

BIGGER, BRIGHTER Moscone Center



Spacious and flexible, with state-of-the art amenities, San Francisco's newly-renovated landmark event space is ready for the next generation of meetings and conferences.

INSIDE:



NEW FEATURES

504,00 square feet of contiguous space. State-of-the-art everything. See what else is new at The Moscone Center. 4-6



A PLACE IN HISTORY

Since it opened in 1981, The Moscone Center has grown alongside –and contributed to– San Francisco's booming economy. 20

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- ...and more



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Strengthening The Moscone Center’s Connection to San Francisco

The ambitious Moscone Center expansion is nearly complete, thanks to a partnership between the City and County of San Francisco and the San Francisco Tourism Improvement District Management Corporation.

The joint goals of the project were to expand contiguous exhibition space, enhance flexibility, maintain continuous operations, capitalize on The Moscone Center’s unique location by improving connections to neighboring institutions, and deliver the project in a timely and cost-effective fashion.

“I am proud to say that the project is on time and on budget and we are looking forward to the Grand Opening, scheduled for Jan. 3, 2019,” said Joe D’Alessandro, president and CEO of the San Francisco Travel Association. “San Francisco welcomes more than 25 million visitors each year, and more than 20 percent of those visitors pass through The Moscone Center. It is important that San Francisco stay competitive with expanded and upgraded convention facilities. This project has achieved that.”

“The new Moscone Center is essential to keeping San Francisco on the cutting edge of the convention industry,” said City Administrator Naomi Kelly. “Protecting hospitality jobs is a key strategy in keeping our city’s economy diverse and resilient.”

The improved center will not only provide a sustained economic benefit to the city, but has also supported over 3,700 construction jobs, with more than 1.8 million total hours worked to date.

Of the 87 subcontracts, 52 are held by Local Business Enterprise (LBE) firms, for a dollar value of \$60.17 million, or 18 percent of the project spending.

The project has surpassed its LBE hiring goal of 15 percent. In addition, the project team forged a strong partnership with residents, business owners and community groups in the Yerba Buena neighborhood prior to and during construction.

Public Works Director Mohammed Nuru said, “Among the components of the Moscone Expansion project that I’m most excited about are the improvements to the public realm. When the project is done and the crews pack up, we will see and feel a different neighborhood – one that is safer, more beautiful and more inviting.”

“I am proud to say that the project is on time and on budget and we are looking forward to the grand opening.”

JOE D’ALESSANDRO,
President and CEO, San Francisco Travel Association



TODD JOHNSON

Cover photo by Louis Raphael | Stories by Mitchell Kernot and Aaron Welch | Design and production by Carol Collier

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Congratulations
on getting it done!

**We look forward to continued success with our partners at
The Moscone Center, SF Travel and SMG for many years ahead.**

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CESAR RUBIO

The New Moscone Center

Upgraded, expanded and improved

The Moscone Center has been hosting events for decades, and the nearly-complete expansion and renovations will keep it globally competitive for decades to come.

Lynn Farzaroli, senior director of the Moscone expansion for San Francisco Travel, says, “Our two main goals have been to create contiguous space and flexibility” for The Moscone Center. To that end, “we had multiple workshops with local clients, in Washington, D.C., and in Chicago,” she says.

These goals have resulted in a wide variety of changes and upgrades. The Moscone Center has undergone an ambitious project that will be attractive to current and prospective clients, including infrastructure upgrades and community improvements.

A new ballroom and exhibition space

The two major convention spaces, Moscone North and South, have always been separated, capping the maximum contiguous square footage at 260,000.

The expansion is “almost doubling” that contiguous space, according to Farzaroli. “With 504,000 contiguous square feet, we’re going to be able to fit much larger conventions and create the flexibility clients asked for,” she says.

The Moscone team wasn’t satisfied with just creating more space.

The new above-ground structure on Third and Howard streets provides new opportunities for events. “The 50,000 square foot ballroom has terraces that offer great views of San Francisco,” Farzaroli says.

Farzaroli says the ballroom is also a perfect addition to the Moscone campus. “The ballroom will have the capability of dividing into as many as 16 meeting rooms. The configurations are endless. The wide pre-function corridors allow for expansive views outside and sunshine inside,” she says.

According to Farzaroli, the building has been designed in concert with the surrounding community that has evolved since Moscone was first opened in 1981, while adding much-needed meeting space.

“State-of-the-art everything”

The Moscone team has used the expansion as an opportunity to further improve everything that makes it such a popular venue. “State-of-the-art lighting, state-of-the-art electrical systems, new fiber-optic cables running through the building” are all among the latest improvements, says Farzaroli. “It really provides a stylish canvas [to impress] our clients.”

San Francisco Travel reports that the \$4.5 million wireless system that was installed in 2012

“With 504,000 contiguous square feet, we’re going to be able to fit much larger conventions and create the flexibility clients asked for.”

LYNN FARZAROLI,
Senior Director for
Moscone Expansion,
San Francisco Travel
Association

Continued on next page



SPENCER BROWN

Lynn Farzaroli of San Francisco Travel Association has directed the four-year Moscone expansion project.



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Continued from previous page

will be built upon and allow Moscone to support as many as 60,000 devices at once, all at peak performance.

Along with these changes come a host of upgrades to kitchens, the HVAC system, digital signage and security systems.

In addition, Farzaroli says that the Moscone team has worked with Obscura Digital to provide state-of-the-art screens for digital displays in the south lobby. “They’re about six feet tall and 60 feet long, with a custom content management system,” she says.

Connecting with the community

The Moscone team held dozens of community meetings so that residents could help shape the expansion. Those meetings resulted in a smaller profile for the building and many streetscape improvements for the surrounding community.

These changes include expanded sidewalks and plazas that host new food and retail establishments.

Farzaroli says that the team has been highly cognizant of the impact that The Moscone Center has on the community, particularly with the addition of new above-ground structures. “The neighborhood has really grown up, and people want to interact with the center,” she says.

San Francisco Travel reports that the expansion is also adding 12,000 square feet of open public space, including a new play area in the children’s garden.

