

THE MOSCONE CENTER



EXPANDED

FLEXIBLE

IMPROVED

IN THE HEART OF **SAN FRANCISCO**

IT IS BEAUTIFUL. IT IS MEMORABLE. IT IS THE MOSCONE CENTER.

San Francisco is a premier world destination famous for fostering new ideas and drawing record-breaking attendance. The city is always changing, and now The Moscone Center has, too.

This change goes beyond the addition of space. This expansion is mindful of the environment, responsive to clients, and respectful of a legacy that includes moments of history and transformation.

With the completion of the \$551 million expansion, The Moscone Center (North and South) offers:

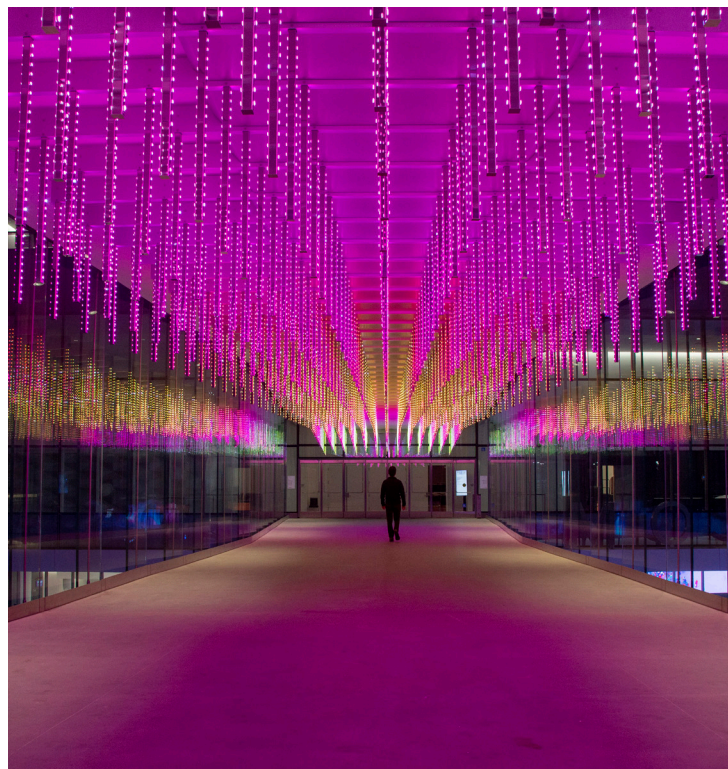
- More than 502,000 square feet of contiguous space that can be used for exhibitions and/or meetings — almost double the contiguous space previously offered in its largest hall.
- Two ballrooms, including a new 50,000 square foot, column-free ballroom.
- 82 meeting rooms.
- 107,000 square feet of light filled, pre-function lobbies offering dramatic views of the city and the surrounding Yerba Buena Gardens.
- More than 25,000 square feet of secure, outdoor terraces ideal for receptions.
- Improved public amenities including wider sidewalks, larger crosswalks between buildings, multiple open air plazas and public art.
- Highly flexible design accommodating new and current groups with increased attendance.
- On-site Visitor Information Center staffed by the San Francisco Travel Association.

The expanded facility is LEED Platinum and achieved the highest scoring LEED® certification for a convention center in the world. Sustainable features include:

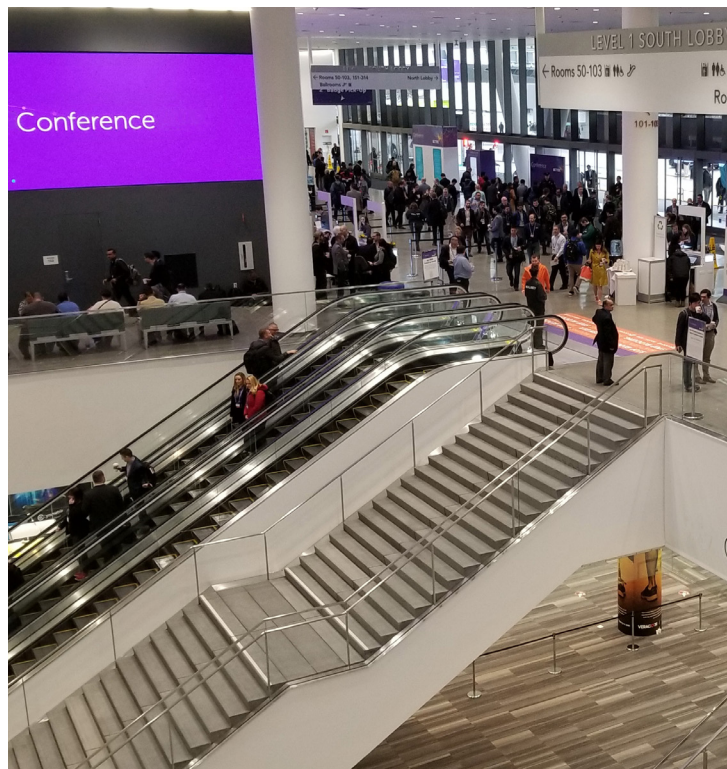
- Less carbon emissions per delegate than any major convention center in North America.
- Recovery of 15 million gallons of groundwater annually for reuse in the Center, irrigating neighboring parks and street cleaning.
- The largest rooftop photovoltaic (solar panel) array in San Francisco.
- Zero-emissions electricity.
- Daylight harvesting to offset electrical lighting.



