

pcma AT THE
GREATER
COLUMBUS
CONVENTION
CENTER

JANUARY, 2023



PCMA CONVENING LEADERS 2023

EVENT OVERVIEW

Dates:
8TH-11TH
JANUARY, 2023

Event Focus #1:
Opening Reception
SUNDAY,
JANUARY 8TH
HOSTED BY EXPERIENCE COLUMBUS

Event Focus #2:
Exhibit Hall Meals
BREAKFASTS,
AM & PM BREAKS,
LUNCHES
JANUARY 10TH & 11TH

Guest Count:
2,500
PER DAY

Storytelling Initiatives:

- Sustainability
- GCCC Food Story
- Dietary Notation
- Local Partnerships
- Draft Coffee
- Social Media
- Hydroponic Indoor Farm
- Technology

Vibe:

- fun/ vibrant/ ready-to-party crowd
- immersive experiences & activations
- industry trendsetters
- columbus dressing to impress...

OPENING RECEPTION STATIONS

fall station

concept

SPACE PLANNING

FURNITURE, EQUIPMENT & DÉCOR PLACEMENT

SALADS ON CATERING WALLS



SALADS ON CATERING WALLS



S'MORES STATION



BUTTERNUT RAVIOLI MENU
CONCEPT ON OTHER SIDE OF ARCHES



ESTIMATED FOOTPRINT:
80' WIDE X 90' DEEP

PORK SHOULDER MENU CONCEPT ON
OUTER SIDE OF ARCH

PORK SHOULDER MENU CONCEPT ON
OUTER SIDE OF ARCH



DESIGN DIRECTION MOCK-UP

FALL THEMING: S'MORES STATION



STEAM FIRE RISER: VIDEO

TABLETOP APPLICATION



STEAM FIRE TABLE RISER

FEATURES

COOL TO THE TOUCH

guests can place their hands directly over the "fire" since it is only steam that is being emitted from the unit

8-12 HOURS OF CONTINUOUS FLAMES

built-in water tank fills with tap water for long lasting usage

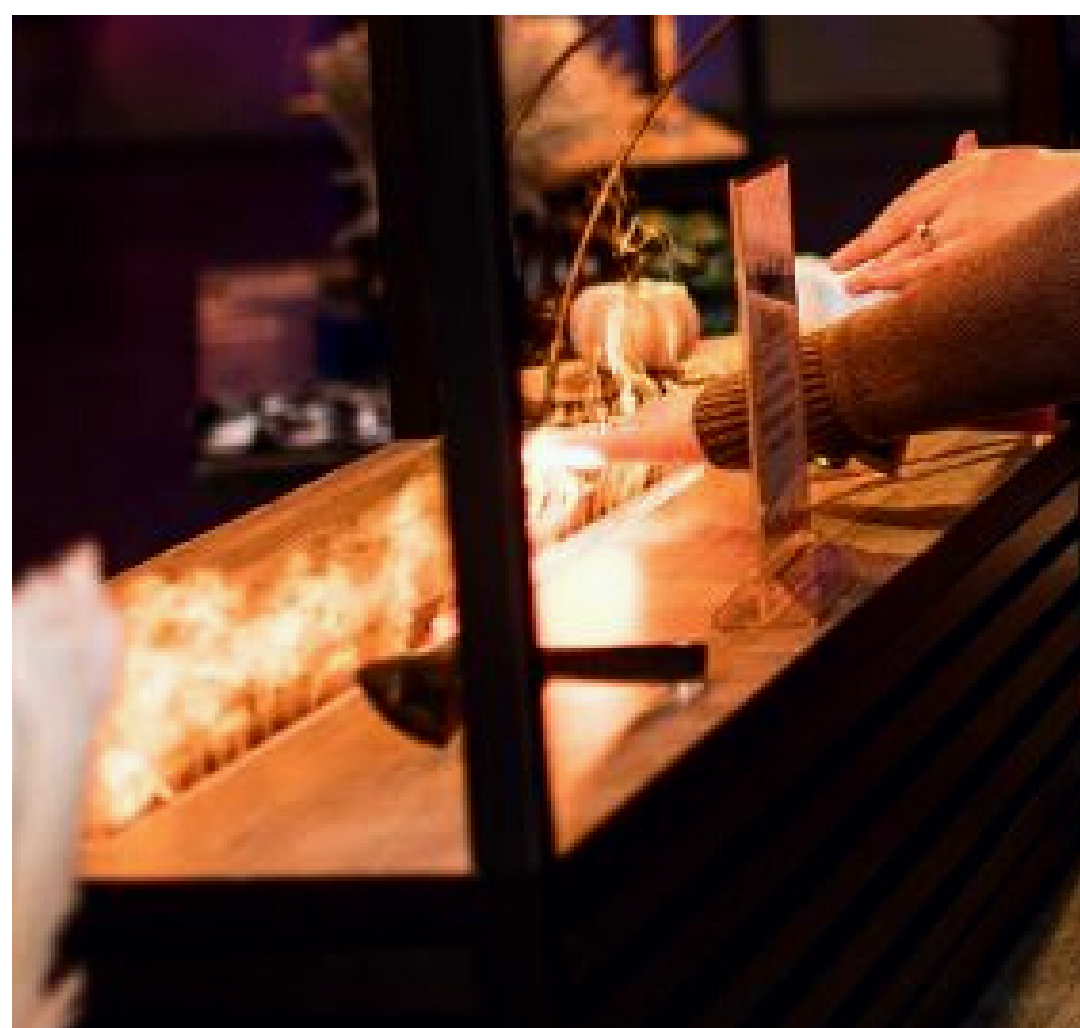
SIMPLE ELECTRIC REQUIREMENTS

order with the dimplex plug kit so that you can plug directly into your standard 120V outlet

DESIGNED FOR IMPACT

the fire unit shroud allows for customization with finishes, provides tiered food and beverage display with shelves, serves as a platform for station branding, and creates visual drama with overall height