Additionally, construction teams improved the pathways leading from gardens into the community. A new and improved pedestrian bridge was built and a second bridge was added over Howard Street. The two bridges have been designed as pieces of art, with an eye toward improving traffic for citizens and attendees.

The construction on the project began in 2014 and The Moscone Center has continued to host conventions throughout. Farzaroli says it was a “big team effort” between SMG, who operates the building, the San Francisco Travel convention sales and services team, and the construction manager, Webcor.

A look inside The Moscone



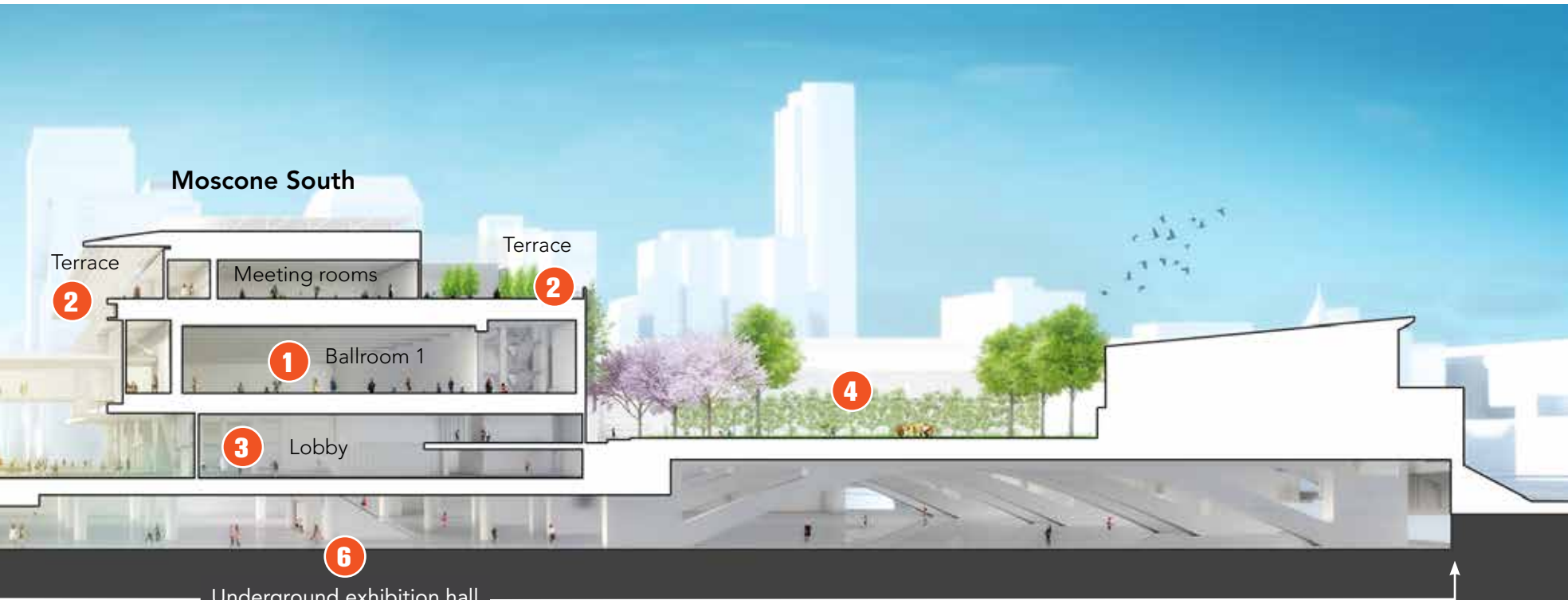
Cross-section of The Moscone Center from Fourth Street perspective



Center expansion



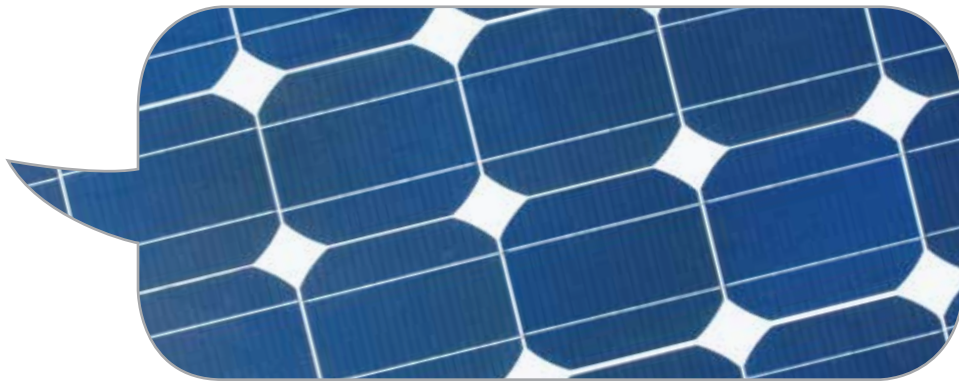
PHOTOS / SPENCER BROWN



RENDERING / SOM WITH MARK CAVAGNERO ASSOCIATES



Waste reduction: An in-house recycling system reduces the waste impact of events.



Renewable energy: Moscone's solar array will provide 20 percent of its power. It will be one of the largest publicly-owned solar installations in the country.



Energy saving: Moscone's daylight-harvesting architecture reduces the need for electric lighting.

PHOTOS / SPENCER BROWN EXCEPT SOLAR PANELS BY GETTY IMAGES

Sustainability Is the Word

Environmental focus aims for Moscone Center LEED Platinum status

The Moscone Center expansion is innovative in many ways, but one of the most important is its environmental friendliness.

With the expansion, the Moscone Center is adding to a legacy of environmentally friendly development. "We're tracking above the requirements for LEED Platinum," says Lynn Farzaroli, senior director of the Moscone expansion for San Francisco Travel Association. Platinum is the highest level the U.S. Green Building Council can give a project, and only a few thousand buildings across the globe have achieved it.

The Moscone Center will be upgrading one of the largest publicly-owned solar power systems in the nation. The extensive panel array will supply the center with approximately 20 percent of its power.

"We're tracking above the requirements for LEED Platinum."

LYNN FARZAROLI,
Senior Director of
Moscone Expansion,
San Francisco Travel
Association

Solar energy isn't the only way that Moscone has historically invested in environmental friendliness. The center also saves materials that would otherwise go to landfills. Attendees are encouraged to pack up every possible piece of merchandise, including reusable items or shopping bags or gift bags, for reuse and donation.