Moscone South, corner of Third and Howard



Point Cloud on pedestrian bridge connecting the South and North buildings



View of South Lobby from Upper Mezzanine

EXHIBITION LEVEL

502,000+ square feet (Halls A-F)



Exhibit Hall arrival from South Upper Lobby

The expansion links two of Moscone's largest exhibition spaces to create 502,000+ square feet of contiguous space which can accommodate more than 2,300 10'x10' booths and/or be used as flexible meeting space. The exhibition level includes Halls A-F. The Center's internal freight system provides access to 20 loading docks with direct drive-on access to the exhibit halls.

				Maximum Room Capacities			Booths
Room	Square Feet	Dimensions	Ceiling Height	Theater	Banquet	Classroom	10' x 10'
HALLS ABC							
Halls ABC Exhibits	244,383	290' x 797'	37'				1,184
Hall A	86,204	290' x 259'	37'	7,392	3,600	3,840	371
Hall B	50,787	290' x 180'	37'	6,965	2,530	2,188	268
Hall C	107,392	290' x 358'	37'	9,408	4,610	4,992	545
1	1,296	36' x 36'	24'	112	50	48	
2	1,296	36' x 36'	24'	104	50	48	
(1-2)	2,664	74' x 36'	24'	236	130	120	
5	3,866	79' x 52'	16'	383	170	200	
6	4,366	52' x 90'	16'	451	200	248	
(5-6)	8,232	169' x 52'	16'	772	350	352	
HALL D							
Hall D Exhibits	56,992	Irregular	Varies				197
3	6,370	70' x 91'	24'	694	310	360	
4	3,990	70' x 57'	24'	451	180	240	
7	6,279	69' x 91'	24'	670	320	360	
8	3,933	69' x 57'	24'	446	190	232	
(3-8)	20,711	139' x 149'	24'	2,548	1,300	1,300	
9	2,280	60' x 38'	18'	253	110	128	
10	3,000	60' x 50'	18'	287	140	160	
11	2,400	60' x 40'	18'	224	110	128	
12	2,280	60' x 38'	18'	237	110	128	
(9-12)	9,960	60' x 166'	18'	1,119	590	576	
HALL E							
Hall E Exhibits	41,812	200' x 209'	24'				214
20	2,560	64' x 40'	24'	282	110	132	
21	3,200	64' x 50'	24'	321	140	172	
22	2,560	64' x 40'	24'	282	110	132	
23	3,200	64' x 50'	24'	321	140	172	
24	10,800	120' x 90'	24'	1,278	590	604	
25	10,680	120' x 89'	24'	1,235	560	616	
(20-25)	37,295	180' x 209'	24'	4,208	2,070	1,968	
HALL F EXHIBITS	138,631	265' x 520'	28'	10,500	7,790	8,176	744
NORTH LOWER LOBBY	20,622	Irregular	Varies				
Halls ABCDEF	502,440	Irregular	Varies				2,350

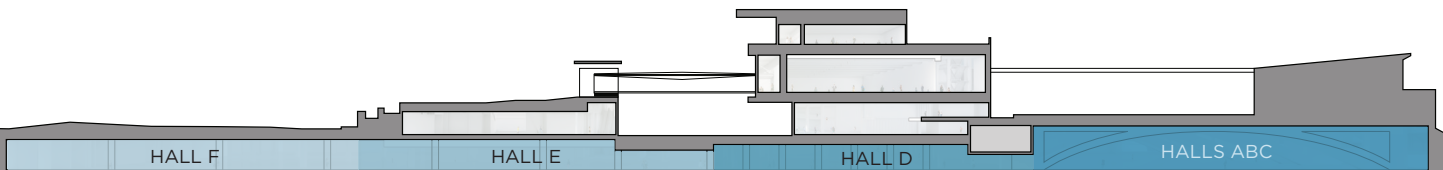
EXHIBITION LEVEL

502,000+ square feet (Halls A-F)

PLEASE NOTE:
Individual floor plans are reproduced at various scales and should not be compared.
Capacities reflect nominal allowance for audiovisual set-up and head tables.
Floors set to maximum capacity theater style are subject to San Francisco Fire Department approval.
All numbers are subject to change.



Passenger Elevator Freight Elevator



CROSS SECTION
EXHIBITION LEVEL

LOWER MEZZANINE

6,744 total square feet

LOBBY LEVEL

69,400 total square feet

UPPER MEZZANINE

42,675 square feet (ballroom only)