OPENING RECEPTION STATIONS

winter

concept

SPACE PLANNING

FURNITURE, EQUIPMENT & DÉCOR PLACEMENT



DESIGN DIRECTION MOCK-UP

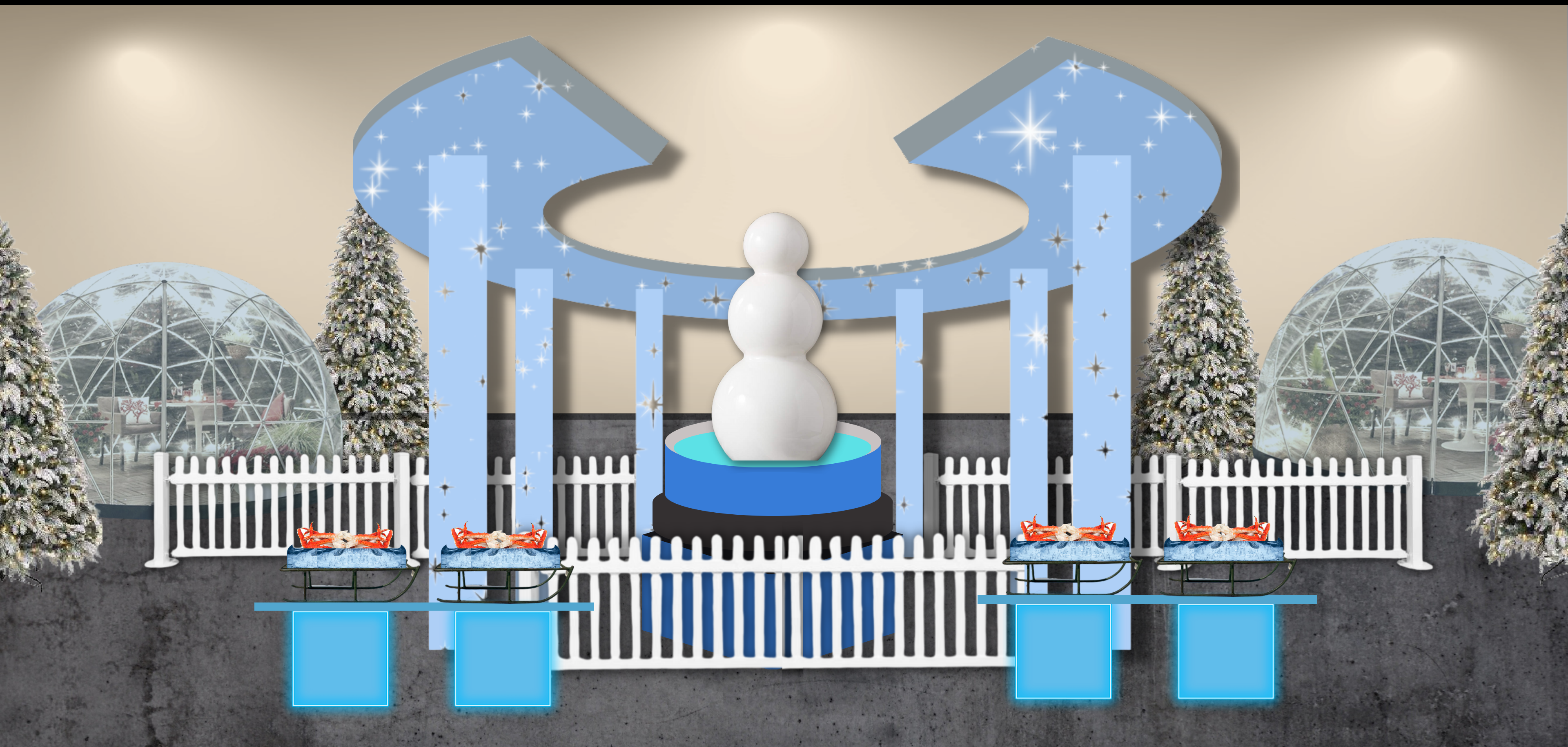
HOT DRAFT BEVERAGES: COFFEE & MULLED WINE

Warm Up!