This is also the case for recycling. The Moscone Center has an in-house recycling system that decreases the impact of events and makes them easier to clean up for both organizers and staff.

In addition, all cleaning products from hand soap to floor cleaner to paint are environmentally friendly, according to the city's guidelines.

The Moscone Center's location also reduces its environmental impact. With 20,000 hotel rooms in easy walking distance, as well as a wide variety of restaurants and local attractions, Moscone dramatically reduces the need for visitors to drive or organize transportation. The expansion's widened



Water management: In addition to hydration stations that reduce plastic water bottle waste, Moscone's landscape irrigation system uses recycled water. Also, street cleaning vehicles can refill at the Moscone storage tanks instead of traveling miles back to the municipal depot.

sidewalks and new pedestrian bridge only enhance these capabilities.

Additionally, the center has implemented a capture and treatment system for ground and rain water, and will be able to capture 15 million gallons a year for reuse both in the center and the surrounding community. This water will be used for irrigation, street cleaning and in restrooms.

This focus on environmental friendliness extends to the building's infrastructure as well. Daylight harvesting and green electrical technologies allow for zero-emissions electricity.

All of these advances aim to propel the expansion beyond LEED Platinum status. Farzaroli says this is thanks to the architectural design, building and operations of the Moscone Center.

"It's a brand-new center with state-of-the-art everything and we're really excited," Farzaroli says.

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A Home for the Arts

Moscone Center's renovation brings exciting new art to its collection

The Moscone Center has long housed a wealth of public artwork, thanks to the City of San Francisco's Art Enrichment Ordinance. From the outset, enhancing the state-of-the-art facility with public art was championed by Moscone leadership.

"There was an extensive process in coordination with the San Francisco Arts Commission to find the best pieces possible," says Lynn Farzaroli, senior director of the Moscone expansion for San Francisco Travel.

According to the Art Enrichment Ordinance, budgets for new public buildings and civic improvements must set aside 2 percent of gross construction costs for the procurement and installation of public art in their spaces. The program was enacted in 1969 to guarantee a funding mechanism for the acquisition of artwork for new public facilities and civic spaces.

"We wanted to improve and activate the street-level experience and allow for a more inviting public space."

KATE PATTERSON,
San Francisco
Arts Commission
communications
director

Overseeing the program is the San Francisco Arts Commission, a public agency charged with investing in a vibrant arts community, enlivening the urban environment and shaping innovative cultural policy for the city. In addition to its Public Art Program, the commission also grants over \$8 million to support small and mid-sized arts non-profits and individual artists.

"We're lucky as a city to have an art enrichment program," says Arts Commission communications director Kate Patterson. "To date, we've amassed more than 4,000 objects and beautified many of our city's public spaces. It's this kind of enlivening cultural policy that makes San Francisco such a vibrant community for the arts."

Working closely with the Moscone team, the Arts Commission put a lot of effort into adding to the convention center's collection when planning for the expansion began in

2012, seeking the most exciting and impactful works of art.

"We went through an extensive request for proposal process organized by the Arts Commission, looking through hundreds of entries," Farzaroli says.

The team also saw the project as "an opportunity for the center to make its artistic contribution more apparent to the community," Farzaroli says. As a result, much of the new art is located outside of the center, visible to neighbors and passersby as well as convention attendees.

"With Moscone, the goals were to create a sense of place, enhance the building's civic presence and connect the campus to the surrounding neighborhood," says Patterson. "We wanted to improve and activate the street-level experience and allow for a more inviting public space, and we think the projects that were chosen have done just that."

Leo Villareal, designer of "The Bay Lights" on the Bay Bridge, was one of the artists selected to contribute to Moscone. His latest light installation, "PointCloud," has been incorporated into the new East Bridge, which connects Moscone North and South.

"Right from the outset, we knew that the skybridge presented a great opportunity for integrated public art," Patterson says. "Moreover, we felt that it would be ideal for some sort of light installation. With 'PointCloud,' Villareal has designed another iconic light sculpture for San Francisco."

Other artworks chosen for Moscone include a series of sculptures designed by Sarah Sze, entitled "Double Horizon," and a sculpture by Christine Corday. Sze's addition comprises several sculptures that will "serve as a focal point for the West Bridge," Patterson says. Corday's "Geneses" is a captivating, monumental sculpture built from stainless steel and concrete that was inspired by the concept of "beginning." There is also a large-scale mural for the Moscone Paseo by Brendan Monroe. Titled "Roll," the mural's imagery draws from the movement of water and air in nature.

"The Arts Commission has helped make some great selections for the expansion," Farzaroli says. "We're really excited for people to see them."



ILLUSTRATION / SF ARTS COMMISSION

Brendan Monroe, "Roll": Roll utilizes imagery of water and air to depict "an abstract mass filling and spilling over the wall and into the Moscone Paseo." The piece will be an important part of the new Paseo. Using black, white, and grey, Monroe has crafted a visual experience like that of San Francisco's famous fog.

