

WINSTON-SALEM

NORTH CAROLINA

*Twice as nice
...come on in*

Official Meeting Planner Guide

www.VisitWinstonSalem.com



Meet + Inspire



Hold your next meeting in Winston-Salem, where history + innovation blend seamlessly to create an inspiring, one-of-a-kind backdrop for success. Our city's rich heritage and cutting-edge innovation, scenic natural landscapes, and vibrant culture foster an ideal environment for meaningful connections + memorable experiences.

The destination is centrally located and easily accessible by air, rail, and car. Our team is undeniably dedicated, knowledgeable and ready to assist your group. You'll find everything in Winston-Salem is twice as nice... come on in.

Located at the Intersection of Convenience + Charm

1.5 hour drive from Charlotte, NC
2 hour drive from Raleigh, NC
5 hour drive from Atlanta, GA
5 hour drive from Washington D.C.

At the crossroads of I-85, I-77, I-40, Salem Parkway (U.S. 421), and Highway 52

25 minutes from the Piedmont Triad International Airport (GSO), serviced by Allegiant, American, Delta, and United with flights to 14 daily non-stop cities and over 240 one-stop domestic cities.



Top 10 Reasons to Meet in Winston-Salem

- 1 Conveniently and centrally located in North Carolina
- 2 Voted as one of Forbes' Top 10 Best Downtowns with over \$2 billion invested in development
- 3 More than 5,500 hotel rooms—including 1,200 downtown
- 4 The Benton Convention Center now totaling 150,000 square feet of flexible space
- 5 Over 100 locally owned restaurants, art galleries, retail shops, and entertainment venues within walking distance of the Benton Convention Center
- 6 Unique meeting venues to host corporate meetings, board retreats, and annual conferences
- 7 Twice as Nice Program meeting incentives to help offset expenses
- 8 Dedicated, knowledgeable convention sales and services team
- 9 Specialized video and photo assets to market Winston-Salem to your delegates
- 10 Three convenient international airports (GSO, CLT, and RDU) within 1.5 hours of Winston-Salem

Create Your Next Meeting Masterpiece

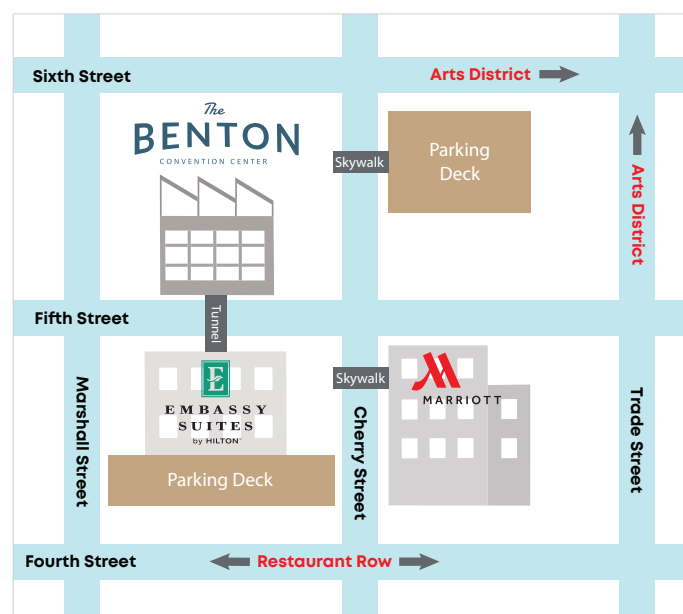


Centrally located in downtown Winston-Salem, the Benton Convention Center offers 150,000 square feet of flexible and functional space, increasing overall availability and options for groups while enhancing connectivity to the city's vibrant and walkable downtown district. The Benton Complex is comprised of the two-floor Benton Convention Center and its most recent addition, Benton South, a 24,000 square foot, art-filled Gallery Ballroom space with an adjacent ground floor patio.

Benton Convention Center + Hotel Complex

Offering easy access to a variety of hotels, restaurants, and local attractions, the Benton Convention Center Complex is conveniently connected to both the Embassy Suites and the Marriott Winston-Salem by enclosed walkways.

In total downtown, there are 1,200 hotel rooms for planners to build room blocks as a convenient, all-in-one destination.



