



# Palm Springs Convention Center

## *The meeting oasis*

Palm Springs, a desert city in California's Coachella Valley, has been a fashionable resort destination for over a hundred years. Known for its hot springs, stylish hotels, golf courses, spas, boutiques, and hip restaurants, as well as for its natural beauty, the city plays host to over 1.6 million visitors a year. In the center of town, and only 1.5 miles from the Palm Springs International Airport (PSP), sits the Palm Springs Convention Center, the area's premier venue for conferences, meetings, and events.

The Convention Center first opened in 1989, and according to Rick Leson, its Director of Sales & Marketing, the facility was less than half the size than it is now. "The exhibit hall was about 40,000 square feet, which is pretty small, when you consider the size of conventions centers, these days," he says. "In addition to the exhibit hall, there were eight small breakouts, many of which had air walls which opened up onto a hallway and then into the exhibit hall; so we could actually grow the exhibit hall from 40,000 to 50,000