



**COBO**  
CENTER





**COBO**  
CENTER

CENTERED AROUND YOU



**WELCOME TO  
COBO CENTER**



Welcome to a place where you can be part of something.  
Where a city and center are humming with energy.  
A place where you can actually feel good about a meeting.  
Where people go out of their way for you because that's  
what we do. Because here, you matter.

What matters to you? Value? Service? Sustainability?  
A positive voice guiding you, every step of the way.  
We get it. This city and center have been reinvented for you.

## DID YOU KNOW

The Grand Riverview Ballroom is 40,000 square-feet with floor to ceiling views of the Detroit Riverfront and over 200,000 square-feet of flex space.

- + 723,000 square-feet of exhibit space.
- + More robust technology, with free WiFi and enough connectivity for 30,000 simultaneous users.
- + Spectacular outdoor video walls – 3 times as large as conventional billboards.
- + An in-house broadcast studio with a soundstage and satellite uplink to distribute your meeting content to stakeholders.

# FEEL GOOD ABOUT MEETING

Owned by the Detroit Regional Convention Facility Authority and operated by SMG, the 2.4 million square foot complex has one of the best views in the city of the Detroit Riverfront, which was just named one of the world's best city walks by The Guardian. After your meeting, take a walk along the majestic 3.5 mile Riverwalk and wave to our Canadian neighbors to the south, on the other side of our shore.



## GRAND RIVERVIEW BALLROOM

Equipped with a lift stage for dramatic introductions, the 40,000 square-foot ballroom is dividable with a retractable wall and complemented by glass-enclosed, pre-function space and an open-air terrace overlooking the Detroit River and the skyline of Windsor, Ontario. The Grand Riverview Ballroom has a 3,500 theater seating capacity, 2,250 banquet seating, or will hold 4,500 for a reception. Used for banquets, weddings, award ceremonies, dinners, political conventions, media presentations and a myriad of other functions, the new Cobo Center Grand Riverview Ballroom undoubtedly enhances the events it holds.

## COBO CUISINE

Our professional chefs serve up award winning recipes with locally sourced ingredients daily from the new state-of-the-art 8,000 square foot kitchen. Equipped with a private tasting room, customers can work with the Cobo culinary team to develop custom menus for their events.

The food offerings include Cork & Grind that serves coffee, wine and small plates, Go natural with fresh offerings prepared daily and the Made in Detroit Food Court, including burgers, pizza and deli in the City View Lounge with full views of the downtown scene, just steps away. Food and beverage catering services are provided by Centerplate, the exclusive caterer for the Cobo Center.



## COBO SQUARE

The new 24,000 square-foot outdoor space that can be used for programming such as exhibits, exercise and yoga, biergartens and other elements designed to connect Cobo Center to the community and the downtown Detroit culture. When combined with the outdoor terrace, that wraps around the building and offers great views overlooking the Detroit Riverfront, the total outdoor flex space is 45,000 square feet.



## COBOTECH

As a result of a \$279 million renovation, we are proud to introduce CoboTech™, the new state-of-the-art Technology Services Division at Cobo Center. Supported by a dedicated in-house team, we have created a digital domain that is among the best in the business. All making our technology centered around you.

## FEATURES INCLUDE

- + In-house broadcast studio
- + Site-wide state-of-the-art digital displays
- + Fiber network, 10GB-speed Internet + FREE WiFi
- + Enhanced revenue streams for your events through our technology offerings



## COBO GREEN

Cobo Center is a Green Meeting Industry Council ASTM/APEX STANDARD CERTIFIED FACILITY and the largest Green Venue facility in Michigan. Part of our renovations helped us not only make an impact on our visitors but also reduce our impact on the environment. The Cobo Center Green Committee meets regularly to promote sustainable practices. Highlights include: food donation, composting, energy consumption reduction, specialized recycling such as cardboard, kitchen oil, pallets, cans, bottles and more!

