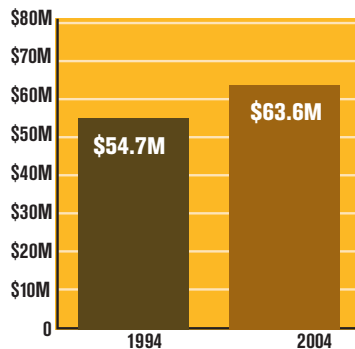


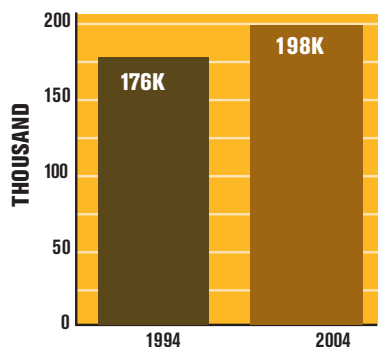
## U.S. trade show growth

The trade show industry has shown positive growth in all major measures from 1994 to 2004 except attendance, which has fallen.

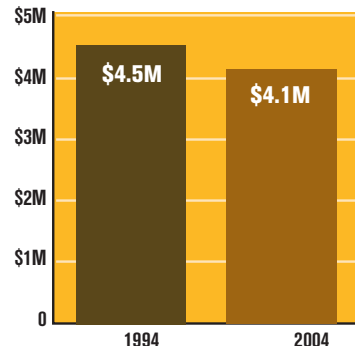
### Net square feet • Up 1.5% annually\*



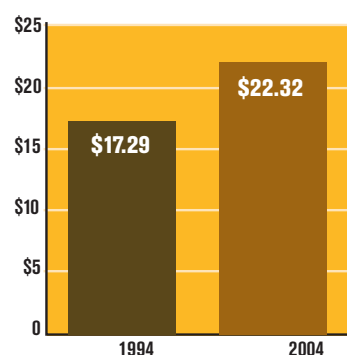
### Exhibiting firms • Up 1.2% annually\*



### Professional attendance Down 0.7% annually\*



### Average space rate • Up 2.6% annually\*



\*In compounded annual growth rate (CAGR), which represents the year over year growth rate using a base amount. In these charts, CAGR is a way to express rate of growth in trade shows over a number of years.