DESIGN DIRECTION MOCK-UP

SNOWMAN ICE CARVING CENTERPIECE FOOD STATION







OPENING RECEPTION STATIONS

concept

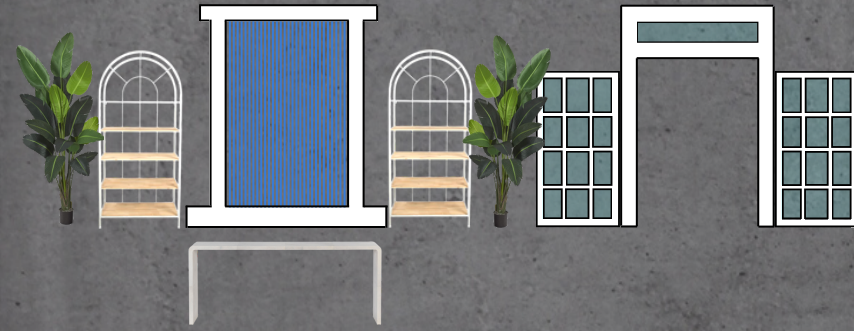
spring

SPACE PLANNING

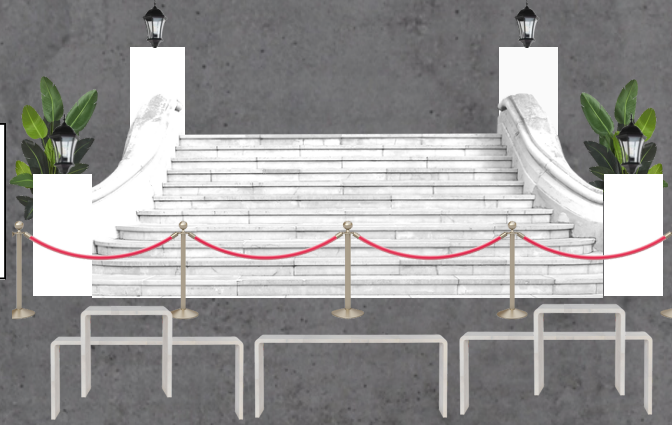
FURNITURE, EQUIPMENT & DÉCOR PLACEMENT



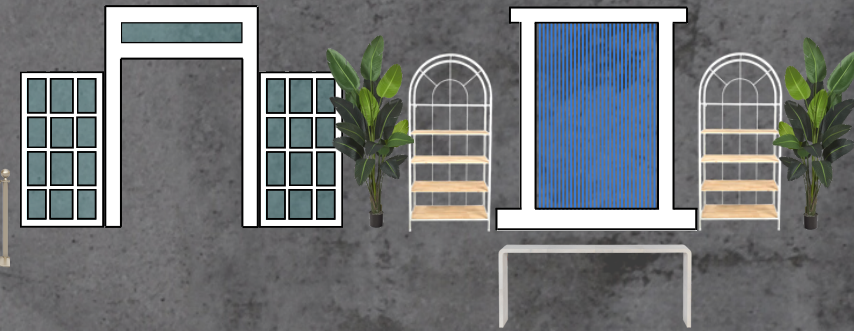
lemon bar gazebos



color changing waterfall beverage



Green Risotto 3 Ways Station



color changing waterfall beverage



lemon bar gazebos

grazing pasture/
hanging pastry bag
interaction



Sheppard's Pie
Giant Paella Pans



grazing pasture/
hanging pastry bag
interaction



Sheppard's Pie
Giant Paella Pans



Sheppard's Pie
Giant Paella Pans



ESTIMATED FOOTPRINT:
100' WIDE X 100' DEEP

DESIGN DIRECTION MOCK-UP

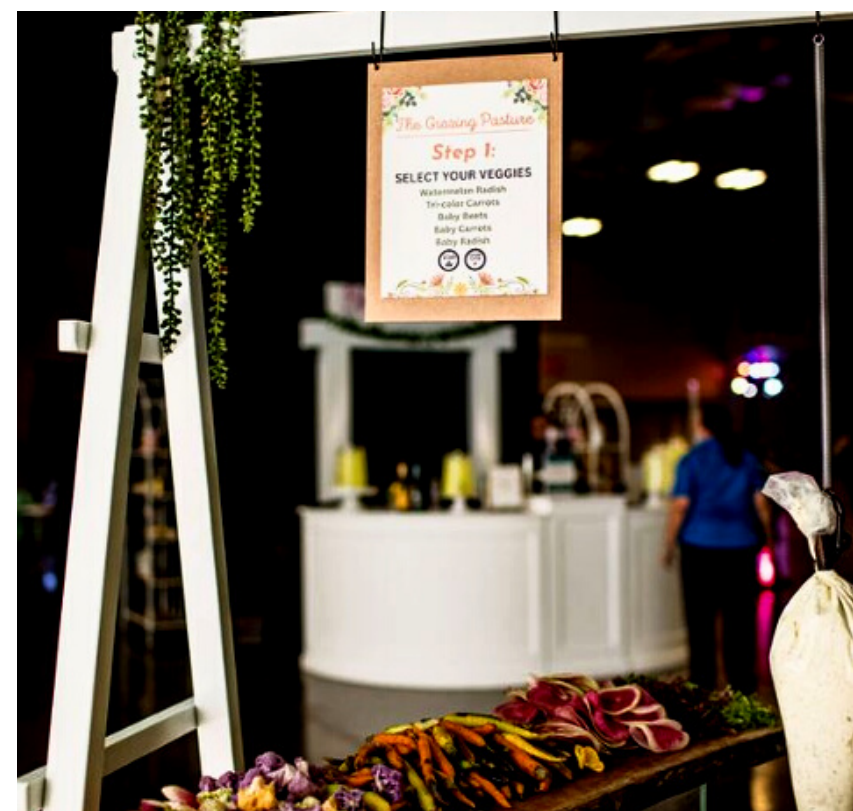
HANGING PASTRY BAG: HUMMUS STATION



DESIGN DIRECTION MOCK-UP

COLOR CHANGING WATERFALL BEVERAGE





OPENING RECEPTION STATIONS

concept

summer

SPACE PLANNING

FURNITURE, EQUIPMENT & DÉCOR PLACEMENT

ESTIMATED FOOTPRINT:
95' WIDE X 105' DEEP



DESIGN DIRECTION MOCK-UP

FLOATING SALADS STATION





DESIGN DIRECTION MOCK-UP

JENI'S ICE CREAM STATION





DESIGN DIRECTION MOCK-UP

BLENDED BEVERAGES & TOPPINGS



BEAT THE HEAT

TOP IT OFF!



EXHIBIT HALL STATIONS

concept

*german village district
breakfast, breaks, lunch*

Dates:

- *Monday, January 9th*
- *Tuesday, January 10th*

DESIGN DIRECTION MOCK-UP

GERMAN VILLAGE INSPIRED STYLE



German Village

German Village

THURMAN AVE

E BECK ST

E KOSSUTH ST

E WHITTIER ST

MOHAWK ST





E COLUMBUS ST

GERMAN VILLAGE

SPACE PLANNING & LINE QUEUING

FURNITURE, EQUIPMENT & DECOR PLACEMENT


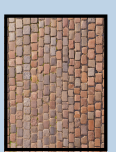



IN-HOUSE ITEMS

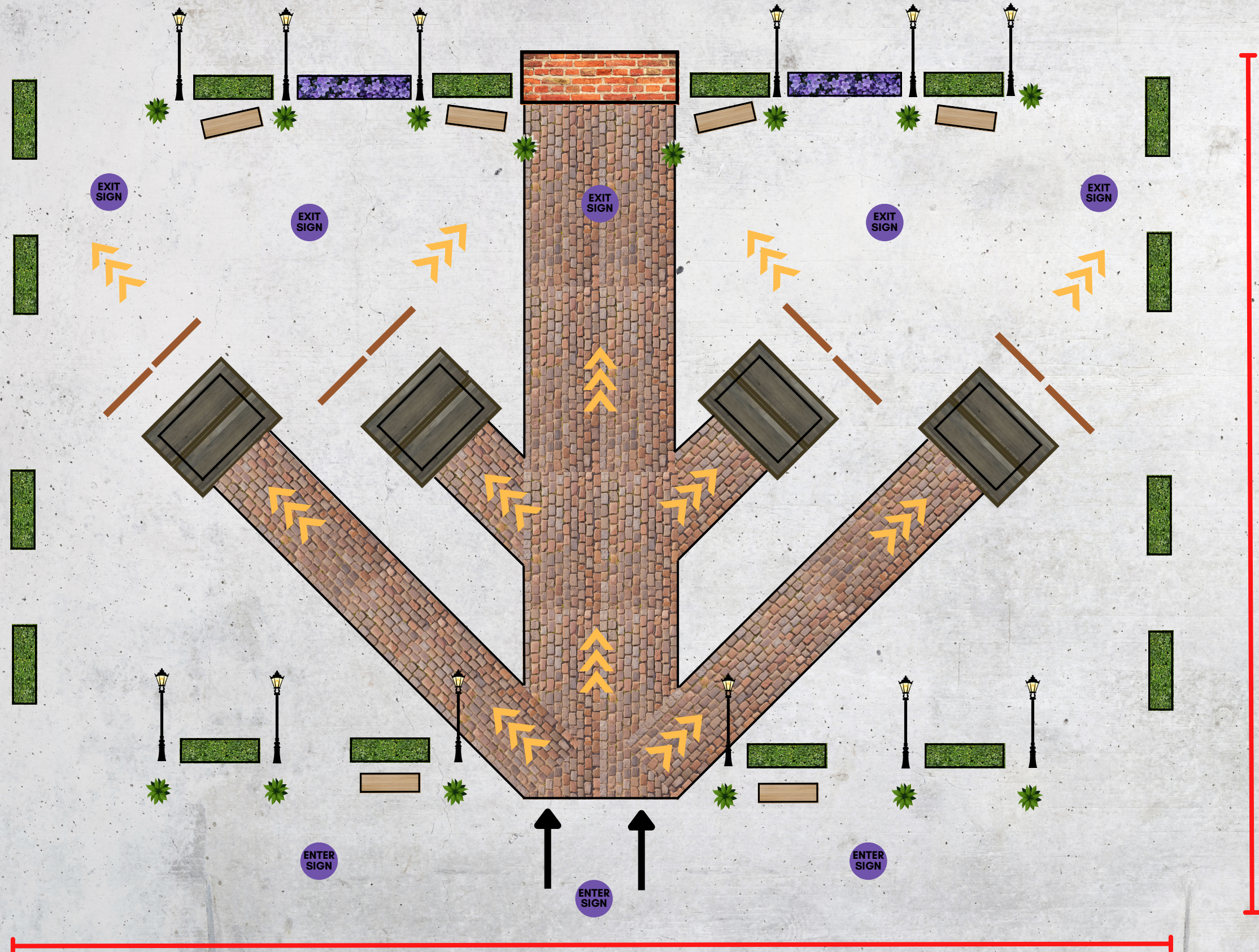
-  catering walls
-  (2) banquet tables with house frame structure sitting on top
-  brown chevron backdrop dividers
-  faux topiaries & trees

RENTALS

-  boxwood hedge walls
-  park benches
-  light posts

GRAPHICS/ SIGNAGE

-  faux brick entryway/ exit arches with station branding signage
-  brick design vinyl floor decals
-  guest flow/ point of service vinyl floor arrow decals
-  enter/ exit poster signs on standing poster holders
- 