Room	Square Feet	Dimensions	Ceiling Height	Maximum Room Capacities		
				Theater	Banquet	Classroom
LOWER MEZZANINE						
50	825	33' x 25'	15'	58	30	28
52	304	19' x 16'	15'	22	10	8
54	304	16' x 19'	15'	14	10	8
56	896	32' x 28'	15'	58	30	44
58	304	16' x 19'	15'	18	10	8
60	304	19' x 16'	15'	21	30	8
62	825	33' x 25'	15'	58	30	28
(50-62)	3,752	67' x 56'	15'	329	150	176
70	748	22' x 34'	15'	73	30	32
72	748	34' x 22'	15'	73	30	28
74	748	34' x 22'	15'	71	30	28
76	748	22' x 34'	15'	69	30	32
(70-76)	2,992	88' x 34'	15'	246	140	136
LOBBY LEVEL SOUTH						
101	1,591	43' x 37'	16'	150	80	68
102	1,548	43' x 36'	16'	150	80	68
103	1,376	43' x 32'	16'	124	60	68
(101-103)	4,601	43' x 107'	16'	485	190	248
104	1,462	43' x 34'	16'	141	60	68
105	1,806	43' x 42'	16'	159	80	92
(104-105)	3,311	43' x 77'	16'	329	130	168
Full Height	26,300	Irregular	25'			
Under Mezzanine	10,000	Irregular	10'			
LOBBY LEVEL NORTH						
110	352	22' x 16'	11'	28	20	12
111	352	22' x 16'	12'	28	20	12
112	352	22' x 16'	12'	28	20	12
113	352	22' x 16'	12'	28	20	12
114	352	22' x 16'	12'	28	20	12
115	352	22' x 16'	12'	28	20	12
116	255	17' x 15'	12'	28	10	12
117	289	17' x 17'	12'	28	10	12
North Lobby	22,500	Irregular	14'-20'			
UPPER MEZZANINE						
Esplanade Ballroom	42,675	248' x 175'	28'	4,800	2,800	2,608
151	3,087	63' x 49'	28'	284	110	136
152	3,136	64' x 49'	28'	284	110	136
153	3,700	74' x 50'	28'	456	190	228
154	3,750	75' x 50'	28'	456	190	228
155	3,700	74' x 50'	28'	456	190	228
156	3,750	75' x 50'	28'	456	190	228
157	3,700	74' x 50'	28'	388	150	192
158	3,750	75' x 50'	28'	388	150	192
159	3,087	63' x 49'	28'	370	150	188
160	3,136	64' x 49'	28'	370	150	188
Pre-function	15,130	Irregular				

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UPPER MEZZANINE

42,675 square feet (ballroom only)

Twenty-eight-foot high ceilings define a space designed to accommodate banquets and large general sessions for up to 4,800.

LOBBY LEVEL

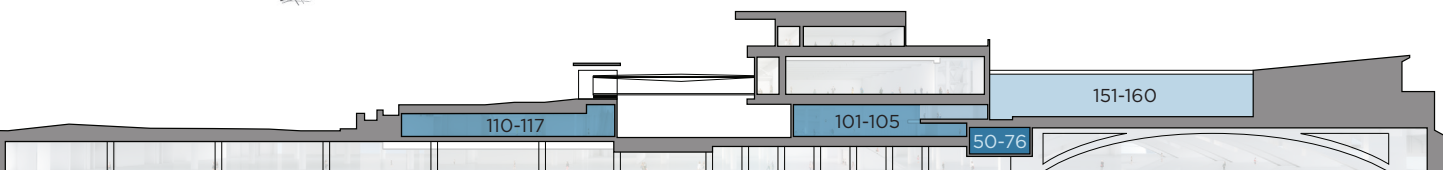
69,400 total square feet

From either side of Howard Street, wide sidewalks lead to glass enclosed lobbies allowing natural light and revealing the activity within while engaging the surrounding public realm.

LOWER MEZZANINE

6,744 total square feet

Located in the south building of The Moscone Center, the Lower Mezzanine offers flexible meeting space ideal for break-out sessions from 20 to 329.



CROSS SECTION
LOWER MEZZANINE, LOBBY LEVEL & UPPER MEZZANINE

LEVEL TWO

50,000 square foot ballroom (column free)



Pedestrian crossing facing Moscone South

Photo Courtesy SOM © Tim Griffith

The new 50,000 square foot, column-free, flexible ballroom accommodates more than 5,500 in a theater setting. Two terraces, echoed on the third level, face north and south. The glass bridge linking this level to the north building features “Point Cloud,” a light sculpture created by Leo Villareal, the artist who designed “The Bay Lights.”

Maximum Room Capacities						
Room	Square Feet	Dimensions	Ceiling Height	Theater	Banquet	Classroom
LEVEL TWO						
San Francisco Ballroom	49,776	136' x 366'	25'	5,539	2,880	3,424
201	2,907	57' x 51'	25'	300	130	176
202	1,710	57' x 30'	25'	130	50	84
203	3,420	57' x 60'	25'	376	170	212
204	1,710	57' x 30'	25'	120	50	68
205	3,420	57' x 60'	25'	379	170	212
206	1,710	57' x 30'	25'	132	50	84
207	3,420	57' x 60'	25'	391	170	212
208	2,622	57' x 46'	25'	257	130	140
209	2,907	57' x 51'	25'	300	130	176
210	1,710	57' x 30'	25'	130	50	84
211	3,420	57' x 60'	25'	376	170	208
212	1,710	57' x 30'	25'	120	50	68
213	3,420	57' x 60'	25'	379	170	208
214	1,710	57' x 30'	25'	127	50	84
215	3,420	57' x 60'	25'	391	170	212
216	2,622	57' x 46'	25'	257	130	140
(201-216)	41,724	114' x 366'	25'			
North Terrace	1,978	23' x 86'		204 max occupant load		
South Terrace	1,180	20' x 60'		93 max occupant load		
Pre-function	16,250	Irregular	26'			

Individual floor plans are reproduced at various scales and should not be compared.

