

Myrtle Beach, At The Center Of It All

Gone are the days of drab, boring meeting destinations. Brilliant sunshine illuminates the Myrtle Beach Convention Center. Our 250,000-square-foot convention center is one of the largest on the East coast, and our exhibit hall is 100,800 square feet of column-free space, divisible into three sections. Hall C features telescopic seating for 2,500 plus and is ideal for general sessions and large assemblies. Thirty five-foot ceilings in the exhibit hall can accommodate most any exhibit or production company's needs. Eleven dedicated docks and drive in access to each hall assures your event moves in and out on time and on budget. Our 17,000-square-foot ballroom features the advantages of both design and functionality. Whatever your agenda, our ballroom's flexibility and beauty breaks the old rules of how convention center ballrooms should be. Additionally, there are 17 functional meeting rooms for breakout sessions for up to 200 people theater seating. Our lush 30,000-square-foot Events Plaza landscape is a unique space great for receptions, oyster roasts, barbecues and other outdoor activities.

Entertainment

So...sunbathe, stroll, swim, or fish on the wide beaches of the Atlantic Ocean. Just minutes away enjoy 350 acres filled with unique shopping, casual dining, a variety of attractions and exciting nightlife at Broadway at the Beach. In spring of 2011 WonderWorks will make Broadway at the Beach its third home.

Now open for your enjoyment is Myrtle Beach's 1.2-mile oceanfront boardwalk. The boardwalk stretches from the Second Avenue Pier to the 14th Avenue Pier and feature three different sections of varying width and shape. The first section, the North Walkway, extends from

the 14th Avenue North Pier to Plyler Park at the foot of Mr. Joe White Avenue. Our boardwalk features a raised wooden deck, with dune landscaping and vegetation, to create a serene, peaceful and natural environment and beach experience. The walkway in this section is eight feet wide with connecting pathways to beach access points.

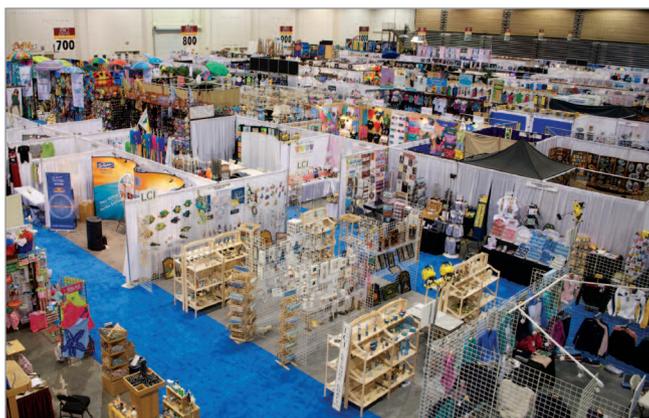
Minutes away from the convention center is even a baseball stadium, BB&T Coastal Field, home of the Myrtle Beach Pelicans, part of the Atlanta Braves system and a great night out for any convention or group to enjoy. Situated in Myrtle Beach's Entertainment District, we are within steps of all Myrtle Beach has to offer!

Accommodations

We have it all under one roof! Just steps away from your convention activity your attendees will marvel at the Sheraton Myrtle Beach Convention Center Hotel's exquisite cuisine, state of the art fitness center, and 402 comforting guest rooms and suites. Being a member of the Starwood family, we welcome Starwood Preferred Planners to experience our facility as we *Host Great Meetings!* As a planner you will find our convention center and hotel to be your best choice on the Eastern Seaboard, and love the fact that we erase the need for early morning commutes from hotel to convention center. While staying at our hotel, enjoy dinner in Vidalia's Restaurant or an afternoon cocktail at M-Bar, here we offer complimentary wireless Internet access. At the Sheraton Myrtle Beach Convention Center Hotel friendly service and a contemporary design awaits you!

Dining

The Sheraton chefs provide all the food and beverage services at the convention center, offering a superior food experience for your attendees. Chefs can easily cater a gourmet meal for 5,000 people in our 8,000-square-foot banquet kitchen. You will not be disappointed



with their spectacular catered presentations ranging from eye-opening breakfasts to a seven-course extravaganza of food and fun.

Technology/Hi-Tech

Modern meeting-goers enjoy our features like wireless Internet access, electricity, cable, telecommunications and water every 30 feet throughout our exhibit halls. Integrated Services Digital Network (ISDN) lines can be provided throughout our facility. We believe in doing our part in "Going Green," so much so we have installed Occupancy Motion Sensors. Sensors are designed to turn lights off in meeting rooms, ballrooms and restrooms when there is no movement within 30 minutes. Our facility's use of compact fluorescent bulbs is estimated to save up to 70 percent on our energy bill.

Services & Amenities

Convention center security staff and monitors keep our facility safe 24 hours a day. We offer over 1,750 on-site parking for your attendees and exhibitors. South Carolina is a right-to-work state and that fact alone is a great service, which eliminates unnecessary expenses.

Airport & Transportation

Just about 70 miles from Interstate 95, you can drive here easily or choose to fly direct to the Myrtle Beach International Airport. Either way, your journey to and from conferences in Myrtle Beach will be an easy one for sure. ■



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