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# Look Forward, *Travel Back*

We've thought of everything for you.

We've gathered helpful, local information to make your meeting planning easier. To find additional information—including comprehensive dining and attraction directories, a calendar of events, and downloadable area maps—please visit our website at [VisitWinstonSalem.com](http://VisitWinstonSalem.com).





# Where Innovation *Meets Inspiration*

Winston-Salem, North Carolina, is a sophisticated meeting destination centrally located at the epicenter of the state and easily accessible by air, rail, and car.

## At the Intersection of Convenience & Charm

- 1.5 hour drive from Charlotte  
2 hour drive from Raleigh  
5 hour drive from Atlanta and Washington D.C.
- At the crossroads of I-85, I-77, I-40, Salem Parkway (U.S. 421), and Highway 52
- 25 minutes from Piedmont Triad International Airport (GSO), which is serviced by Allegiant, American, Delta, and United with flights to 12 daily non-stop cities and over 240 one-stop domestic cities.







the  
**GALLERY**  
Ballroom  
AT THE BENTON

Our latest expansion is a work of art. Check out page 3 for more on the Gallery Ballroom at the Benton.

## Top 10 Reasons to Meet in Winston-Salem

1 Conveniently & centrally located in North Carolina

2 Voted as one of Forbes' Top 10 Best Downtowns with over \$2 billion invested in development

3 Recent 43,000 sq. ft. expansion of downtown Benton Convention Center now totaling 150,000 sq. ft.

4 More than 5,300 hotel rooms—including 1,200 downtown

5 Unique meeting venues to host corporate meetings, board retreats, and annual conferences

6 Travel Back Rewards Program to help offset meeting expenses

7 Over 100 locally owned restaurants, art galleries, retail shops, and entertainment venues within walking distance of the Benton Convention Center

8 Dedicated, knowledgeable convention sales and services team

9 Specialized video and photos to market your conference destination

10 Three international airports (GSO, CLT, & RDU) within 1.5 hours of Winston-Salem



# Benton Convention Center and Hotel Complex

Meetings are easily accommodated in our downtown  
Benton Convention Center and Hotel Complex.

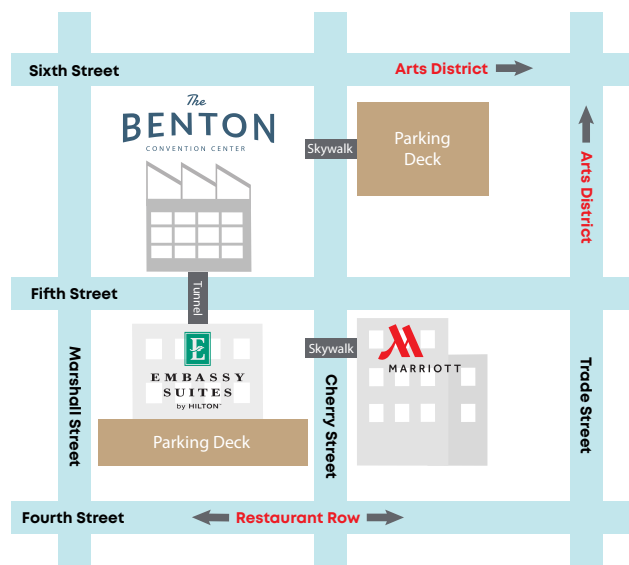


## Marriott Winston-Salem

- 319 redesigned guest rooms
- 15,000 square feet of meeting space
- 2,500-square-foot fitness center
- On-site restaurant with award-winning chef
- Enclosed skywalk connected to Embassy Suites and Benton Convention Center

## Embassy Suites Winston-Salem

- 146 two-room suites
- Enclosed walkways directly connect to Marriott and Benton Convention Center
- 8,300-square-foot Garden Terrace