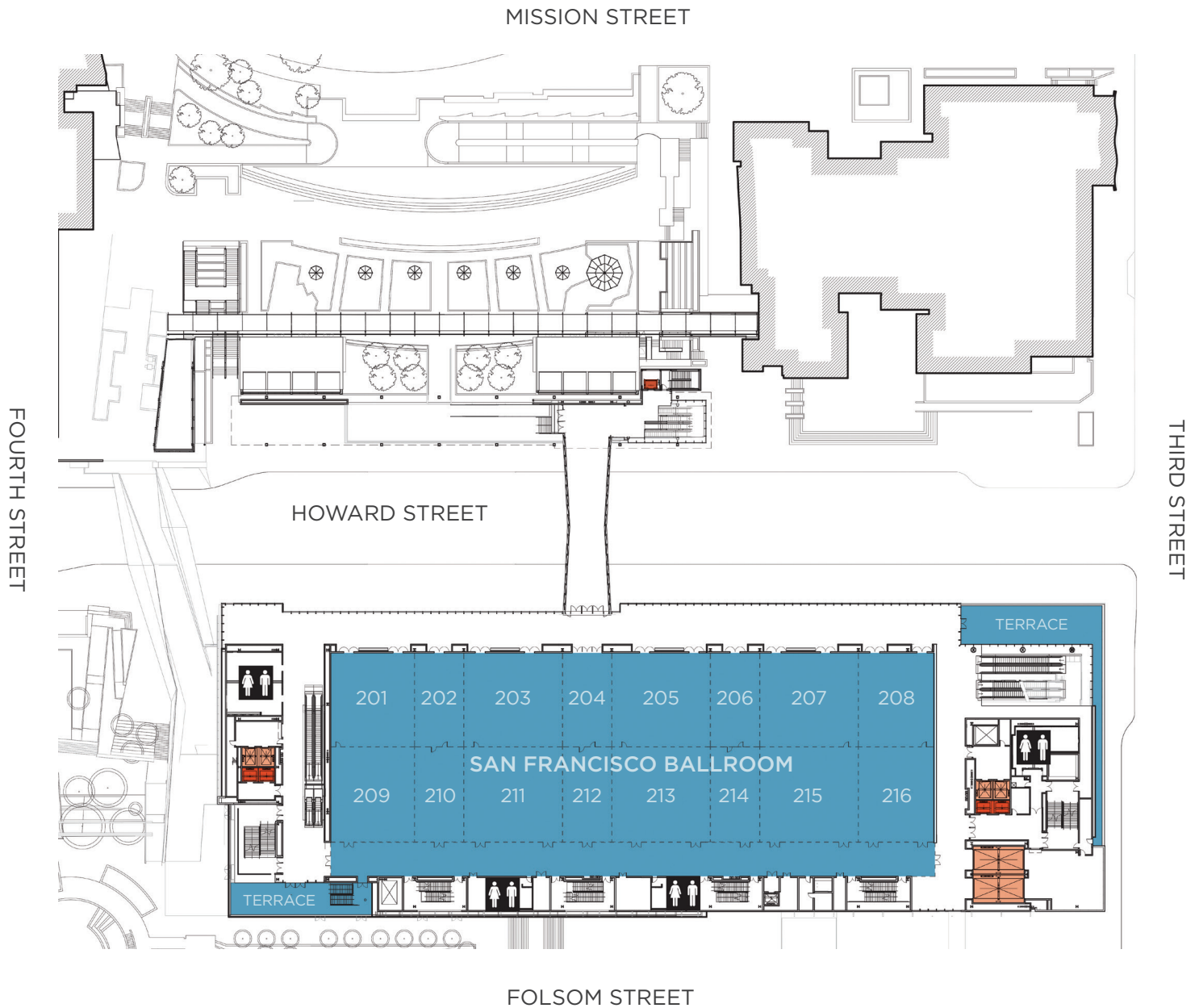
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LEVEL TWO

50,000 square foot ballroom (column free)



CROSS SECTION
LEVEL TWO

LEVEL THREE

64,174 total square feet



North Terrace

Photo Courtesy SOM © Tim Griffith

Nearly 22,000 square feet of secure outdoor terraces bracket the top level of the south building as shown in this view from the north side of Howard Street. Offering spectacular views of the San Francisco skyline, ideal for networking, receptions and a breath of fresh air between sessions.