## FEATURES INCLUDE

- + Green Event support in Cobo Center is provided at no cost to the customer
- + Cobo's Green Committee has members from every department and vendor company in the facility
- + Cobo Center was the ninth convention center to receive the GMIC APEX/ASTM certification



THIS IS A  
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DETROIT

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Cobo Center is at the heart of a revitalized downtown core, bursting with arts, culture and entertainment; we are within walking distance of stores, over 100 new restaurants, shops and businesses, new hotels and attractions such as:

- + The District Detroit and new home of the Detroit Red Wings and Detroit Pistons, Little Caesars Arena and Events Center, will transform 50 city blocks into a thriving new entertainment district. The District will include the arena, housing, retail, bars and restaurants.
- + Boutiques and stores like Bon Bon Bon, Filson, John Varvatos, the Nike Store, Pure Detroit, Shinola, Third Man Records and Warby Parker.
- + New boutique hotels like Element Metropolitan (2018), The Foundation, the Shinola Hotel (2018) and West Elm (2018). Public spaces like Campus Martius and the world-class Detroit International Riverfront.
- + The new QLine streetcar gives visitors and residents the ability to hop on and travel down Detroit's historic Woodward Avenue for 3 miles; delivering attendees to restaurants, museums, attractions, and gathering places.
- + The Detroit People Mover, the elevated light-rail system servicing Detroit's Business District, has a station on the 4th floor of Cobo Center, bringing visitors a direct connection to the QLine without leaving the building.



COBO CENTER

3 NEW BOUTIQUE HOTELS

Q LINE STREET CAR

DETROIT RIVERWALK



STADIUM DISTRICT

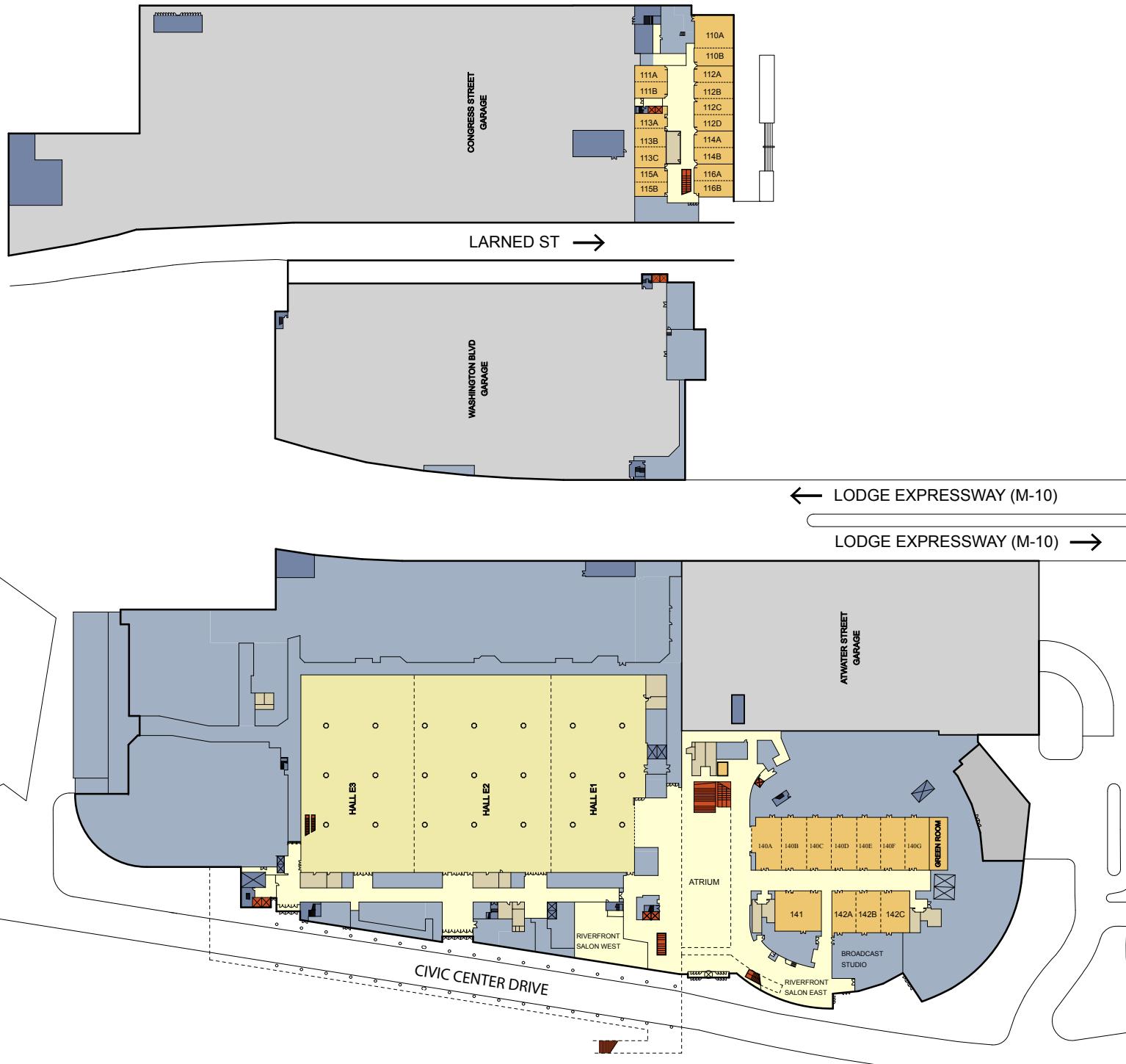
OVER 100 NEW RESTAURANTS, SHOPS & BUSINESSES

