



::: MassMutual Center

www.MassMutualCenter.com

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MASSACHUSETTS
CONVENTION CENTER
AUTHORITY

SALES BROCHURE

SPRINGFIELD, MA



OVERVIEW

Hold your next event where work and play intersect perfectly!



Truly the most diverse function space in Western Massachusetts, the MassMutual Center is the perfect venue for any size event.

Modern, expansive and easy to navigate, the center offers 100,000 square feet of flexible meeting space, including an 8,000-seat arena.



MEETINGS & CONVENTIONS



The MassMutual Center can accommodate nearly any size meeting or convention due to its flexible and unique space. Full IT and A/V capabilities, including complimentary Wi-Fi, are available throughout the building to fulfill all power, data and audio input needs. And with expansive ceiling heights, the MMC can allow for the most elaborate creative visions to come to life.

- Five Meeting Rooms offer multiple configuration options and can be customized with state-of-the-art lighting
- 15,000-square-foot Grand Ballroom can accommodate up to 1,500 in a column-free space which includes room sub-division
- Pre-Function and Registration Spaces on either level offer gorgeous views from floor-to-ceiling windows



- Flexible 40,000-square-foot Exhibition Hall offers contiguous space that can be divided and utilized for an array of different set-ups
- 8,000-seat Arena offers an additional 19,000 square feet for general sessions, overflow exhibits, catered functions or special events
- Convenient indoor Loading Dock with four bays plus an additional entrance directly onto exhibit floor

SPECIAL EVENTS

SPORTING EVENTS

MassMutual Center provides event organizers the perfect landscape for competitions and sporting events. From an awards banquet seating 50, to tournaments for 7,000, the venue delivers an outstanding environment for amateurs and professionals alike.



FORMAL EVENTS

Every event is a unique occasion, and the MassMutual Center staff has the knowledge and experience to assist in your entire event planning. Whether a large formal affair or a small intimate gathering, the MassMutual Center provides an experience geared towards the highest level of guest satisfaction.



CATERING & BANQUETS

Delectable cuisine and top-notch service is an integral part of the success of any event.

MassMutual Center's food and beverage team, Spectra Food Service and Hospitality, takes every measure to ensure that our guests enjoy a memorable occasion.



Choose from an array of pre-set menu selections that change seasonally or work collaboratively with our Executive Chef to tailor a menu which suits individual needs.



FACILITY & SERVICES

TECHNICAL & UTILITY SERVICES

The MMC offers state-of-the-art data and telecom connectivity which are conveniently accessed from floor boxes located throughout the Exhibition Hall. Additionally, temporary services and special requests can often be accommodated via use of the integrated spare conduit network throughout the show floor.

EXHIBITOR SERVICE CENTER

The Exhibitor Service Center will assist exhibitors with the coordination of their service orders. The Exhibitor Service Representative is the exhibitor's point of contact for any questions or information about the MassMutual Center.

CONVENTION SERVICES

To make for seamless event planning, a dedicated Event Manager is assigned to each event. This person serves as the main point of contact between the staff, meeting planner and vendors. The Event Manager will assist in every step along the way from initial pre-convention meetings to final settlement and will detail the event schedule, create floor plans, and analyze event requirements.

A/V SERVICES

The MMC is able to organize a complete offering of audio/visual services.

SECURITY SERVICES

The MMC can arrange a security team for access control and floor patrol for the entire venue. This team is trained in emergency response for fire, medical, crowd control and to identify safety hazards.