ESTIMATED: 70' WIDE

ESTIMATED: 55' DEEP



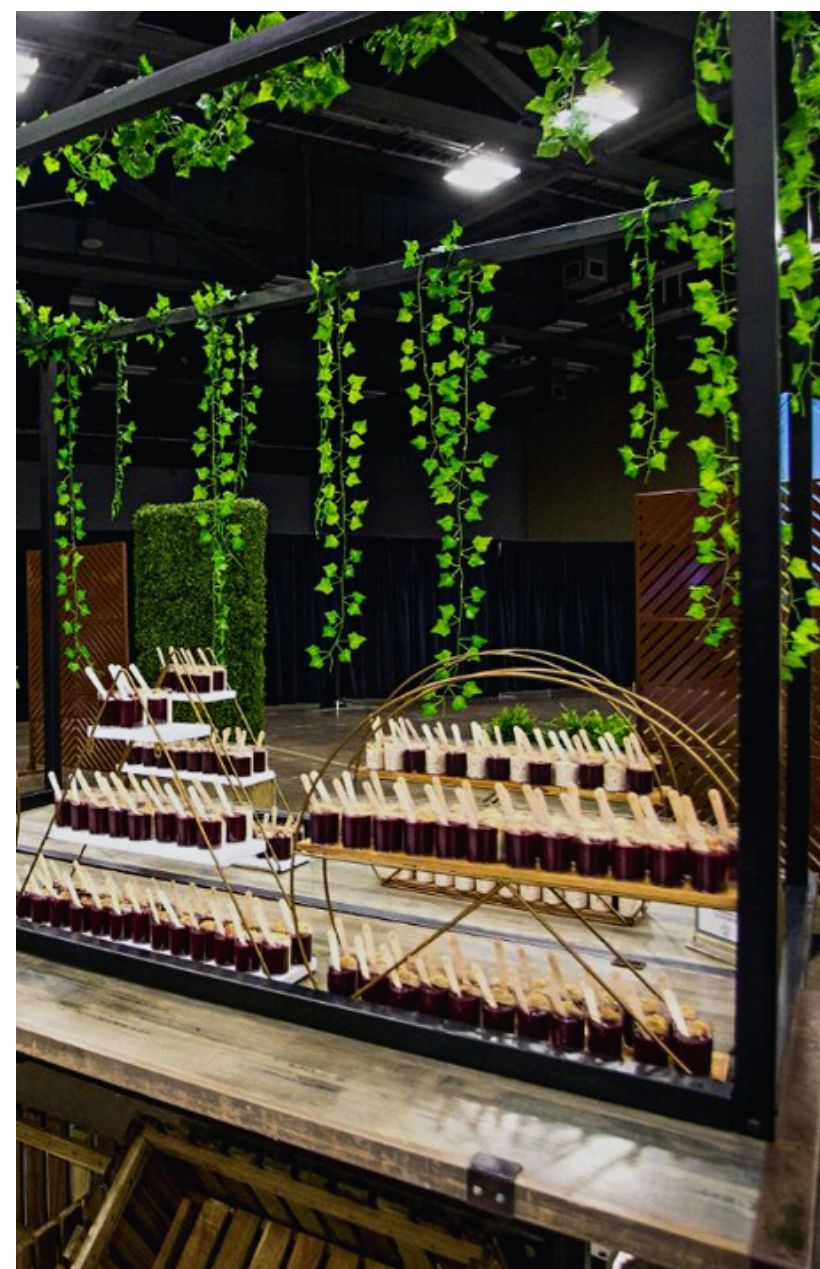


EXHIBIT HALL STATIONS

concept

*arena district: "food hall"
lunch*

Dates:

- *Monday, January 9th*
- *Tuesday, January 10th*

DESIGN DIRECTION MOCK-UP

FOOD HALL STYLE SETUP



DESIGN DIRECTION MOCK-UP

FOOD HALL ENTRANCE

EXTERIOR WALLS

VINYL WRAPPING



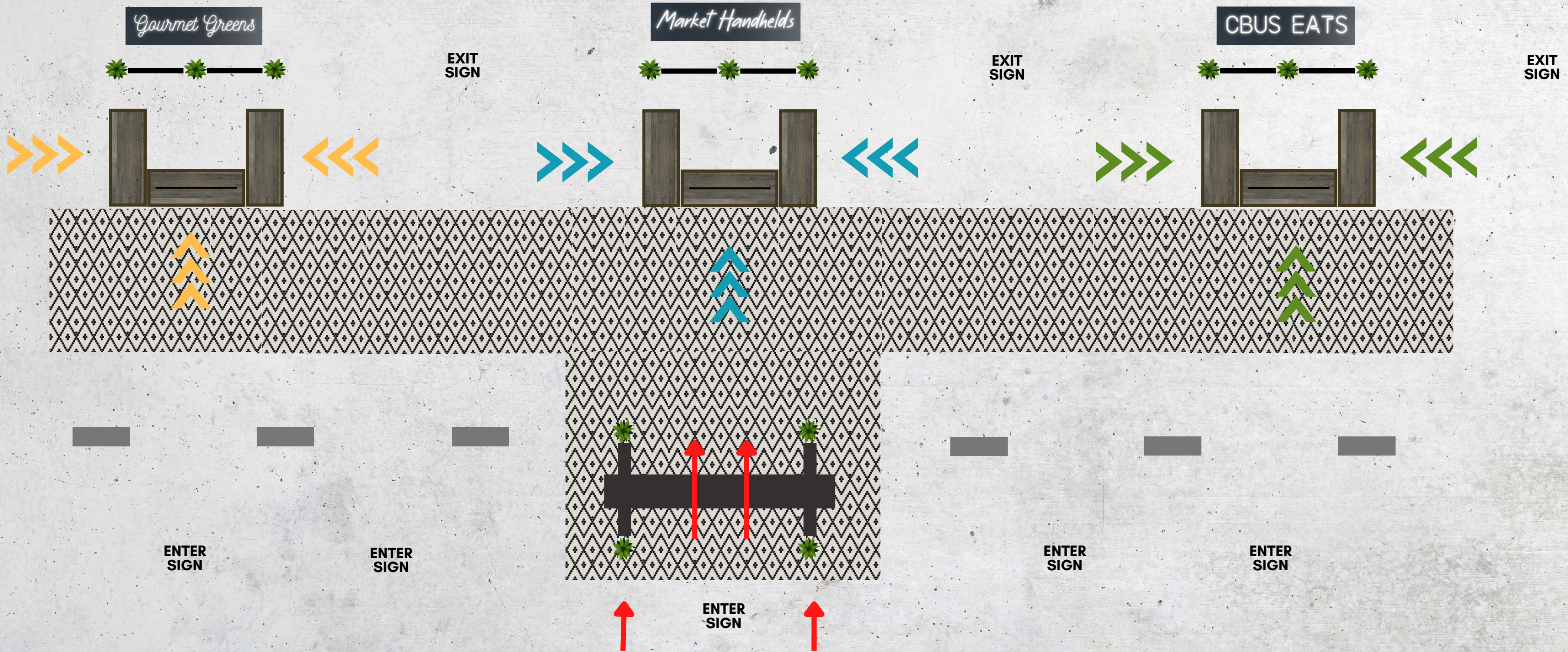
INTERIOR WALLS

VINYL WRAPPING



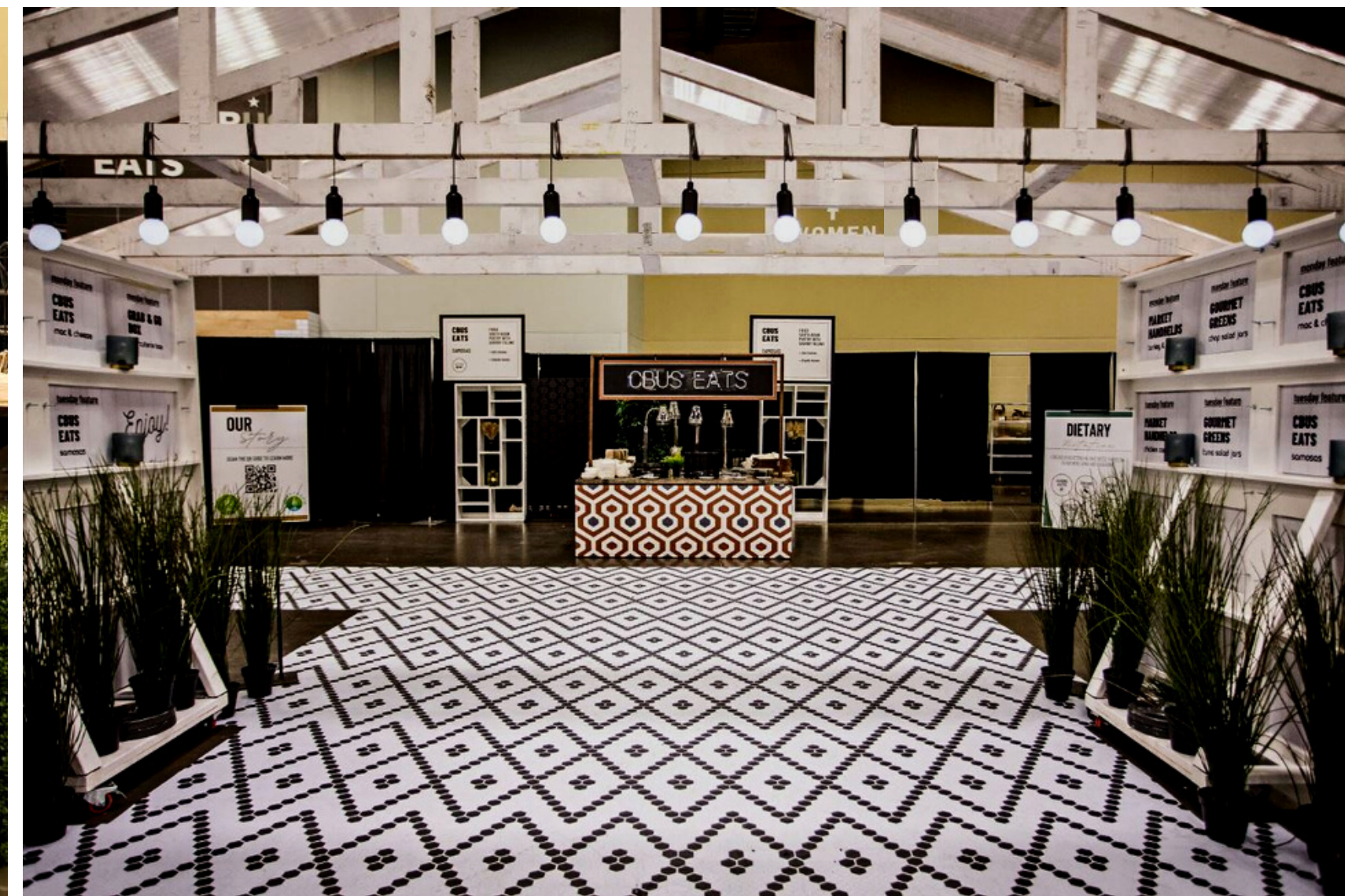
SPACE PLANNING & LINE QUEUING

FURNITURE, EQUIPMENT & DECOR PLACEMENT



