

HUNTSVILLE

meeting planner guide





We've got space...

...for YOUR next conference, trade show or event. Meeting planners who have enjoyed the extraordinary services and support while conducting their events here agree that Huntsville/Madison County is the right choice for an out-of-this-world experience. Whether your event involves 50 or 10,000, the Convention & Visitors Bureau, local lodging providers and area attractions work as a team to ensure your success.

Huntsville (originally called Twickenham) served as the host of the Constitutional Convention and was named the first capital of the newly recognized state of Alabama. During the Civil War, Huntsville was occupied by Union troops which spared the homes and businesses from destruction.

An abundance of Fortune 500 companies have facilities in Huntsville/Madison County. We are the home of Toyota Motor Manufacturing of Alabama as well as the HudsonAlpha Institute, which is a world leader in biotech. Huntsville and Madison County are home to 909 defense contractors who collectively provide \$5.6 billion in defense contracts for the U.S. government. Our quality of life is outstanding, and as a result, there are exciting attractions and activities for your attendees to enjoy during their stay.

Let us show you how our staff of dedicated professionals will help take your meeting to new heights in the Rocket City. *We've got space* and we're eager to host your next meeting.

Judy Ryals, President/CEO

Complimentary Services

CONVENTION SERVICES

- Complimentary registration assistance and printing of name badges for qualified groups
- Allow us to connect you with local services such as photographers, musicians, caterers, speakers, etc.
- Local transportation information

DESTINATION EXPERTISE

- Need a unique venue for your event? We are here to help guide you in the right direction
- Suggestions for sightseeing, tours, entertainment, dining, shopping, and team building
- Ideas for spouse/companion programs, children's activities and themed events

MARKETING

- Pre-convention promotion assistance such as videos and images
- Media assistance
- Welcome letters from public officials

PROMO MATERIALS

- Welcome materials for your attendees that include welcome bag, official destination guide, U.S. Space & Rocket Center brochure, dining guide, maps and much more
- Welcome signage: either at the Huntsville International airport or your host venue (for qualified groups)
- Allow us to create a dedicated landing page for your event on Huntsville.org (for qualified groups)



Meet the Team



Jamie Koshofer
VICE PRESIDENT OF CONVENTIONS
 Phone: 256.551.2223
 jamie@huntsville.org



Sharon Snell
SENIOR CONVENTION SALES / TECHNOLOGY NETWORK MANAGER
 Phone: 256.551.2233
 ssnell@huntsville.org



Erica Bradford
CONVENTION SALES MANAGER
 Phone: 256.551.2270
 ebradford@huntsville.org



Mark McCarter
CONVENTION SALES MANAGER
 Phone: 256.551.2334
 mccarter@huntsville.org



Misty Williams
CONVENTION SALES MANAGER
 Phone: 256.551.2380
 mwilliams@huntsville.org



Pam Williams
TOURISM AND EDUCATION SALES MANAGER
 Phone: 256.551.2204
 pam@huntsville.org



Van Brown
CONVENTION SERVICES MANAGER
 Phone: 256.551.2226
 van@huntsville.org

HUNTSVILLE FACTS

POPULATION

Huntsville: **194,585**
 City of Madison: **48,861**
 Madison County: **361,046**
 Huntsville Metro (includes Madison and Limestone Counties): **455,448**

FUN FACTS

Huntsville is #1 city for STEM jobs
 Huntsville's nickname is the "Rocket City"
 Alabama's State Constitution was signed in Huntsville in 1819

TIME ZONE

Huntsville is in the Central Time Zone and uses Daylight Saving Time

TAXES

Sales tax on goods and services is 9%, hotel/motel room tax is 15% plus a \$2 city surcharge

NEARBY CITIES

Atlanta, GA 195 miles (3.5 hrs)
 Birmingham, AL 96 miles (1.5 hrs)
 Charlotte, NC 410 miles (7 hrs)
 Chicago, IL 550 miles (9 hrs)
 Memphis, TN 215 miles (3.75 hrs)
 Nashville, TN 110 miles (2 hrs)
 New Orleans, LA 440 miles (6.5 hrs)
 St. Louis, MO 418 miles (6.25 hrs)

6,800+

Number of Hotel Rooms in Region

0

sales tax and service fees at the Von Braun Center

15

Minutes from Airport to Downtown

170,000+ sq. ft.