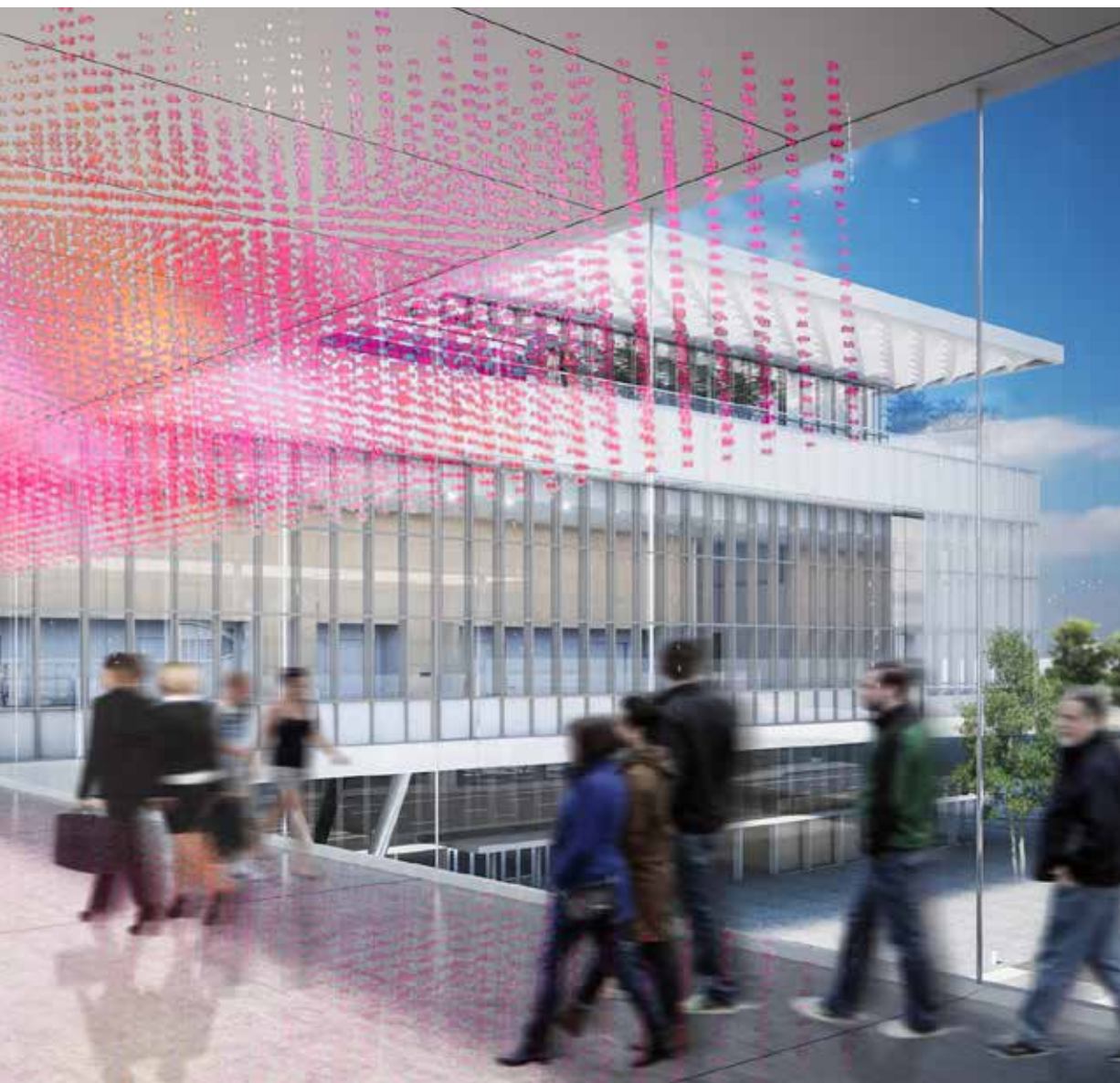


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Leo Villareal, “Point Cloud”: The designer of the Bay Bridge light show, Leo Villareal has designed another light-based piece for the new East Bridge. Composed of more than 50,000 full-color LEDs supported by 1,300 mirrored stainless steel rods, Villareal has designed a light matrix with an “optical and ephemeral” effect as they “mirror their surroundings.” Point Cloud is designed to be an impressive optical experience for those both on and walking below the bridge.



Christine Corday, “Geneses”: Corday has work all over the country, and is adding a piece to the new North Plaza: a massive 20,000 lb sculpture of stainless steel, aluminum and concrete.

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Sarah Sze, “Double Horizon”: Sze is creating a series of sculptures to enhance the West Bridge, drawing viewers to and along the bridge with her innovative piece. Viewers will walk between and past the pieces, the largest of which is a split fabricated boulder that will reveal full-color images of the sky at different times of the day with engravings and mirrors.



SPENCER BROWN

Back on view: Existing art will sparkle in new space

These pieces will return to the Moscone Center.

- Keith Haring, “Untitled”**
(shown above) Painted aluminum.
- Spero Anargyros, “George Moscone”**
This bronze bust depicts the mayor for whom the convention center is named.
- Viola Frey, “Exterior/Interior Garden”**
Oil on canvas.
- Tom Holland, “Marengo”:**
Epoxy paint on aluminum and fiberglass.
- Sam Gilliam, “Tholos Across”**
Mixed media.
- Paul Wonner, “Souvenir of San Francisco”**
Acrylic on canvas.

In the Neighborhood...

Restaurants, museums and other attractions near The Moscone Center



...and beyond: Enhance a convention with incentives and outside events

BART Sustainable Convention Travel Program

Convention planners looking to further reduce the environmental impact of their event have a unique opportunity in the form of BART's Sustainable Convention Travel Program. Here's how it works.

The program takes advantage of The Moscone Center's downtown location and the convenience of BART for travelers arriving at SFO. Meeting planners can place a custom hyperlink on their website that allows attendees to purchase a BART-SFO transfer ticket before they even board their plan. This allows travelers to avoid confusion and save money. Additionally, the program saves 20 pounds of carbon dioxide per passenger round-trip.

After touching down at SFO and boarding BART, attendees will find themselves downtown in half an hour, close to their hotel and The Moscone Center itself.

Party Venues Outside Moscone

What better time to hold a company party than after a successful convention? And with numerous unique party and event spaces scattered throughout the city, San Francisco has businesses more than covered in this regard.

Sharing a single Union Square facade, **August Hall** and **Fifth Arrow** are perfect venues for themed corporate events. A historic live music hall sits atop an ultra-modern restaurant, cocktail bar, and bowling alley for maximum flexibility.

