

IT'S SO MIAMI®

MIAMI
GREATER MIAMI AND THE BEACHES

Find out how to make your next meeting so inspiring, so exciting and so productive. MiamiMeetings.com • 800-933-8448

©Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

BORNE TO BE... *extraordinary*



- » BOASTING MORE THAN 15,000 SQUARE FEET OF LUXURIOUSLY REDESIGNED MEETING & EVENT SPACES (INDOOR & OUTDOOR)
- » EVENTS TO BE EXQUISITELY CATERED BY CHEF MORIMOTO AND HIS CULINARY TEAM
- » BEACHFRONT HOTEL IN THE HEART OF THE ART DECO DISTRICT
- » 200 BEAUTIFULLY RENOVATED GUESTROOMS
- » 3 CAN'T MISS DINING DESTINATIONS - MORIMOTO SOUTH BEACH, THE BISTRO, THE GRILL

CONTACT US AT 305.341.1391 OR SHELBORNECORPORATESALES@WYNDHAM.COM



GRAND OPENING
GROUP
PROMOTION

SIGN CONTRACT
BY 12.31.14
» 1:40 COMP
» 1:40 SUITE UPGRADE

- » COMPLIMENTARY SUITE UPGRADES
- » UP TO 25% DISCOUNT AV SERVICES
- » \$500 GIFT CARD
- » VIP AIRPORT TRANSFERS
- » UP TO TWO COMPLIMENTARY SPA SERVICES

- » PRIVATE CHEF COOKING DEMONSTRATION FOR YOUR GROUP
- » TRIPLE WYNDHAM REWARDS POINTS
- » AND MUCH MORE
- » RATES SUN - THU \$300
- » RATES FRI - SAT \$350

Offers Subject to availability | Restrictions and limitations apply.

1801 COLLINS AVENUE | MIAMI BEACH FLORIDA 33139 +1 305.531.1271 | SHELBORNEWYNDHAMGRAND.COM



Over the last decade, Miami – a time-honored, century-old tropical hideaway for tourists and celebrities – has evolved into one of the most successful and spectacular meeting and convention destinations in the world.

By John Buchanan

The "Miami" brand is built on a multifaceted foundation, from its rich architectural history to its ever-expanding multicultural influences from food to fashion and music. Today, the city's sprawling metropolitan area — which includes distinctive enclaves such as the downtown arts district, Brickell financial district, Coconut Grove, Coral Gables and Miami Beach — combines ultra-modern urban chic with a laidback, old-school resort charm. Despite the striking modernity of the city's hotel product, meeting venues and other infrastructure, it's still the fabulous beaches and subtropical climate, framed by an energetic Latin vibe, that warm planners to meetings Miami-style.

Much of its success, in terms of resurgent awareness and curiosity, grew out of the South Beach phenomenon that erupted in the late 1990s and drew the likes of the late, legendary fashion designer Gianni Versace, and in his wake models from all over the world, which led to a thriving fashion, movie and TV scene that picked up where "Miami Vice" had left off in terms of style and energy.

Next came the rapid evolution of the Brickell financial district, which is now the international banking capital of Latin America, and the downtown arts and entertainment district that is now home to some of the most acclaimed performing arts facilities in the world.

The Adrienne Arsht Center for the Performing Arts, designed by global superstar architect Cesar Pelli, hosts a world-class season of theatre, symphony concerts and performances by Miami City Ballet, headed by iconic former dancer Edward Villella.

The New World Center, designed by legendary architect Frank Gehry and home base of the world-renowned New World Symphony headed by maestro Michael Tilson Thomas, is located in Miami Beach. The complex features SoundScape Park, where visitors can watch performances or films projected onto a 7,000 sq. ft. wall.

Another Miami landmark — one with a much longer history — is Bicentennial Park, located on a prime 30+ acre parcel of city-owned

Find out how to make your next meeting so inspiring, so exciting and so productive. MiamiMeetings.com • 800-933-8448



The Pérez Art Museum Miami



Patricia and Phillip Frost Museum of Science

Biscayne Bay waterfront, near American Airlines Arena. It includes the 2,600-foot Biscayne Baywalk. Now, however, the location is in the process of completing a major new attraction, Museum Park. Its cultural cornerstones are the new Pérez Art Museum Miami, which made its debut last year, and the Patricia and Phillip Frost Museum of Science, a \$275 million, 250,000 sq. ft. facility that will open next year. Other venues and attractions popular with groups include Miami Seaquarium, Zoo Miami, Jungle Island and NASCAR's Homestead-Miami Motor Speedway.

