

An aerial night photograph of the Winston-Salem skyline. The image shows several illuminated skyscrapers, including the prominent Winston Tower on the right. The city lights are reflected in the dark sky, and a bridge is visible in the foreground. The overall scene is vibrant and modern.

W  
S

# 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, Silver, 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 Bold 43,000 square foot expansion of downtown *Benton Convention Center* now totaling 150,000 square feet

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.

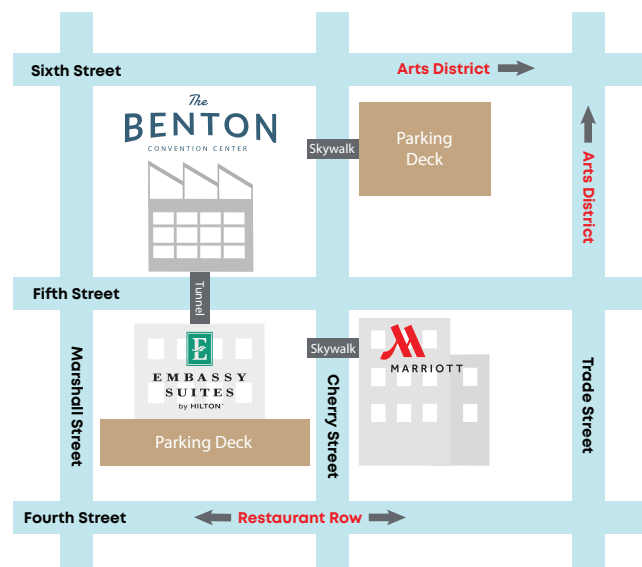


## Marriott Winston-Salem

- 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





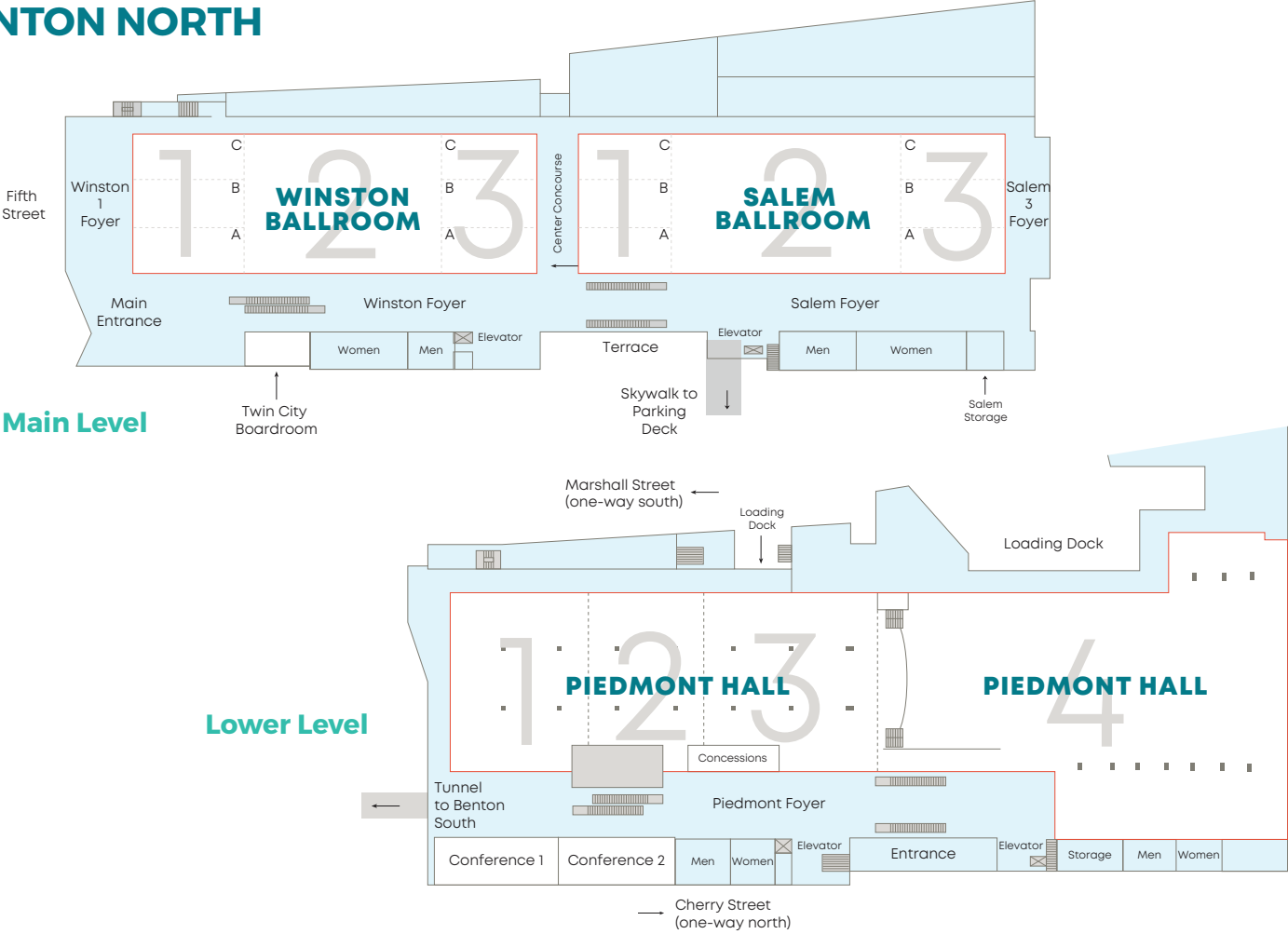