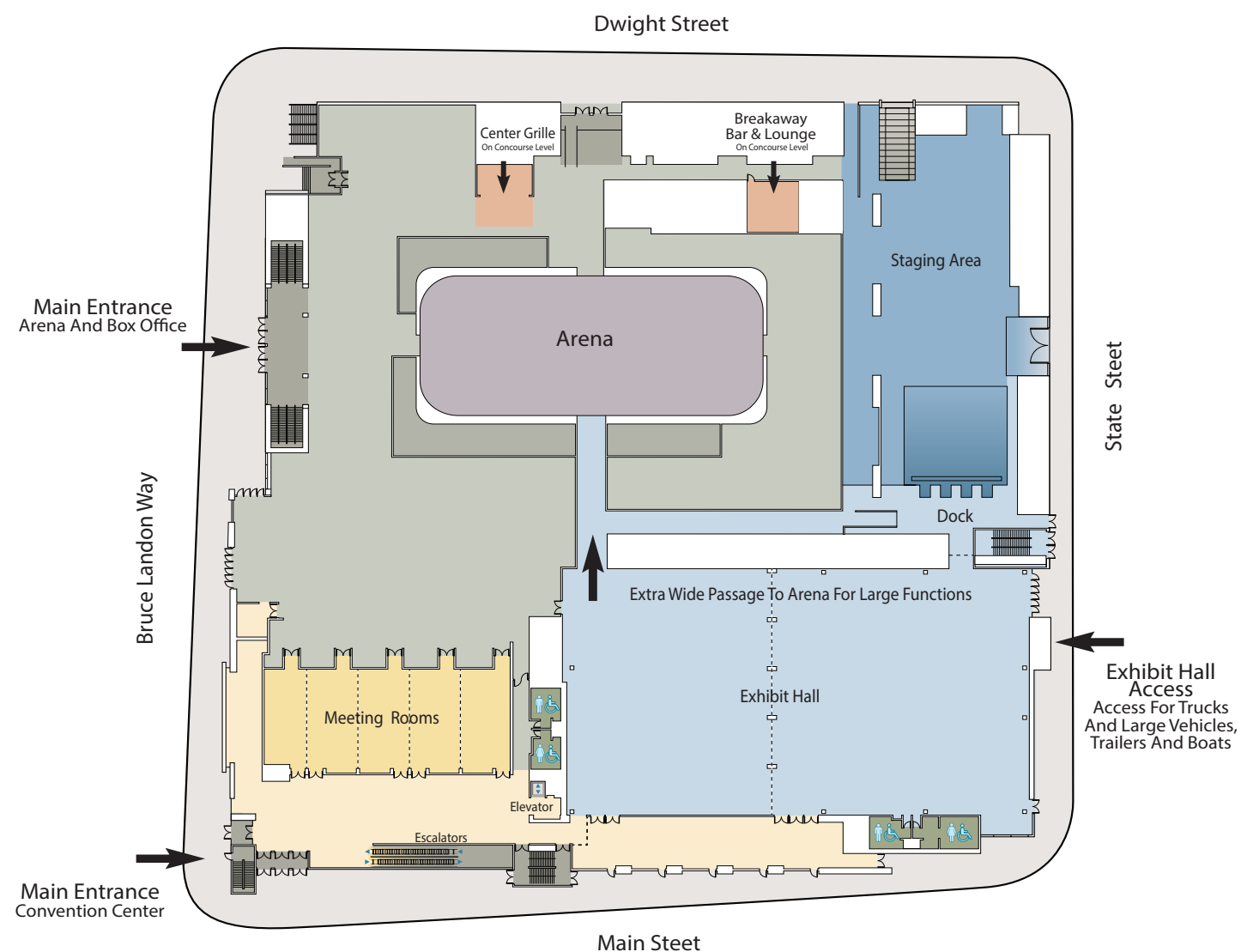


MEDICAL SERVICES

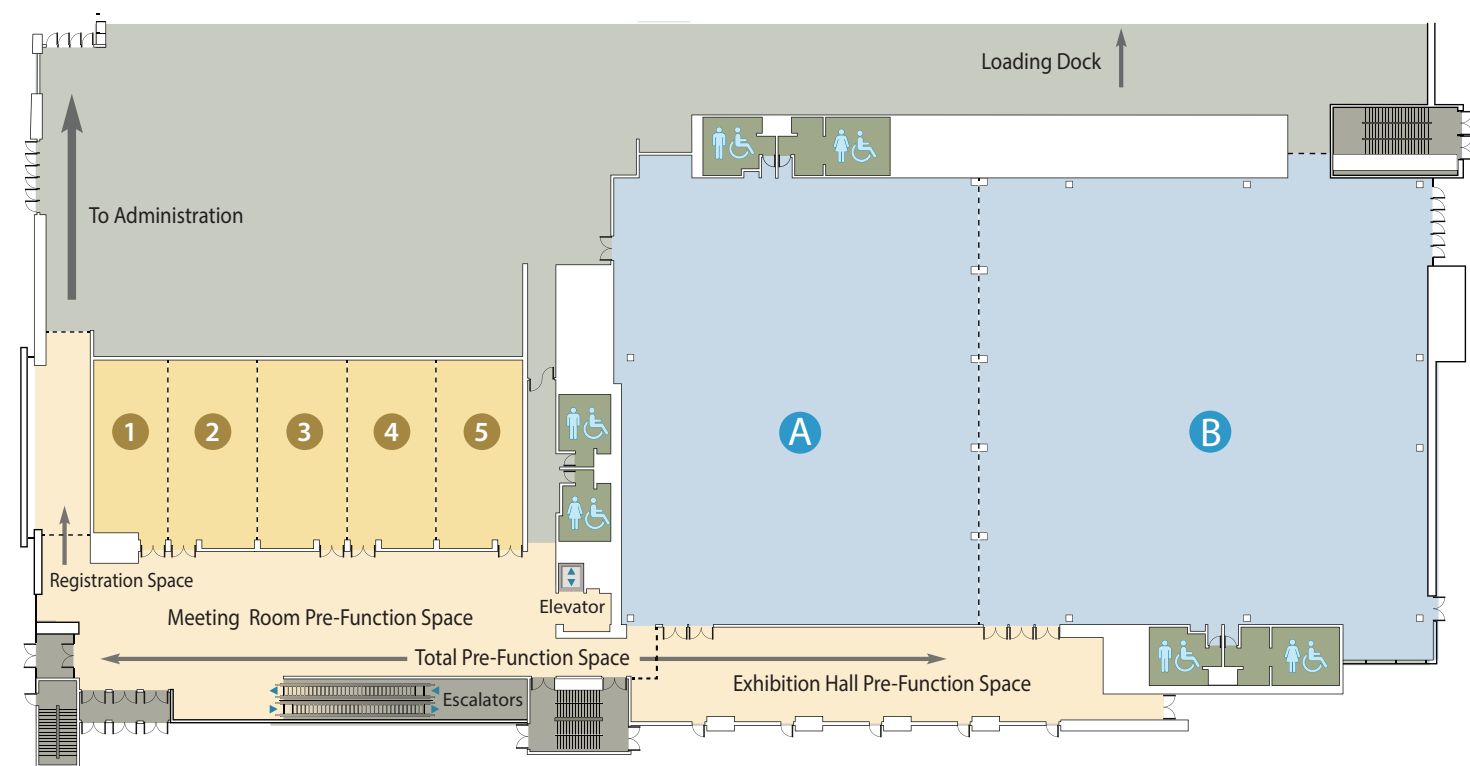
The MMC can organize on-site services of an Emergency Medical Technician (EMT). We will be happy to provide additional support depending upon the special requirements of your event.

CLEANING SERVICES

The MMC offers complete and professional cleaning services before, during and after every event and function held at the facility. Public areas are meticulously maintained on a complimentary basis. Efficient and economical services for individual exhibitors and special event areas are available on-site and can be pre-ordered, including daily cleaning and porter services.