Hornblower Cruises provide a whole new perspective on the city skyline with their San Francisco Bay dining cruises. The company also opens up **Hornblower Landing**, a 120,000 square foot,

RESTAURANTS AND BARS

1	21st Amendment Brewery Cafe	563 Second St.
2	Alexander's Steakhouse	448 Brannan St.
3	Amber India Restaurant	25 Yerba Buena Lane
4	Anchor & Hope	83 Minna St.
5	Bluestem Brasserie	One Yerba Buena Lane
6	Cha-Am Thai Restaurant/ Bar & Grill	701 Folsom St.
7	Covo	981 Mission St.
8	Dirty Habit Restaurant	12 Fourth St.
9	Fringale	570 Fourth St.
10	Henry's Hunan Restaurant	110 Natoma St.
11	International Smoke	301 Mission St.
12	JAX Vineyards	326 Brannan St.
13	MaSo	50 Third St.
14	Montesacro	510 Stevenson St.
15	Mourad	140 New Montgomery St.
16	Novela	662 Mission St.
17	Red Dog Restaurant & Bar	303 2nd St.
18	Rooh	333 Brannan St.
19	The Press Club	20 Yerba Buena Lane
20	Tabletop Tap House	175 Fourth St.
21	ThirstyBear Brewing Company and Spanish Cuisine	661 Howard St.
22	Town Hall Restaurant	342 Howard St.
23	Trace Restaurant	181 Third St.
24	Twenty Five Lusk	25 Lusk St.
25	Victory Hall & Parlor	360 Ritch St.
26	Zero Zero	826 Folsom St.

MUSEUMS

27	American Bookbinders Museum	355 Clementina St.
28	California Historical Society	678 Mission St.
29	Contemporary Jewish Museum	736 Mission St.
30	Museum of the African Diaspora	685 Mission St.
31	San Francisco Museum of Modern Art	151 Third St.

EVENT SPACES AND PARKS

32	111 Minna Gallery	111 Minna St.
33	Campsyte	7 Freelon St.
34	One Kearny Club	23 Geary St.
35	The Grand	520 Fourth St.
36	Yerba Buena Gardens	750 Howard St.
37	Salesforce Park	425 Mission St.

5,000-person venue perched on the San Francisco Bay at Pier 3, for large-scale events. Located right on San Francisco's northern waterfront, the **Fort Mason Center for Arts & Culture** makes its historic campus, with 100,000 square feet of prime, picturesque event space, available for rentals year-round.

United Meetings

United Meetings is a discount program for companies that host events at The Moscone Center, and want to improve their value per attendee. The program offers discounts for attendee meeting travel that incentivizes them to attend conventions focused on education, professional development, and company growth. Learn more at united.com/meetings

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Diverse Accommodations for Diverse Interests

Step outside the hotel to explore the vibrant South of Market neighborhood

SoMa, short for “South of Market,” is a light industrial and warehouse district. The area first came to prominence as a high-tech hub during the dot-com boom of the 1990s. Today, it’s regarded as one of the coolest neighborhoods in San Francisco.

SoMa is packed with popular bars, boutique shops, museums, art galleries, and restaurants. It also features a collection of beautiful parks and a host of public transportation options.

The neighborhood spans from Market Street south to Townsend Street, and west from the Embarcadero to Eleventh Street. Within this small chunk of the city, visitors can find any number of places to work, rest, and explore. It’s just another reason why San Francisco is one of the best cities in the world for business travelers.

Yerba Buena Gardens: Nature in the city

Perfect for practicing yoga before a long day of convention activities or tossing a frisbee after a meeting, Yerba Buena Gardens represents a peaceful escape from the intensity of working life. From the landscaped lawns to the serene and flowering gardens, it’s a great spot to spend an afternoon. Yerba Buena Center for the Arts, a multidisciplinary contemporary art gallery and performance space, is also on the premises, and the nearby hotel offerings are just as splendid.

AT&T Park: A destination for sports fans

For sports fans, hotels near the famous AT&T Park might be more enticing. The home of the San Francisco Giants is surrounded by endless opportunities for pleasure in the free moments of a business trip. Boasting a classic design and plenty of entertainment inside the park, AT&T Park offers an exceptional game-viewing experience. The Yard, an outdoor beer-garden-meets-pop-up located across McCovey Cove, offers up even more diversions. Eat, sing, root for the home team, then take a quick walk back to one of the numerous nearby hotels when it’s time to call it a night.

Folsom Street: Epicenter of SoMa food culture

Hungry visitors can find excellent food along any section of this long, curving street. Items not to be missed include the incredible coffee at BrainWash Café, the dim spicy calamari at Cha-Am Thai Restaurant, and the chicken and lamb at Chaat Café. The options here are endless and diverse, with comfortable accommodations close by.

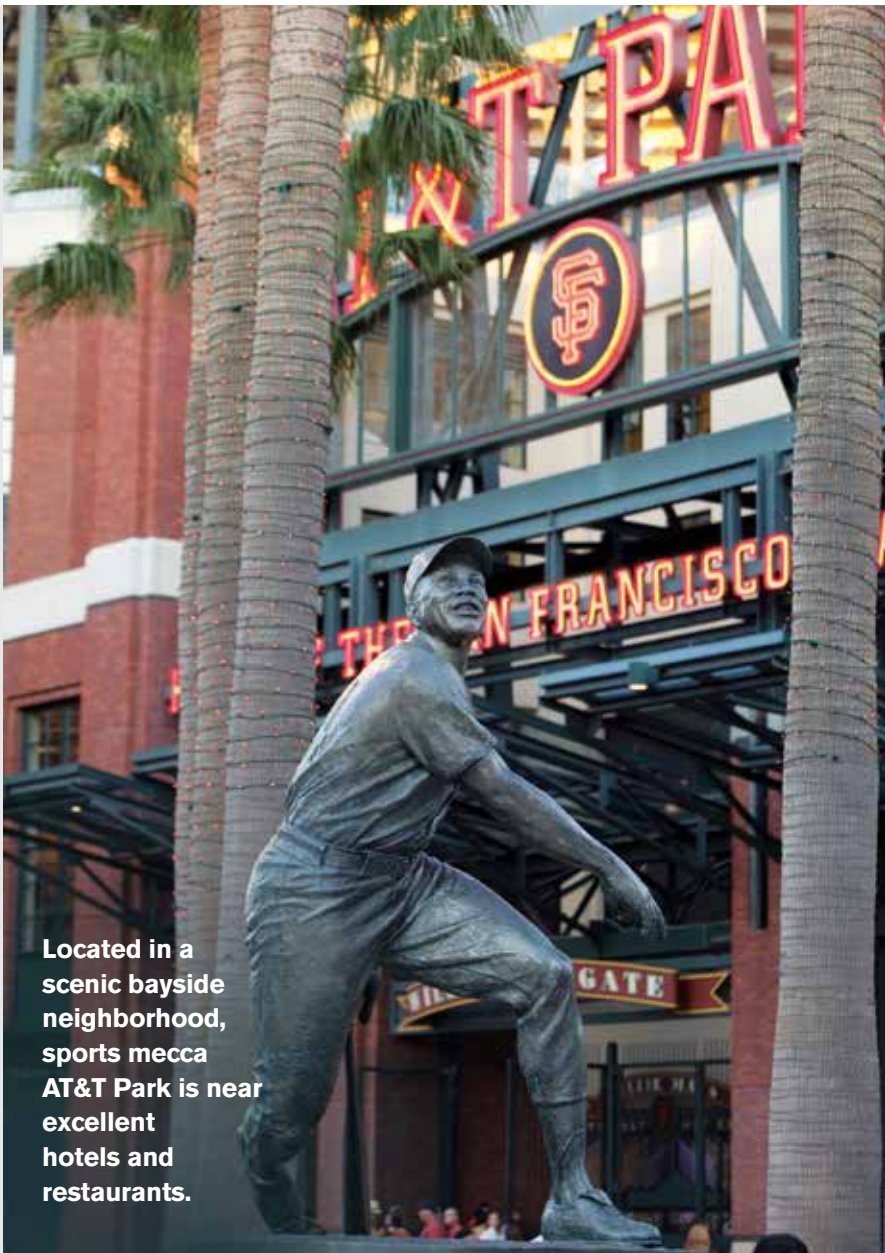
Second and Third Streets: Retail therapy

