



**PRIME F. OSBORN III  
CONVENTION CENTER**

# Event Planner's Guide







## Welcome

Welcome to Jacksonville's Prime F. Osborn III Convention Center! Thank you for considering us for your event; and we hope you'll find this Guide helpful whether you're a 'veteran', or planning your first event here. The Center is operated for the City of Jacksonville by ASM Global, the nation's foremost private manager of public assembly facilities.







## A Little History

Where trains once ran on time, events now run like clockwork; and conventions, glittering shows and Grand Galas have replaced the bustle of a great railroad terminal. Opening in 1919, the Jacksonville Union Terminal was the rail Gateway to Florida; and during six decades of service was among the busiest in the country, with up to ten million passengers in a single year! Now, its beauty restored, its history preserved in the National Register of Historic Places, and centerpiece of a modern convention facility, 'The Prime' is once again the pride of North Florida.



# Quick Reference



## Address

### Prime F. Osborn III Convention Center

1000 Water Street  
Jacksonville, FL 32204-1546  
primejax@asmjax.com  
www.primefosborn.com



## Telephones

|                                 |                |
|---------------------------------|----------------|
| Main Number                     | (904) 630-4000 |
| Fax                             | (904) 630-4029 |
| Security (24 Hours)             | (904) 630-4046 |
| SAVOR...Jacksonville (Catering) | (904) 630-4057 |
| PRI (A/V)                       | (904) 398-8179 |
| Marketing                       | (904) 630-4026 |



## City and Regulatory Contacts

|                             |                         |
|-----------------------------|-------------------------|
| Business Licenses & Permits | (904) 630-1916 option 3 |
| Public Buildings Division   | (904) 630-3525          |
| City Fire Marshal           | (904) 630-0972          |