Exhibit/Meeting Space at Von Braun Convention Center

Fly direct to HSV from 10 cities!





NO SALES TAX OR SERVICE CHARGE

TOTAL SPACE **170,488 sq/ft** LARGEST SPACE **100,800 sq/ft**

Von Braun Center

700 Monroe Street Huntsville, AL 35801 || 256.533.1953 / Fax 256.551.2203
 vonbrauncenter.com || marketing@vonbrauncenter.com

The Von Braun Center has more than 170,000 square feet of flexible meeting and exhibit space to accommodate your convention and meeting requirements.

The multi-purpose facility is equipped to accommodate major concerts, touring Broadway shows, ballets, concerts and performances of the Huntsville Symphony Orchestra. The 6,900-seat Propst Arena, the

1,950-seat Mark C. Smith Concert Hall and the 330-seat Playhouse Theater are available for conferences and seminars.

The VBC is currently undergoing a major renovation, including the addition of a new ballroom/multi-purpose space of 35,000 sq. ft. that will have an outdoor terrace.

The center has no tax or service charge fees.

EXPANSION HIGHLIGHTS

- » New ballroom/multi-purpose space of 35,000 sq. ft. that will include an outdoor terrace
- » Renovation of the existing North Hall
- » The addition of 14,000 sq. ft. of breakout meeting space
- » New pre-function/lobby of 15,000 sq. ft.
- » New concourse connecting South Hall and Embassy Suites
- » Extension of the existing concourse leading from the Concert Hall and Arena to the newly constructed facilities
- » The addition of a new full-service kitchen
- » The addition of a 1,200 capacity music hall and food and beverage venue

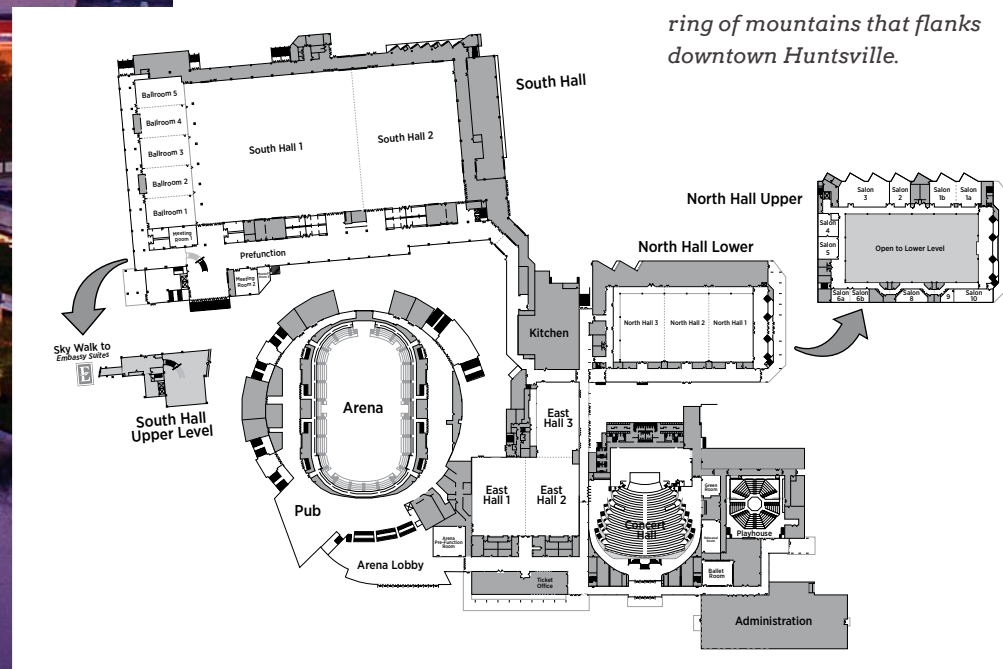
MEETING SPACE INFORMATION:

- SOUTH HALL** 100,800 sq/ft
- EAST HALL** 24,880 sq/ft
- NORTH HALL** 23,184 sq/ft
- ARENA** 21,624 sq/ft

Great Location

Conveniently located just off Interstate 565 and a 15-minute drive from the Huntsville International Airport.