OVER \$9 BILLION IN DEVELOPMENT

DETROIT RIVERWALK

THIS IS A DIFFERENT DETROIT

Cobo Center is at the center of a revitalized downtown core, bursting with arts, culture and entertainment

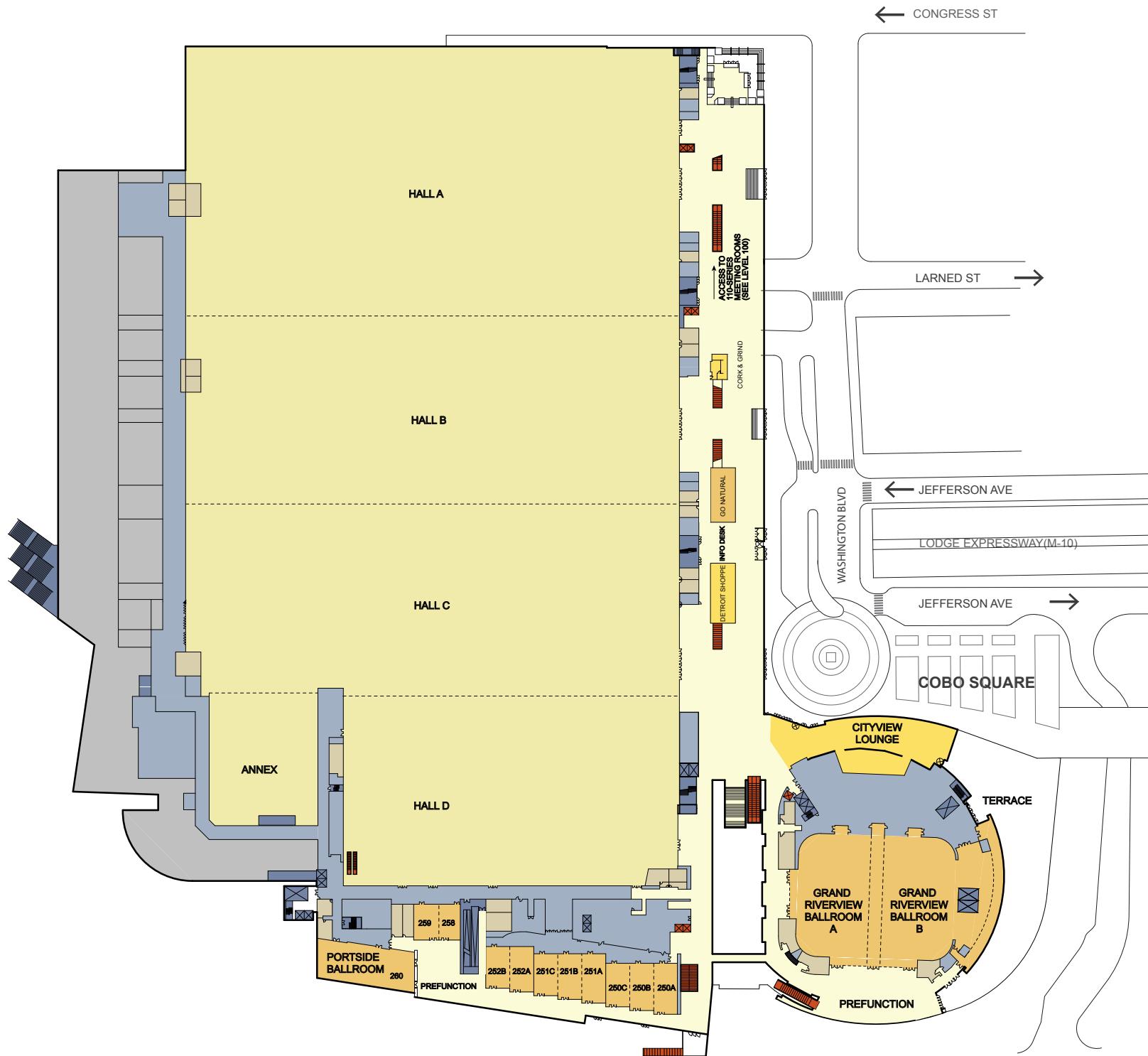


LEVEL 1: EXHIBIT HALLS + MEETING ROOMS

ROOM NUMBER	SQUARE FEET	THEATER	BANQUET 10 per 6'	CLASSROOM 4 per 8' x 18"	DIMENSIONS (W x D)	HEIGHT
HALL E1 (MICHIGAN)	27,000					18'8"
HALL E2 (MICHIGAN)	40,000					18'8"
HALL E3 (MICHIGAN)	32,000					18'8"
MICHIGAN (COMBINED)	99,465		Max Capacity 6750		235 x 419	18'8"
110 A	1,835	140	80	80	39 x 47	10'
110 B	903	72	30	44	21 x 43	10'
110 A/B	2,738	252	150	128		10'
111 A	665	50	20	16	18 x33	12'
111 B	589	40	20	16	19 x 31	12'
111 A/B	1,254	80	60	60		12'
112 A - C	817	54	30	24	19 x 43	10'
112 D	893	54	30	24	19 x 43	10'
112 A/B/C/D	3,344	306	180	160	76 x 43	10'
113 A	510	28	20	20	14 x 35	12'
