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# Where Innovation *Meets Inspiration*



## 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**.

**VisitWinstonSalem.com • 866.728.4200**



# 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 offers  
a combined total of  
58 nonstop flights daily  
to 14 destinations





Check out pgs. 4 & 5 for more  
on how you can safely meet  
back in Winston-Salem.

## 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 multimillion  
dollar *renovation* of  
the 105,000-square-  
foot Benton  
Convention Center

4 Travel Back  
*Rewards* Program  
to help offset  
meeting expenses

5 Benton Convention  
Center complex  
is *connected* to the  
newly renovated  
319-room Marriott  
and 146-room  
Embassy Suites

6 More than *5,000* hotel  
rooms—including  
1,200 downtown

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

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

9 Dedicated,  
knowledgeable  
convention *sales*  
and *services* team

10 More than 100 local  
tourism partners  
participating  
in statewide  
*Count on Me NC*  
*safety program*

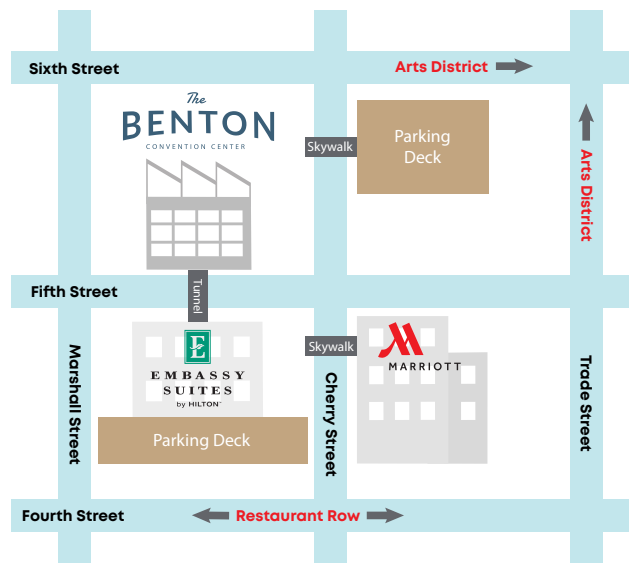
# Benton Convention Center and Hotel Complex

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
- New 2,500-square-foot fitness center
- Onsite restaurant with award-winning chef
- Enclosed skywalk connected to Embassy Suites and Benton complex



**Main Level**

Fifth Street

Winston 1 Foyer

Winston Ballroom

Center Concourse

Salem 3 Foyer

Salem Ballroom

Main Entrance

Winston Foyer

Salem Foyer

Twin City Boardroom

Women

Men

Elevator

Terrace

Skywalk to Parking Deck

Elevator

Men

Women

Salem Storage

Visit [WinstonSalem.com](http://WinstonSalem.com) | We've Got You Covered



## We've Got You Covered Safe, Secure Meetings

Whether meeting in-person, virtually, or a hybrid of both, your health and safety are our top priorities. The Benton Convention Center staff has received intensive cleaning and disinfection training and instituted a stringent plan that covers all aspects of meetings, conventions, or trade shows. No matter the event size, the Benton will provide a safe and secure venue for you and your attendees.

### Benton's Safety Plan

In addition to tackling the **Global Biorisk Advisory Council® (GBAC) STAR™ accreditation** process, the Benton staff has implemented a dynamic Trust & Preparedness Plan.

- ✓ Flexible meeting space set in a variety of socially distant formats to customize your meeting needs
  - ✓ Two trade show layout options, one with a higher drape between booths or each booth spaced 6 feet apart
  - ✓ Plexiglass shields separating attendees and staff at registration
  - ✓ Social distancing stickers throughout to remind attendees
  - ✓ Signs reminding everyone to wear masks and follow North Carolina's 3 W's—Wear, Wait, Wash
  - ✓ 60 EPA-approved hand sanitizer stations located throughout the venue
- ✓ Every meeting space is sprayed down with disinfectant at the end of each session and sealed with a sticker to show that the space has been cleaned and sanitized
  - ✓ Signage added in all bathrooms to remind guests to wash their hands
  - ✓ Additional cleaning staff on hand to attend to high-traffic areas
  - ✓ For food and beverage safety, servers and guests are separated by Plexiglass shields; Servers with masks and gloves will plate food for guests from the buffet; Any pre-served food will be placed on tables and covered with a lid



### You Can Count on NC

As a #CountOnMeNC participating business, Visit Winston-Salem and our hospitality partners are committed to stringent cleaning protocols and best practices to ensure your future meeting is safe, healthy, and successful. More than 100 of our hospitality partners have taken precautions and pledged to enhance safety measures by completing a robust COVID-19 training.



