CONVENTION CENTER CAMPAIGN DECLARES PUERTO RICO

OPEN FOR MEETINGS AND CONVENTIONS

The Puerto Rico Convention Center reopens its doors with renovations, rigorous safety protocols and capital improvements completed during the pandemic

Puerto Rico is confident its Convention District offering is a unique differentiating factor in Strategically promoting Puerto Rico as the ideal destination for these business-driven events

September 8, 2021, San Juan, P.R.--- As we continue to ease back into normalcy amidst more than a year of lockdowns, Puerto Rico is officially open for meetings and conventions once again, as COVID pandemic levels subside on the island after achieving a percentage that surpasses 60% in local vaccinations. With an ambitious promotional agenda, **ASM Global** (ASM) and the **Puerto Rico Convention District Authority** jointly announced the launching of a strategic communications campaign featuring the Puerto Rico Convention Center (PRCC) and the iconic Antiguo Casino building.

"We are very excited to unveil this new campaign as part of an aggressive effort with our government and industry partners to continue driving the momentum we are already seeing. The Puerto Rico Convention Center has to become one of the top venues worldwide in the meetings and conventions segment," said Jorge Pérez, Regional Manager for ASM Global.

The new joint advertising campaign will entail an investment from CARES Act funds, and will include executions in print, digital, social media and out of home. The company also developed and implemented Best-in-Class environmental hygiene, disinfection and safety programs and protocols proprietary to ASM *VenueShield* and *GBAC Gold Star* across 325 venues globally as well as in Puerto Rico. According to the executive, other capital and facility and infrastructure improvements projects completed during lockdown month included: carpet replacement, air purification systems and HVAC improvements, installing disinfecting safety stations and educational signage, to ensure consumers an unsurpassed experience and peace of mind as they return for events and activities at these venues.

"We want the world to know that Puerto Rico is open for business. We have taken advantage of mandatory closings to make the necessary investments and our facilities are ready to host inbound meetings and events. Visitors will find improved facilities, more entertainment options and most of all a safe environment to avoid COVID infections," said Mariela Vallines Fernández, Executive Director at the Puerto Rico Conventions District Authority.

ASM Global implemented the new *VenueShield* environmental hygiene protocol, created in response to satisfy evolving guest expectations, stemming from the Coronavirus pandemic. *VenueShield is* a comprehensive, best-in-class program, providing the highest levels of cleanliness and safety, developed in partnership with leading medical professionals, industry experts and public health officials. In Puerto Rico, ASM Global operates the most important event arenas locally – the Puerto Rico Convention Center (PRCC), the Coliseum of Puerto Rico, the Antiguo Casino, and the recently inaugurated Coca-Cola Music Hall at the Distrito T-Mobile at the Convention District.

VenueShield provides the most advanced hygienic safeguards and health and safety protocols covering areas such as environmental hygiene, technology and equipment, communication and public awareness, food safety, customer experience, workforce safety, temperature screening. These extensive measures contemplate the use of personal protective equipment (PPE), food safety measures, air quality control, surface cleaning, physical/social distancing, temperature checks, thermal cameras, hand sanitizers, reduced touch points, contactless transactions, daily monitoring systems, and more.

Other facility investments include improvements in network connectivity with a new state-of-the-art wireless network, designed with robust and scalable 5G capable architecture, ensuring that the visitors attending conferences, meetings and other special events have reliable and seamless connectivity throughout the entire convention center. "Network connectivity plays a crucial role within the Convention Center and has been a major focus of operation for us," said Jorge L. Pérez, ASM General Manager, Puerto Rico Convention Center. "Deploying a new state-of-the-art wireless network is a complex undertaking. We're excited to provide visitors, exhibitors and conferences with an unmatched network experience while visiting PRCC."

According to Pérez, there are several events and conventions already scheduled for the next six months at the PRCC with a potential economic impact of 35,000 room nights. Despite early industry predictions that the recuperation of the meetings, incentives, conventions and events segment (MICE) could take years, Puerto Rico seems to be experiencing a quick rebound.

Encouraged by COVID vaccinations, Discover Puerto Rico has reported a substantial increase in interest in the destination, with double digit increases in lead volume during the first quarter of 2021 and generating hundreds of prospects for the remainder of the year. Discover Puerto Rico's current portfolio of active prospects is at 96% of where it was in July 2019, with an estimated economic impact of $262.1 million for the Island. From July 2020 to March 2021, the most active segments interested in Puerto Rico are health and medicine, finance and insurance, high technology, meeting shopping and sports.

New entertainment options include the Distrito T-Mobile, adjacent to the PRCC, recently built at a cost of over $175 million. It features a new 177-room Aloft hotel, eight movie theaters with a total capacity for 800 people, the Coca Cola Music Hall, a central plaza with a 4k horizontal display - the largest in the hemisphere, an indoor zipline, restaurants, among other amenities.

With more than 600,000 square feet of total space, the PRCC itself features an Exhibition Hall that can seat nearly 17,000 people and a ballroom that can accommodate more than 4,000, along with the waterfront, the PRCC is capable of hosting more than 25,000 simultaneous guests.

COVID vaccinations continue to advance in Puerto Rico with a total of 4,100,889 doses administered. A total of 2,296,905 people already received one dose of the vaccine accounting for almost 80.6% of the population and 1,983,819 are fully vaccinated for 69.6% of the population, according to the latest figures from the Puerto Rico Department of Health, as of August 9, 2021. (https://covid19datos.salud.gov.pr/)

Moreover, airport entry protocols and health & safety guides have been extensively communicated through communications efforts, which have generated extensive media coverage, in media such as *Forbes, Travel + Leisure,* The New *York Times* and Conde *Nast Traveler,* among others, generating more than 1.5 million impressions.

"As a meetings destination, Puerto Rico is a place like no other. We offer an unparalleled combination of the best meeting infrastructure, hi-speed internet and 5G, world class gastronomy, natural attractions, great hotels and new state of the art entertainment options like the Distrito T-Mobile, providing a complete experience for visitors," stated Perez.

About ASM Global:

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences. ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world deliver locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit: www.prconvention.com or www.asmglobal.com

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