113 B	950	77	40	36	25 x 36	12'
113 C	816	60	40	32	24 x 34	12'
113 A/B/C	2,276	180	100	96		12'
114 A	774	63	30	24	18 x 43	12'
114 B	893	63	30	24	19 x 46	12'
114 A/B	1,667	144	90	72		12'
115 A	608	35	20	16	15 x 37	12'
115 B	646	49	20	16	19 x 34	12'
115 A/B	1,254	98	60	48		12'
116 A	817	60	30	48	19 x 43	12'
116 B	893	63	40	28	18 x 43	12'
116 A/B	1,710	144	90	92		12'
140 A	2,114	196	80	108	36 x 59	16'9"
140 B - G	1,740	168	80	108	30 x 59	16'9"
140 A-G	12,554	1,495	760	672	216 x 59	15'10"
141	2,536	280	120	120	56 x 45	16'11"
142 A	1,281	120	60	72	28 x 46	16'11"
142 B	1,350	120	60	72	30 x 45	16'11"
142 C	1,567	140	60	72	34 x 46	16'11"
142 A/B/C	4,198	440	240	240	92 x 46	16'11"/15'11"
Atwater Lounge (West)	4,200		230		Irregular	7'11"
Atwater Lounge (East)	4000				Irregular	17'11"
River Atrium (marble floor)	11,500 (approx.)	1,080	600	500	63 x 186	80' (marble floor to glass ceiling)