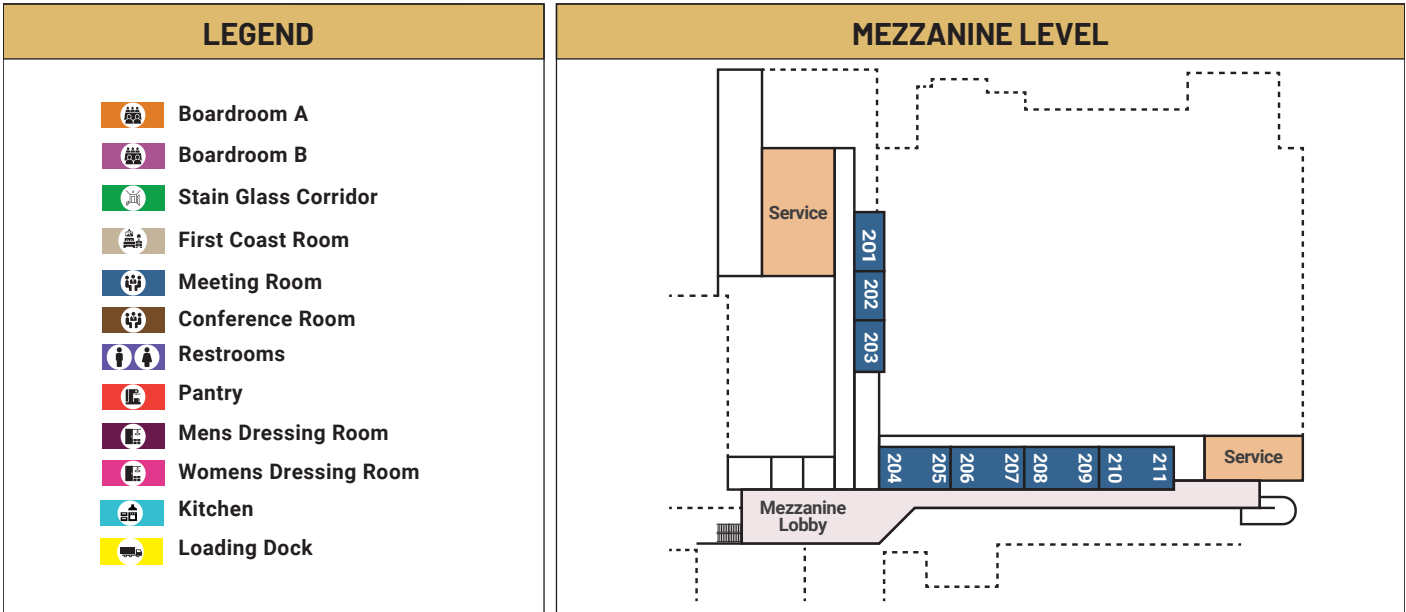
## Transportation

|                                      |                |
|--------------------------------------|----------------|
| Jacksonville Transportation Auth.    | (904) 630-3100 |
| Jacksonville International Airport   | (904) 741-4902 |
| Amtrak Reservations and Info         | (904) 766-5110 |
| American Coach Lines of Jacksonville | (904) 355-9999 |

# Specifications

|                               |  |   |  |
|-------------------------------|--|---|--|
| General Building Information: | <ul style="list-style-type: none"><li>• 296,000 Gross square feet of space</li><li>• 48,000 s.f. carpeted meeting space in 22 rooms</li><li>• 78,500 s.f. contiguous exhibit space, 100,000 total.</li><li>• 450 10x10' booths in contiguous space, 550 total.</li><li>• 19,000 s.f. pre-function area, 11,000 s.f. terrace.</li><li>• 31,500 s.f. fenced grass Pavilion.</li><li>• 10,000 s.f. Grand Lobby with 75' vaulted ceiling.</li><li>• 860 Parking spaces</li><li>• 2 Executive Boardrooms and VIP Suite.</li><li>• 6-Bay Loading Dock, 2 on-grade Hall entrances</li></ul> |   |  |
| Loading Doors:                | Exhibit Hall   | Door 1:<br>Doors 2, 3, 4, 5:<br>Door 6:<br>Door 11, Ballroom              | Grade-entry rollup (Hall A), 15'H x 24'9"W<br>Loading Dock, rollups, 14'H x 20'W<br>Grade-entry rollup (Hall B), 15'H x 24'9"W<br>7'10"H x 7'7"W |
|                               | Prefunction South  | Wing Doors:   | 10'9"H x 9'2"W   |
|                               | Grand Lobby  | Interior Rollup Door:   | 11'4"H x 9'6"W   |
|                               | Room 101   | Interior Rollup Door:   | 11'4"H x 6'3"W   |
|                               | Room 102   | Interior Wing Doors:  | 7'11"H x 7'11"W  |
|                               | Room 104   | Interior Pocket Door:   | 8'4" H x 8'4" W  |
| Floor Loading:                | Exhibit Hall   | 360 lbs/psf   |  |
|                               | Meeting rooms  | 360 lbs/psf   |  |
|                               | Old Terminal   | 250 lbs/psf   |  |
| Lighting:                     | Exhibit Hall   | Primary:<br>Secondary:  | LED, zoned<br>Quartz halogen, dimmable   |
|                               | Ballroom   |   | LED, zoned and dimmable  |
|                               | Room 101   | Primary:<br>Secondary:  | Metal halide, zoned<br>LED Chandeliers, Sconces, dimmable  |
|                               | Rooms 102-103  |   | LED, zoned and dimmable  |
|                               | Grand Lobby  | Primary:<br>Secondary:  | LED ceiling floods, dimmable<br>LED wall sconces   |
|                               | Meeting Rooms  | Primary:<br>Secondary:  | LED flat panels<br>LED downlights, dimmable  |
| Utilities:                    | Compressed Air   | At selected locations in Exhibit Hall by prior request. Average 60 psi.   |  |
|                               | Electrical   | 120VAC, 208VAC in 30'x30' floor grid, perimeter boxes<br>400A by request. |  |
|                               | Plumbing   | Domestic water and drain service at selected Exhibit Hall locations.      |  |
|                               | Telecommunications   | The Exhibit Hall and meeting rooms are wired for Cat 3 and Cat 5 E.       |  |
| Rigging:                      | The Center's Exhibit Hall Rigging Grid is available on request. Rigging plots may be required.   |   |  |
| Columns:                      | The Exhibit Hall span between column centers is 180' north-south; and 60' east-west. The maximum column-free area is 330' x 180' (59,400 sq. ft.)  |   |  |