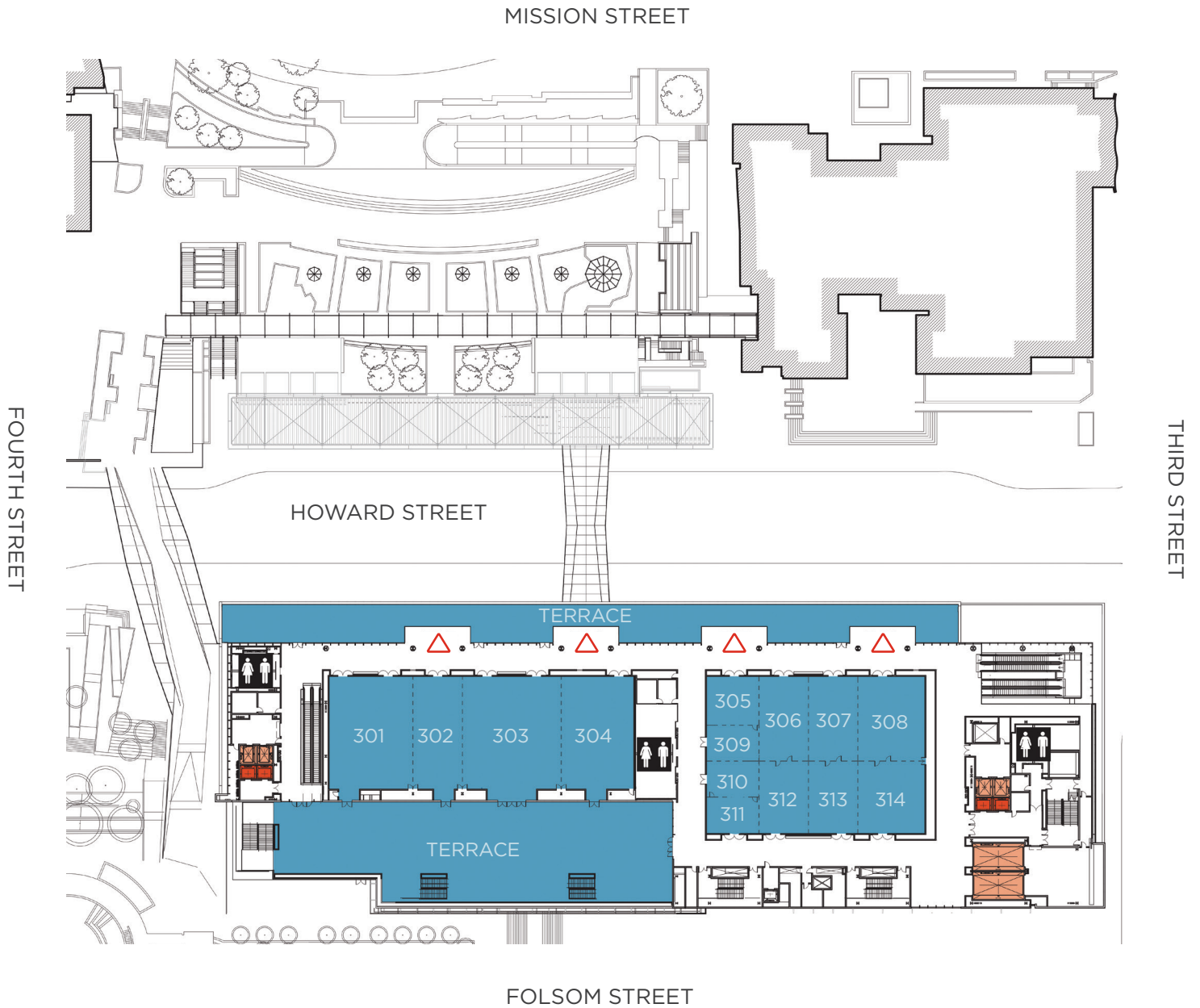
				Maximum Room Capacities		
Room	Square Feet	Dimensions	Ceiling Height	Theater	Banquet	Classroom
LEVEL THREE						
301	3,450	69' x 50'	15'	352	150	228
302	2,070	69' x 30'	15'	189	70	128
303	4,140	69' x 60'	15'	448	190	272
304	3,036	69' x 44'	15'	289	110	174
(301-304)	12,696	69' x 185'	15'	1,459	680	736
305	960	30' x 32'	15'	84	40	32
306	1,560	52' x 30'	15'	110	50	76
307	1,560	52' x 30'	15'	110	50	76
308	2,091	51' x 41'	15'	171	80	96
309	704	32' x 22'	15'	48	40	32
310	704	32' x 22'	15'	48	40	32
311	704	22' x 32'	15'	56	40	32
312	1,320	44' x 30'	15'	80	40	60
313	1,320	44' x 30'	15'	80	40	60
314	1,804	44' x 41'	15'	130	50	68
(305-314)	12,768	96' x 133'	15'	1,370	610	748
North Terrace	8,860	Irregular		613 max occupant load		
South Terrace	13,090	Irregular		886 max occupant load		
Pre-function	16,760	Irregular	17'			

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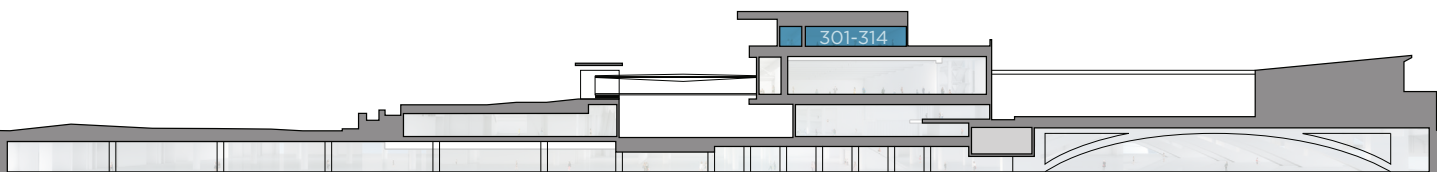
Passenger Elevator



Freight Elevator



Alcoves approximately 400 square feet with 10' ceilings



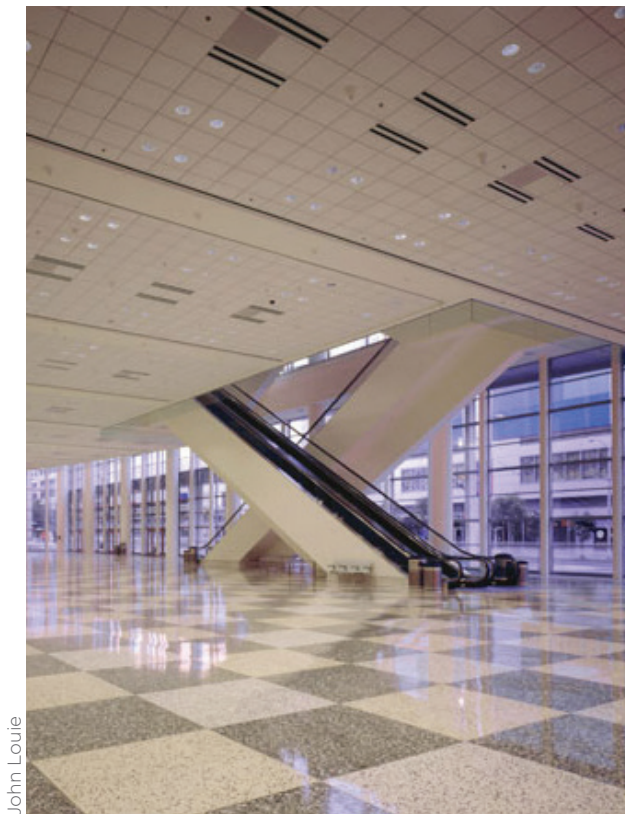
CROSS SECTION
LEVEL THREE

MOSCONE WEST

367,500 square feet (3 levels)