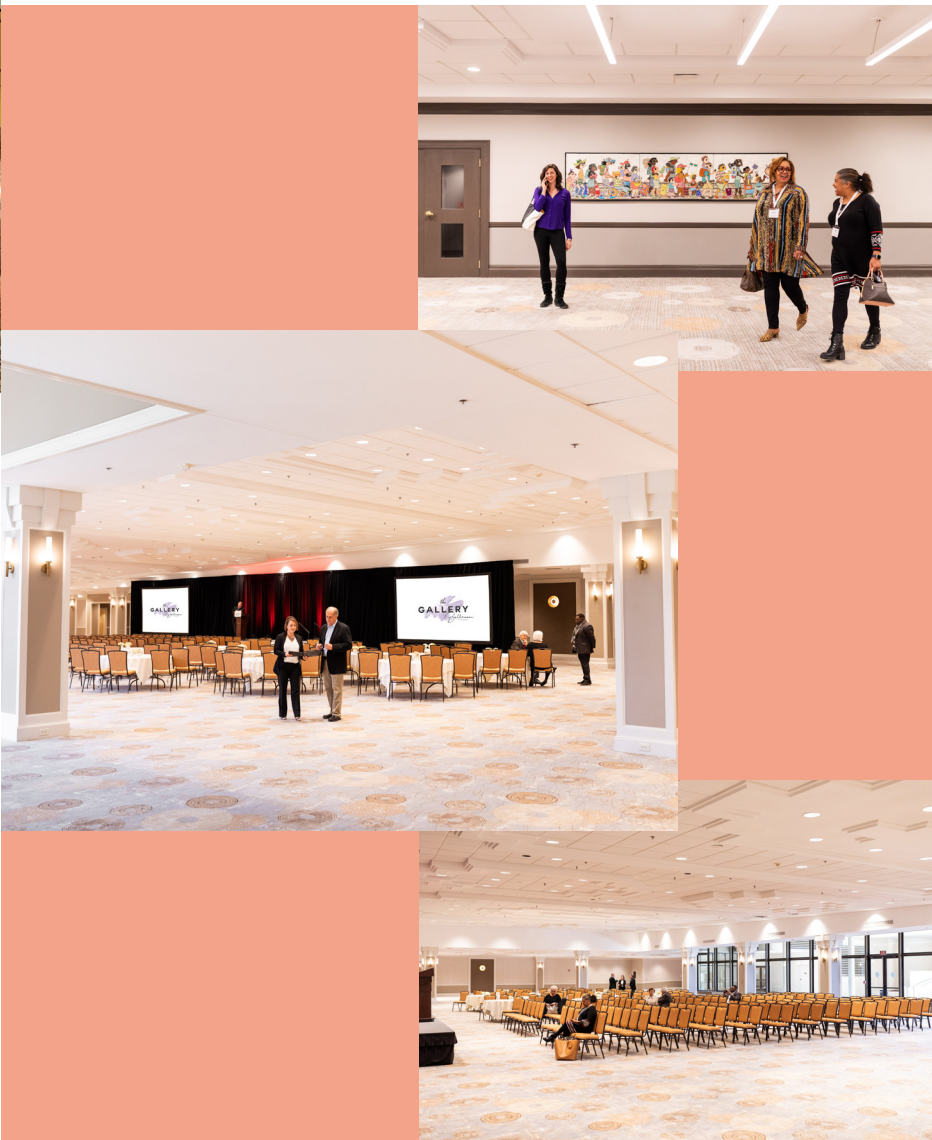






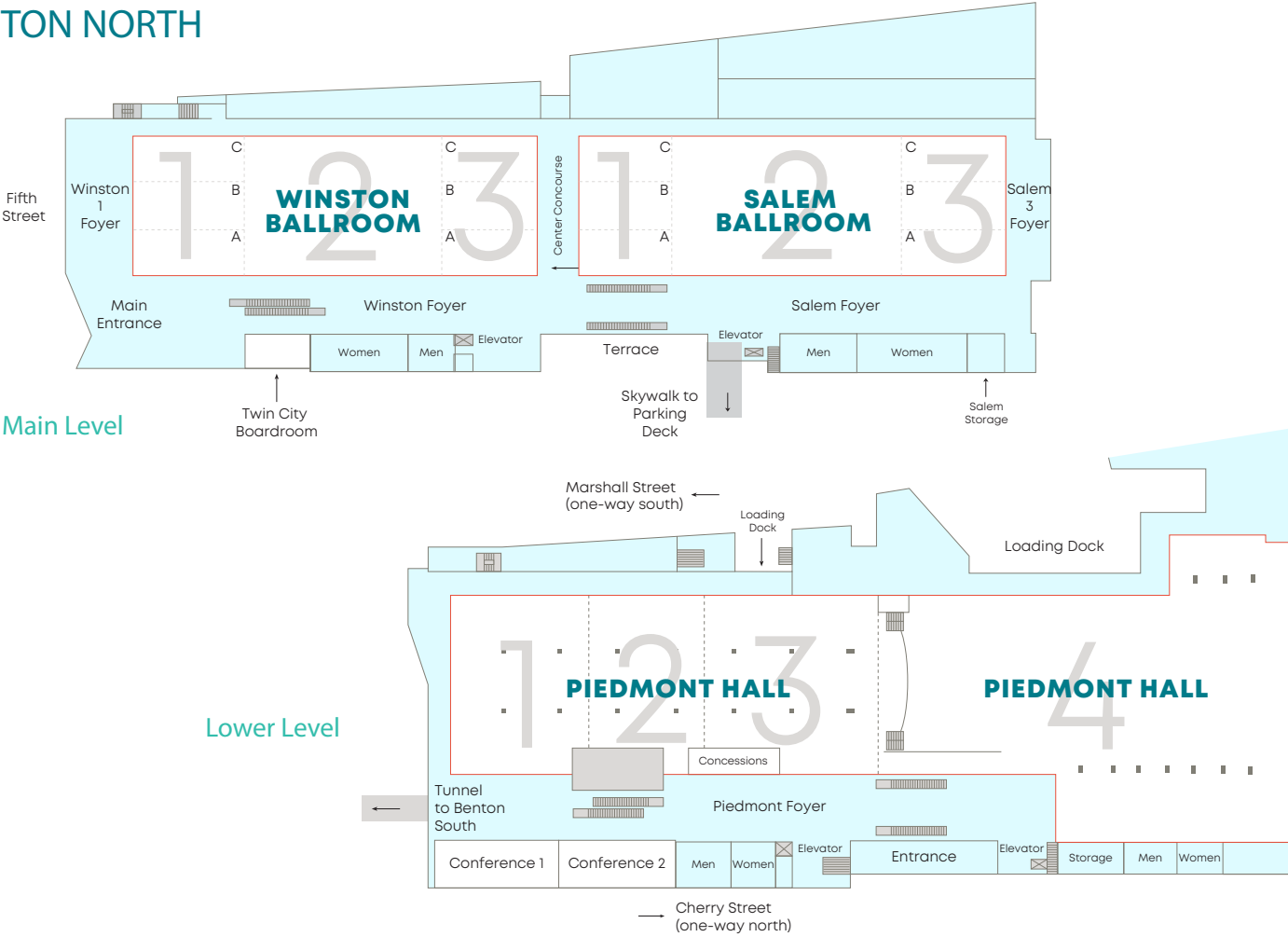
## Create Your Next Meeting Masterpiece

The Benton Convention Center recently added 43,000 square feet of reimagined event space, known as Benton South, featuring the refreshed 24,000-square-foot Gallery Ballroom. The recent addition brings the Benton's total meeting space to 150,000 square feet, increasing overall availability and options for groups while enhancing connectivity to the city's vibrant and walkable downtown.



