

# GARDEN STATE EXHIBIT CENTER



# Garden State Exhibit Center

70,000 Square Feet of Exhibit and Conference  
Space

All One Level, Drive-in and Tail-gate Loading  
Free Parking!

50 Atrium Drive, Somerset NJ 08873

(732) 469-4000 phone

(732) 563-4500

[www.gsec.com](http://www.gsec.com)

[sales@gsec.com](mailto:sales@gsec.com)

## **OVERVIEW**

Opened in January 1990, the Garden State Exhibit and Convention Center is positioned adjacent to the Doubletree Hotel , Somerset, on 12 beautifully landscaped acres. The Atrium Corporate Park is one of the largest non-gaming convention center/hotel complexes in the Northeast.

## **LOCATION**

The center is located in central New Jersey adjacent to I-287 at Exit 10, 10 minutes north of New Brunswick, 40 minutes southwest of Newark International Airport, 50 minutes southwest of Midtown Manhattan and 90 minutes north of Philadelphia. The Garden State Parkway, I-95, I-78, I-80, US Route 1, and New Jersey's Routes 9, 22, 202 and 206 are within easy reach.

## **ACCESS**

The Garden State Exhibit and Convention Center is convenient to all major transportation hubs. The Center is served by *AMTRAK*, the NJ Transit Rail System, NJ Transit Commuter Bus System through New Brunswick and South Bound Brook and Dash (The Davidson Avenue Shuttle) which will service Davidson Avenue in Somerset.

## **HOTEL FACILITIES**

Host hotels to the Garden State Exhibit and Convention Center include the 360 room Doubletree Hotel Somerset, the 434 room Somerset Marriott, the 265 room Holiday Inn, and the 162 room Courtyard Marriott. All hotels offer excellent recreational amenities, dining rooms, lounges and an additional 40,000 square feet of meeting space.

The Garden State Exhibit and Convention Center will act as the Housing Bureau for groups.

## **AREA DEMOGRAPHICS**

The Garden State Exhibit and Convention Center is situated in Somerset, New Jersey, in the heart of one of the nation's fastest growing and most affluent geographic regions. Some 25 million people conduct business or reside in the greater New York Metropolitan statistical area, of which Somerset is a part. Somerset, Middlesex and Hunterdon counties are centrally located in New Jersey, midway between New York and Philadelphia. The center is convenient to Eastern Pennsylvania, Southern New York State, including the five boroughs, Long Island and Westchester County. The complex is located within 45-minute drive of Manhattan, North Bergen and Hudson counties, with Princeton and Trenton 45 minutes south. Within a three-hour drive are the major population centers of Connecticut, Maryland, Delaware, Massachusetts, Pennsylvania and Virginia.

The local geographic area is comprised of numerous well-known and affluent communities including the townships of Franklin, Bedminster, Bernardsville, Bridgewater, Iselin, Woodbridge, Edison, New Brunswick, Piscataway, Princeton, Warren and the Plainfields. Local population is estimated at 1,044,200 according to the NJ Department of Taxation. Within minutes of the complex are Rutgers University, the University of Medicine and Dentistry of NJ, Middlesex County College and Raritan Valley College.

## General Information

- 1. SIZE:**
  1. 62,000 Square feet, plus a 7,500 Square Foot Lobby, which may be used for Additional Exhibits
- 2. CEILING HEIGHT:**
  2. 20 Feet to Open Beam
- 3. CAPACITY:**
  3. 440-8' x 10' Booths or 320-10' x 10' Booths  
3,800 People Banquet Style (Round Tables of 8 with Head Table)  
4,000 People Reception Style  
4,000 People Theater Style with Head Table or Staging
- 4. LOADING DOCKS:**
  4. 4 Truck Bays with 8' x 8' Overhead Doors and Levelers  
1 Drive-in Entrance with 14' x 16' Overhead Door
- 5. LIGHTING:**
  5. H.I.D- Metal Halide Lighting at 40-Foot Candles
- 6. LIFE SAFETY:**
  6. The Center is equipped with a sprinkler system and a State-of-the -Art B&H Electric Fire Notification System
- 7. HVAC:**
  7. 100% Zoned to Insure Maximum Comfort

## Special Features

- Fully Carpeted 7,500 Square Foot Lobby & Registration Foyer
- Box Office with Three Registration/Cashier Windows
- Private “Lobby” Show Management Office
- Private “On the Floor” Show Management Office
- Two Multi-Purpose Carpeted Conference Rooms Seating up to 100 People Each with Divider Open to Accommodate 200 Theater Style in One Room
- Full Service-Stand-up Cocktail Bar
- Complete in-house Catering and Banquet Service
- In-house Audio/Visual Services and Business Center
- Cold Water and Drainage at Floor Level in Selected Locations
- Concrete Show Floor with Unlimited Load Capacity
- New Public Address System
- Internet Service/ Cable
- Booth Cleaning
- Maximum Electrical Services
- Food Court with 400 Person Capacity
- In-house Housekeeping Services
- In-house Telephone System with Voicemail & Direct Lines for Credit Card Machines
- 500 Parking Spaces in Main Lot (additional Parking Available)

## **SERVICES AND CAPABILITIES**

### **Electrical**

The in house system provides the following distributed power:

120-208V AC (Single Phase)

120-208V AC (Three Phase)

480 V AC (Single Phase)

480V AC (Three Phase)

All major electrical requirements can be provided with advanced notice. Floor Load-Exhibit Hall/Registration Foyer-Unlimited.

### **Water and Drainage**

Cold water at 35 P.S.I. is provided at the floor level in selected locations. Access to the floor drains is limited to specific locations in the hall. Please refer to floor plans for details.

### **Telephones**

Telephone lines are XO Communications and Strategy voice mail system. Any given extensions provide outgoing service on a Dial 9, one second delay throughout the building. With advance notice direct lines are available for credit card machines.

### **Services Available Through The Center**

The following services are provided by the Convention Center on an exclusive basis:

Electrical	Telephone	Event Catering
Security/Police	Internet	Plumbing
Food & Beverage	Booth Cleaning	Parking (Valet & Self)

### **Services Available Through A Recommended Service Provider**

The Center will provide the names of product and service suppliers who have demonstrated ability and willingness to provide service to our clients.

Floral Decorations	Catering
Photographic & Video Services	Motor Coach Transportation/Group Tours
Drayage, Packing and Shipping	Compressed Air/Helium/Compressed Gases
Carpentry	Entertainment
Business and Secretarial Services	Audio/Visual & Media Management
Staging, Lighting & Event Productions	Exhibit Decorating, Pipe, Drape, Tables, Etc.