# Venue Map





## Function Area Statistics

| Room Name              | Dimensions<br>L x W, Ft           | Area,<br>Sq Ft              | Ceiling<br>Ht, Ft | Thtr  | Conf | Clstrm<br>3pp/8' | Rcpn | Banq<br>Rds/10 | Holl<br>Sq | 10x10<br>Booth |
|------------------------|-----------------------------------|-----------------------------|-------------------|---|------|------------------|------|----------------|------------|----------------|
| Exhibit Hall A         | 238x180                           | 42,840                      | 32.5              | 3100  |      | 1600             | 2800 | 2060           |            | 215            |
| Exhibit Hall B         | 238x150                           | 35,700                      | 32.5              | 2500  |      | 1200             | 2600 | 1300           |            | 174            |
| Combined Exh Hall      | 238x330                           | 78,540                      | 32.5              | 5600  |      | 2100             | 6000 | 3360           |            | 374            |
| Ballroom North         | 65x78                             | 5,070                       | 22.5              | 475   |      | 250              | 360  | 250            | 75         |                |
| Ballroom South         | 65x78                             | 5,070                       | 22.5              | 475   |      | 250              | 360  | 250            | 75         |                |
| Combined Ballroom      | 130x78                            | 10,140                      | 22.5              | 950   |      | 400              | 800  | 500            |            | 40             |
| Room 101               | 63x73                             | 4,547                       | 30                | 392   |      | 180              | 350  | 250            | 75         | 21             |
| Room 102               | 49x61                             | 2,989                       | 20                | 295   |      | 105              | 230  | 160            | 65         |                |
| Room 103               | 49x61                             | 2,989                       | 20                | 295   |      | 105              | 230  | 160            | 65         |                |
| Rooms 102-103          | 98x60                             | 5,978                       | 20                | 546   |      | 232              | 490  | 280            |            | 30             |
| Room 104               | 39x28                             | 1,137                       | 12.5              | 95  | 12   | 40               | 70   | 60             | 36         |                |
| Room 105               | 39x30                             | 1,230                       | 12.5              | 100   | 12   | 40               | 70   | 60             | 36         |                |
| Rooms 104-105          | 58x39                             | 2,367                       | 12.5              | 188   | 30   | 75               | 150  | 120            | 48         |                |
| Room 106               | 39x30                             | 1,240                       | 12.5              | 100   | 12   | 40               | 70   | 60             | 36         |                |
| Room 107               | 39x30                             | 1,158                       | 12.5              | 95  | 12   | 40               | 70   | 60             | 36         |                |
| Rooms 106-107          | 60x39                             | 2,398                       | 12.5              | 188   | 30   | 75               | 150  | 120            | 48         |                |
| Grand Lobby            | 132x72                            | 10,008                      | 75                | 950   |      | 425              | 900  | 500            |            | 43             |
| Board Room A           | 42x29                             | 1,218                       | 12                |   | 20   | 51               | 30   | 24             | 20         |                |
| Board Room B           | 43x41                             | 1,850                       | 30                | 150   | 30   | 70               | 140  | 90             | 36         |                |
| Stained Glass Corridor | 39x18                             | 694                         | 22 pk             |   | 12   |                  |      | 20             | 24         |                |
| First Coast Room       | 39x20                             | 780                         | 11                |   | 12   | 20               | 20   | 20             | 24         |                |
| Conference Room        | 30x18                             | 540                         | 11                |   | 16   |                  |      | 20             |            |                |