MEETING INFRASTRUCTURE

While Miami boasts cultural sizzle aplenty, it's the city's vast and diverse meeting infrastructure that gets the attention of planners. The Greater Miami area now has nearly 50,000 hotel rooms, from unique and charming boutique hotels famous all over the world to major-brand meeting-and-convention properties. In recent years, billions of dollars have been invested to make Miami competitive with any other destination in the country when it comes to top-quality accommodations and modern amenities.

One thing that further contributes to Miami's appeal is that virtually all of its hotels offer outdoor function spaces that showcase spectacular views of Biscayne Bay, from downtown or the Atlantic Ocean from Miami Beach. And Miami's subtropical climate means warm weather that allows for comfortable outdoor events throughout the year.

The ability to exploit local color includes rooftop pool decks, lushly landscaped tropical patios and gardens, expansive lawns overlooking world-renowned golf courses, and palm-lined courtyards and terraces with breathtaking views.

Meanwhile, Miami offers world-class convention and conference facilities. For decades, the Miami Beach Convention Center has been one of the most popular facilities in the world. Located at the heart of the Art Deco Historic District, the complex is within easy walking distance of all of South Beach's best known restaurants, bars and nightclubs. Opened in 1957, the center quickly earned iconic status when it served as the site where Cassius Clay (later known as Muhammad Ali) defeated

Sonny Liston for his first world heavyweight championship in 1964.

The facility's highest-profile user is the prestigious Art Basel, a critically acclaimed art fair that comes every year. To keep pace with its competition across the country, the Convention Center will begin a \$500 million renovation and expansion project after next year's Art Basel. And the art fair recently announced that it would stay in Miami for another five years, even through the renovation.

Another facility highly popular for smaller conventions and conferences is the Miami Convention & Conference Center, located between downtown and the edge of the Brickell financial district. It's a foundational element of the James L. Knight International Center/Hyatt Regency complex and features a 444-seat auditorium, a 117-seat tiered acoustically balanced lecture hall and 20 meeting rooms.

For serious business conferences and educational or training seminars, another good option is the Biltmore, a National Historic Landmark property built in 1926. The AAA Four Diamond hotel features 273 guest rooms and 70,537 sq. ft. of indoor/outdoor meeting and function space located within the hotel and the adjacent Conference Center of the Americas at the Biltmore. The hotel has 14,000 sq. ft. of indoor space and 24,000 sq. ft. of outdoor space; and the Conference Center of the Americas has 14,797 sq. ft. of indoor space and 17,740 sq. ft. of outdoor event space. Individual facilities include three ballrooms surrounded by expansive terraces, breakout rooms, two state-of-the-art amphitheaters, and executive boardrooms.

NEIGHBORHOODS

Although to the uninitiated Miami might appear to be a homogenous megatropolis, it is in fact a patchwork of distinct neighborhoods, each of which can claim its own charm and appropriateness for a particular group.

Over the last decade, downtown Miami — the part of the city located along the famous Biscayne Boulevard corridor — has been



THE
MIAMI BEACH

EDITION®

2901 COLLINS AVENUE
MIAMI BEACH, FLORIDA 33140
WWW.EDITIONHOTELS.COM

ACCEPTING GROUP LEADS. 294 Guest Rooms & Suites | 70,000 square feet of Beach Front | 8,300 square foot Private Event Space
3 Meeting Studios with Natural Light | 2,400 Square Foot Private Event Terrace with Ocean Views.
For more information contact Seamus Gallagher, Director of Group Sales. Email: Seamus.Gallagher@editionhotels.com Phone: 202-256-2155

COMING SOON: MIAMI BEACH 2014 | NEW YORK 2015 | SANYA 2015 | ABU DHABI 2015 | GURGAON 2015 | BANGKOK 2016
SHANGHAI 2016 | TIMES SQUARE 2017 | WEST HOLLYWOOD 2017 | WUHAN 2017 | PARIS 2017



Adrienne Arsht Center for the Performing Arts

re-engineered into one of the country's top arts-and-entertainment districts as a result of the development of the Adrienne Arsht Center for the Performing Arts, which served as a powerful catalyst for an explosion of art galleries, and an eclectic collection of excellent local restaurants and shops.

At the heart of the neighborhood is the Miami Design District, a neighborhood conceived and developed by local entrepreneur Craig Robins, a pioneer of the early South Beach scene two decades earlier. The easily walkable Design District is dedicated specifically to innovative fashion, design, architecture and dining experiences.