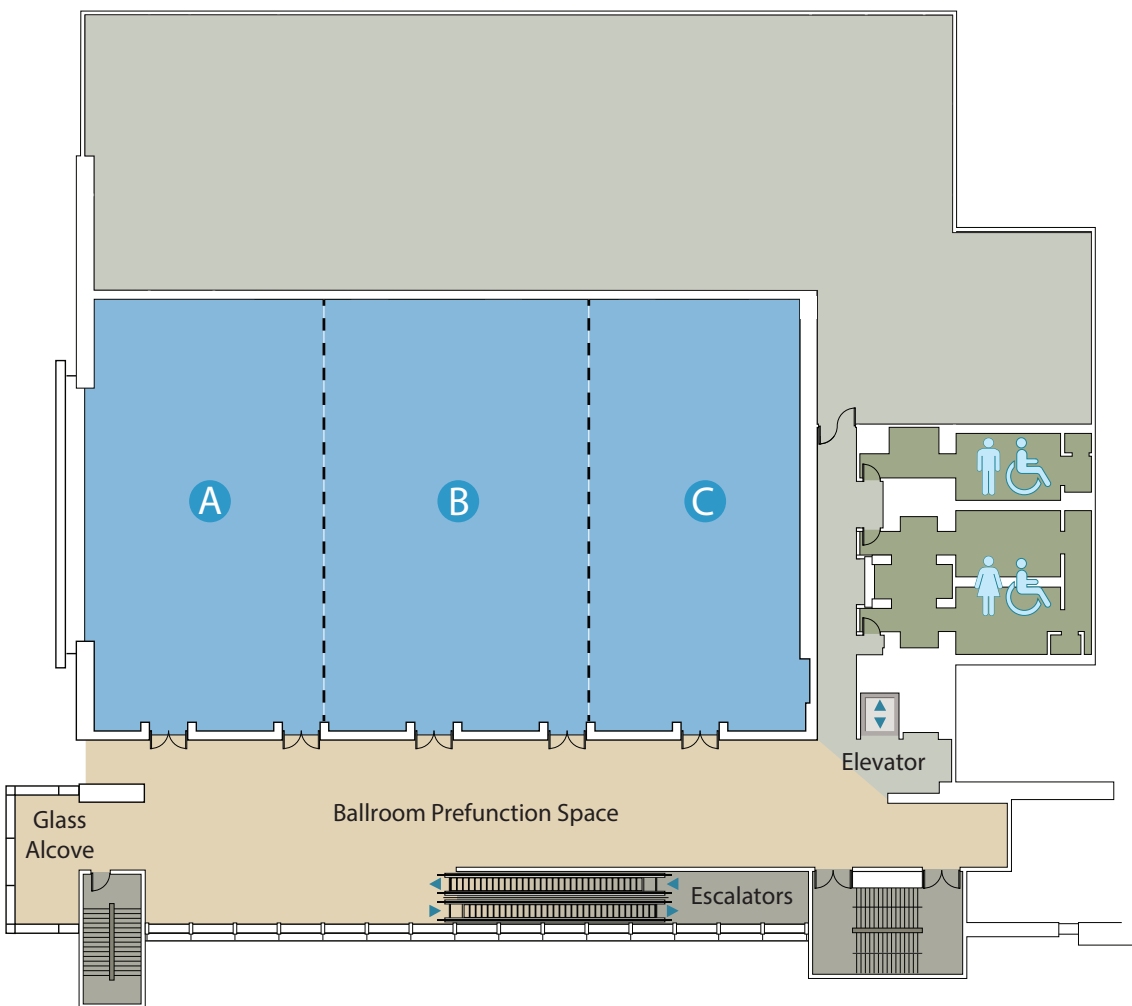
EVENT LEVEL



	SQUARE FOOTAGE	LENGTH	WIDTH	CEILING HEIGHT	BANQUET SEATING	RECEPTION (FLOW)	THEATER	CLASSROOM
MEETING ROOMS 1 - 5	8,352	58'	144'	17'	600	840	750	465
MEETING ROOM 1	1,450	58'	26'	17'	100	150	130	95
MEETING ROOM 2	1,740	58'	30'	17'	125	170	150	100
MEETING ROOM 3	1,740	58'	30'	17'	125	170	150	100
MEETING ROOM 4	1,740	58'	30'	17'	125	170	150	100
MEETING ROOM 5	1,682	58'	29'	17'	125	170	150	100
MEETING ROOM - PRE-FUNCTION	7,784	-	-	19' / 22'	-	-	-	-
EXHIBITION HALLS A & B	40,650	150'	271'	27'	2,900	4,000	3,600	2,200
EXHIBITION HALL A	18,000	150'	120'	27'	1,300	1,800	1,600	1,000
EXHIBITION HALL B	22,650	150'	151'	27'	1,600	2,200	2,000	1,200
EXHIBITION HALL - PRE-FUNCTION	4,928	-	-	49'	-	830	-	-

These numbers are based on maximum capacity and no staging or obstructions in the room.