LEVEL  
**1**

EXHIBIT HALLS +  
MEETING ROOMS

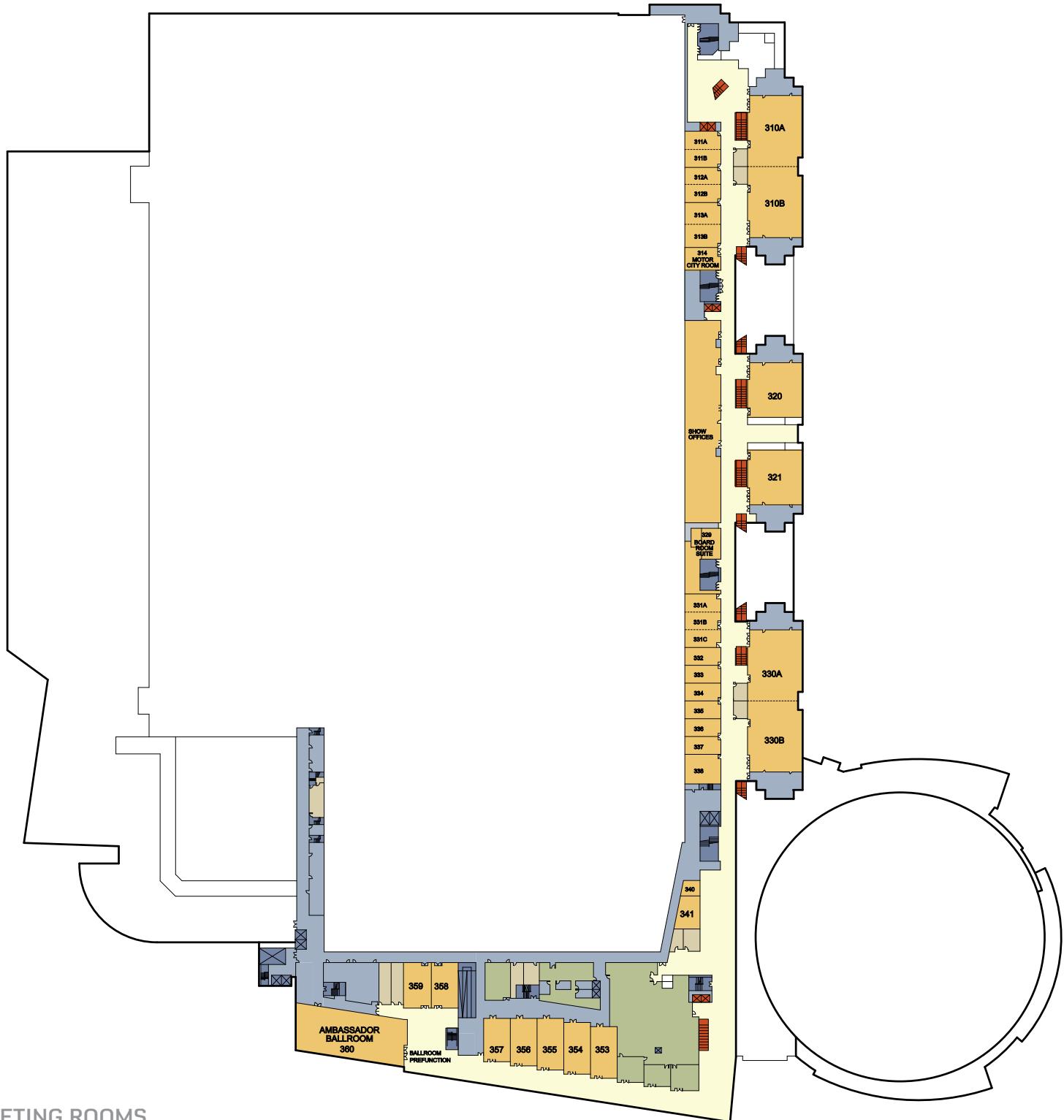


LEVEL 2: EXHIBIT HALLS + MEETING ROOMS

ROOM NUMBER	SQUARE FEET	THEATER	BANQUET 10 per 6'	CLASSROOM 4 per 8' x 18"	DIMENSIONS (W x D)	HEIGHT
HALL A (DETROIT)	208,845		exhibit space only		339 x 615	30'
HALL B (MACOMB)	142,065	3,150	3,150	3,150	231 x 615	30'
HALL C (OAKLAND)	147,600	4,050	4,050	4,050	240 x 615	30'
HALL C ANNEX	25,972	exhibit space only		172 x 151		30'
HALL D (WAYNE)	99,540	4,350	4,350	4,350	237 x 420	30'
250 A	1,891	168	80	108	31 x 61	15'
250 B	1,653	144	80	96	29 x 57	15'
250 C	1,508	132	60	84	29 x 52	15'
250 A/B/C	5,052	470	280	264		14'6"
251 A	1,829	156	80	104	31 x 59	15'
251 B	1,635	132	60	92	30 x 54	15'
251 C	1,400	120	60	72	28 x 50	15'
251 A/B/C	4,864	440	240	264		14'6"
252 A	1,674	132	60	92	31 x 54	15'
252 B	1,450	120	60	80	29 x 50	15'
252 A/B	3,124	276	150	168		14'6"
258	1,242	120	60	72	27 x 46	14' 5"
259	1,392	120	88	60	29 x 48	14' 5"
258/259	2,634	234	120	128		13'11"
260 Portside Ballroom	5,600	500	300	288	47 x 120	11'8"
260 Portside Pre-Function	3,500 (approx.)				53 x 65 irregular, 'L' shaped	NOTE: 250s corridor is 364' long
Grand Ballroom A	14,000	1,523	840	800	154 x 91	38'
Grand Ballroom B	22,000	1,626	1,000	880	154 x 130	38'
Grand Ballroom A/B	40,000	3,769	2,170	2,400		38'
City View Lounge (food ct.)	10,415					
Cobo Square (exterior)	24,000 (approx.)					
Ballroom Terrace	20,000 (approx.)		0			