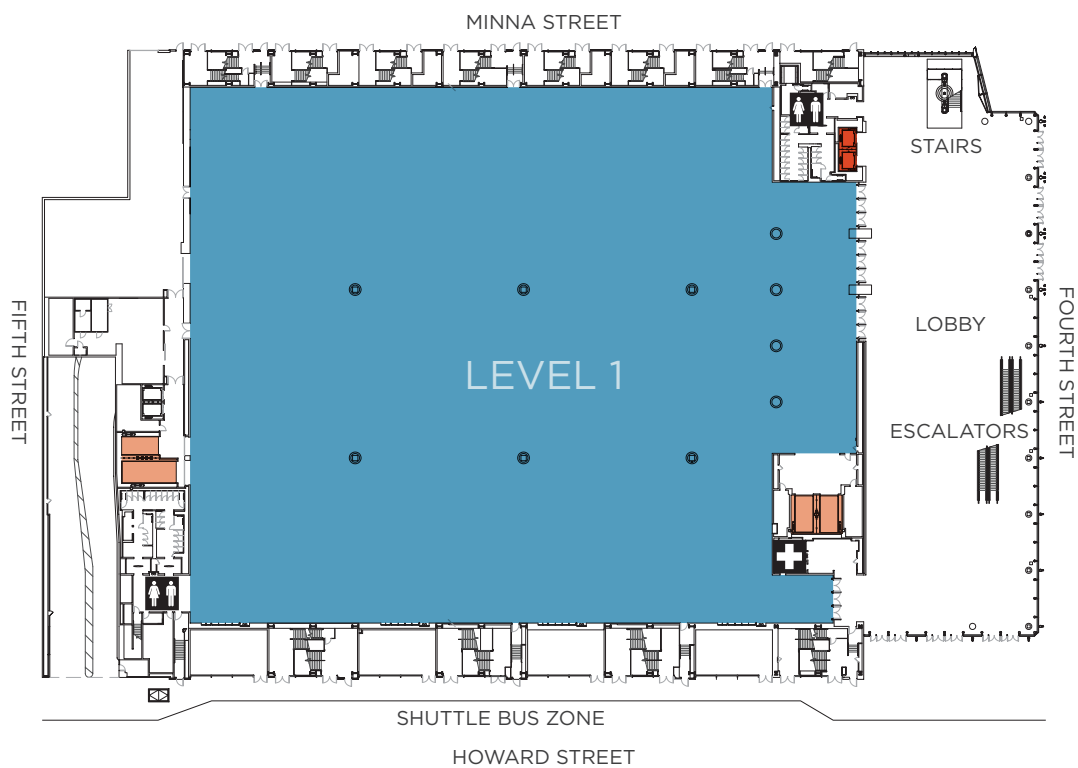
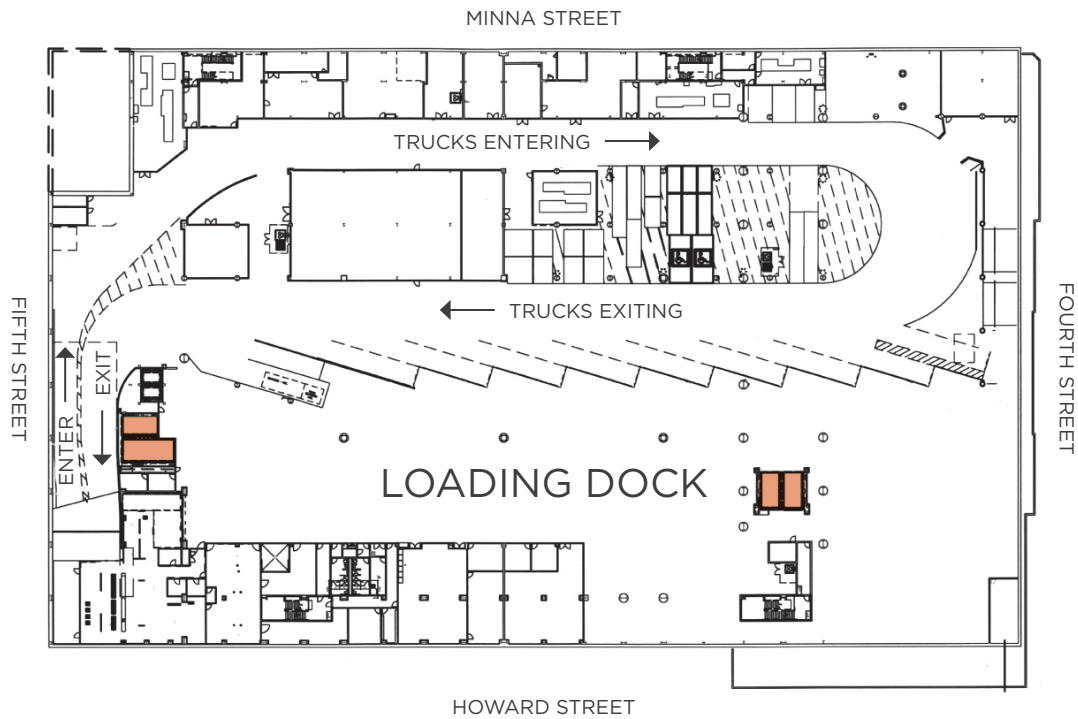
Moscone West exterior