Located south of downtown Miami is Coconut Grove, established as a famous brand decades before developers started resuscitating the Miami Beach neighborhood that would become known worldwide as South Beach. Once an arts colony, Coconut Grove is now a shopping and dining mecca known for its quaint boutiques, art galleries, restaurants and cafes. It's also home to the landmark Vizcaya Museum & Gardens on Biscayne Bay. Built in 1916, Vizcaya — one of Miami's most celebrated attractions — is an Italian Renaissance-style mansion that can host indoor functions or deliver an unforgettable experience in its famous outdoor gardens.

Another one-of-a-kind venue in Coconut Grove is the Cruz Building, a glamorous three-story venue highlighted by coral stone outside terraces. Its stunning interiors are brimming with extraordinary features and amenities that include soaring ceilings, monumental stained-glass windows, European antiques and sculptures, massive hand-carved mahogany bars, a dramatic brass and marble staircase, wrought ironwork and sculptures, and more — all lit by interior gas flame lanterns and museum-quality antique chandeliers.

Southwest of downtown Miami is Coral Gables, the area's oldest and most iconic community, famous for its lavish Mediterranean Revival architecture and home to the University of Miami. Developed during the 1920s during the Florida land boom that led to the creation of the entire metropolitan area, Coral Gables was one of the country's first planned communities and is still highly regarded for its strict zoning regulations. In fact, Coral Gables was designed to be only four blocks wide and just over two miles long, with Ponce de Leon Boulevard bisecting it. Its developers sold the fact that every business in town was within easy walking distance, a trait that makes Coral Gables even more popular in the 21st

century. And like Miami's other neighborhoods, Coral Gables offers a range of restaurants and shops. One of its most distinctive and popular offsite meeting venues is Fairchild Tropical Botanic Garden, which features the only indoor rainforest in the U.S. Another coveted venue in Coral Gables is the Venetian Pool: a spring-fed lagoon carved out of coral rock, this historic landmark and swimming pool features cave-like grottos, stone bridges and waterfalls.

Despite the longstanding appeal of places such as Coconut Grove or Coral Gables, there's no doubt that in recent years Miami has been best known for the South Beach district of Miami Beach. Just 21 blocks long and a few blocks wide — from the Atlantic Ocean to Biscayne Bay — South Beach is home to one of the world's most acclaimed collections of architectural gems in its Art Deco District, a number of them designed by fabled architect Morris Lapidus.

Along Collins Avenue, Lincoln Road and Ocean Drive, its three main streets, South Beach now features the most famous restaurants, bars, retail shops and nightclubs in all of Miami. As a result, celebrities from movie stars to rock stars to supermodels frequent the destination, which constantly reinforces its reputation as one of the hippest places on earth. So, while South Beach is popular with small groups with a taste for adventure, it is more popular for incentive programs.

GETTING THERE

No destination has invested more money in recent years on state-of-the-art transportation infrastructure than Miami. Miami International Airport, which delivers formidable airlift from across the U.S. and around the world, offers new and renovated terminals and a recently installed high-speed train that whisks arriving passengers from plane to baggage claim and then on to a new Intermodal Center that connects attendees with private and public transportation, car rentals, limousine services and taxis in one convenient location. A new Metrorail service transports arriving passengers to downtown Miami. ■



Oceanfront on Miami Beach

Eden Roc's captivating vibe and 70,000 sq. ft. of stylish indoor and outdoor meeting and event space, delivers the unexpected with sophistication

More than 45,000 sq. ft. of state-of-the-art indoor meeting space • 25,000 sq. ft. of outdoor event space with breathtaking ocean and bay views • 33 flexible meeting rooms, including the 9,100 sq. ft. Pompeii Ballroom which accommodates up to 1000 guests • Two new Ocean Tower Ballrooms with floor to ceiling windows flooding spaces with natural light • Four exclusive ocean view meeting rooms on the Penthouse level • Creative spaces including suites, lofts and terraces • Experienced service professionals and personal meeting concierge
On-site audiovisual, business center, destination management services

Eden Roc
MIAMI BEACH

A member of Destinations Hotels & Resorts Collection
edenrocmiami.com

For more information, contact us by:

Email edenrocgrouops@destinationhotels.com | Tel 786.801.6858 | Fax 305.674.5515

Hashtag: #EdenRocMB Twitter & Instagram: @EdenRocMB Facebook: EdenRocMiami



PICK YOUR PERKS AT EPIC

Credit to Master Account - contract 50-100 rooms per night and receive up to 7% off your master account.