*we've got you*  
**COVERED**  
• WINSTON-SALEM, NC •

### Meet Back Safely

Visit Winston-Salem abides by the state of North Carolina's health and safety guidelines and continues to safely host site visits. Whether you view our Benton Convention Center virtual tour or travel to Winston-Salem for a site visit of our dynamic meeting venues, Visit Winston-Salem is poised and ready to host your next meeting.

# 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.



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

## 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 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.



**Each of these hotel partners has taken the Count on Me NC pledge to enhance safety measures.**



# 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.

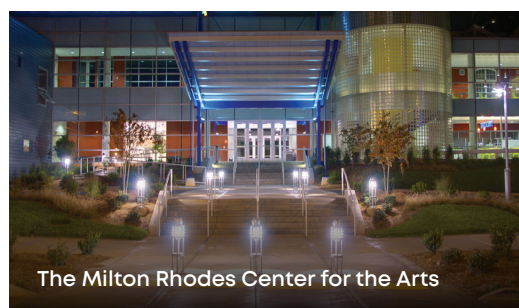


**The Millennium Center**, once the area's post office and Federal building, is an elegant three-story 72,000-square-foot venue located in Winston-Salem's Downtown Arts District. The Millennium Center offers a variety of meeting spaces and settings for up to 1,500 along with on-site catering and audiovisual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

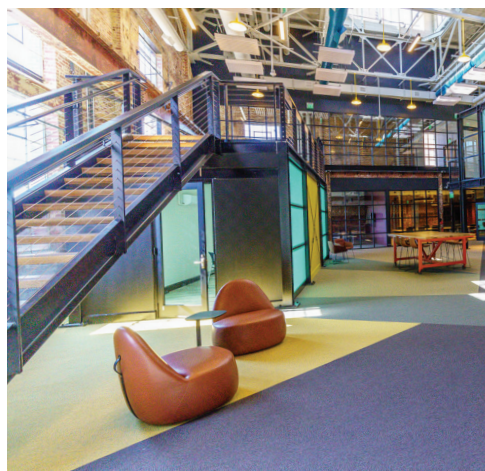


## Innovation Quarter

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 multiuse 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.

**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.



# 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.



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 multiuse 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.



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

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



### 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.



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

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

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

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

## 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.

## *Historic & Boutique* **Hotel Meeting Incentives**

### **Graylyn Estate**

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

- Conference and event space with outdoor dining options (based on availability)
- Parking and WiFi
- On-site conference coordinator
- Chef-prepared breakfast (for overnight stays)
- Butterscotch cookies and ice cream

### **Historic Brookstown Inn**

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

- One guest room for every 20 rooms consumed
- One suite upgrade at the group rate
- Meeting space or \$1,000 food & beverage minimum
- 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 \$1,000 to receive:

- 50% allowable attrition
- 5% discount on the master (applies to guest rooms paid by master, food & beverage, and rental)

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\*For details and deadlines please visit: [VisitWinstonSalem.com/TravelBackRewards](https://VisitWinstonSalem.com/TravelBackRewards)

# Meet and Save in Winston-Salem

What's better than a fantastic, well-planned, informative event? One that earns you incentives! Learn how to maximize your next meeting.



## Travel Back Inspired

Book a new meeting or convention with 500 or more total hotel room nights: receive your **choice of THREE INCENTIVES, PLUS 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 your **choice of TWO INCENTIVES, PLUS 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 **YOUR FAVORITE INCENTIVE, plus a \$500 credit** on behalf of Visit Winston-Salem to assist with meeting/event related costs.



**Benton Convention Center  
and Hotel Complex  
Meeting Incentives**



## CHOOSE YOUR PERKS



One night complimentary for every 25 room nights booked



Receive 25 complimentary parking passes

**5%**

Five percent off meeting revenue credited to master account



Select a complimentary break or executive meeting

**2x**

Double Marriott Bonvoy Points

**20%**

20% savings on in-house audio-visual services, not including labor

For more information about how your meeting can qualify for the Travel Back Rewards program, please visit:

**[VisitWinstonSalem.com/TravelBackRewards](http://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).**

# Downtown Winston-Salem



## 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** HOTEL INDIGO
- 7** KIMPTON CARDINAL HOTEL
- 8** MARRIOTT DOWNTOWN
- 9** THE HISTORIC BROOKSTOWN INN
- 10** THE ZEVELY INN BED & BREAKFAST
- 11** HENRY F. SHAFFNER HOUSE
- STROLLWAY

Winston-Salem offers meeting professionals and delegates alike an upscale yet affordable meeting destination. The city's walkable downtown boasts a thriving historic district, vibrant nightlife, and burgeoning arts district.