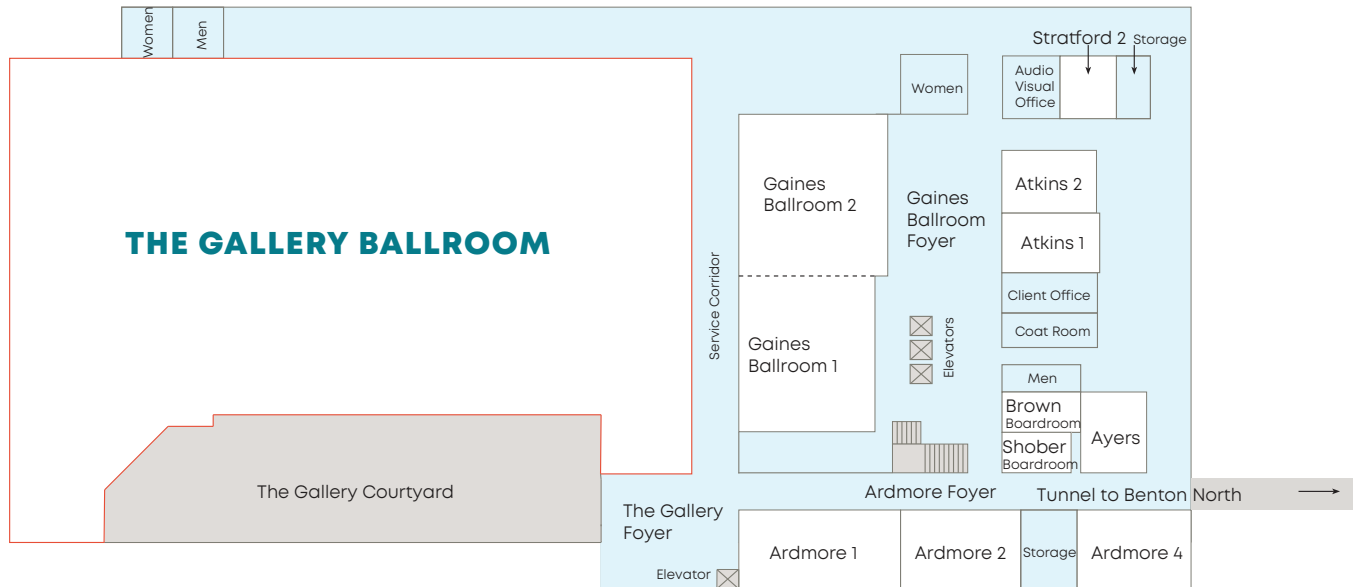


BENTON NORTH



MAIN LEVEL	DIMENSIONS	SQ. FT	CEILING	THEATER	CLASSROOM	U-SHAPED	HOLLOW SQUARE	RECEPTION	BANQUET 66" ROUNDS	BOARDROOM	EXHIBITS 10' X 10
Salem Ballroom	95' x 202'	19,190	18'-25'	2,056	1,002	—	—	1,024	1,024	—	110
Salem Ballroom 2	95' x 112'	10,640	18'-25'	1,140	540	—	—	568	568	—	70
Salem Ballroom 1 (A, B, or C)	31' x 43'	1,333	18'	120	60	33	42	70	70	30	—
Salem Ballroom 3 (A, B, or C)	31' x 48'	1,488	18'	170	72	40	49	80	80	30	—
Winston Ballroom	95' x 196'	18,620	16'	1,995	993	—	—	993	993	—	110
Winston Ballroom 2	95' x 96'	9,120	16'-25'	1,140	540	—	—	568	568	—	70
Winston Ballroom 1 (A, B, or C)	31' x 52'	1,612	16'	170	72	40	49	80	80	30	—
Winston Ballroom 3 (A, B, or C)	31' x 43'	1,333	16'	120	60	33	42	70	70	30	—
Twin City Boardroom	17' x 32'	544	9'	—	—	—	—	—	—	14	—
LOWER LEVEL	DIMENSIONS	SQ. FT	CEILING	THEATER	CLASSROOM	U-SHAPED	HOLLOW SQUARE	RECEPTION	BANQUET 66" ROUNDS	BOARDROOM	EXHIBITS 10' X 10
Piedmont Hall 1, 2, 3, and 4	223' x 208'	46,008	15'-18'	4,822	1,500	—	—	2,400	2,400	—	231
Piedmont Hall 1, 2 and 3	84' x 196'	18,300	15'	1,900	650	—	—	950	900	—	100
Piedmont Hall 1 and 2	84' x 117'	9,198	15'	1,100	350	—	—	540	540	—	100
Piedmont Hall 2 and 3	84' x 141'	12,700	15'	1,450	450	—	—	740	700	—	78
Piedmont Hall 1	54' x 84'	3,594	15'	400	140	—	—	200	200	—	22
Piedmont Hall 2	63' x 84'	5,604	15'	600	200	—	—	320	320	—	34
Piedmont Hall 3	78' x 84'	7,173	15'	825	250	—	—	420	420	—	44
Piedmont Hall 4	135' x 208'	27,708	18'	2,893	1,100	—	—	1,440	1,440	—	131
Conference Room 1	21' x 47'	987	9'	100	60	32	36	70	70	—	—
Conference Room 2	21' x 47'	987	9'	100	60	32	36	70	70	—	—