Sometimes shopping is the perfect way to end a busy convention day. Staying on SoMa’s Second and Third streets makes it easy to find unique gifts and souvenirs. Shoppers can get some of California’s best adult beverages from Flatiron Wines and Spirits, perfect for gifting or celebrating. The Alexander Book Company offers three floors of literary distractions for bookworms. The 303 Second Street Plaza also offers excellent shopping alongside a collection of public art. Nearby South Park, San Francisco’s first planned development, features a dense collection of chic boutiques.

SoMa has options for everyone

From the Museum of the African Diaspora and the Alice Street Community Gardens to the Folsom Street Fair to the How Weird Street Faire, SoMa offers limitless ways to fill the time in between convention events. No matter how one spends their time in the neighborhood—whether it’s sightseeing, eating, drinking, or hearing live music—there’s always a quality hotel nearby.

SF TRAVEL / SCOTT CHERNIS



Located in a scenic bayside neighborhood, sports mecca AT&T Park is near excellent hotels and restaurants.

The Enterprise Way

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2 Embarcadero Ctr.

Fisherman's Wharf
350 Beach St.

Sunset District
33 Cambon Dr.

Mission & Van Ness
1600 Mission St.

Moscone Center
727 Folsom St.

Richmond District
4250 Geary Blvd.

SOMA
312 8th Street

Union Square Downtown
233 Ellis St.





Yerba Buena Gardens is adjacent to The Moscone Center and close to some of San Francisco's most luxurious hotels.

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9 Things To Do in San Francisco

Chinatown: Step through the famous Dragon's Gate and walk along San Francisco's oldest street, Grant Ave., for an authentic, unmatched shopping and dining experience.

Museums: SFMOMA, the California Academy of Sciences, the Museum of the African Diaspora, and the Asian Art Museum are just a few of the city's exciting museums.

Nightlife: San Francisco has world-class nightlife that spreads across the city and offers a wide variety of experiences. Clubs, bars, and shows are everywhere in the city, ensuring that there's always an option near your hotel.

San Francisco's Parks: San Francisco has a number of gorgeous parks, some very near to The Moscone Center itself. Grab some food at one of San Francisco's excellent cafes and enjoy the views and the fresh air along the Embarcadero, in Yerba Buena Gardens, or high above the traffic in Salesforce Park.

Union Square Shopping: Union Square (right) has some of the best shopping in the world. A variety of world-renowned brands are surrounded by excellent restaurants to create an enjoyable shopping experience that can last all day.

Cable Cars: San Francisco's cable cars are a piece of history, and they double as a fun ride as they pull you up the steep hills of the city.

The Golden Gate Bridge: The most iconic sight in the city, the Golden Gate Bridge offers a gorgeous view of the bay when you're walking or biking along it. Just don't forget a jacket!



North Beach: (below) San Francisco's Little Italy is a collection of sidewalk cafes, shops and restaurants. See Coit Tower and its murals, the Church of Saints Peter and Paul, and sip coffee on Columbus Ave.



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A Hub of Innovation



The Moscone Center has hosted some of the most important conventions and product announcements in recent memory, providing the space and amenities for businesses and organizations from the U.S. and beyond to celebrate their achievements and anticipate the future.

Here are just a few of the companies and other organizations that held their events at The Moscone Center in its distinguished decades of history.

Salesforce

A critical provider of marketing, sales and cloud technologies on the national and global stages, Salesforce is now the world's No. 1 customer relationship management company. Since 2005, the company's annual Dreamforce conference has become a staple of the Moscone calendar, with attendees coming to San Francisco from all over the world.

Product demos, immersive trainings, and distinguished guests including former Vice President Al Gore and PG&E CEO Geisha J. Williams are just a few of the reasons people flock to Dreamforce.

Oracle

Oracle is another premier software provider that helps its customers manage marketing, sales and commerce in the cloud. Oracle Openworld, the annual convention run by the database and cloud engineering giant, brings innovation and exploration to The Moscone Center each year.

Oracle has been holding Openworld events at Moscone since 1998, delivering a wide variety of demos and sessions to attendees. Each year, the company has also revealed their discoveries and

new products to the world as they revolutionize the database and IT management industries. A diverse group of featured speakers, including physicists and CEOs from various industries, keep that tradition alive at Oracle Openworld 2018.

Google

Google held its flagship I/O conference at The Moscone Center from 2008 to 2015. Attendees witnessed some of the most exciting events in the global giant's history.

The first I/O included an introduction to the Android operating system, months before the release of the first mobile device that would utilize it. Android would go on to become the most popular mobile operating system in the world.