LEVEL  
**2**

EXHIBIT HALLS +  
MEETING ROOMS

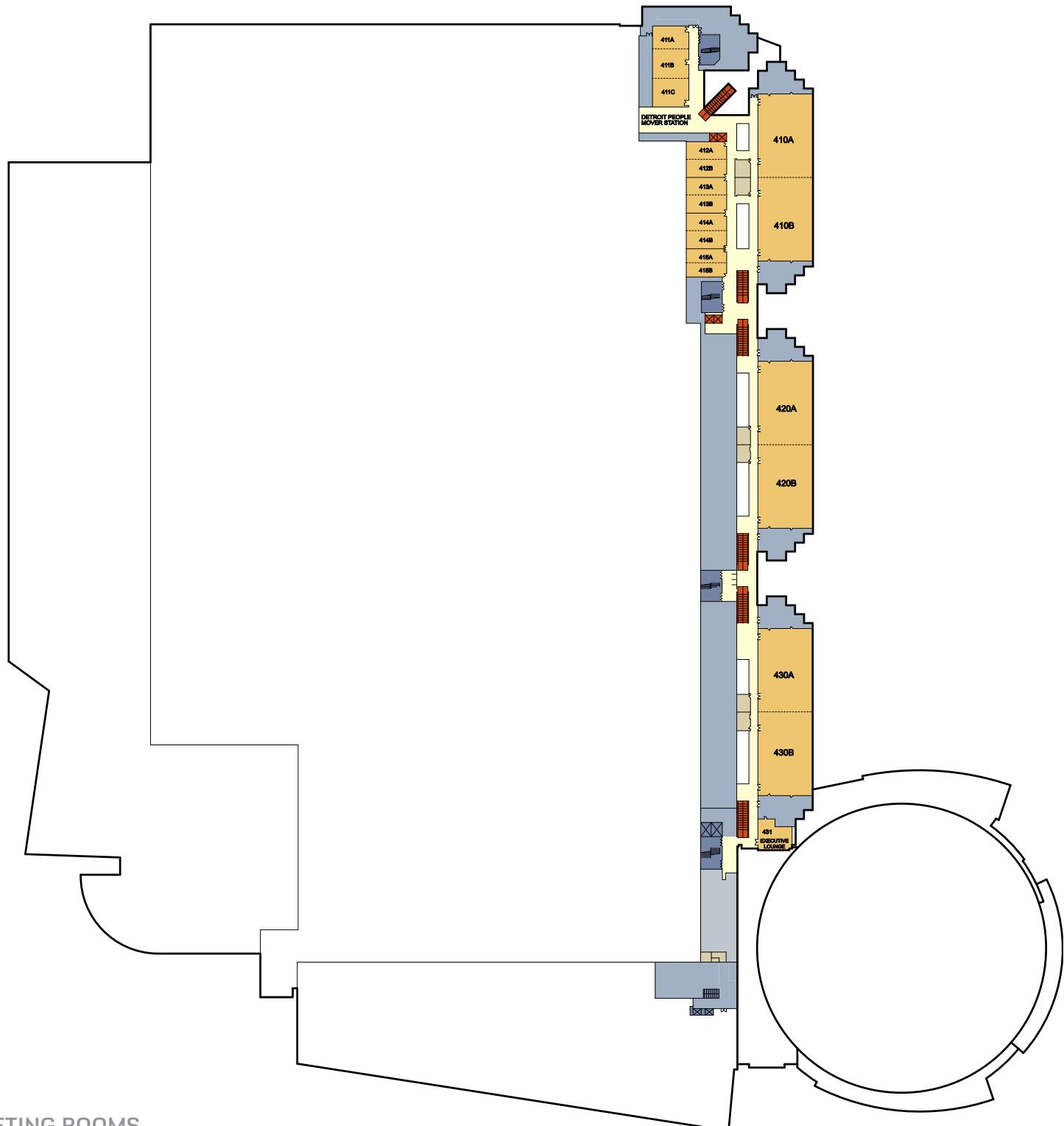


LEVEL 3: MEETING ROOMS

ROOM NUMBER	SQUARE FEET	THEATER	BANQUET 10 per 6'	CLASSROOM 4 per 8' x 18"	DIMENSIONS (W x D)	HEIGHT
310 A - B	4,450	408	240	240	80 x 56	15'
310 A/B	8,900	800	480	448		
311 A	725	52	30	32	20 x 37	12'
311 B	700	48	30	32	19 x 37	12'
311 A/B	1,425	96	60	64		
312 A - B	700	56	30	32	19 x 37	12'
312 A/B	1,400	108	60	64		
313 A - B	890	70	40	32	24 x 37	12'
313 A/B	1,780	140	80	64		
314 Motor City Room	750 (approx.)	conference table for 12			21 x 34	
320 - 321	3,400	312	200	192	60 x 56	15'
320/321 Alcove	1,100 (approx.)	—		—	21 x 53	15'
329 Boardroom	600 (approx.)	conference table for 12			17 x 33	
329 Boardroom Office	1,100 (approx.)				18 x 61	
329 Boardroom & Office	1,700 (approx.)	—	—	—	—	
330 A - B	4,450	408	240	240	80 x 56	15'