	DIMENSIONS	SQ. FT.	CEILING	THEATER	CLASSROOM	U-SHAPED	HOLLOW SQUARE	RECEPTION	BANQUET 66" ROUNDS	BOARDROOM	EXHIBITS 8' X 10
Gaines Ballroom	47' x 100'	4,210	10'	375	250	60	80	400	280	–	30
Gaines Ballroom 1	43' x 49'	1,944	10'	150	120	30	30	175	120	–	–
Gaines Ballroom 2	47' x 51'	2,266	10'	150	120	30	30	175	120	–	–
Gaines Ballroom Foyer	36' x 112'	2,400	12'	–	–	–	–	150	–	–	–
Shober Boardroom	13' x 22'	286	10'	–	–	–	–	–	–	10	–
Brown Boardroom	13' x 25'	317	10'	–	–	–	–	–	–	10	–
Atkins 1	20' x 30'	542	10'	30	20	10	10	30	30	–	–
Atkins 2	19' x 31'	546	10'	30	25	15	15	40	40	–	–
Stratford 2	20' x 18'	366	10'	25	15	8	10	35	30	–	–
Ardmore 1	25' x 51'	1,231	10'	100	60	35	40	120	80	–	–
Ardmore 2	25' x 38'	922	10'	80	40	25	30	75	60	–	–
Ardmore 4	25' x 36'	762	10'	40	20	15	18	70	60	–	–
Ayers	21' x 25'	683	10'	30	15	15	15	50	40	12	–
Ardmore Foyer	12' x 125'	1,500	12'	–	–	–	–	–	–	–	–
The Gallery Ballroom	152' x 214'	24,152	11'	2,000	–	–	–	1,200	900	–	118
The Gallery Courtyard	60' x 136'	3,299	22'	–	–	–	–	300	–	–	–
The Gallery Foyer	42' x 60'	1,659	10'	–	–	–	–	100	–	–	–



# Discover Our Historic Boutique *Lodging Partners*



## Graylyn

Just minutes from downtown on the pristine Reynolda Mile, Graylyn, once a private estate, sits on 55 acres and boasts 85 guest rooms and 25 conference and event rooms. With 15,000 square feet of refined meeting space, Graylyn is a perfect combination of modern conference facility and historic hotel, complete with team building opportunities and video-conference capabilities.



## Kimpton Cardinal Hotel

The 174-room Kimpton Cardinal Hotel is located downtown in the historic 1929 R.J. Reynolds Tobacco headquarters building—the architectural muse for New York City's Empire State Building. The first Kimpton in the Carolinas, the Cardinal offers a French-inspired restaurant and bar, a nearly 2,000-square-foot rec room, and 6,375 square feet of inspired meeting space.



## Historic Brookstown Inn

Originally home to the Salem Manufacturing Company in 1837, the 70-room Historic Brookstown Inn combines charm and flair. Located a stroll away from Old Salem Museums & Gardens and five minutes from the Benton Convention Center, the Historic Brookstown Inn features more than 5,000 square feet of meeting space, including two inviting courtyards.



# Meet Our Newest Downtown Lodging Partners

Winston-Salem offers 1,200 downtown hotel rooms to make your meeting memorable.

## Courtyard by Marriott

### Winston-Salem Downtown

Featuring the city's first hotel rooftop bar, Top of Fourth, the 126-room Courtyard by Marriott sets the stage for optimal indoor and outdoor events. Whether you admire the view of Winston-Salem's skyline from the rooftop lounge or gather around the firepit on a spacious outdoor patio, the Courtyard by Marriott offers 1,800 square feet of sophisticated meeting and entertainment space.

## Hampton Inn & Suites

### Winston-Salem Downtown

Located in the heart of downtown, the 119-room Hampton Inn & Suites is an ideal place to meet, play, and stay. Complimentary breakfast, free WiFi, and on-site parking appeal to the busy meeting planner. This property boasts a contemporary 1,400-square-foot meeting room, cityscape outdoor pool, and 24/7 fitness center.

## Hotel Indigo

Hotel Indigo occupies a 1928 Art Deco landmark, the Pepper Building. Capturing the eclectic vibe of Winston-Salem's historic heritage and growing tech industry, local artists' work accentuates the boutique hotel's walls. Stay in one of 75 trendy guests rooms, dine at the Sir Winston Restaurant and Wine Loft, and meet in the hotel's 1,600 square feet of refined event space.

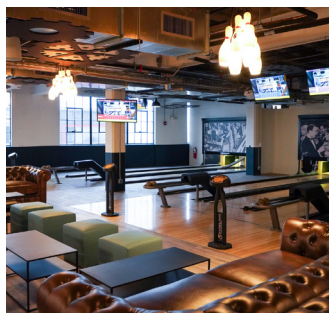


Drink in our history at Hotel Indigo's lobby bar and lounge.



