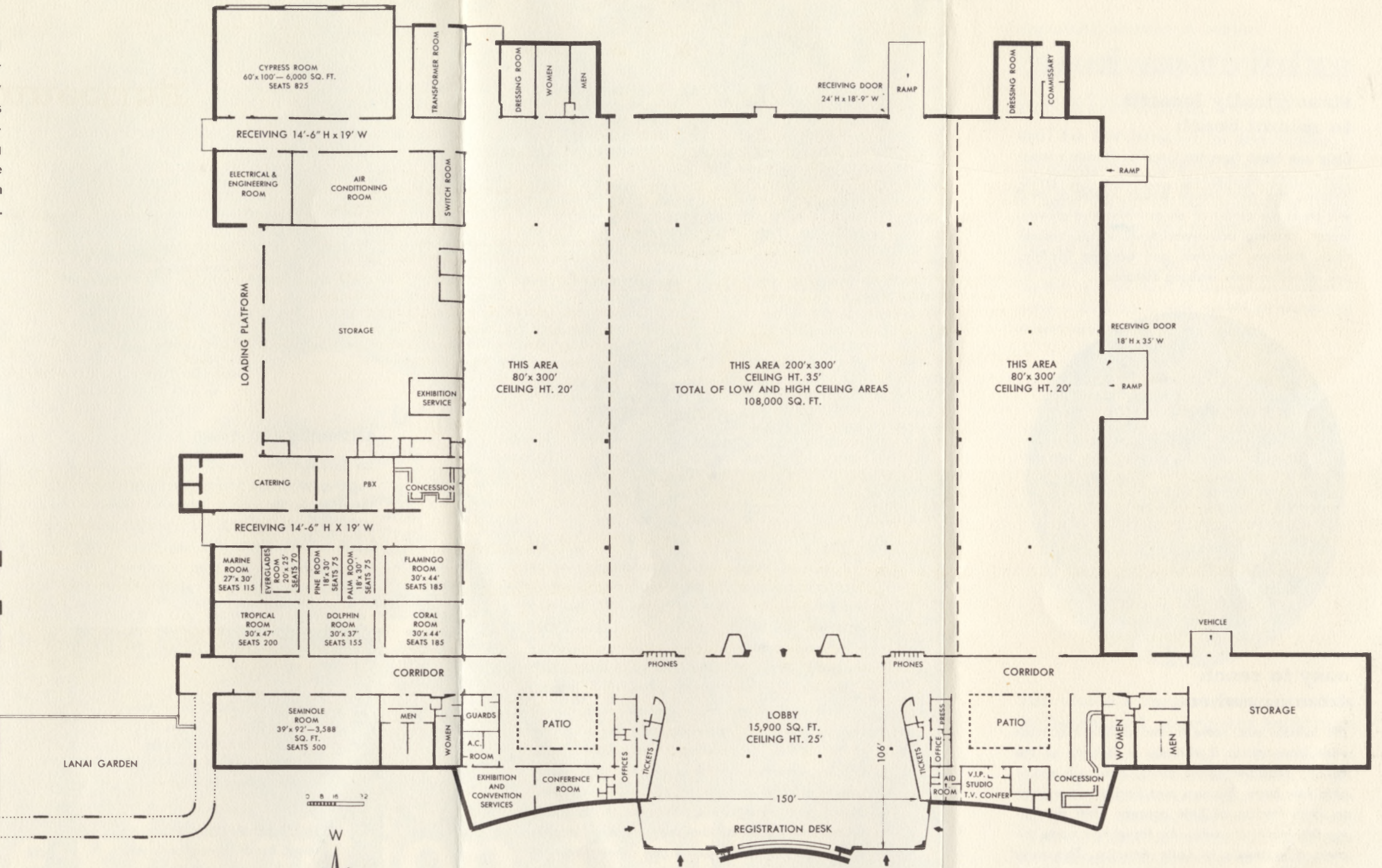
both buildings completely air-conditioned

the high degree of flexibility

of this new building will make it one of the most versatile ever to come off the designer's board. The unique functional design will enable the Exhibition Hall to be divided into four separate sections of different area sizes. Two sections may also be formed, each accommodating individual tenants simultaneously with exclusive facilities. Adding to this versatility will be ten meeting rooms of varying sizes with seating capacities from 70 up to 825 people. As an adjunct to these main service areas will be a comfortable well-equipped room for the working press and offices for management personnel.



MIAMI BEACH AUDITORIUM



MIAMI BEACH EXHIBITION HALL

the south's largest exhibition hall