# Largest Meeting Facilities

In Silicon Valley\* — ranked by total square footage of private meeting space

Rank 2004	Company Address	Total square footage of private meeting space/largest contiguous meeting space	Capacity: theater style/banquet style/reception	Number of meeting rooms/square footage of largest meeting room/square footage of exhibit space	Year facility opened/year of last renovation	Meetings contact/title
1	<b>San Jose McEnery Convention Center</b> 150 W. San Carlos St., San Jose 95112 408-295-9600, www.sjcc.com	223,000 143,000	14,800 5,000 ‡	30 22,000 143,000	1984 2005	Joe Fuentes National sales manager
2	<b>Santa Clara Convention Center</b> 5001 Great America Parkway, Santa Clara 95054 408-748-7000, www.santaclara.org	175,000 23,000	5,000 3,500 5,000	26 23,000 100,000	1986 2004	Bill Benaderet Director of scheduling and administration
3	<b>The Tech Museum of Innovation</b> 201 S. Market St., San Jose 95113 408-294-8324, www.thetech.org	112,000 3,600	400 500 2,500	5 3,600 112,000	1998 2004	Maureen Lynott Director of sales and special events
4	<b>Fairmont Hotel</b> 170 S. Market St., San Jose 95113 408-998-1900, www.fairmont.com	65,000 13,464	1,500 1,200 2,800	22 13,464 13,464	1987 2002	Christine Cooper Director of group sales
5	<b>Monterey Conference Center</b> One Portola Plaza, Monterey 93940 NR 831-646-3770, www.monterey.org/mcc	58,000 10,665	2,400 1,300 2,000	16 19,600 19,600	1977 2000	Dan Concepcion Conference center manager
6	<b>Portola Plaza Hotel at Monterey Bay</b> Two Portola Plaza, Monterey 93940 NR 831-649-4511, www.portolaplazahotel.com	50,000 19,600	2,500 1,300 2,000	22 10,665 19,600	1978 2005	Wade Bryant Director of sales & marketing
7	<b>Doubletree Hotel San Jose</b> 2050 Gateway Place, San Jose 95110 9 408-453-4000, www.dtsj.com	48,000 9,940	1,200 1,200 1,200	21 9,940 9,940	1985 2005	Dave Costain General manager
8	<b>City Beach Fremont</b> 4020 Technology Place, Fremont 94538 6 510-651-2500, www.citybeach.com	43,000 43,000	1,200 900 2,000	4 10,000 10,000	2001 2004	Andy Decker Director of sales
9	<b>Hyatt Regency Monterey Resort and Conference Center</b> 1 Old Golf Course Road, Monterey 93940 NR 831-372-1234, www.monterey.hyatt.com	40,000 19,000	1,200 1,000 1,200	31 19,000 19,000	1969 2005	Todd Statz Director of sales and marketing
10	<b>Civic Auditorium &amp; Parkside Hall</b> 145 W. San Carlos St., San Jose 95112 7 408-295-9600, www.sjcc.com	34,700 30,000	2,800 1,840 1,000	6 18,000 18,000	‡ ‡	Joe Fuentes National sales manager
11	<b>Dolce Hayes Mansion</b> 200 Edenvale Ave., San Jose 95136 8 408-226-3200, www.hayesmansion.com	33,000 6,600	720 550 900	22 6,600 8,500	1994 2003	Heidi Macias Director of sales
12	<b>Asilomar State Beach &amp; Conference Grounds</b> 800 Asilomar Blvd., Pacific Grove 93350 NR 831-642-4222, www.visitasilomar.com	31,000 5,940	600 750 750	40 5,940 ‡	1913 2005	Linda Casey Director of sales & marketing
13	<b>City Beach Santa Clara</b> 2911 Mead Ave., Santa Clara 95051 NR 408-654-9330, www.citybeach.com	28,000 28,000	1,200 900 2,000	1 28,000 28,000	1995 2005	Andy Decker Director of sales
14	<b>Marriott Santa Clara</b> 2700 Mission College Blvd., Santa Clara 95054 10 408-988-1500, www.santaclaramarriott.com	23,847 11,837	1,200 800 1,500	25 11,837 11,837	1976 2005	Prakash Nayak Director of group sales
15	<b>San Jose Marriott</b> 301 S. Market St., San Jose 95113 11 408-280-1300, www.sanjosemarriott.com	21,000 9,000	1,000 640 800	16 9,000 9,000	2003 2003	Leif Lendrop Director of sales & marketing
16	<b>HP Pavilion</b> 525 W. Santa Clara St., San Jose 95113 5 408-287-7070, www.hppavilion.com	20,400 20,400	7,500 1,500 2,100	4 20,400 20,400	1993 ‡	Steve Kirsner Director of booking
17	<b>Cocoonut Grove Santa Cruz</b> 400 Beach St., Santa Cruz 95060 12 831-423-2053, www.cocoonutgrovesantacruz.com	19,776 19,776	850 850 850	4 6,927 6,927	1907 2001	Sally Sessions Director of events
18	<b>Four Points by Sheraton</b> 1250 Lakeside Drive, Sunnyvale 94085 13 408-738-4888, www.fourpointssunnyvale.com	18,000 ‡	2,515 1,500 ‡	15 5,712 ‡	‡ ‡	Gary Lind General manager
19	<b>Network Meeting Center at Techmart</b> 5201 Great America Parkway, Suite 122, Santa Clara 95054 14 408-562-6111, www.networkmeetingcenter.com	17,000 3,600	330 260 500	17 3,600 5,000	1989 2001	David Van Etten General manager
20	<b>Wyndham San Jose</b> 1350 N. First St., San Jose 95112 15 408-453-6200, www.wyndhamsanjose.com	16,265 11,620	1,800 1,000 1,200	15 11,620 11,620	1975 2005	Gary Hageman General manager
21	<b>Monterey Plaza Hotel and Spa</b> 400 Cannery Row, Monterey 93940 NR 831-646-1700, http://www.woodsidehotels.com/monterey	16,000 3,700	500 300 1,000	19 3,700 3,700	‡ ‡	John Narigi VP/General manager
22	<b>Bay Meadows Racecourse</b> 2600 S. Delaware Ave., San Mateo 94402 16 650-574-7223, www.baymeadows.com	15,000 ‡	‡ ‡ 3,000	‡ ‡ ‡	‡ ‡	Dyan Grealish Vice president
22	<b>Paramount's Great America</b> 2401 Agnew Rd., Santa Clara 95054 16 408-988-1776, www.pgathrills.com	15,000 15,000	10,000 2,000 2,000	5 15,000 15,000	1997 2004	Todd Redding Group sales manager
24	<b>Monterey Marriott</b> 350 Calle Principal, Monterey 93940 NR 831-649-4234, www.marriotthotels.com/mryca	13,000 ‡	‡ 600 2,550	24 19,600 8,137	‡ ‡	Rene Boskoff General manager
25	<b>Chaminade</b> 1 Chaminade Lane, Santa Cruz 95065 18 800-475-5600, www.chaminade.com	12,000 2,600	220 230 230	12 2,600 2,600	1985 2006	Sherrie Huneke Director of sales

\*Silicon Valley includes: Santa Clara County; Fremont, Newark and Union City in Alameda County; Atherton, Belmont, East Palo Alto, Foster City, Menlo Park, Portola Valley, Redwood City, Redwood Shores, San Carlos, San Mateo and Woodside in San Mateo County; San Benito, Santa Cruz and Monterey counties. Although every attempt is made to ensure the accuracy and thoroughness of Business Journal lists, omissions sometimes occur.

NOTES: ‡ - Did not disclose. NR - Not ranked. Information was obtained from facility representatives, facility Web sites and the San Jose Convention & Visitors Bureau.

If your company would like to be considered for next year's list, or if there are any corrections or additions, write to: Research, Business Journal, 96 N. Third St., Suite 100, San Jose, CA 95112; fax 408-295-5028; or e-mail bsargent@bizjournals.com.

Research by Beth Sargent