| Conference Room 2      | 20x13                             | 260                         | 15                |   | 14   |                  |      |                |            |                |
| Prefunction North      | 161x50                            | 8,050                       | 19 pk             | 300   |      |                  | 450  | 340            |            | 28             |
| Prefunction South      | 139x50                            | 6,950                       | 19 pk             | 300   |      |                  | 400  | 250            |            | 30             |
| Mezzanine              | 100x40                            | 3,650                       | 24                |   |      |                  | 250  | 160            | 30         |                |
| Room 201               | 39x23                             | 884                         | 11                | 65  | 12   | 30               | 30   | 40             | 24         |                |
| Room 202               | 34x23                             | 767                         | 11                | 60  | 12   | 27               | 30   | 40             | 24         |                |
| Room 203               | 39x23                             | 884                         | 11                | 65  | 12   | 30               | 30   | 40             | 24         |                |
| Room 204               | 29x32                             | 895                         | 11                | 70  | 12   | 30               | 40   | 40             | 20         |                |
| Room 205               | 29x32                             | 895                         | 11                | 70  | 12   | 30               | 40   | 40             | 20         |                |
| Rooms 204-05           | 58x32                             | 1,790                       | 11                | 140   | 24   | 84               | 90   | 100            | 52         |                |
| Room 206               | 29x32                             | 895                         | 11                | 70  | 12   | 30               | 40   | 40             | 20         |                |
| Room 207               | 29x32                             | 895                         | 11                | 70  | 12   | 30               | 40   | 40             | 20         |                |
| Rooms 206-207          | 58x32                             | 1,790                       | 11                | 140   | 24   | 84               | 90   | 100            | 52         |                |
| Room 208               | 26x32                             | 825                         | 11                | 65  | 12   | 30               | 40   | 40             | 20         |                |
| Room 209               | 26x32                             | 825                         | 11                | 65  | 12   | 30               | 40   | 40             | 20         |                |
| Rooms 208-209          | 52x32                             | 1,650                       | 11                | 130   | 24   | 84               | 90   | 100            | 52         |                |
| Room 210               | 29x32                             | 895                         | 11                | 70  | 12   | 30               | 40   | 40             | 20         |                |
| Room 211               | 29x32                             | 895                         | 11                | 70  | 12   | 30               | 40   | 40             | 20         |                |
| Rooms 210-211          | 58x32                             | 1,790                       | 11                | 140   | 24   | 84               | 90   | 100            | 52         |                |
| West Concourse         | 244x28                            | 8,632                       |                   |   |      |                  | 90   |                | 8          |                |
| Dressing Room E/W      |                                   | 450                         | 11                |   |      |                  |      |                |            |                |
| Courtyard Grass Lot    | 225x146                           | 32,850                      | Open              |   |      |                  |      |                |            |                |
| Flagler Terrace        | 110x100                           | 11,000                      | Open              |   |      |                  | 500  | 550            |            |                |
| Totals                 | Inside:<br>Outside:<br>Mtg Space: | 160,420<br>43,850<br>50,075 |                   | Note: All maximums shown leave very limited space for presenter equipment. Staging and A/V may reduce seating capacity. |      |                  |      |                |            |                |

