

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

**WATSCO CENTER**  
 COOLING THE AMERICAS



# PAST EVENTS HELD AT THE WATSCO CENTER FACILITIES...



-PRESIDENT BARACK OBAMA -PRESIDENT BILL CLINTON-CLINTON GLOBAL INITIATIVE-HILARY 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-MAYA ANGELOU-JAMES CARVILLE AND MARY MATALIN-KENNY ROGERS-MARC ANTHONY-BANKUNITED GALA-LIL JON- SEAN PAUL-BENNIE MAN-WANG WANG TWINS-CIARA-EBONY FASHION SHOW MODELS-ACQUIRE THE FIRE-LA LEY-TONI MORRISON-AUDIO SLAVE- FANTASIA-FALLOUT BOYS-BARNEY LIVE-ALL AMERICAN REJECTS-HAVANA NIGHTS-BOB THE BUILDER-GOOD CHARLOTTE-FRANKIE BEVERLY-BIG SEAN- BILLBOARD LATIN MUSIC AWARDS- BLUE MAN GROUP-B.O.B.- ANDREA BOCELLI-JIMMY BUFFET-CFA CHAMPIONSHIP FIGHTING ALLIANCE- CHAINSMOKERS-CHEERLEADING COMPETITIONS-ANDY COHEN-COLDPLAY- COCA COLA SALE 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- JANEGOODALL-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-SPIKE LEE- JENIFER LOPEZ-LUDACRIS-RACHEL MADDOW-AUSTIN MAHONE-BARRY MANILOW-RICKY MARTIN- JOHN MAYER-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-ARCADE FIRE-BRYSON TILLER-KODAK BLACK-LOS VAN VAN-YOMIL EL DANY-TANK- MIAMI HEAT MEDIA DAY-ESPN-SHAKIRA & FC BARCELONA-HUNGER GAMES:CATHING FIRE-NIKE WITH LEBRON JAMES- NIKE WITH DWYANE WADE-T-MOBILE WITH CHARLES BARKLEY-ALEX CAMPOS-STEVIE B-TAYLOR DAYNE- NOEL- JJ FAD-DEBBIE DEB-LISA LISA- EXPOSE-ANTHONY HAMILTON-MARCOS WITT-DRAGON TALES-CLIFFORD THE BIG RED DOG-ANDRE RIEU-TITAN FC-BALL GREEZY-WOLF PARADE- AŞAP ROCKY-KENDRICK LAMAR-TRICK DADDY-STEVIE B-EXPOSE-LISA LISA- DEBBIE DEB-JJ FAD- CONNIE-TAYLOR DAYNE-NOEL-





# WATSCO CENTER

## MEETING & EVENT SPACES

	DIMENSION	CEILING HEIGHT	SQUARE FOOTAGE	THEATRE STYLE	CLASSROOM	U-SHAPE	CONFERENCE	RECEPTION	BANQUET (TABLES OF 10)	10 X10 BOOTHS	EXPO:6 X 3 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		
- CANES	24' X 70'	10'	1,680 FT	102	30			200	80		
- IBIS	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
DRESING ROOM #2	13' X 8'	8'	104
DRESING ROOM #3	13' X 11'	8'	143
DRESSING ROOM #4	11' X 11'	8'	121

\*VISITOR LOCKER ROOM 1&2 CAN BE COMBINED



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MIAMI

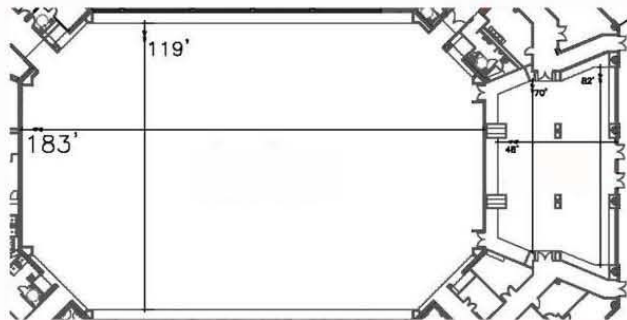
FOR BOOKING INQUIREIES CONTACT  
THE WATSCO CENTER AT 305-284-8244  
[www.watscocenter.com](http://www.watscocenter.com)



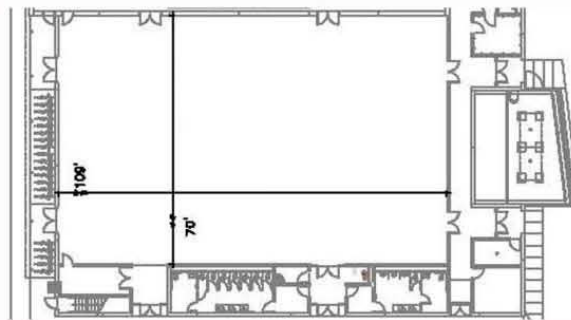


# LAYOUTS: ARENA, FIELDHOUSE & H100 ROOMS

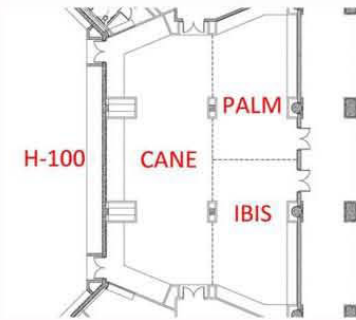
ARENA BOWL



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-May 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 305-284-8244 For More Info.



# CATERING OPTIONS

## CREATING YOUR SIGNATURE MENU







THE UNIVERSITY OF  
**MIAMI:**  
OVER 16,000  
STUDENTS,  
14,030 EMPLOYEES  
AND 181,531  
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 LOCATIONS PROMOTION
- EVENT PROMOTED THROUGH WATSCO CENTER VENUE SOCIAL MEDIA ACCOUNTS (13,500+USERS ON FACEBOOK, TWITTER, INSTAGRAM, AND SNAP CHAT) – OPPORTUNITY TO HANG BANNERS ON CAMPUS, PROMOTING YOUR EVENT(EEPENDING ON AVAILABILITY)
- EVENT PROMOTED ON VENUE PLASMA TVS LEADING UP TO EVENT
- EVENT PROMOTED ON 'UPCOMING EVENTS' RESTROOM SIGN LEADING UP TO YOUR EVENT
- EMAIL BLAST SENT DIRECTLY TO UM EMPLOYEES, STUDENTS AND ALUMNI WITH OR WITHOUT DISCOUNTS
- OPPORTUNITY TO TABLE ON CAMPUS TO PROMOTE EVENTS AND SELL TICKETS (FEE APPLIES)
- VENUE RELATIONSHIP WITH PRINT, TV AND RADIO MEDIA
- FREE PROMOTION AT DOLPHIN MALL AND WELLINGTON GREEN TICKETMASTER RETAIL LOCATIONS
- POSTER OPPORTUNITY WITHIN THE VENUE
- RELATIONSHIP WITH GROUPS INCLUDING MIAMI-DADE CITY WORKERS, HOMESTEAD AIRFORCE BASE, MIAMI BEACH COAST GUARDS, MIAMI FIRE DEPARTMENTS AND MIAMI POLICE DEPARTMENT
- PRESS CONFERENCE CAPABILITIES
- BUILT-IN RELATIONSHIP WITH GROUPON AND DAILY DEAL SITES

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