Bringing back the carefree joy of the Roaring '20s to downtown Winston-Salem, Roar is a 42,000-square-foot dining, entertainment, and event space located in the former Twin City Motor Building.

This sophisticated new complex offers two fine dining options, several more casual and eclectic cuisine options in Fords Food Hall, boutique bowling, a Full Swing Virtual Golf Simulator, and live entertainment. Don't forget the 90-tap, three-story, self-serve beer and wine wall and rooftop bar boasting unbelievable views of Winston-Salem's skyline.







# Inspired Downtown *Meeting Venues*

Want a meeting space with history, style, and personality? Winston-Salem has you covered with an array of venues that can accommodate groups large and small.

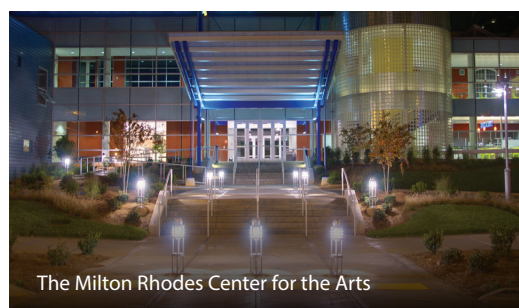


**The Millennium Center**, once the area's post office and Federal building, is an elegant three-story 72,000-square-foot venue located in Winston-Salem's Downtown Arts District. The Millennium Center offers a variety of meeting spaces and settings for up to 1,500 along with on-site catering and audiovisual services.

**The Stevens Center** is a beautifully restored 1929 grand theatre that offers fixed seating for 1,380 and a 10th floor reception hall with 2,500 square feet of flexible meeting space in the heart of downtown.

**The Milton Rhodes Center for the Arts** is a dynamic multipurpose event venue located downtown. This "Arts Campus" includes Hanesbrands Theatre (300 seats), a black-box design with state-of-the-art lighting, projection, and audio systems. The Reynolds Place Theatre (250 seats) and Mountcastle Forum/Theatre (125 seats) also provide special ambiances for any event.

**Footnote**, centrally located downtown, is an adaptable event space ideal for gatherings of up to 250. Enjoy full catering and bar service and audiovisual capabilities along with the convenience of Footnote's sister property, Foothills Brewing next door.



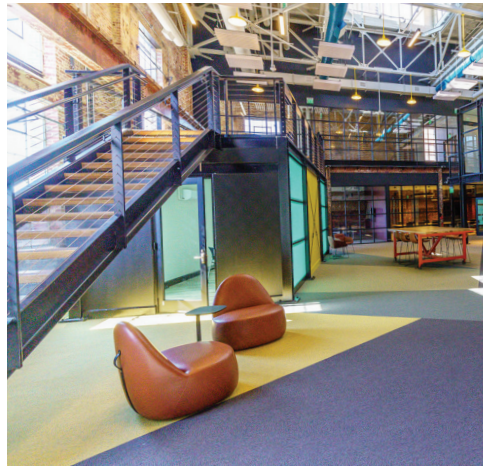


## Innovation Quarter

Innovation Quarter (iQ) is built on the foundation of historic tobacco warehouses and is now fueled by cutting-edge technology and innovative research studies. Meeting planners can choose from a variety of venues throughout this sprawling urban center.

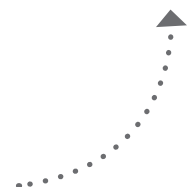


**Bailey Park** encompasses 1.6 acres of publicly accessible green space located downtown in the heart of Innovation Quarter. Just a five-minute walk from the city center, Bailey Park is a central hub for recreational and community events and is the perfect setting for meetings, receptions, and team building. The possibilities abound in this multi-use outdoor space, complete with a natural amphitheater and covered stage.



**Bailey Power Plant** boasts several innovative meeting spaces inside a redeveloped, historic building. The Crane Room at Turbine Hall includes a large open area, which can accommodate up to 300 people along with four meeting rooms. This eye-catching venue also features two shipping-container-like-pods with flexible seating for up to 25 people.

**Wake Forest Biotech Place Conference Center** provides a main level conference center with 15 rooms, including a 120-person auditorium, five meeting rooms, six boardrooms, a long-distance learning classroom, and a four-story tall, 7,500-square-foot atrium with a 14-foot video screen—perfect for gatherings of up to 500 guests.