# Rental and Booking Guidelines

**Booking Category.** Governs when bookings may be accepted, contracts issued, etc. **Category I.** Large Conventions and Trade Shows with major revenue potential for the City. **II.** Smaller conventions and major multiple-day, recurring Trade and Consumer shows with significant revenue potential for City, Center. **III.** Larger local, multiple-day public and civic events and other events of significant importance to the community. **IV.** Smaller local, usually one-time civic, social and corporate events with moderate revenue potential for Center. (See *Booking Policies*.)

**Bookings and Contracts.** The *Booking Letter* will list space and dates being held and the Release Date. A *Use License Agreement* (Contract) will be issued according to the schedule below. The Contract must be executed and returned with the required deposit by the Cutoff Date in order to confirm your booking.

**Deposits.** Required for all events, and may include rental and other expenses. Deposits are normally non-refundable except where Center is unable to deliver the leased premises. *Certified funds may be required.*

**Date Protection.** Center may establish a protected period for events which compete for specific local markets, (e.g. Boat Show, Home Products Show, etc.). *Center will not make any agreement requiring such protection.*

**Event Cost Estimate.** Your Event Coordinator will prepare an Event Cost Estimate when your requirements are reasonably firm. You may request an Event Cost Estimate at any time after booking.

**Event Order(s)** detailing event set-up information will be provided to Licensee for final verification; and *must be confirmed by client before set-up begins.*

**Insurance Requirements.** Licensee is required to obtain Comprehensive General Liability insurance covering the Lease period. Licensee may obtain coverage from any Florida-licensed carrier with at least an A (VIII) rating in the current A. M. Best Key Rating Guide. *Facility Tenant Users Liability Insurance Protection* coverage is available for most events. Ask your Event Coordinator for further information.

**Rental Day,** including both event day(s) and move-in/-out day(s), is from 8:00am to 11:59pm. Activity or set-up work between 12:00am (midnight) and 8:00am is subject to additional rental charges.

**Room Sets and Arrangements.** All arrangements and set-up information must be provided to Center at least 15 days prior to event. The facility reserves the right to assign space as to safety, capacity and accessibility; or to reassign events to comparable space. Set-up revisions are accepted up to 48 hours prior to event; changes requested by Licensee within 48 hours will normally incur additional charges.

**Standard Room Set-ups** provided by Center in meeting rooms include Theater, Classroom, Conference, U-Shape and Hollow Square. One complimentary podium and hookup to house sound (where available); and limited staging for head table are included in standard room sets. Please ask your Event Coordinator about utility charges and other expenses.





| Booking Category, Lead Time               | I         | II        | III       | IV       |
|---|-----------|-----------|-----------|----------|
| Hold Space (Tentative Booking)            | Open      | 36 months | 24 months | 6 months |
| Confirm Space (Contract Issued to Lessee) | Open      | 18 months | 14 months | 90 days  |
| Contract and Deposit due (Cutoff Date)    | 35 months | 17 months | 13 months | 60 days  |
| Cancellation by Lessee w/o Penalty        | 12 months | 180 days  | 90 days   | 30 days  |
| Certificate of Insurance due              | 30 days   | 30 days   | 30 days   | 30 days  |
| Event Requirements due                    | 30 days   | 30 days   | 15 days   | 15 days  |
| Final Event Requirement Changes Permitted | 48 hours  | 48 hours  | 48 hours  | 48 hours |





# Directions to the Prime Osborn Convention Center

The Convention Center is located one-third mile west of downtown Jacksonville, adjacent to I-95 and just north of the intersection of I-95 and I-10. We're served by JTA (City) bus and Automated Skyway Express (ASE) routes.