Apple

IDG's Macworld conference, a premier trade show for Apple products and services, was held at The Moscone Center from 1985 to 2014. The popularity of the event grew as Apple did, and the tech giant was a major sponsor of the event even before the announcements of multiple products that would change the way people lived forever.

In 2001, Steve Jobs unveiled iTunes at The Moscone Center, heralding the age of digital music. Later that year, the iPod would be released,

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The Game Developers conference provides a window into new gaming technologies.

which would redefine the mobile experience as consumers knew it.

Apple returned to The Moscone Center to deliver paradigm-shifting news year after year. Macworld attendees were the first to be introduced to the iPhone in 2007, the Macbook Air in 2008, and other devices that have come to define modern life.

Microsoft

Microsoft Build, the company’s signature software development conference, has been held at Moscone four times since 2013, adding important milestones to the convention center’s history.

Some of the company’s biggest announcements were made at The Moscone Center, including the introductions of the Surface Pro and the digital assistant Cortana. These important additions to the Microsoft product suite solidified the focus on slimmer computing technology and AI-assisted lifestyles that modern consumers have come to expect.

Game Developers Conference

Mainstream audiences are much more aware of gaming today than they were when the Game Developers Conference first came to The Moscone Center in 2005.

Since 2007, GDC has become one of the most talked-about annual events in the gaming industry, providing a window into emerging and innovative gaming technologies.

Success at The Moscone Center has helped GDC to expand and add different events across the globe, including the Independent Games Festival, an award show celebrating the best independent game developers in the industry.

The Medical Community

Groundbreaking medical conferences continue to return to The Moscone Center. Esteemed organizations like the American Dental Association, Heart Rhythm Society, American College of Surgeons, and the American Psychiatric Association come to The Moscone Center to discuss and discover the breakthroughs that redefine modern medicine.

In the upcoming months, Moscone will host the American Academy of Allergy, Asthma and Immunology, the American Association for the Study of Liver Diseases, and the Gastrointestinal Cancers Symposium, among others. These organizations and others are booking years in advance to bring their attendees and their achievements back to San Francisco.

Looking Forward

San Francisco is a diverse and productive home for innovative companies, and The Moscone Center is where all of that innovation can be put on display. The latest renovations will increase The Moscone Center’s appeal in the eyes of businesses worldwide. New innovators and groups from a variety of industries are eager to add to the history of significant announcements made at The Moscone Center.

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San Francisco Mayor George Moscone at the 1978 groundbreaking of Yerba Buena Convention Center. After Mayor Moscone was assassinated later that year, the city's board of supervisors voted to name the center in his memory.

A Chapter in History

Moscone's evolution mirrors San Francisco's

As the largest convention center in the Bay Area, San Francisco's Moscone Center has held some of the most important events in modern business and political history, including the Democratic National Convention in 1984, Google's I/O from 2008-2015, and the announcement of the iPhone in 2007.

Opened in 1981, the Moscone Center was named for Mayor George Moscone after his tragic assassination beside City Supervisor Harvey Milk in 1978. Since then, the Moscone Center has not only provided top-tier event spaces for companies the world over, but has also been a significant source of revenue for the city.

"A lot of people don't know that groups have to guarantee a minimum number of peak room nights," says Moscone acting general manager Bob Sauter. "But it's how the city ensures that each event is profitable," he says.

Sauter says that this requirement has been no barrier to its popularity. "It's one of the busiest convention centers in the country in terms of usage," he says. Indeed, latest figures show that the venue sees more than a million visitors each year through its more than 700,000 square feet of exhibit space and 106 meeting rooms.

In its original state, the Moscone Center had about 300,000 square feet of space and was mostly underground. Sauter says it was designed this way to reduce its footprint and to allow it to occupy a location convenient for guests. "The most unique and advantageous thing about Moscone Center is its location," he says.

In the 80s and 90s, medical shows were the center's most frequent visitors. "Corporate and tech weren't big in those days," Sauter remarks. But that would soon change as Silicon Valley and San Francisco became centers of technological advancement. Google, Microsoft and Oracle held some of their biggest events at Moscone in the early 2000s.

The Moscone Center would change with the times as well, undergoing multiple expansions. The center added an additional 600,000



The Moscone Center under construction prior to 1981, showing the distinctive arches of its underground column-free hall.

square feet in 1992 and 2003, respectively, and the latest expansions are giving it a "dramatic presence above-ground," says Sauter.

This represents a changing attitude for the center's operators. "The project has opened up the area between Moscone North and Moscone South to make one larger and far more contiguous setting," he says. "It's been our clients' number-one request."

The latest expansion for the Moscone center includes a new building on Third and Howard streets, as well as new art and areas to connect the previously-separate convention areas. "It really creates a Moscone Center as opposed to Moscone North or South," Sauter says.

Despite the renovation efforts, the Moscone Center is as busy as ever, and Sauter says that in the past four years "we've been closed for maybe five months."

"We're setting up for Dreamforce right now," he adds, referring to the annual official conference of Salesforce, the enterprise software giant, and its numerous partners and users. Salesforce is joined by Oracle and other major companies in returning to The Moscone Center again and again. "It's a very busy convention center," says Sauter.

Moscone: A Public Asset

Record year forecast as The Moscone Center completes renovations

The Moscone Center’s renovations are expected to drive a record-breaking year for the biggest convention center in the Bay Area.

The increased capacity and aesthetic improvements will have a big impact on attendance, according to San Francisco Travel’s senior director for market strategy and research, Brett Allor.

“Next year should be a record year for the City, with 1.2 million room nights already on the books,” says Allor.

San Francisco Travel, which serves as The Moscone Center’s sales and marketing agency, works with lodging partners in the hospitality community to allocate huge numbers of hotel rooms for various events held at the center, which means significant tax revenue for San Francisco.

Allor predicts that the project will increase tax revenue for the city by \$20 million per year, and that it will create 2,400 new jobs in the hospitality industry.

The overall economic impact of the center—estimated to reach nearly \$1 billion next year—goes beyond hotels and into the city’s neighborhoods. “The Moscone Center is really close to everything the city has to offer: cultural venues,



1.2 million
Room nights already reserved.