SELECT 2 FROM THE PERKS LISTED BELOW:

- 2 hour private yacht cruise (food and beverage not included, only available to groups booking minimum of 50 rooms per night for two nights)
- 10% off published AV rentals
- 50% off meeting room rental
- Complimentary future 3 day 2 night stay
- Upgrade from Continental Breakfast to Hot Buffet breakfast for a \$1 more per person
- iPad (16GB)

AMERICAN EXPRESS GIFT CARD - FOR MASTER ACCOUNT SPENDS OF:

- \$10,000 - \$20,000 and receive a \$200 gift card
- \$20,001 - 35,000 and receive a \$500 gift card
- \$35,001 and receive a \$750 gift card

Not available to currently contracted groups and some restrictions do apply

FOR MORE INFORMATION, CONTACT SALES@EPICHOTEL.COM

270 Biscayne Blvd. Way, Miami, FL 33131 | 866.760.3742 | epichotel.com

EPIC Perks offer must be consumed by September 30, 2014. Offer is subject to availability and is offered to groups that contract 50 rooms or more for a minimum of two nights. Offer cannot be applied in combination with other special offers or already contracted groups.

MEETINGS

NOW AVAILABLE AT EPIC



tastic location



tastic restaurants



tastic spa



tastic private beach

tastic for groups of any size.



Mandarin Oriental, Miami 500 Brickell Key Drive, Miami, FL 33131 +1 (305) 913 8383 mandarinoriental.com/miami

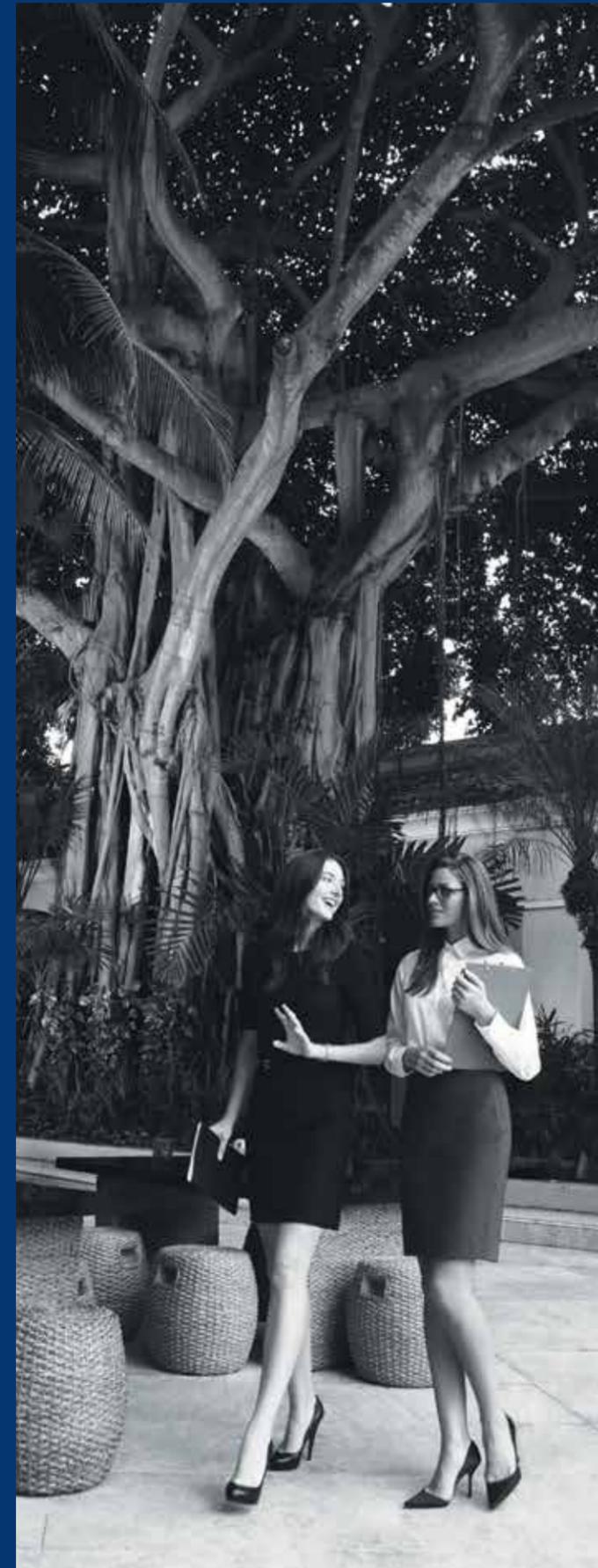
MIAMIBEACH
convention
center
GLOBAL
SPECTRUM



FORECAST: SUNNY & HIGH ATTENDANCE

Plan your next event at the Miami Beach Convention Center, an international meeting planner's paradise, situated in the heart of diverse and historic South Beach!