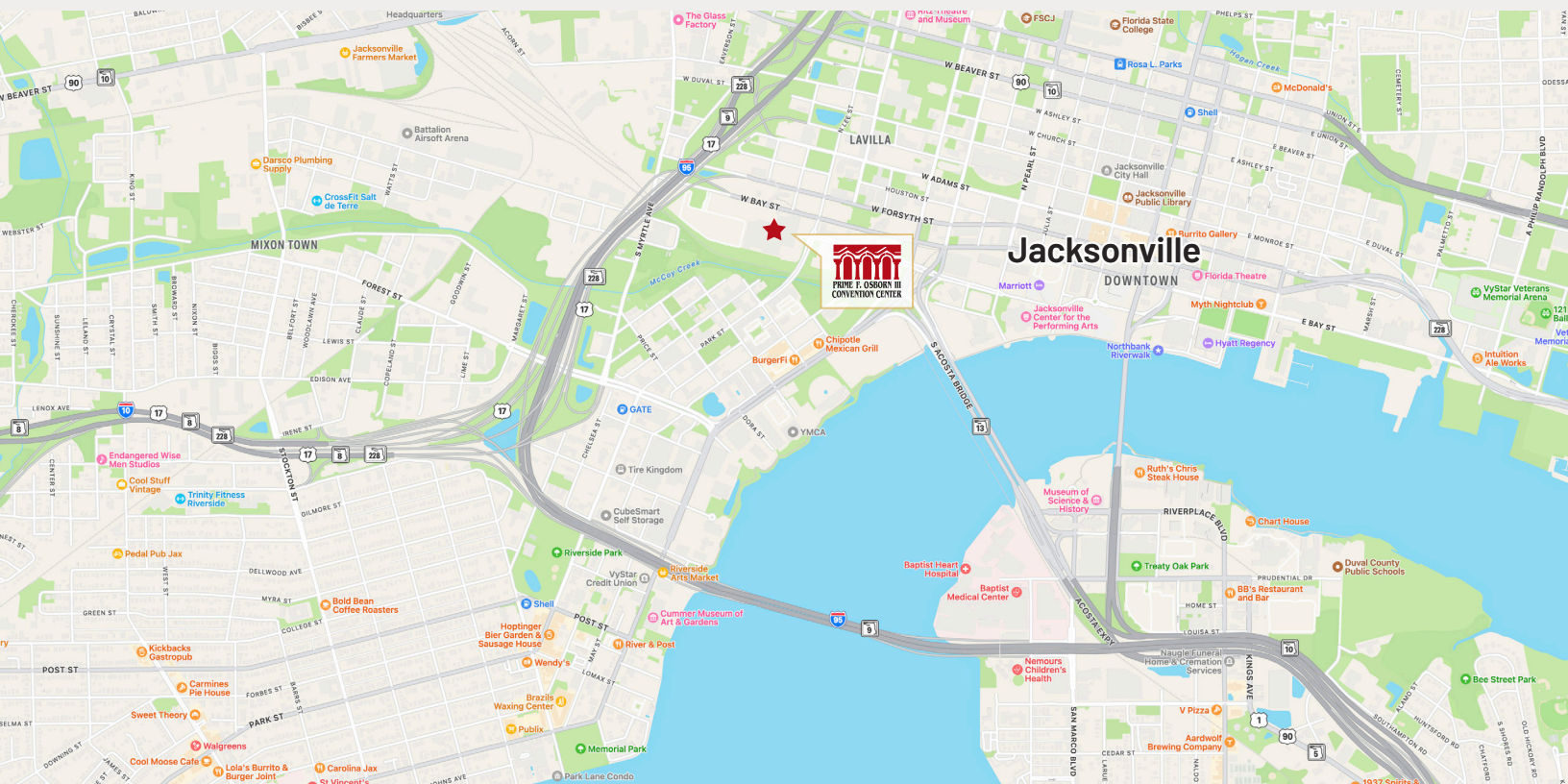
**From North (Jacksonville International Airport):** proceed south on I-95 to Exit 353A (Myrtle/Church/ Forsyth), to Forsyth Street. Proceed left (east) to Lee Street. Turn right (south) on Lee Street, then right (west) on Bay Street to the Prime Osborn Main Parking Lot.

**From East (Downtown):** proceed west on Bay Street to the Prime Osborn Main Parking Lot. Marriott Jacksonville Downtown, City Hall, and Jacksonville are served by the Skyway Express: take the Express from or through Central Station to the Terminal (Convention Center) Station.

**From South:** proceed north on I-95 to Exit 350A (Main St. Bridge/Prudential Dr./Ocean St.)

toward Acosta Bridge/Riverside Ave./Mary St. Proceed over the Acosta Bridge and take the Broad St exit. Turn left (north) on to West Bay Street to the Prime Osborn Main Parking Lot. South Bank hotels (Hilton Garden, Crowne Plaza, Wynham, Hampton downtown) are served by the Skyway Express: take the Express through Central Station to the Terminal (Convention Center) Station.

**From West (I-10):** proceed to I-95 North, then to Exit 352B (Forsyth). Take Forsyth Street (east) to Lee Street. Turn right (south) on Lee one block to Bay Street. Turn right (west) on Bay Street and proceed to the Prime Osborn Main Parking Lot.











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📍 1000 Water Street, Jacksonville, FL 32204-1546

✉ [primejax@asmjax.com](mailto:primejax@asmjax.com)

🌐 [www.primefosborn.com](http://www.primefosborn.com)