The convention center overlooks beautiful Big Spring International Park and a ring of mountains that flanks downtown Huntsville.





TOTAL SPACE
13,000 sq/ft

LARGEST SPACE
7,584 sq/ft

Jackson Center

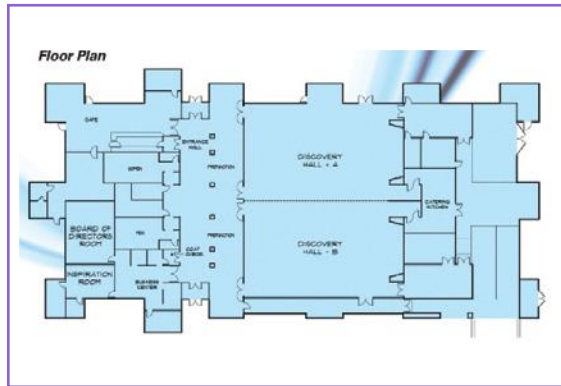
6001 Moquin Drive Huntsville, AL 35806 || 256.327.7320 / Fax: 256.327.7338
jacksoncenter.net || info@jacksoncenter.net

Jackson Center is a state-of-the-art conference center that is expertly designed to host professional meetings, corporate events and multi-day conferences for groups up to 850 participants. Jackson Center offers over 13,000 square feet of versatile meeting space in a "Distraction-Free Environment."

Meeting rooms are equipped with built-in high-definition ceiling mounted projectors, retractable screens, high-definition IP video conferencing with pan/tilt/zoom camera and DVD recording

with playback capability and complimentary WI-FI internet throughout the building.

The Jackson Center offers many services to facilitate your booking process such as on-site catering, online registration for attendees, online calendar for viewing available dates and "One-Stop Planning Solutions" which allows them to handle all facets of your conference as well as a pub for hosting informative, fun receptions and after-meeting collaborations.



Space To Play

Whether it's on turf or ice, on sand or water, Huntsville has places for you to play. The Huntsville Aquatics Center is a world-class facility with seating for 1,400 and two 50-meter competition pools. Nearby are facilities for soccer, softball, baseball, cross country, lacrosse, beach volleyball, tennis, hockey and figure skating. We're proud of our legacy of hosting traditional sports, and we're leading the way with more non-traditional events. Pickleball, anyone? Curling? Cornhole? Disc golf? We have space to play a little bit of everything.



» For more information on Huntsville sports facilities, visit huntsville.org/sports.

Downtown Convention Hotels

Properties listed in order of distance to the Convention Center

Airport Shuttle

Free parking

1



Embassy Suites Hotel & Spa

800 Monroe Street, Huntsville, AL 35801
256.539.7373 / Fax 256.539.7374
embassysuites.com

295 SUITES 21,064 sq/ft 4,784 sq/ft

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2



AC Hotel by Marriott

435 Williams Ave, Huntsville, AL 35801
256.836.7776 / Fax 256.836.7775
marriott.com/hsvar

120 ROOMS 3,200 sq/ft 2,475 sq/ft

3



SpringHill Suites Downtown

745 Constellation Drive, Huntsville, AL 35801
256.512.0188 / Fax 256.512.0182
marriott.com/hsvsh

149 ROOMS 3,903 sq/ft 2,626 sq/ft

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4



Homewood Suites Downtown

714 Gallatin Street SW, Huntsville, AL 35801
256.539.1445 / Fax 256.533.8284
homewoodsuites3.hilton.com

101 ROOMS

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Downtown Convention Hotels

Properties listed in order of distance to the Convention Center

Airport Shuttle

Free parking

5



Curio by Hilton

COMING IN 2020

100 ROOMS

6



Hampton Inn & Suites

COMING IN 2020

150 ROOMS

INFO KEY:

SLEEPING ROOMS






TOTAL MEETING SPACE

LARGEST MEETING SPACE



Huntsville Hotels with Meeting Space

Properties listed in order of largest meeting space

		Airport Shuttle	Miles from Downtown	Free parking
1	 <p>Westin Element Huntsville 6800 Governors West NW, Huntsville, AL 35805 256.428.2000 / Fax 256.428.2001 westinhuntsville.com</p> <p>382 ROOMS 12,741 sq/ft 7,972 sq/ft</p>		7.3	●
2	 <p>Huntsville Marriott 5 Tranquility Base, Huntsville, AL 35805 256.830.2222 / Fax 256.895.0904 marriott.com/hsval</p> <p>290 ROOMS 10,289 sq/ft 6,000 sq/ft</p>	●	4.7	●
3	 <p>Holiday Inn Research Park 5903 University Drive, Huntsville, AL 35806 256.830.0600 / Fax 256.830.9576 hihuntsville.com</p> <p>200 ROOMS 5,420 sq/ft 3,920 sq/ft</p>	●	5.4	●
4	 <p>Four Points by Sheraton Airport 1000 Glenn Hearn Boulevard SW, Huntsville, AL 35824 256.772.9661 / Fax 256.464.9116 FourPoints.com/Huntsvilleairport</p> <p>148 ROOMS 4,499 sq/ft 2,582 sq/ft</p>	Hotel located at airport	13.5	●
5	 <p>Best Western Plus 9035 Madison Boulevard, Madison, AL 35758 256.772.7170 / Fax 256.464.0762 bestwestern.com</p> <p>164 ROOMS 3,612 sq/ft 1,386 sq/ft</p>	●	11.7	●

Huntsville Hotels with Meeting Space

Properties listed in order of largest meeting space

		Airport Shuttle	Miles from Downtown	Free parking
6	 <p>DoubleTree Suites 6000 Memorial Parkway South, Huntsville, AL 35802 256.882.9400 / Fax 256.882.9684 doubletree.hilton.com</p> <p>149 SUITES 4,239 sq/ft 1,300 sq/ft</p>	●	5.1	●
7	 <p>Drury Inn & Suites 93 Wynn Drive NW, Huntsville, AL 35805 256.430.9888 / Fax 256.430.4392 druryhotels.com</p> <p>187 ROOMS 2,400 sq/ft 1,200 sq/ft</p>		5.4	●

INFO KEY: **SLEEPING ROOMS** **TOTAL MEETING SPACE** **LARGEST MEETING SPACE**



Space to Explore

Unique Off-Site Venue Options for Conventions

Meeting space	Miles from downtown	Free parking
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U.S. Space & Rocket Center
 One Tranquility Base, Huntsville, AL 35805
 256.837.3400 or 800.63.SPACE
 rocketcenter.com

70,000 sq/ft 42,000 sq/ft 1,000 - 1,200

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Huntsville Botanical Garden
 4747 Bob Wallace Avenue SW,
 Huntsville, AL 35805
 256.430.3572 ext 243, 237 / Fax 256.830.5314
 hsvbg.org

25,000 sq/ft 5,137 sq/ft

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Burritt on the Mountain
 3101 Burritt Drive SE, Huntsville, AL 35801
 256.536.2882 / Fax 256.532.1784
 burrittonthemountain.com

3,480 sq/ft 3,480 sq/ft

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Campus No. 805
 2620 Clinton Ave W, Huntsville, AL 35805
 256.519.6212
 campus805.com

10,069 sq/ft 7,786 sq/ft

•	1.5	•
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DID YOU KNOW? With more than 10 craft breweries, Huntsville is one of the Craft Beer Capitals of the South.

Space to Explore

Unique Off-Site Venue Options for Conventions

Meeting Space	Miles from downtown	Free parking
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Huntsville Museum of Art
 300 Church Street South,
 Huntsville, AL 35801
 256.382.0737 / Fax 256.533.6748
 hsvmuseum.org

14,470 sq/ft 7,252 sq/ft

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Low Mill ARTS & Entertainment
 2211 Seminole Drive, Huntsville, AL 35805
 256.533.0399
 lowemill.net

13,598 sq/ft 4,320 sq/ft

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INFO KEY: TOTAL MEETING SPACE LARGEST MEETING SPACE MAX # OF ATTENDEES

