



WATSCO CENTER
COOLING THE AMERICAS

THE WATSCO CENTER: NOT JUST FOR CONCERTS AND BASKETBALL GAMES...
PRESIDENTIAL APPERANCES, CORPORATE GALAS, CONSUMER EXPOS, CONFERENCE, AWARD SHOWS AND MUCH MORE!

PAST EVENTS HELD AT THE WATSCO CENTER FACILITIES...



- PRESIDENT BARACK OBAMA
- PRESIDENT BILL CLINTON, CLINTON GLOBAL INITIATIVE
- HILLARY CLINTON, FORMER US SECRETARY OF STATE
- PRESIDENTIAL CANDIDATE MITT ROMNEY
- HIS HOLINESS, THE DALAI LAMA
- PRESIDENTIAL DEBATE (2004) BETWEEN PRESIDENT GEORGE BUSH AND SENATOR JOHN KERRY, SEEN BY OVER 60 MILLION PEOPLE

PERFORMERS / SPEAKERS

- MAYA ANGELOU
- MARC ANTHONY
- BANKUNITED CENTER GALA
- FRANKIE BEVERLY
- BIG SEAN
- BILLBOARD LATIN MUSIC AWARDS
- BLUE MAN GROUP
- BOARD OF TRUSTEE MEETINGS
- B.O.B
- ANDREA BOCELLI
- JIMMY BUFFET
- CFA (CHAMPIONSHIP FIGHTING ALLIANCE)
- CHEERLEADING COMPETITIONS
- ANDY COHEN
- COLDPLAY
- COCA COLA SALES TRAINING
- CORAL GABLES HOME SHOW
- CURIOUS GEORGE
- FRANCO DE VITA
- DISNEY JUNIOR LIVE! ON TOUR
- PIRATE AND PRINCESS ADVENTURE
- DRAKE
- DUNXCHANGE SNEAKER CONVENTION
- GARETH EMERY
- FLO RIDA
- LUPE FIASCO
- GALA OF THE ROYAL HORSES
- JANE GOODALL
- CEE LO GREEN
- GREEN DAY
- ARIANNA HUFFINGTON
- ENRIQUE IGLESIAS
- JAGGED EDGE
- BILLY JOEL
- MAGIC JOHNSON
- JUANES
- KAYNE WEST
- KC & THE SUNSHINE BAND
- KINGS OF LEON
- LIPIZZANER STALLIONS
- SPIKE LEE
- JENNIFER LOPEZ
- LUDACRIS
- RACHEL MADDOW
- AUSTIN MAHONE
- BARRY MANILOW
- RICKY MARTIN
- JOHN MAYER
- MIAMI INFERNO FOOTBALL
- K.MICHELLE
- MEEK MILL
- STEVE MILLER
- MMA WORLD SERIES OF FIGHTING
- MONICA
- NEW EDITION
- NE-YO
- LAURA PAUSINI
- PICCADILLY CIRCUS
- PITBULL
- PLEASURE P
- PREMIOS JUVENTUD
- CONDOLEEZZA RICE
- PRINCE ROYCE
- PAULINA RUBIO
- SANTANA
- ROMEO SANTOS
- SESAME STREET
- SHAKIRA
- SHOWBOL SOCCER
- SNEAKERCON CONVENTION
- SUPREME COURT JUSTICE SONIA SOTOMAYOR
- TNA - IMPACT WRESTLING
- T-PAIN
- US MARINE BAND
- WALE
- DENIECE WILLIAMS
- WIZ KHALIFA
- X-FACTOR - SEASON 1 AUDITIONS WITH SIMON COWELL

PRESS CONFERENCES

- MIAMI HEAT MEDIA DAY
- ESPN
- SHAKIRA & FC BARCELONA
- HUNGER GAMES: CATCHING FIRE

COMMERCIALS

- NIKE WITH LEBRON JAMES
- NIKE WITH DWYANE WADE
- T-MOBILE WITH CHARLES BARKLEY
- X-FACTOR WITH SIMON COWELL



WATSCO CENTER

MEETING & EVENT SPACES

	DIMENSIONS	CEILING HEIGHT	SQUARE FOOTAGE	THEATRE STYLE	CLASSROOM	U-SHAPE	CONFERENCE	RECEPTION	BANQUET (TABLES OF 10)	10 X 10 BOOTHS	EXPO: 6X3 TABLES
ARENA FLOOR	183' X 119'	66'	21,777 FT	2,000	420	-	-	2,000	1,000	50	125
FIELDHOUSE	110' X 70'	21'	7,700 FT	896	210	216	320	1,100	400	18	40
HURRICANE 100	70' X 48'	10'	3,192 FT	182	48	48	112	460	160	-	-
- CANE	24' X 70'	10'	1,680 FT	102	30	-	-	200	80	-	-
- IBIS	21' X 36'	10'	756 FT	64	24	-	-	100	40	-	-
- PALM	21' X 36'	10'	756 FT	64	24	-	-	100	40	-	-

PRODUCTION SPACES/DRESSING ROOMS

MEDIA WORKROOM	31' X 16'	8'	496
MEDIA INTERVIEW ROOM	19' X 19'	8'	361
VIDEO CONTROL ROOM	24' X 10.5'	9'	252
VISITOR LOCKERROOM #1*	20' X 17'	9'	340
VISITOR LOCKERROOM #2*	20' X 17'	9'	340
DRESSING ROOM #1	13' X 10'	8'	130
DRESSING ROOM #2	13' X 8'	8'	104
DRESSING ROOM #3	13' X 11'	8'	143
DRESSING ROOM #4	11' X 11'	8'	121