330 A/B	8,900	800	480	448		
331 A (can access Boardroom Office)	627	42	20	36	19 x 33	10'9"
331 B	660	48	20	36	20 x 33	10'9"
331 C	720	56	20	32	19 x 38	10'9"
331 A/B/C	2,007	182	100	96		10'9"
332	760	56	20	32	19 x 39	10'9"
333	760	50	20	28	19 x 39	
334	760	56	20	32	19 x 39	
335	760	56	20	32	19 x 39	
336	720	56	20	28	18 x 39	10'9"
337	750	56	20	32	20 x 37	10'9"
338	1,290	98	60	60	33 x 39	10'9"
340 (best used as storage)	275					10'
341 (best used as storage)	818					10'
353	1,463	120	60	64	27 x 55	15'4"
354	1,463	120	0	64	27 x 55	11'4"
355	1,463	120	70	64	27 x 55	15'3"
356	1,338	100	60	56	27 x 51	11'4"
357	1,213	90	50	48	27 x 46	14'9"
358	1,100	72	60	48	27 x 44	11'3"
359	1,188	90	60	48	27 x 44	11'3"
360 Ambassador Ballroom	6,139	550	300	324	51 x 119	15'9" / 11'7"
360 Ambassador Pre-Function	3,000 (approx.)				40 x 73 irregular	NOTE: 350s corridor is 370' long