# Unique & Unforgettable *Meeting Venues*

There is no shortage of innovative spaces to gather in and around Winston-Salem. From intimate art galleries and crowd-pleasing stadiums, to urban parks and spacious craft breweries, we've got you covered.



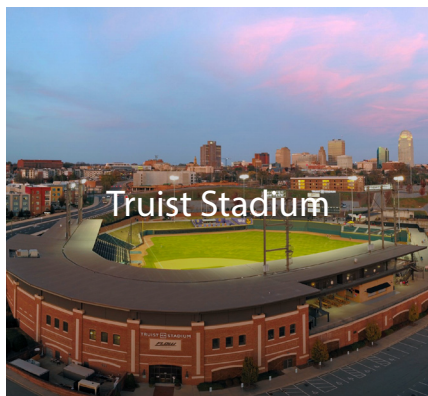
Bridger Field House  
at Truist Field



Lawrence Joel  
Veterans Memorial  
Coliseum (LJVM)



Southeastern  
Center for  
Contemporary Art  
(SECCA)



Truist Stadium



Winston-Salem  
Fairgrounds Annex  
and Education  
Buildings

Winston-Salem is home to six colleges and universities. Flexible meeting spaces can be found at Salem College, Wake Forest University, Winston-Salem State University, and UNC School of the Arts.

**Bridger Field House** overlooks Truist Field, home of the Wake Forest University's Demon Deacon football team. This prime venue seats up to 400 and offers nearly 5,700 square feet of flexible event space, including a 2,700-square-foot balcony.

With more than 25,000 square feet, **LJVM Coliseum** accommodates a range of events, performances, and meetings, with a variety of seating and stage options. This 14,407-seat multipurpose arena is home to the Wake Forest University men's and women's basketball teams.

Located along the Reynolda Mile, **SECCA** is a 32-acre 1929 estate-turned-contemporary art museum. Ideal for both indoor and outdoor

gatherings, with expansive grounds and a fully-equipped auditorium, SECCA can accommodate up to 300 people.

**Truist Stadium** is a top-notch downtown venue for group gatherings featuring 5,500 stadium-style seats, 16 luxurious suites, and a 200-foot LED outfield wall scoreboard. An award-winning ballpark, it is home to the Winston-Salem Dash, a Class A-Advanced minor league affiliate of the Chicago White Sox.

Just five minutes from downtown, the **Winston-Salem Fairgrounds Annex and Education Buildings** make up this 70-acre multi-use complex boasting more than 55,000 square feet of flexible event space, including a 4,000-seat multipurpose arena.



# Visit Winston-Salem

## Providing for Your Meeting Needs

When you plan a meeting with us, nothing is left to chance. We work closely with planners to deliver a seamless experience for you and your attendees. The Visit Winston-Salem team offers customization to ensure every event is a success.



**RFPs:** Seamlessly submit your RFP on our enhanced, mobile-friendly form and receive a comprehensive electronic proposal.

**Site Visits:** Schedule a site visit for an engaging, informative overview of Winston-Salem, complete with a customized itinerary.

**PR & Marketing Support:** We have a database of local media contacts and digital library of images and videos available for your promotional use.

**Maps and Materials:** We provide each of your guests with complimentary area maps, customized to highlight your host hotel and/or meeting locations.

**Custom Dine Around Programs:** We'll create a custom Dine Around Program featuring walkable downtown restaurants, cafes, bars, and craft breweries.

**Virtual Tours:** Several of our meeting venues, including the Benton Convention Center, offer interactive tours of their event spaces.

**Volunteer Coordination:** We are happy to share volunteer opportunities with our database of local, experienced volunteers.

**Housing Coordination:** Allow our team to assist your group with your housing and accommodations needs.



## Our Sales Team



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## Rewarding Meeting Incentives

Planning a meeting? Be sure to take advantage of our Travel Back Rewards Program. When you book a new convention or meeting through Visit Winston-Salem you can earn up to \$3,000 in Travel Back Rewards that can be combined with our hotel partner incentives.

Whether you book with our Benton Convention Center and Hotel Complex partner — Marriott Winston-Salem — or select one of our historic hotel properties — Graylyn, Historic Brookstown Inn, and Kimpton Cardinal Hotel — we'll ensure your next meeting in Winston-Salem is a success.