## Create Your Next Meeting Masterpiece

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.





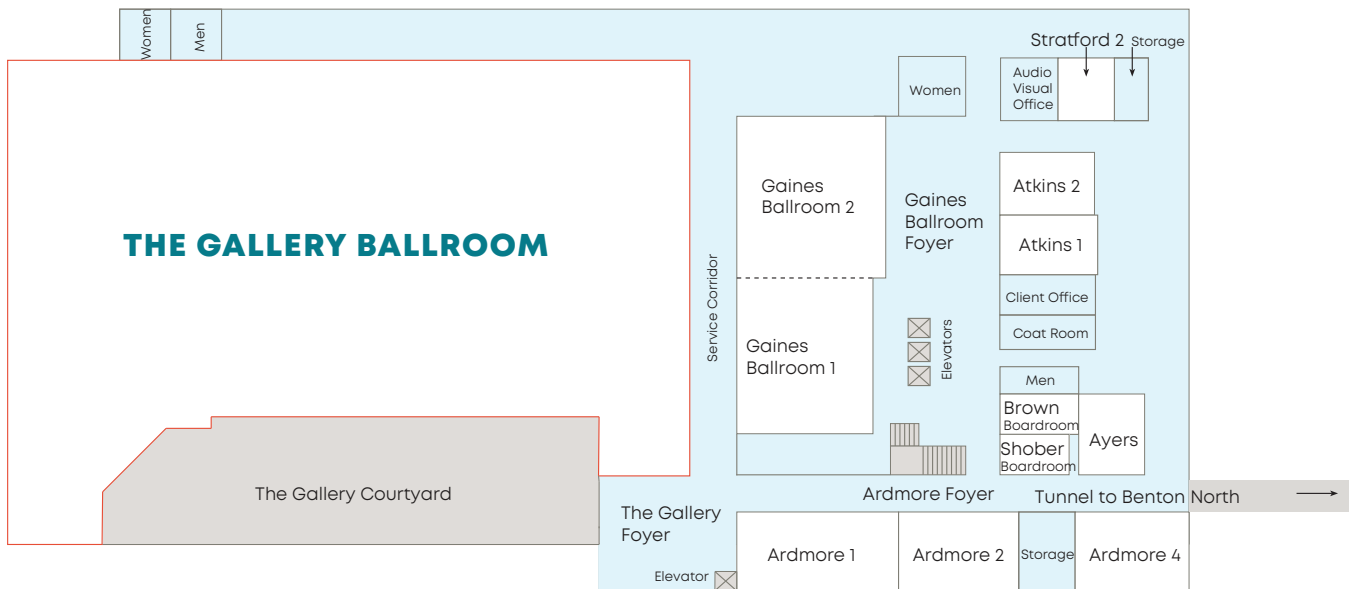
BENTON NORTH



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	–	–



BENTON SOUTH



	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 and Entertainment 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.



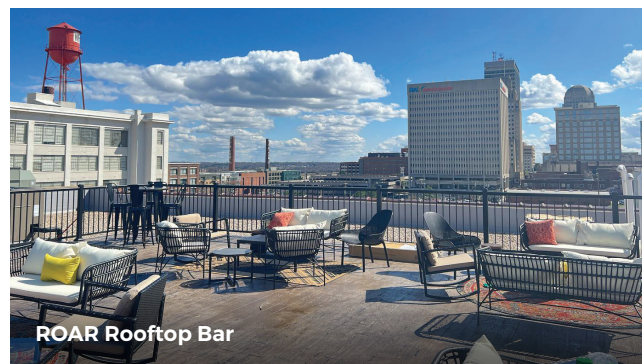
**Drink in our history at Hotel Indigo's lobby bar and lounge.**

### **ROAR**

Newly opened in the former Twin City Motor Building in the Downtown Arts District, Roar is a four-story, 42,000-square-foot dining, entertainment, and event space with a sophisticated Roaring 20s vibe. Amenities include duckpin bowling, golf simulators, digitized mini golf, a food hall, rooftop bar, and a 90-tap, self-serve beer wall.