LEVEL  
**3**

MEETING ROOMS

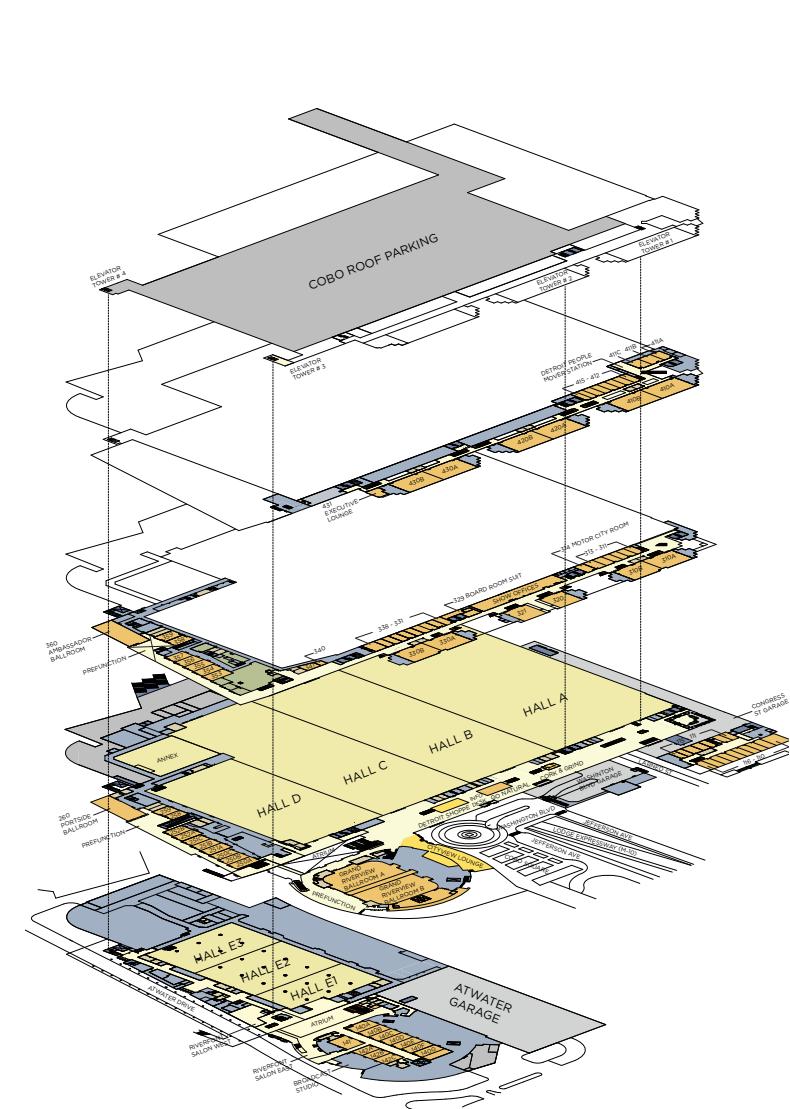


LEVEL 4: MEETING ROOMS

ROOM NUMBER	SQUARE FEET	THEATER	BANQUET 10 per 6'	CLASSROOM 4 per 8' x 18"	DIMENSIONS (W x D)	HEIGHT
410 A	5,500	480	280	300	94 x 59	14'
410 B	5,500	480	280	300	94 x 59	14'
410 A/B	11,000	960	600	560	188 x 59	
411 A	800	60	60	32	25 x 32	10'5"
411 B - C	1,024	80	60	48	32 x 32	10'5"
411 A/B/C	2,848	240	140	144	89 x 32	
412 A	760	56	30	32	19 x 40	10'11"
412 B	684	56	30	32	19 x 36	10'11"
412 A/B	1,444	112	60	64		
413 A	760	56	30	32	19 x 40	10'11"
413 B	684	56	30	32	19 x 36	10'11"
413 A/B	1,444	112	60	64		
414 A	760	56	30	32	19 x 40	10'11"
414 B	612	56	30	32	17 x 36	10'11"
414 A/B	1,444	128	60	64		
415 A	680	35	30	16	17 x 40	10'11"
415 B	612	42	30	16	17 x 36	10'11"
415 A/B	1,292	98	40	60		
420 A - B	5,500	480	280	300	94 x 59	14'
420 A/B	11,000	990	600	560	188 x 59	
430 A - B	5,500	480	280	300	94 x 59	14'
430 A/B	11,000	990	600	560	188 x 59	14'
431 Executive Lounge	1,100		20 (wall) 20		irregular, half wall splits room	

LEVEL  
**4**

MEETING ROOMS





## DID YOU KNOW

The Grand Riverview Ballroom is 40,000 square-feet with floor to ceiling views of the Detroit Riverfront and over 200,000 square-feet of flex space.

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- + More robust technology, with free WiFi and enough connectivity for 30,000 simultaneous users.
- + Spectacular outdoor video walls – 3 times as large as conventional billboards.
- + An in-house broadcast studio with a soundstage and satellite uplink to distribute your meeting content to stakeholders.







COBOCENTER.COM 313.877.8214 DOWNTOWN DETROIT

an  managed facility