VISIT WINSTON-SALEM  
  
**TRAVEL BACK  
REWARDS**  
*program*  
MEETINGS & CONVENTIONS INCENTIVES

### Travel Back *Inspired*

Book a new meeting or convention with 500 or more total hotel room nights: receive a **\$3,000 credit** on behalf of Visit Winston-Salem to assist with meeting/event related costs.

### Travel Back *Refreshed*

Book a new meeting or convention with 300 - 499 total hotel room nights: receive a **\$1,500 credit** on behalf of Visit Winston-Salem to assist with meeting/event related costs.

### Travel Back *Renewed*

Book a new meeting or convention with 150 - 299 total hotel room nights: receive a **\$500 credit** on behalf of Visit Winston-Salem to assist with meeting/event related costs.

For more information about how your meeting can qualify for the Travel Back Rewards program, please visit: [VisitWinstonSalem.com/TravelBackRewards](https://VisitWinstonSalem.com/TravelBackRewards) or contact Christian Schroeder, Director of Sales and Services by phone at 336.728.4218 or email [Christian@VisitWinstonSalem.com](mailto:Christian@VisitWinstonSalem.com).



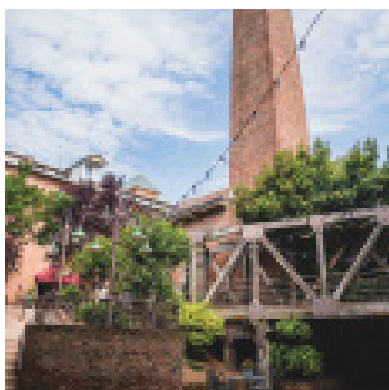
# Travel Back Offers



## Graylyn Estate

Book any new meeting contracting 20 or more Complete Meeting Packages (CMP) to receive:

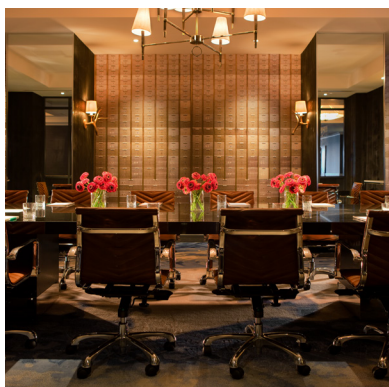
- \$30 off CMP per person, per day
- Complimentary parking and WiFi
- On-site conference coordinator
- Complimentary butterscotch cookies in our lobby and ice cream



## Historic Brookstown Inn

Book any new business contracting 20 or more guest rooms to receive:

- One complimentary guest room for every 20 rooms consumed
- One complimentary suite upgrade at the group rate
- Double Wyndham Rewards Points
- Complimentary meeting space or \$1,000 food & beverage minimum
- Complimentary breakfast and self-parking
- No attrition



## Kimpton Cardinal Hotel

Book a new group of 10 or more guest rooms on peak night with food & beverage minimum of \$6,000 to receive:

- A one-hour complimentary reception
- 5% discount on the master (applies to guest rooms paid by master, food & beverage, and rental)



## Marriott Winston-Salem

Book a new meeting or convention to receive your choice of incentives based on number of room nights.

- 3% off meeting revenue credited to master account
- Double Marriott Bonvoy Points
- Receive 10 complimentary valet parking passes
- One night complimentary for every 35 room nights booked
- 10% savings on in-house audio-visual services, not including labor

★ 75-249 *total room nights* = one incentive

★ 250-499 *total room nights* = two incentives

★ 500+ *total room nights* = three incentives

For details and deadlines please visit: [VisitWinstonSalem.com/TravelBackRewards](https://www.visitwinstonsalem.com/travelbackrewards)



# DOWNTOWN WINSTON-SALEM & DOWNTOWN HOTELS



## HOTELS

- P** PARKING
- 1** COURTYARD BY MARRIOTT DOWNTOWN
- 2** EMBASSY SUITES
- 3** FAIRFIELD INN & SUITES
- 4** HAMPTON INN & SUITES
- 5** HAWTHORNE INN & CONFERENCE CENTER
- 6** HENRY F. SHAFFNER HOUSE
- 7** HISTORIC BROOKSTOWN INN
- 8** HOTEL INDIGO
- 9** KIMPTON CARDINAL HOTEL
- 10** MARRIOTT DOWNTOWN
- 11** SUMMIT STREET INNS (Opening 2022)
- 12** ZEVELY INN BED & BREAKFAST
- STROLLWAY