### **Kaleideum**

Opening in the heart of downtown in February 2024, this dazzling \$40 million museum includes five floors, nine interactive exhibits, and a one-of-a-kind rooftop play area, along with a variety of adaptable, cutting-edge event spaces. This includes a 2,100-square-foot exhibit hall, a 300-person rooftop terrace, Digital Dome planetarium, and multiple breakout rooms.



**ROAR Rooftop Bar**



**Kaleideum**



# 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.

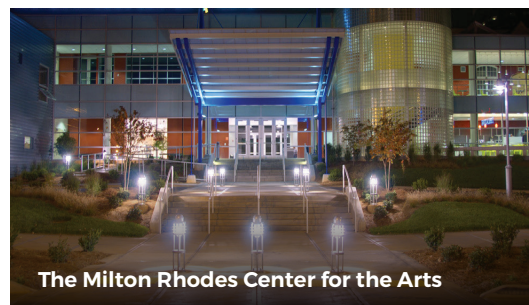
**The Stevens Center**, built in 1929, is a beautifully restored downtown theater with seating for 1,300 and a 10th floor reception hall with 2,500 square feet of meeting space. The venue closes for a two-year, \$29 million renovation beginning November 2023.

**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.



The Stevens Center



The Milton Rhodes Center for the Arts

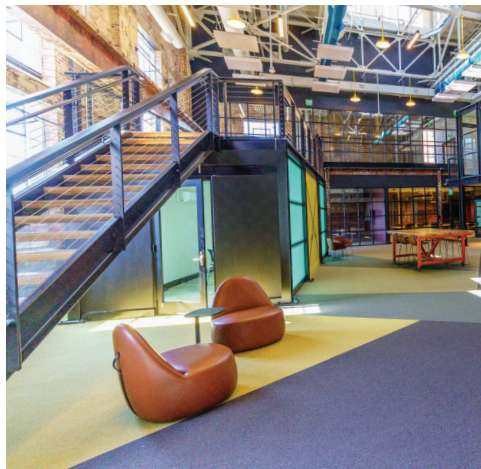
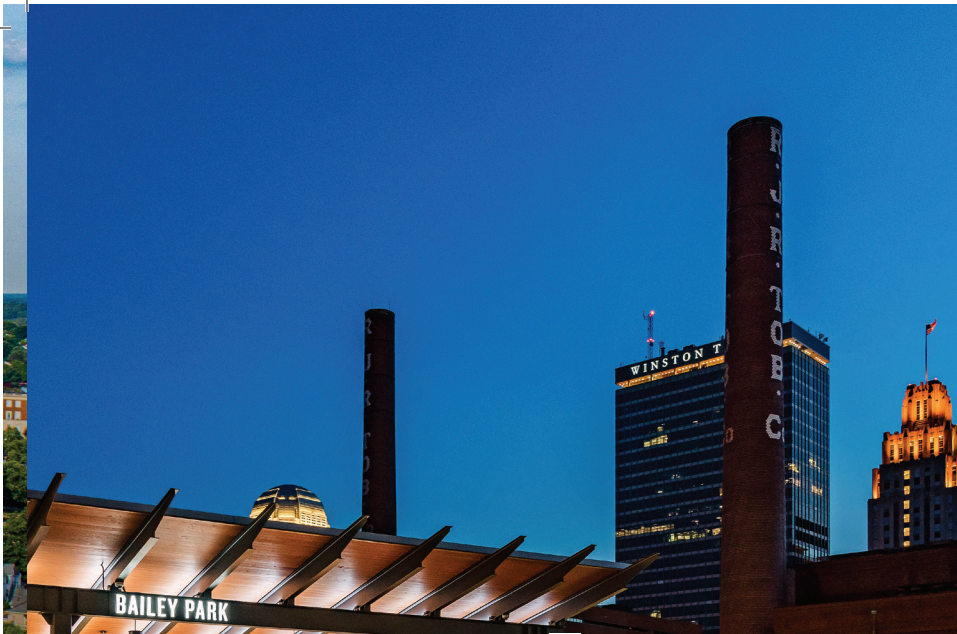


