



# FAIRPLEX

1101 W. McKinley Avenue, Pomona, CA 91768; (909) 623-3111 • [fairplex.com](http://fairplex.com)

**T**here's a new kid in town loaded with style and packing the latest bells and whistles. Fairplex and the surrounding communities await the opening of the Sheraton Fairplex Hotel & Conference Center after 10 years of planning. Now ready to burst on the scene in early 2012, the Center will join Fairplex's campus used extensively year-round for more than 500 events, including the L.A. County Fair, collectively accounting for a remarkable 2.7 million guests annually.

The single-story Art Deco addition will grace the Fairplex campus and provide nearby organizations and businesses with much-needed meeting and conference space loaded with a vast technological ensemble. From its LEED certification to the center's top-of-the-line audio, visual and computer equipment—including quality sound with more than 100,000 watts of in-house power, HDTV displays in all meeting rooms, high-speed data connections, Wi-Fi enabled café with cabled Ethernet connections and on-site expert technical services, the center is not only state-of-the-art incredible but also aesthetically pleasing. When fully operational, the \$30 million center will provide nearly 300 full-time equivalent jobs.

The 50,000-square-foot addition joins the existing 35,000-square-foot Building 8, providing a series of meeting rooms ranging from 975 to 12,000 square feet and boasting the region's largest ballroom – 12,460 square feet with seating for 1,000. The center is anticipated to generate 250 additional events annually from trade shows, corporate conferences, meetings of local organizations and the ability to accommodate educational and social events.

Fairplex offers myriad amenities making it a desirable location for meeting planners. With its existing eight exhibition halls and new conference center there are 375,000 square feet of possibilities sitting on 487-acres in the picturesque San Gabriel Valley.

Fairplex is also home to The Learning Centers, which provides free onsite educational opportunities in cooperation with local school districts. The Learning Centers exemplifies the Los Angeles County Fair Association's commitment to education and includes the Child Development Center, Career and Technical Education Center (CTEC), Fairtime Education, Junior Fair Board and the Millard Sheets Center for the Arts.

Additional Fairplex businesses include Cornucopia Food, LLC, which manages Fairplex year-round food and beverage operations and Finish Line Sports Grill, the destination for sports fans and satellite wagering. Fairplex RV and Boat Storage provides convenient access and secure storage to residents of the surrounding communities and Event Production Solutions offers an impressive inventory of rental items from chairs to forklifts, to facilitate southland events large and small.

Located in the fastest-growing region of the nation, Fairplex is centrally located and accessible from Southern California's major freeways. The Sheraton Fairplex Hotel & Conference Center is accepting reservations at (909) 868-5954 and [cindy.smith@sheraton.com](mailto:cindy.smith@sheraton.com) and [fairplex.com](http://fairplex.com)

## 2011 FAIRPLEX — STRETCHING AND GROWING CATERING TO A NEW ERA IN EVENT PLANNING

### OUR CAMPUS

- ▶ Large column-free, air-conditioned exhibit halls ranging from 33,600 to 105,500 square feet and meeting space totaling 375,000 square feet
- ▶ Building amenities include touch-free restrooms, pre-wired exhibit halls for high-speed internet and DSL, portable concession stands and ATMs
- ▶ Outside areas perfect for product demonstrations, automotive, boat and outdoor recreational shows and events
- ▶ Established and popular location for filming and television productions
- ▶ Park-like settings, fountains and beautiful landscaping throughout the grounds
- ▶ Five-eighths mile oval Fairplex Park horse racing track with large, grassy infield ideal for concerts, picnics and festivals and a 10,000-seat grandstand
- ▶ Unique barn and horse arenas for horse shows
- ▶ Historical art gallery and adjoining patio suitable for events and weddings
- ▶ Historical 40,000-seat Auto Club Raceway and 1,000-foot drag strip is an excellent location for auto testing, research, filming and driving courses
- ▶ Wally Parks NHRA Motorsports Museum
- ▶ On-site Sheraton Fairplex Hotel and Fairplex KOA RV Park
- ▶ On-site McKinley's Grille restaurant, Finish Line Sports Grill and Avalon restaurant
- ▶ Barretts Equine Ltd., site of four prestigious annual national/international equine auctions
- ▶ Spacious parking for more than 30,000 vehicles

### PROXIMITY

- ▶ Just nine miles west of LA/Ontario International Airport
- ▶ Easy access to Los Angeles, Riverside, San Bernardino and Orange counties
- ▶ Nearby dining, entertainment, theaters, art and recreational destinations

# FAIRPLEX

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When you think of Southern California's most flexible, diverse and customer friendly event location, **think Fairplex, an experience, not just a venue!**

## COMING EARLY 2012

### Sheraton Fairplex Hotel & Conference Center

- The new center will provide a high-tech, 85,000-square-foot complex that will not only house trade shows, corporate meetings, and regional associations, but will also offer clients a unique, total conference center experience in lush, park-like surroundings
- The Center features the latest in flexibility and scalability with large seminar rooms, additional break out rooms and interactive teleconferencing - everything you need to put on a world class event
- The state-of-the-art, LEED certified, facility and contemporary surroundings feature multiple seating areas for impromptu gatherings
- Sophisticated ballroom with dining capabilities for 1,000 guests
- Book your space today! The Conference Center opens early 2012



## OUR CAMPUS

- Highly regarded as the ideal consumer show location in Southern California
- Award-winning customer service and consistently high guest satisfaction
- Large column-free, air-conditioned exhibit halls ranging from 33,600 sq. ft to 105,600 sq. ft.
- Amenities include: touch-free restrooms, pre-wired exhibit halls for high-speed internet and DSL, portable concession stands and ATM machines.
- Outside areas perfect for product demonstrations as well as automotive, boat and outdoor recreational shows and events
- On-site Sheraton Fairplex Hotel and Fairplex KOA RV Park
- On-site McKinley's Grille Restaurant and Finish Line Sports Grill
- Avalon Restaurant and banquet facility can accommodate up to 500 guests
- Spacious parking for more than 30,000 cars
- Conveniently located near the 10, 210, and 57 freeways; just nine miles west of L.A./Ontario International Airport.

## SHERATON FAIRPLEX

- 247 two-room suites with deluxe amenities
- High-speed Internet access
- 11,000 sq. ft. of elegant meeting space
- Professional catering and convention staff

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SO CAL



Sheraton  
Fairplex

HOTEL & CONFERENCE CENTER

1101 W. MCKINLEY AVE.  
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(909) 623-3111  
(909) 623-9599 FAX

FOR MORE INFO,  
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A GREAT PLACE FOR PEOPLE!