

BIRMINGHAM-JEFFERSON CONVENTION COMPLEX



Things are definitely happening in Birmingham. The Birmingham-Jefferson Convention Complex (BJCC) is nearing completion on \$39 million in renovations to its convention space, event venues and adjoining 757-room Sheraton Hotel. Plans are underway to add a new entertainment district to the BJCC campus as well.

Plus, downtown Birmingham is booming with new and renovated hotels, a four-block downtown park in the works and a growing calendar of festivals and events. Meanwhile, nearby neighborhoods offer new shops and restaurants that draw visitors and locals alike, and new businesses are finding their way to the region.

There is no better time to be in Birmingham.

That's why the Greater Birmingham Convention and Visitors Bureau, the Birmingham-Jefferson Convention Complex, the Birmingham Regional Chamber of Commerce and the Birmingham Metropolitan Development Board have come together to tell the world about just what we have to offer, IN Birmingham.

The IN Birmingham campaign includes a series of print ads that will be appearing in national magazines. IN boxes placed in businesses around Birmingham are collecting input from residents about their favorite IN spots, and on your next visit to Birmingham you will be able to pick up your IN guide and hit all the best places in town.

When it comes to meetings and events, Birmingham's IN spot is the BJCC.

"We know that meeting planners and event promoters care about versatility, and they are often surprised to find that our building is so adaptable," said Susette Hunter, director of sales and marketing. "Tell us what your needs are and we'll find a way to meet them."

The BJCC's 19,000-seat Arena converts easily to the Magic City Theater, which can seat smaller numbers for more intimate events. Unique event ven-



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ues include the 5,000-square-foot Arena Club with outdoor and indoor seating and full-service bar. As for academic and medical meetings, the Medical Forum offers high-tech classrooms and a medical demonstration lab with distance learning capabilities.

Plus, the technology solutions offered by the complex exceed those at most convention centers of its size. BJCC Productions has a full-service studio on site with live broadcast capabilities as well as a full-service editing suite.

"If you wanted to connect five regional meetings through live video conference, we can make that possible for you," Hunter said. "Then, we can edit the highlights from your conference and post it on your Web site."

That kind of versatility stretches across the street to the adjoining Sheraton Birmingham Hotel, which offers 757 guest rooms from standard rooms to Presidential suites that are perfect for in-room meetings. Many of the guest rooms recently underwent renovations, and the Sheraton also offers an all-new Sheraton Link Internet café in the lobby, new hospitality suites, board rooms and renovated ballroom and lobby space for events.

The BJCC's location is a definite selling point. It's right in the heart of downtown and only 10 minutes from the Birmingham International Airport. It's also right off the interstate for travelers coming by bus or car.

The location makes it easy to get out and see what else is IN Birmingham. The city offers world-class golf at the Robert Trent Jones Golf Trail courses, memorable dining at dozens of unique restaurants including four under the director of well-known chef Frank Stitt, interesting historical museums such

as Sloss Furnaces and the Birmingham Civil Rights Institute, and tons of outdoor recreation.

You'll find it all. IN Birmingham.

BIRMINGHAM-JEFFERSON CONVENTION COMPLEX

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As Seen on Page 44 in Facilities & Destinations 2008 SuperBook