Footnote



## 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 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.



**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.

**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.

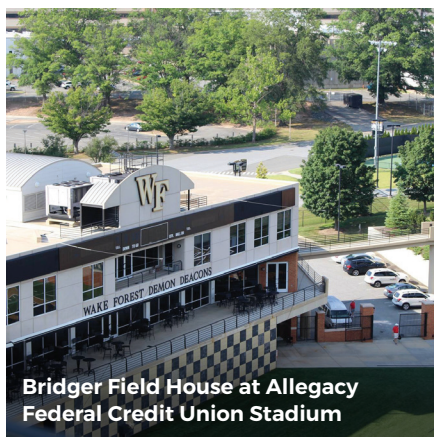




# Unique & Unforgettable

## Meeting Venues

Innovative gathering spaces abound in Winston-Salem. From crowd-pleasing stadiums to intimate art galleries, artful urban parks and spacious craft breweries, we've got you covered.



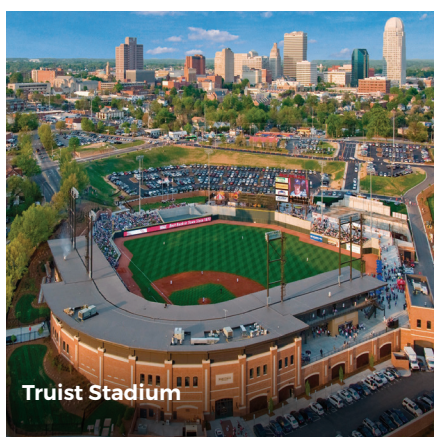
**Bridger Field House at Allegacy Federal Credit Union Stadium**



**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 Allegacy Federal Credit Union Stadium, 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



*Christian Schroeder*  
**Director of Sales and Services**  
Christian@VisitWinstonSalem.com  
336.728.4218



*Bonny Bernat*  
**Senior Sports Development Manager**  
Bonny@VisitWinstonSalem.com  
336.728.4215



*Kay Calzolari, CTIS*  
**Senior Group Tour & Services Manager**  
Kay@VisitWinstonSalem.com  
336.728.4237



*Alex Collins, CHSE*  
**Senior Sales Manager**  
Alex@VisitWinstonSalem.com  
336.728.4216



*Karen Wall*  
**Senior Sales Manager**  
Karen@VisitWinstonSalem.com  
336.728.4210



*Romona Williams*  
**National Sales Manager**  
Romona@VisitWinstonSalem.com  
336.728.4207



*Jerica Yingling*  
**Convention Sales Coordinator**  
Jerica@VisitWinstonSalem.com  
336.728.4213

Follow Us



/VisitWS



/visitwinstonsalem



/visit-winston-salem



/VisitWS



/visitwinston-salem2357





# 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 partners – Marriott Winston-Salem and Embassy Suites by Hilton Winston-Salem – or the stately Graylyn Estate, Historic Brookstown Inn, or downtown Kimpton Cardinal Hotel – we'll ensure your next meeting in Winston-Salem is a success.



## 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://www.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).



# Limited Time Travel Back Rewards



## Marriott Winston-Salem

Pick your incentives based on total room nights:

- 5% meeting revenue credit to the master account for programs booked and consumed in 2023
- Double Marriott Bonvoy Points
- 10 complimentary valet parking passes
- One complimentary night for every 35 nights booked
- 10% savings on in-house AV services (labor excluded)

**PICK ANY**  
*One Incentive*  
PER 75-249  
TOTAL NIGHTS

**PICK ANY**  
*Two Incentives*  
PER 250-499  
TOTAL NIGHTS

**PICK ANY**  
*Three Incentives*  
PER 500 +  
TOTAL NIGHTS



## Graylyn Estate

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

- \$20 off CMP per person, per day
- Complimentary historical butler presentation
- Complimentary parking and WiFi
- On-site Conference Coordinator
- Welcome butterscotch cookies & ice cream



## Kimpton Cardinal Hotel

Book a new group of 10 or more guest rooms on a 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 and beverage, and rental)



## Embassy Suites by Hilton WS

Book any new group business to receive:

- Double Hilton Honors Meeting Planner points
- One complimentary guest room per 40 occupied on a cumulative basis
- One complimentary break, including coffee, soft drinks, and assorted cookies
- 5% meeting revenue credited to master account



## Historic Brookstown Inn

Book any new business contract (20 or more rooms) to receive:

- One complimentary guest room per 20 consumed
- Complimentary breakfast, self-parking, and suite upgrade (at the group rate)
- Double Wyndham Rewards Points
- Complimentary meeting space or \$1,000 F&B min.
- No attrition



# DOWNTOWN WINSTON-SALEM ACCOMMODATIONS MAP