Moscone West Level 1 lobby

Moscone West's design emphasizes flexibility. It enables conversion between exhibit, meeting and banquet uses, as well as efficient adjustment to room sizes. Three levels offer nearly 100,000 square feet of dedicated function space on each floor, as well as approximately 25,000 square feet of elegant pre-function lobby space on each level.

The first floor lobby is ideal for registration and pre-function uses, leading to the main floor exhibit hall. Elevators and escalators are carefully positioned to move attendees quickly from floor to floor. The second and third levels offer the flexibility of "swing space" — a total of 200,000 square feet that can be configured into 19 rooms per floor through a system of movable walls. The third level mirrors the capacities of the second level with the option of a column-free general session or ballroom space seating more than 6,000. Both second and third levels can accommodate more than 500 booths each.



■ Passenger Elevator ■ Freight Elevator

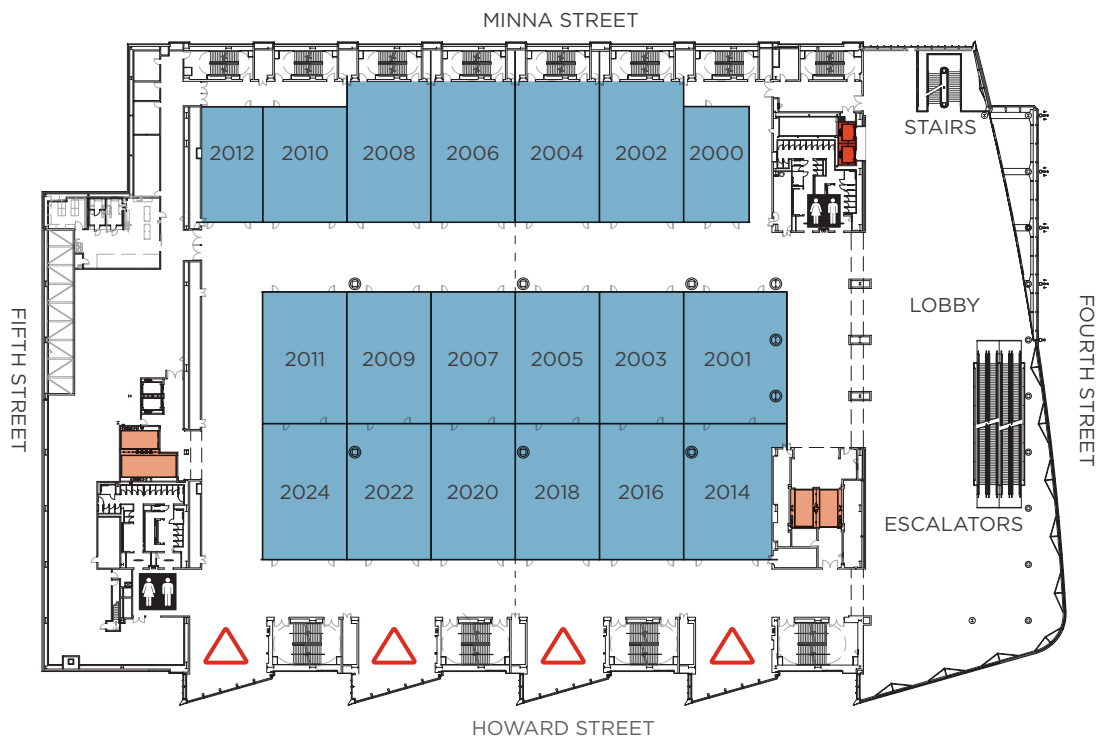
				Maximum Room Capacities¹			Booths
Room	Square Feet	Dimensions	Ceiling Height	Theater	Banquet	Classroom	10' x 10'
LEVEL 1 - STREET LEVEL							
Exhibit Hall	96,660*	315' x 290'	27'	6,075	4,740	5,668	500
Lobby	27,540	Irregular	27'				

* Includes all of the blue shaded area.

¹ Capacities reflect nominal allowance for audiovisual set-up and head tables.

MOSCONE WEST

Level 2



■ Passenger Elevator
 ■ Freight Elevator
 △ Overlook approximately 1,200 square feet

Room	Square Feet	Dimensions	Ceiling Height	Maximum Room Capacities ¹			Booths
				Theater ²	Banquet	Classroom	10' x 10'
LEVEL 2							
2000	2,135	61' x 35'	26'	191	80	104	
2001	3,850	70' x 55'	26'	300	150	156	
2002	3,375	75' x 45'	26'	300	130	164	
2003	3,150	70' x 45'	26'	300	110	148	
2004	3,375	75' x 45'	26'	300	130	164	
2005	3,150	70' x 45'	26'	300	110	148	
2006	3,375	75' x 45'	26'	300	130	164	
2007	3,150	70' x 45'	26'	300	110	148	
2008	3,375	75' x 45'	26'	300	130	164	
2009	3,150	70' x 45'	26'	300	110	148	
2010	2,745	61' x 45'	26'	260	100	124	
2011	3,150	70' x 45'	26'	300	110	148	
2012	1,952	61' x 32'	26'	187	80	104	
2014	3,431	73' x 47'	26'	330	140	156	
2016	3,285	73' x 45'	26'	330	140	156	
2018	3,285	73' x 45'	26'	330	140	156	
2020	3,285	73' x 45'	26'	330	140	156	
2022	3,285	73' x 45'	26'	330	140	156	
2024	3,285	73' x 45'	26'	330	140	156	
(2000-2024)	88,450	305' x 290'	26'	6,075*	4,250	6,075	
Level 2 Exhibits ³	97,924	Irregular	Varies				505
Lobby	25,825	Irregular	27'		1,000		36