THE VIEW AT BURRITT ON THE MOUNTAIN



Space to Explore

Unique Off-Site Venue Options for Conventions

Meeting space	Within walking distance of Downtown	Free parking
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Historic Huntsville Depot
 320 Church Street, Huntsville, AL 35801
 256.564.8113 or 800.678.1819
 earlyworks.com

7,500 sq/ft 7,500 sq/ft

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A.M. Booth's Lumberyard
 108 Cleveland Avenue NW,
 Huntsville, AL 35801
 256.651.3417 / 256.651.5437
 thelumberyard.info

18,556 sq/ft 2,600 sq/ft (indoor) 8,956 sq/ft (outdoor)

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EarlyWorks Museum
 404 Madison Street, Huntsville, AL 35801
 256.564.8113 / Fax 256.564.8151
 earlyworks.com

3,500 sq/ft 3,500 sq/ft

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Insanity Complex
 100 Skate Park Dr, Madison, AL 35758
 256.319.0000 x1029 / Fax 256.325.2528
 insanitycomplex.com

61,487 sq/ft 19,246 sq/ft

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Space to Explore

Unique Off-Site Venue Options for Conventions

Meeting Space	Within walking distance of Downtown	Free parking
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The Historic Lowry House
 1205 Kildare St NW, Huntsville, AL 35801
 256.489.9200
 historiclowryhouse.com

2,965 sq/ft 295 sq/ft

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Weeden House
 300 Gates Ave SE, Huntsville, AL 35801
 256.536.7718
 weedenhousemuseum.com

100 inside 175 outside

●	●	●
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Agribition Center
 4925 Moores Mill Rd, Huntsville, AL 35811
 256.859.5456
 huntsville.org/meetings/facilities/agribition-center/

99,000 sq/ft 51,282 sq/ft

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Ditto Landing Marina
 293 Ditto Landing Rd SE, Huntsville, AL 35803
 256.883.9420
 dittolandring.org

4,200 sq/ft (outdoor) 4,200 sq/ft (outdoor)

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INFO KEY: **TOTAL MEETING SPACE** **LARGEST MEETING SPACE** **MAX # OF ATTENDEES**

POINTS OF INTEREST

- 1 Visitor Center (Exit 19)
- 2 Von Braun Center
- 3 Big Spring International Park
- 4 City Hall
- 5 Huntsville Museum of Art
- 6 Bicentennial Park
- 7 EarlyWorks Children's Museum
- 8 Alabama Constitution Hall
Historic Park & Museum
- 9 Harrison Brothers Hardware
- 10 Weeden House Museum
- 11 Historic Huntsville Depot
- 12 Huntsville Veterans Memorial Park
- 13 North AL African American
Chamber of Commerce
- 14 Huntsville Madison County
Chamber of Commerce
- 15 Greyhound Station
- 16 Lydia Gold Skatepark
- 17 City of Huntsville Dogspot
- 18 The Mercantile
- 19 Lowe Mill ARTS & Entertainment
- 20 Greene Street Market Store
- 21 Madison County Courthouse
- 22 Rockaxe City Throwing Club
- 23 Lewter Hardware
- 24 The Garage at Clinton Row
- 25 The Clinton Row Project
- 26 Railroad Station Antiques &
Rivenbark & Roper Antiques
- 27 Star Market
- 28 Publix

 **Green Spaces**

 **Parking**

 **One-Way Streets**

 **Arts & Entertainment Districts**

(Quigley & Meridian)
Thursdays 5–11 p.m., Friday–Sunday noon–11 p.m.

DOWNTOWN HUNTSVILLE





HUNTSVILLE

500 Church Street NW, Suite One
Huntsville, Alabama 35801
800-SPACE-4-U

VISIT US ON THE WEB

Planning your meeting in Huntsville gets easier all the time. Visit our website to see what Huntsville has to offer. huntsville.org/meetings

Want more Huntsville info and updates? Connect with Huntsville on social media.

 @HuntsvilleCVB  @MeetHuntsville  @visithuntsvilleal  @HuntsvilleCVB

#MeetHuntsville #iHeartHsv

 Explore Huntsville App