* VISITOR LOCKERROOMS 1 & 2 CAN BE COMBINED



 @The Watsco
  /WatscoCenter
  @The_Watsco

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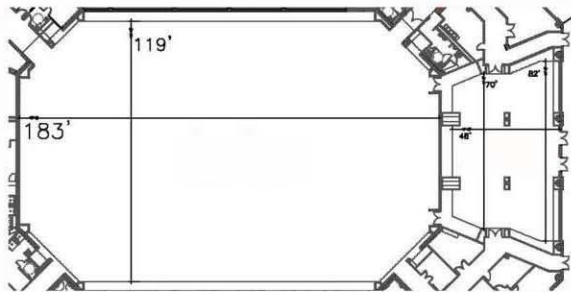
FOR BOOKING INQUIRIES CONTACT

The WATSCO CENTER AT 305-284-8244

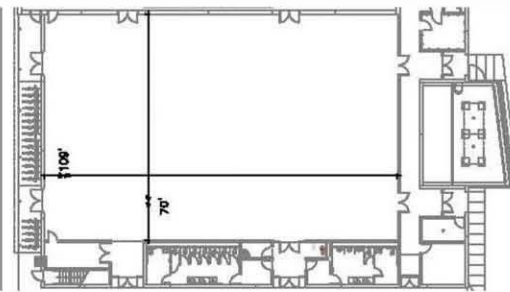
www.watscocenter.com

LAYOUTS: ARENA, FIELDHOUSE & H100 ROOMS

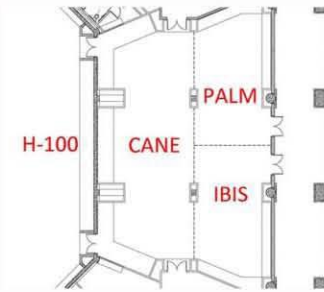
ARENA BOWL



FIELDHOUSE



H-100 ROOM (CAN BE DIVIDED INTO 3 ROOMS)



LOCAL POINTS OF INTEREST



DOWNTOWN MIAMI: 7 MILES



MIAMI INTERNATIONAL AIRPORT: 7 MILES



METRO STOP LOCATED ACROSS STREET



SOUTH BEACH: 13 MILES

HOUSING OPTIONS



SUMMER CONFERENCE HOUSING: The University of Miami Dorms Provide Summer Conference Housing Starting at \$52 Per Night. UM Summer Conference Housing Is Available Between Mid-Way to Early August.

Prior Approval is Required.

CORAL GABLES HOTELS: The University of Miami And The Watsco Center have Long-Established Relationship with Local Hotels, Within Walking Distance Or A Short Drive From The Venue. Contact Our Marketing Department at 305-284-8650 For More Info.

CATERING OPTIONS

CREATING YOUR SIGNATURE MENU





THE UNIVERSITY OF
MIAMI:
OVER 15,000
STUDENTS,
13,400 EMPLOYEES
AND 165,000 ALUMNI



IN-HOUSE MARKETING ASSISTANCE

- EVENT PROMOTED THROUGH Watsco Center E-MAIL DATABASE
- MEDIA BUYING ASSISTANCE AND SPECIAL RATES OFFERED TO THE VENUE
- FREE TICKETMASTER ASSETS - VARIES BY EVENT - AND CAN INCLUDE E-MAIL BLASTS, TICKETMASTER.COM PROMOTION, VIDEO PROMOTION, RETAIL LOCATION PROMOTION
- EVENT PROMOTED THROUGH BANKUNITED CENTER VENUE SOCIAL MEDIA ACCOUNTS (13,500+USERS ON FACEBOOK, TWITTER AND INSTAGRAM) - OPPORTUNITY TO HANG BANNERS ON CAMPUS, PROMOTING YOUR EVENT (DEPENDING ON AVAILABILITY)
- EVENT PROMOTED ON VENUE PLASMA TVS LEADING UP TO EVENT
- EVENT PROMOTED ON 'UPCOMING EVENTS' RESTROOM SIGNS LEADING UP TO YOUR EVENT
- E-MAIL BLASTS SENT DIRECTLY TO UM EMPLOYEES, STUDENTS AND ALUMNI WITH OR WITHOUT DISCOUNT
- OPPORTUNITY TO TABLE ON CAMPUS TO PROMOTE EVENT AND SELL TICKETS (FEE APPLIES)
- VENUE RELATIONSHIPS WITH PRINT, TV AND RADIO MEDIA
- FREE PROMOTION AT DOLPHIN MALL AND WELLINGTON GREEN TICKETMASTER RETAIL LOCATIONS (TV SLIDES AND VIDEO OPPORTUNITIES)
- POSTER OPPORTUNITY WITHIN THE VENUE
- RELATIONSHIPS WITH GROUPS INCLUDING MIAMI-DADE CITY WORKERS, HOMESTEAD AIRFORCE BASE, MIAMI BEACH COAST GUARD, MIAMI FIRE DEPARTMENT AND MIAMI POLICE DEPARTMENT
- PRESS CONFERENCE CAPABILITIES
- BUILT-IN RELATIONSHIPS WITH Groupon AND DAILY DEAL SITES

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CONTACT
FOR
MORE INFO:
305-284-8244

 @The Watsco  /WatscoCenter  @The_Watsco