Benton Convention Center + Hotel Complex

- + 150,000 square feet of flexible meeting space
- + Five multi-use ballrooms
- + Well-appointed pre-function and breakout spaces
- + Exceptional food and beverage options from an award-winning team
- + Expansive gallery space with large scale murals and commissioned original art
- + Walking distance to more than 100 restaurants, shops, breweries, and bars
- + Attached by enclosed skywalk to two hotel properties with a combined 465 rooms



Marriott Winston-Salem

- + 319 redesigned guest rooms
- + 15,000 square feet of meeting space
- + 2,500-square-foot fitness center
- + On-site Butcher & Bull Steakhouse created by an award-winning chef
- + Enclosed skywalk connected directly to both the Embassy Suites and the Benton Convention Center

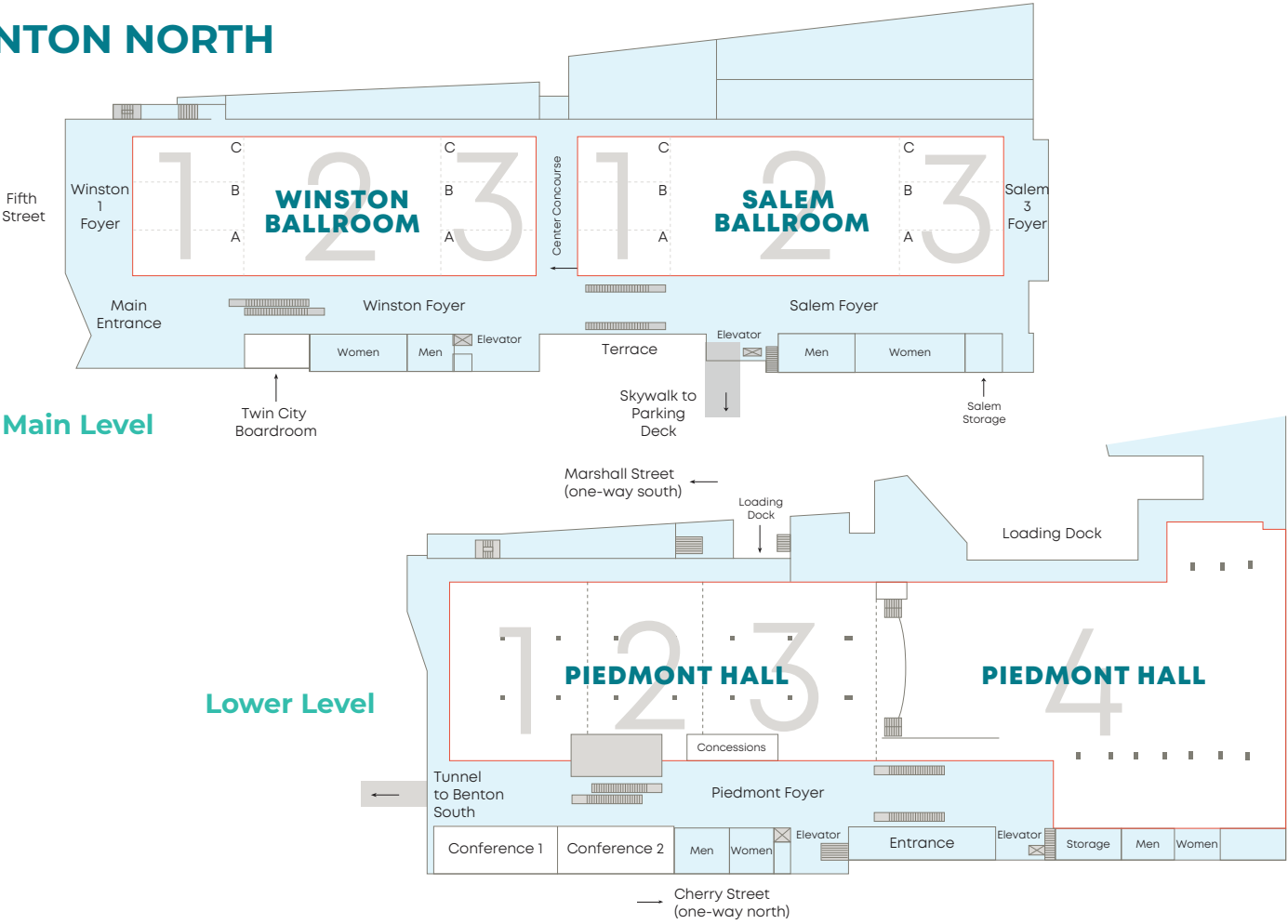


Embassy Suites Winston-Salem

- + 146 two-room suites
- + Enclosed skywalk connected directly to both the Marriott Winston-Salem and the Benton Convention Center
- + 8,300-square-foot Garden Terrace