* Capacity can expand to 6,436 with special arrangements through the San Francisco Fire Department.

¹ Capacities reflect nominal allowance for audiovisual set-up and head tables.

² Floors set to maximum capacity theater style are subject to San Francisco Fire Department approval.

³ Includes overlooks; does not include Lobby.



■ Passenger Elevator
 ■ Freight Elevator
 △ Overlook approximately 1,200 square feet
 ▨ Ballroom Configuration

				Maximum Room Capacities ¹			Booths
Room	Square Feet	Dimensions	Ceiling Height	Theater ²	Banquet	Classroom.	10' x 10'
LEVEL 3							
3000	2,135	61' x 35'	26'	191	80	104	
3001	3,850	70' x 55'	26'	300	150	156	
3002	3,375	75' x 45'	26'	300	130	164	
3003	3,150	70' x 45'	26'	300	110	148	
3004	3,375	75' x 45'	26'	300	130	164	
3005	3,150	70' x 45'	26'	300	110	148	
3006	3,375	75' x 45'	26'	300	130	164	
3007	3,150	70' x 45'	26'	300	110	148	
3008	3,375	75' x 45'	26'	300	130	164	
3009	3,150	70' x 45'	26'	300	110	148	
3010	2,745	61' x 45'	26'	260	100	124	
3011	3,150	70' x 45'	26'	300	110	148	
3012	1,952	61' x 32'	26'	187	80	104	
3014	3,431	73' x 47'	26'	330	140	156	
3016	3,285	73' x 45'	26'	330	140	156	
3018	3,285	73' x 45'	26'	330	140	156	
3020	3,285	73' x 45'	26'	330	140	156	
3022	3,285	73' x 45'	26'	330	140	156	
3024	3,285	73' x 45'	26'	330	140	156	
(3000-3024)	88,450	305' x 290'	26'	6,075*	4,270	6,075	
Level 3 Exhibits ³	97,924	Irregular	Varies				508
Ballroom (3000-3012)*	56,294	305' x 185'	26'	6,075*	2,960	3,232	
Lobby	21,723	Irregular	27'		1,000		36

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THE MOSCONE CENTER AT A GLANCE

The Moscone Center covers more than 20 acres on three adjacent blocks. Surrounded by Yerba Buena Gardens, The Moscone Center is the centerpiece of a vibrant neighborhood that includes major hotels, numerous cultural venues, restaurants, galleries and parks. More than two-thirds of the city's 34,000 hotel rooms are within walking distance of The Moscone Center.

PARKING AND TRANSIT

Over 5,000 parking spaces are within walking distance of Moscone. Public transit options include Bay Area Rapid Transit, including a connection to San Francisco International Airport, and Muni. The Central Subway Project is extending the current T-Third Line from the Caltrain Station at Fourth Street to Chinatown. Four new stations are being built along the route, including one at Fourth and Folsom streets (subway). Revenue service begins in 2019.

THE MOSCONE CENTER

Location:	747 Howard St.
Space:	502,440 contiguous square feet over six halls of exhibit space and 214,089 square feet of meeting space.
Lobby Space:	36,300 square feet in South Lobby; 22,500 square feet in North Lobby; 15,130 square feet in Upper Mezzanine Lobby
Parking:	5,000 spaces within walking distance.
Truck Access:	20 loading dock bays and direct drive-in access to north and south exhibit levels
Ceiling Height:	Ranges from 10' (Terrace Alcoves) to 37' (Halls A, B & C)
Columns:	Column-free in Moscone South; multiple columns on various centers in Halls D & E and 12 columns on 90' centers in Hall F
Exhibit Floor Load:	Unlimited
Electrical:	120/208/277/480V
Utilities:	Electrical, water, compressed air
Telecommunications:	Full fiber backbone, WiFi

MOSCONE WEST

Location:	800 Howard St. at the corner of Fourth St.
Space:	96,660 square feet of dedicated main floor exhibit space
Lobby Space:	195,848 square feet of flexible swing space for meetings or exhibits 27,540 square feet in Level 1 Lobby; 25,825 square feet in Level 2 Lobby; 21,723 square feet in Level 3 Lobby
Parking:	5,000 spaces within walking distance.
Truck Access:	9 loading dock bays, 4 freight elevators ranging up to 30' and 30,000 lbs.
Ceiling Height:	27' on Level 1, 26' on Levels 2 and 3
Columns:	6 columns on 90' centers on Levels 1 and 2 3 columns on 90' centers on Level 3
Exhibit Floor Load:	125 lbs. per square foot
Electrical:	120/208/277/480V
Utilities:	Electrical, water, compressed air
Telecommunications:	Full fiber backbone, WiFi

BOOKING INQUIRIES AND INFORMATION

San Francisco Travel Association

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