

TO MIAMI BEACH FREEHOLDERS:

Your vote in the Miami Beach special bond election, May 8, will decide whether this exhibition hall will be built just north of our Municipal Auditorium.

We sincerely hope the enclosed pamphlet will supply the necessary information for you on this project.

Should you desire any further information, please feel free to call upon your Municipal Public Relations Department, 1700 Washington Avenue.

PROPOSED EXHIBITION HALL



ARCHITECTURAL AND ENGINEERING DETAILS OF PROPOSED EXHIBITION HALL

Preliminary sketches of the modern, \$3,500,000 building show it just north of the Municipal Auditorium, 1700 Washington Avenue. The two buildings are connected by a roofed colonnade.

The building will contain 195,000 square feet, or cover four and one-half acres. The main exhibition hall will be 108,000 square feet. Additional exhibit space is provided in a series of smaller rooms. Ringed around the main exhibit area will be offices, public space, storage and utility rooms. Sections are also provided for food and beverage concessions and caterers' equipment.

From the rear of the building, ingress of large trucks and vans to the main arena will be possible. Necessary docks and loading platforms are provided.

A variety of meeting rooms, convertible by folding, pocketed doors, will be emphasized to large conventions. For those organizations requiring it, the main arena can seat 15,000. And organizations desiring exhibit space with their meetings will find the new building more than adequate.

Trade shows of all sizes and varieties will be attracted by the ease of mobility and setting-up of their exhibits. Strategically located utility outlets can provide electric service, water, gas, plumbing and telephones for exhibit booths.

Press coverage of all events will be expedited by a modern, well-equipped room for the exclusive use of newspaper, radio and TV personnel.

The exterior of the building will conform with its surroundings. It will be completely landscaped with service drives, plazas and walkways. Existing parking facilities in the area will be expanded to accommodate 3,500 cars.