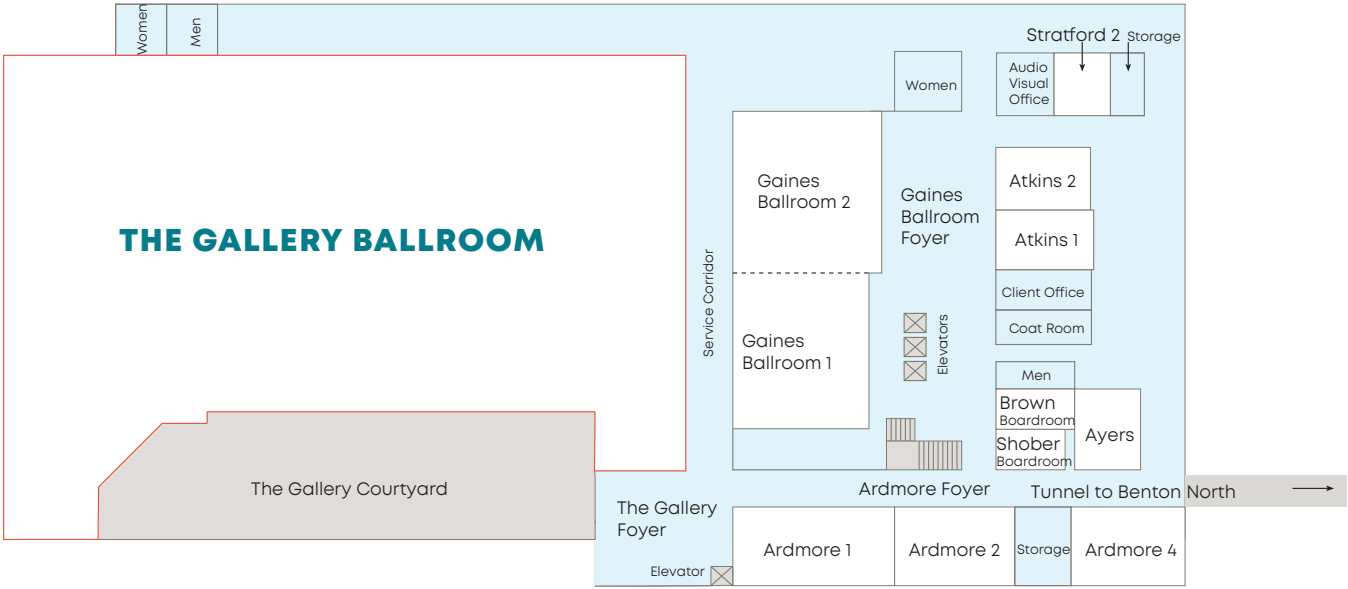


BENTON NORTH



	DIMENSIONS	SQ. FT.	CEILING	THEATER	CLASSROOM	U-SHAPED	HOLLOW SQUARE	RECEPTION	BANQUET 66" ROUNDS	BOARDROOM	EXHIBITS 8' X 10
MAIN LEVEL											
Salem Ballroom	95' x 202'	19,190	18'-25'	2,056	1,002	–	–	1,500	1,200	–	110
Salem Ballroom 2	95' x 112'	10,640	18'-25'	1,140	540	–	–	750	600	–	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	–
Salem Foyer	36' x 202'	–	–	–	–	–	–	1,024	–	–	40
Winston Ballroom	95' x 196'	18,620	16'	1,995	993	–	–	1,500	1,000	–	110
Winston Ballroom 2	95' x 96'	9,120	16'	1,140	540	–	–	700	550	–	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	–
Winston Foyer	36' x 196'	–	–	–	–	–	–	993	–	–	38
Winston 1 Foyer	30' x 95'	–	–	–	–	–	–	80	–	–	10
Twin City Boardroom	17' x 32'	544	9'	–	–	–	–	–	–	14	–
LOWER LEVEL											
Piedmont Ballroom 1, 2, 3 and 4	223' x 208'	46,008	15'-18'	4,822	1,500	–	–	2,400	2,400	–	231
Piedmont Ballroom 1, 2 and 3	84' x 196'	18,300	15'	1,900	650	–	–	950	900	–	100
Piedmont Ballroom 1 and 2	84' x 117'	9,198	15'	1,100	350	–	–	540	540	–	100
Piedmont Ballroom 2 and 3	84' x 141'	12,700	15'	1,450	450	–	–	740	700	–	78
Piedmont Ballroom 1	54' x 84'	3,594	15'	400	140	–	–	200	200	–	22
Piedmont Ballroom 2	63' x 84'	5,604	15'	600	200	–	–	320	320	–	34
Piedmont Ballroom 3	78' x 84'	7,173	15'	825	250	–	–	420	420	–	44
Piedmont Ballroom 4	135' x 208'	27,708	18'	2,893	1,100	–	–	1,440	1,440	–	131
Conference Room 1	21' x 46'	966	9'	100	60	32	36	70	70	–	–
Conference Room 2	21' x 46'	966	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'	–	–	–	–	50	–	–	–