\$20 million
Increase in annual city tax revenue as a result of Moscone improvements.

\$1 billion
Potential overall economic impact of The Moscone Center after renovations.

restaurants, and parks,” Allor says.

The center’s streetscape improvements will deepen Moscone’s connection to the surrounding Yerba Buena neighborhood. “It was important to us that it be an improvement for the city as well as the center,” Allor says.

The expansion plans have added more pedestrian- and bicycle-friendly ways to access the venue, including wider sidewalks and an additional pedestrian bridge above street level.

The Moscone Center is also designed according to the highest LEED Platinum requirements. The renovated center is expected to have “the lowest carbon emissions per delegate in North America,” according to Allor. Additionally, about 15 million gallons of ground and rain water will be treated onsite annually and re-used in restrooms and to water green spaces, as well as for street-cleaning.

Most importantly of all, Allor says that the renovations will keep The Moscone Center competitive on the national stage. “Our largest space was previously 265,000 square feet, and that’s gone up to 504,000 square feet,” he says.

Allor adds that he’s excited for the upcoming rush of activity. “When we’re busy, everybody’s busy,” he says.



The Moscone Center at a Glance

>500,000 sq. ft.
of contiguous space

50,000 sq. ft.
Size of new, column-free ballroom.

2,300
Number of 10' x 10' booths that can be accommodated in largest exhibition space.

20
Loading docks with drive-on access to exhibit halls.

82
Meeting rooms.

107,000 sq. ft.
Of light-filled pre-function lobbies with dramatic views of the city and surrounding Yerba Buena Gardens.

25,000 sq. ft.
Of secure outdoor terraces with spectacular views; ideal for receptions

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Location

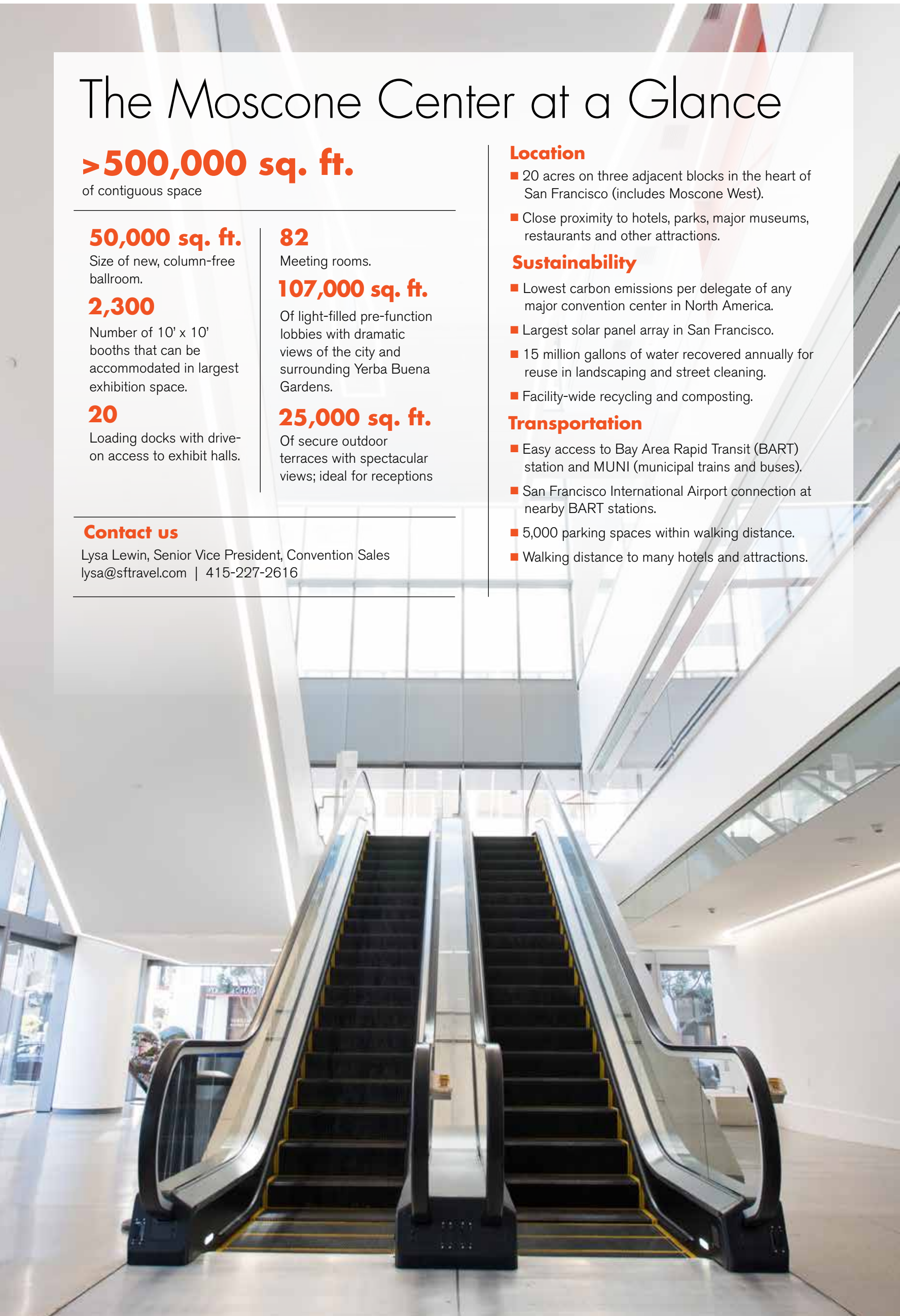
- 20 acres on three adjacent blocks in the heart of San Francisco (includes Moscone West).
- Close proximity to hotels, parks, major museums, restaurants and other attractions.

Sustainability

- Lowest carbon emissions per delegate of any major convention center in North America.
- Largest solar panel array in San Francisco.
- 15 million gallons of water recovered annually for reuse in landscaping and street cleaning.
- Facility-wide recycling and composting.

Transportation

- Easy access to Bay Area Rapid Transit (BART) station and MUNI (municipal trains and buses).
- San Francisco International Airport connection at nearby BART stations.
- 5,000 parking spaces within walking distance.
- Walking distance to many hotels and attractions.





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