MIAMIBEACHCONVENTION.COM



MEETING UNDER
100 YEAR-OLD BANYAN TREE

IT'S DIFFERENT HERE

TURNBERRY ISLE
MIAMI

AUTOGRAPH COLLECTION™

40,000 SQUARE FEET OF FLEXIBLE MEETING SPACE
INDOOR AND OUTDOOR UNIQUE EVENT SPACE
18-HOLE GOLF COURSES | PRIVATE BEACH
SPA | CAÑAS TENNIS | POOLS

MIDWAY BETWEEN MIAMI INTERNATIONAL AND
FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORTS

TURNBERRYISLEMIAMI.COM

800-661-8101





MIAMI-BRICKELL
A VISION OF W HOTELS

Different by Design
aloft miami brickell
switch up the vibe

A select-service hotel offering guests stylish and affordable accommodations. While Aloft does not offer room service, we do offer many modern amenities and a central location. Spark great ideas in our sleek meeting space equipped with state-of-the-art A/V, a 55" LED TV, and fast & free WiFi.

your aloft
adventure
awaits



1001 SW 2nd Avenue Miami, FL, 33130 / t. 305.854.6300 / aloftmiamibrickell.com

☆
**MIAMI'S HOTTEST VENUE
CAN HELP YOU HIT YOUR
NEXT EVENT OUT OF THE PARK**
☆

Marlins Park is the perfect venue for hosting events of any size or style, from intimate private parties and board meetings to large-scale corporate events. Take your event behind-the-scenes using one of the clubhouses, batting cages or press conference rooms. With award-winning catering and on-site parking,

For more information or to book your next event at Marlins Park, call (305) 480-1597 or email events@marlins.com.







LIVE THE LIFE.

EXPERIENCE THE TRIUMPHANT
RETURN OF AN ICON.





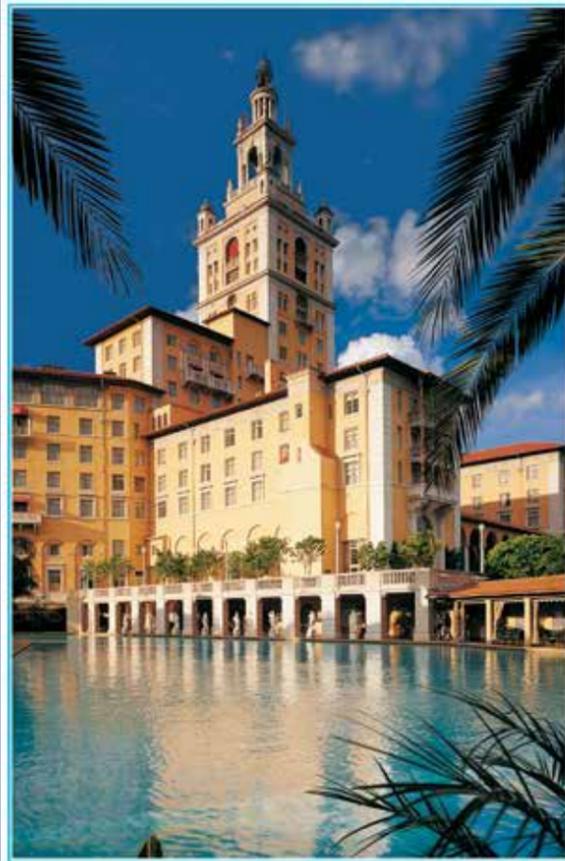




Trump National Doral Miami is poised to make your next meeting truly unforgettable. The \$250-million restoration marks a return to grandeur with a complete resort transformation. Experience our newly reimagined guest rooms, more than 100,000 square feet of all-new event space, exciting new restaurant offerings and the redesigned Blue Monster Golf Course.

For more information, call 800.936.7259 or visit TrumpNationalDoral.com.