History + Hospitality



Winston-Salem offers 1,200 downtown hotel rooms to make your meeting memorable. Explore our wide range of one-of-a-kind lodging and meeting options, each equipped with modern amenities for groups, offsite meeting ideas and board meetings.

Graylyn Estate

Just minutes from downtown on the pristine Reynolda Mile, Graylyn Estate, 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.



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.

Kimpton Cardinal Hotel

The 174-room, downtown Kimpton Cardinal Hotel is located in the historic 1929 R.J. Reynolds Tobacco headquarters building, which was 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.



Embassy Suites Winston-Salem

Boasting 146 two-room suites, the centrally located Embassy Suites Winston-Salem is connected directly via enclosed skywalk to both the Marriott Winston-Salem and the Benton Convention Center. Walkable to shops, restaurants and the downtown Arts District. Additional group functions are easily accommodated in the 8,300-square-foot Garden Terrace.

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 guest rooms, dine at Sir Winston Restaurant and Wine Loft, and meet in the hotel's 1,600 square feet of refined event space.

Courtyard by Marriott WS

Featuring the city's first hotel rooftop bar, Top of Fourth, the 126-room Courtyard by Marriott offers 1,800 square feet of sophisticated meeting and entertainment space. Perfect for admiring the view of Winston-Salem's skyline or hosting an impromptu gathering around the firepit on the spacious outdoor patio.

Hampton Inn & Suites WS

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.

Downtown Meeting Venues



Want a meeting space with history, style, and personality? Winston-Salem has you covered in the heart of downtown with venues to 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 downtown theater with seating for 1,300 and a 10th floor reception hall with 2,500 square feet of meeting space. The venue closed temporarily for a multi-year, \$81 million renovation beginning November 2023.

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

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) provide special ambiance.

Colleges and Universities abound in Winston-Salem, with flexible meeting spaces at Salem College, Wake Forest University, Winston-Salem State University, and UNC School of the Arts.

The Ramkat is a two-level, 11,670-square-foot, 1,000-person-capacity live music venue, handicap-accessible, and serviced by three bars serving a wide variety of beer, wine, spirits and non-alcoholic beverages.

Artful + Iconic

Innovation Quarter was built on the foundation of historic tobacco warehouses and is now a sprawling urban center, home to cutting-edge technology and iconic meeting space.

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 accommodates up to 300 people, plus 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 in the heart of Innovation Quarter. Just a five-minute walk from the city center, Bailey Park is a multi-use outdoor space, complete with a natural amphitheater and covered stage. Perfect for meetings, receptions, and team building.

Wake Forest Biotech Place 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, 7,500-square-foot atrium with a 14-foot video screen. Ideal for gatherings up to 500 guests.

Kaleideum, opened in February 2024, this fun \$40 million museum includes four levels, nine interactive exhibits, and a one-of-a-kind rooftop play and party area. Enjoy a variety of cutting-edge event spaces, including a 2,100-square-foot exhibit hall, a 300-person rooftop terrace, Digital Dome Planetarium, and multiple breakout rooms.



Unique + Creative Gathering Spaces



Historic + elegant or modern + chic, Winston-Salem offers a variety of unique venues each thoughtfully designed to inspire meetings of any size. From crowd-pleasing stadiums to intimate art galleries, artful urban parks and spacious craft breweries, we've got you covered.

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

LJVM Coliseum accommodates a range of events, performances, and seating options with more than 25,000 flexible square feet. The 14,744-seat multipurpose arena is home to Wake Forest University's basketball teams.