BALLROOM LEVEL



	SQUARE FOOTAGE	LENGTH	WIDTH	CEILING HEIGHT	BANQUET SEATING	RECEPTION (FLOW)	THEATER	CLASSROOM
BALLROOMS A, B & C	14,880	93'	160'	24'	1,100	1,500	1,300	830
BALLROOM A	4,836	93'	52'	24'	360	500	450	275
BALLROOM B	5,580	93'	60'	24'	430	600	550	325
BALLROOM C	4,464	93'	48'	24'	290	400	350	225
BALLROOM PRE-FUNCTION	7,040	-	-	22'	750	680	400	-
BALLROOM LEVEL GLASS ALCOVE	480	-	-	-	-	-	-	-

These numbers are based on maximum capacity and no staging or obstructions in the room.

LOCATION

MassMutual Center is located at the crossroads of New England, offering easy access to the entire Northeast. The area hosts unique attractions nearby including MGM Springfield, The Amazing World of Dr. Seuss Museum, Six Flags New England, the Naismith Memorial Basketball Hall of Fame, and many more. Each seasonal change brings its own delights, such as Bright Nights at Forest Park, the Bridge of Flowers, The Big E, and some of the most spectacular fall foliage anywhere.

Getting here couldn't be easier. Springfield, MA is located at the intersection of Interstates 90 and 91. Bradley International Airport is just 20 minutes away and is served by all major airlines.

Before, during and after your event, your attendees have unlimited opportunities to discover a rich array of historical sites, cultural attractions and entertainment choices. For your convenience, our dedicated hospitality staff can answer all of your questions about Downtown Springfield and the surrounding areas.



Distances to Springfield, MA

FROM	MILES	HOURS
Boston, MA	90	2
Bradley International Airport, Windsor Locks, CT.....	18	.5
Hartford, CT.....	27	.5
Worcester, MA	50	1
Providence, RI.....	84	1.5
Albany, NY	86	1.5
Newport, RI	115	2
New York, NY.....	142	3.25
Hyannis, MA	150	2.75
Portland, ME.....	189	3.25
Burlington, VT	210	3.5
Philadelphia, PA	253	5
Montreal, QU	300	4.5
Baltimore, MD	397	6
Washington, D.C.	430	6.75
Toronto, ON.....	467	7.25

Time is approximate and will vary with speed and traffic conditions

ACCOMMODATIONS

Within walking distance, MassMutual Center guests have convenient access to an array of hotels in Downtown Springfield. Others are just a short drive away. Whether you're looking for comfort, character or classic luxury, there is something for everyone nearby. Your dedicated sales manager can assist in your search to find the right location for your group.



MassMutual Center guests have convenient access to an array of new entertainment options including shopping, dining, gaming, bowling, a movie theater and more.

Other Downtown Springfield hotels are within walking distance or are just a short walk or drive from MassMutual Center as well. Your dedicated sales manager can assist in your search to find the right location for your group.



ATTRACTIONS



• MGM Springfield



• Springfield Armory
National Historic Site



• Six Flags New England

In addition to the local attractions in or near Springfield, our region is home to many entertainment and cultural activities.



• The Amazing World of
Dr. Seuss Museum



• Naismith Memorial Basketball Hall

CONTACT US

When the time comes to plan your next event, discover how the MassMutual Center in Springfield, MA is anything but business as usual. It's a destination where hospitality, convenience and New England charm merge beautifully.

Downtown Springfield is entering into a new era of vitality and opportunity. We invite you to experience it with us.



To learn more about bringing your event to MassMutual Center or to set up a site visit, please call or visit our website.

413.787.6610
www.MassMutualCenter.com

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