- NEW YORK | CENTRAL PARK + SOHO
- CHICAGO
- LAS VEGAS
- WAIKIKI
- TORONTO
- MIAMI | DORAL
- PANAMA
- IRELAND | DOONBEG
- COMING SOON
- WASHINGTON D.C.
- VANCOUVER
- RIO DE JANEIRO



BOOK YOUR MEETING AT THE BILTMORE

The Biltmore Hotel in Coral Gables offers even more meeting incentives! Hold your meeting from **JUNE 1 - OCTOBER 31, 2014** and receive a credit towards your master account. The larger the group the **MORE** the savings.

- MORE** Savings to your bottom line with credits starting at \$1000 for bookings of 25 rooms per night. The more you book the more you save!
- MORE** Meeting Space - 75,000 sq. ft. of flexible indoor and outdoor function space with privatization options available.
- MORE** Recreational options including spa, golf, world-renowned pool, tennis and fitness center.
- MORE** Restaurants featuring Italian & French cuisine, al fresco dining and lounge fare.



1200 Anastasia Avenue | Coral Gables, Florida 33134 | www.biltmorehotel.com
sales@biltmorehotel.com | 1.800.456.1926 Promo Code: MORE

Offer not valid in conjunction with previously booked or held meetings or any other promotional offer. Applicable to group bookings of 25 rooms per night or more. Subject to availability. Blackout dates may apply.



305.604.3918 | loewshotels.com/miami

WHERE FUNCTION MEETS FAB.



Surfcomber
 MIAMI | SOUTH BEACH
 A KIMPTON HOTEL

SCENE STEALERS

MAKE A SCENE WITH SURFCOMBER

PLANNERS CAN SELECT TWO PERKS FROM THE FOLLOWING LIST WHEN PLANNING THEIR MEETING AT SURFCOMBER:

- One hour early check-in (meeting planner)
- One hour later check-out (meeting planner)
- Two complimentary upgrades for VIP
- Extend your one-hour group cocktail reception, and the second hour of beer and wine is free
- Complimentary Hot breakfast with the purchase of Continental
- 10% off published banquet menu prices
- Two round trip airport transfers for VIP
- 1 per 30 comp policy (cumulative)
- Up to five VIP welcome culinary amenities (chef's selection)
- Up to five VIP turn down service
- One Hospitality cabana for VIP each day with fruit, snacks, soda, water and juice

AMERICAN EXPRESS GIFT CARDS

- \$300 when spending \$5000 - \$7000
- \$400 when spending \$7001 - \$10,000
- \$600 when spending \$10,001 or more

1717 Collins Avenue, Miami Beach, FL 33139 | Reservations: 800.994.6103 | Phone: 1.305.532.7715 | www.surfcomber.com

Groups must be consumed no later than 11/30/2014. Groups must have a minimum of 25 guest rooms on peak nights booked and consumed for a minimum of 2 nights. Promotion is based upon availability and does not apply to groups already contracted and/or in conjunction with another promotional offer. All perks are based upon availability. Food and Beverage minimums may apply. Perks are offered for each day of group's meeting as long as the group qualifies.



At Loews Miami Beach Hotel, your group gets the best of both worlds. The flavor of South Beach in an elegant, comfortable atmosphere. From ballrooms and boardrooms to breakout areas and the poolside SOAK Cabanas, our refreshing spaces let your attendees reconnect while staying connected with complimentary WiFi. Put inspiration on your next agenda and visit loewshotels.com/miami.

REFRESH AND RECONNECT | **LOEWS** MIAMI BEACH HOTEL

Loews Miami Beach Hotel | 1601 Collins Avenue Miami Beach, Florida 33139 | 305.604.3918 | loewshotels.com/miami



STUNNING EVENT
AND MEETING SPACE

EXECUTIVE
BOARD MEETINGS
TO LARGE-SCALE
CONVENTIONS

SPECTACULAR
OUTDOOR
EVENT SPACE

STATE OF THE ART
TECHNOLOGY
VISUALS AND SOUND



EXTRAORDINARY
CUISINE FROM
BANQUETS TO
FINE DINING
MICHAEL MINA 74
HAKKASAN
SCARPETTA
FB STEAKHOUSE

FABULOUS SPA
AND GYM FACILITIES

OVER 1500
GUESTROOMS WITH
BREATHTAKING VIEWS

OCEANFRONT
SUN AND SAND
SWIMMING POOLS

FONTAINEBLEAU
MIAMI BEACH
FONTAINEBLEAU.COM

F O N T A I N E B L E A U