Truist Stadium is an award-winning downtown ballpark featuring 5,500 stadium-style seats, 16 luxurious suites, and a 200-foot LED outfield wall scoreboard. Home to the Winston-Salem Dash, a Class A-Advanced minor league affiliate of the Chicago White Sox.

The Crest is an impeccably restored vintage structure dating back to 1883. Great for a corporate soiree, milestone celebration or glamorous gathering.

The North Carolina Museum of Art is a 32-acre, 1929 estate-turned-contemporary art museum located along the Reynolda Mile. Ideal for both indoor and outdoor gatherings with expansive grounds and a fully-equipped auditorium, NCMA, WS accommodates up to 300 people.

Winston-Salem Fairgrounds Arena and Event Center is a 70-acre multiuse complex just five minutes from downtown. With more than 55,000 square feet of flexible event space, including a 4,000-seat multipurpose arena.

Robert Hall is a multipurpose event space and catering kitchen with three distinct venues that can be used separately or together. Walkable to over 100 downtown venues, restaurants and craft breweries.

ROAR is a four-story, 42,000-square-foot dining, entertainment, and event space with a sophisticated Roaring '20s vibe. Amenities include duckpin bowling, digitized mini golf, golf simulators, snack bar, arcade, rooftop bar, and a 90-tap, self-serve beer wall.

Exceptional Service

When you plan a meeting with us, nothing is left to chance. The sales and services team work closely with planners to deliver a seamless, customized experience for you and your attendees to ensure every event is a success.

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

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

PR & Marketing Support: Access our database of local media contacts and digital library of images and videos available for your promotional use.

Maps and Materials: We provide your guests with complimentary area maps and guides for local recommendations on dining, attractions, and more.

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

Virtual Tours: Schedule virtual, interactive tours of the Benton Convention Center and other event spaces.

Volunteer Coordination: Share volunteer opportunities with our database of local, experienced volunteers.

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

Social Media: Follow us on:
Facebook: VisitWS
Instagram: VisitWinstonSalem
LinkedIn: Visit-Winston-Salem
X: VisitWS

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Twice as Nice Meeting Incentives



Flexible + Rewarding: That's Twice as Nice

Visit Winston-Salem + hotel partners incentivize meeting planners who book a new convention or meeting in the destination. Earn up to \$3,000 in Twice as Nice Rewards that can be combined with our hotel partner incentives, too.



Twice as Nice INSPIRED REWARD

Book a new convention or meeting with 500 or more total hotel room nights and **receive a \$3,000 credit** toward meeting/event related costs.

Twice as Nice REFRESHED REWARD

Book a new convention or meeting with 300-499 total hotel room nights and **receive a \$1,500 credit** toward meeting/event related costs.

Twice as Nice RENEWED REWARD

Book a new convention or meeting with 150-299 total hotel room nights and **receive a \$500 credit** toward meeting/event related costs.

Start Planning Your Rewards Now

For more information about how your meeting can qualify for Twice as Nice Rewards, go to: VisitWinstonSalem.com/why-winston-salem/travel-rewards or contact Christian Schroeder, Senior Vice President of Sales, by phone at 336.728.4218 or email Christian@VisitWinstonSalem.com.

Limited Time Hotel Rewards



Graylyn Estate Book any new contract of 20+ Complete Meeting Packages to receive:

- + \$20 off CMP per person, per day
- + Historical butler presentation
- + Complimentary parking and WiFi
- + On-site conference coordinator
- + Welcome with cookies and ice cream



Kimpton Cardinal Hotel Book 10 or more guest rooms on a peak night with food and beverage minimum of \$6,000 to receive:

- + Complimentary one-hour reception
- + 5% discount on the master (for guest rooms paid by master, F&B, 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
- + Complimentary break (coffee, soda, cookies)
- + 5% meeting revenue credit to master account



Marriott Winston-Salem Choose your incentives based on total room nights (choose any one per 75-249, any two per 250-499, or any three per 500+):

- + 5% meeting revenue credit to master account for groups booked and consumed in 2025
- + Double Marriott Bonvoy Points
- + 10 complimentary valet parking passes
- + Complimentary night for every 35 booked
- + 10% savings on in-house AV (labor excluded)



Historic Brookstown Inn Book any new business contract comprising 20 or more room nights to receive:

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

DOWNTOWN WINSTON-SALEM ACCOMMODATIONS MAP