ESTIMATED FOOTPRINT:
30' DEEP X 65' WIDE

USE SET OF (2) WALLS IN TOTAL FOR THE ENTRANCE STRUCTURE
USE BOTH "ROOF" ATTACHMENTS SET ON TOP OF THE WALLS





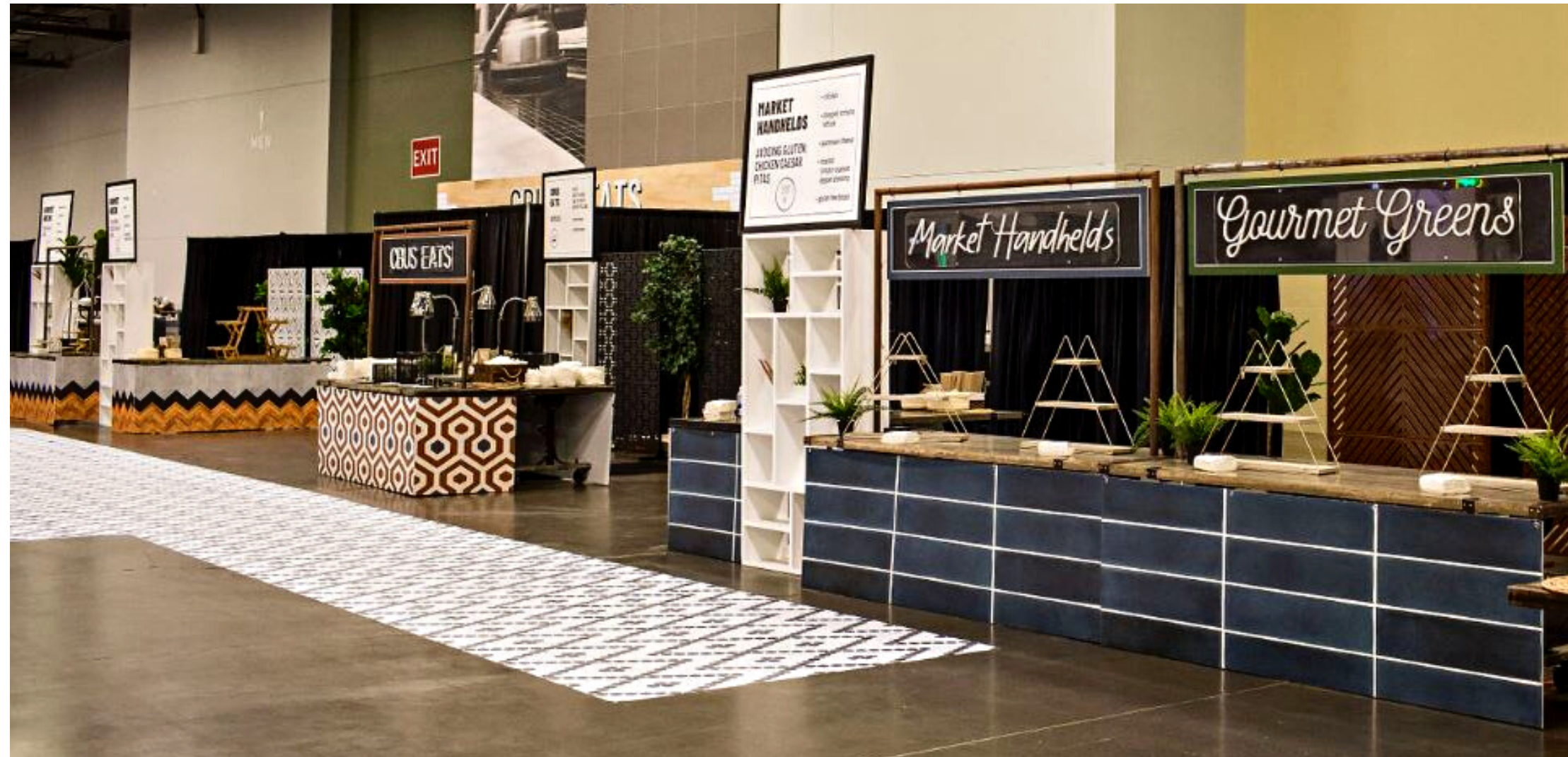


EXHIBIT HALL STATIONS

concept

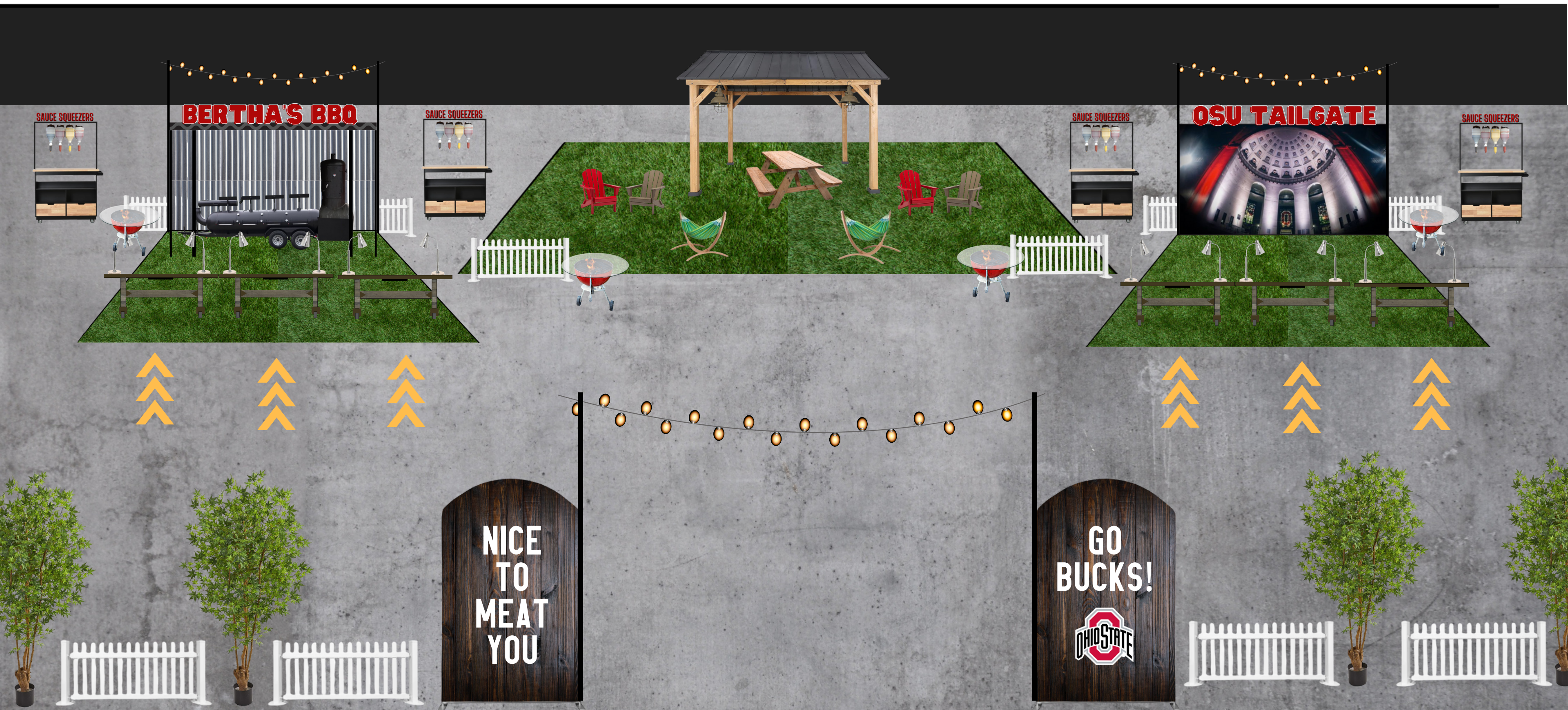
*university district: bbq tailgate
breakfast, breaks, lunch*

Dates:

- *Monday, January 9th*
- *Tuesday, January 10th*

DESIGN DIRECTION MOCK-UP

BBQ TAILGATE SETUP



SPACE PLANNING & LINE QUEUING

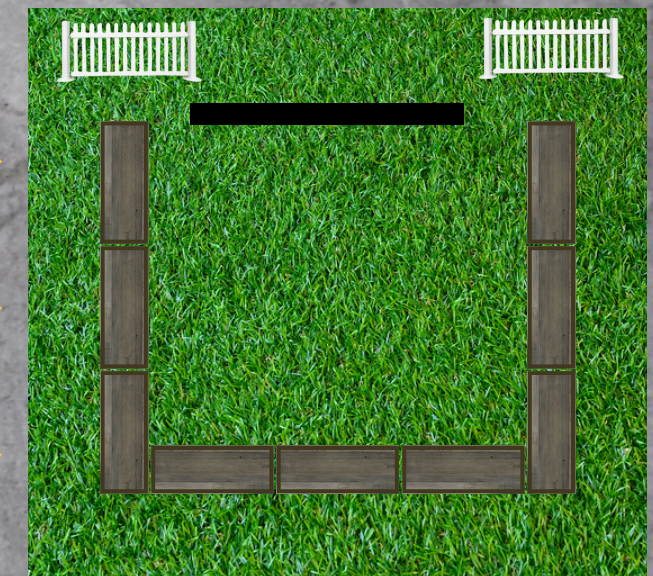
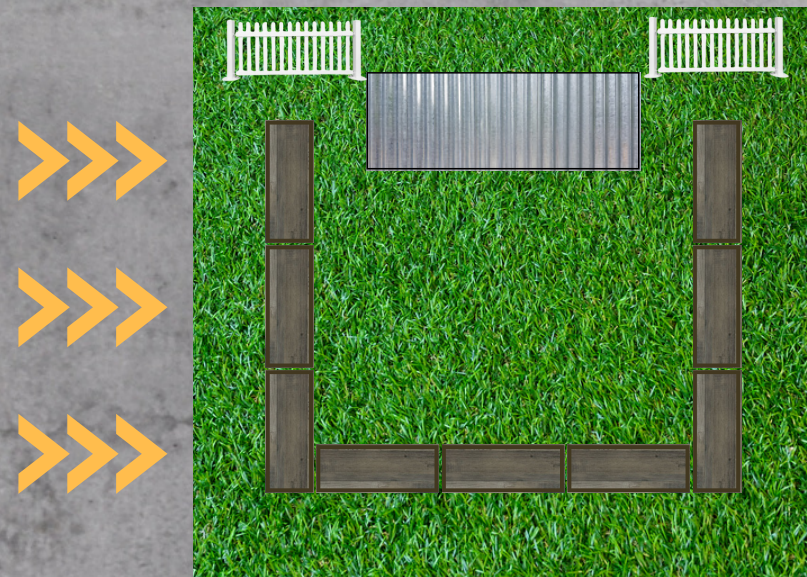
FURNITURE, EQUIPMENT & DECOR PLACEMENT

EXIT SIGN

EXIT SIGN

EXIT SIGN

EXIT SIGN



ESTIMATED FOOTPRINT:
160' WIDE X 100' DEEP



ENTER SIGN



ENTER SIGN



ENTER SIGN



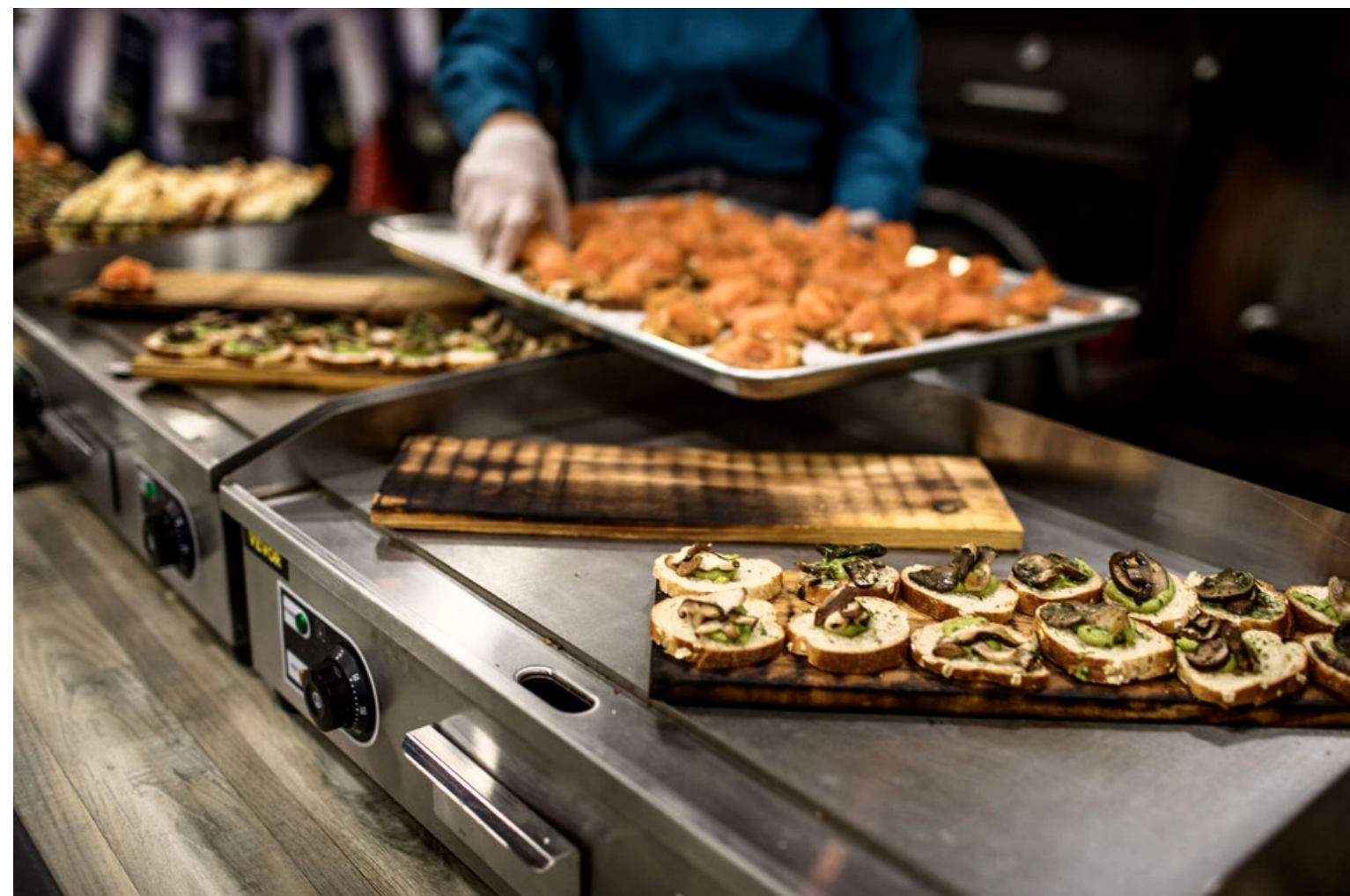




EXHIBIT HALL STATIONS

concept

*short north district:
spirit free beverages
breakfast, breaks, lunch*

Dates:

- *Monday, January 9th*
- *Tuesday, January 10th*

DESIGN DIRECTION MOCK-UP

CONVEYOR BELT BEVERAGE BAR



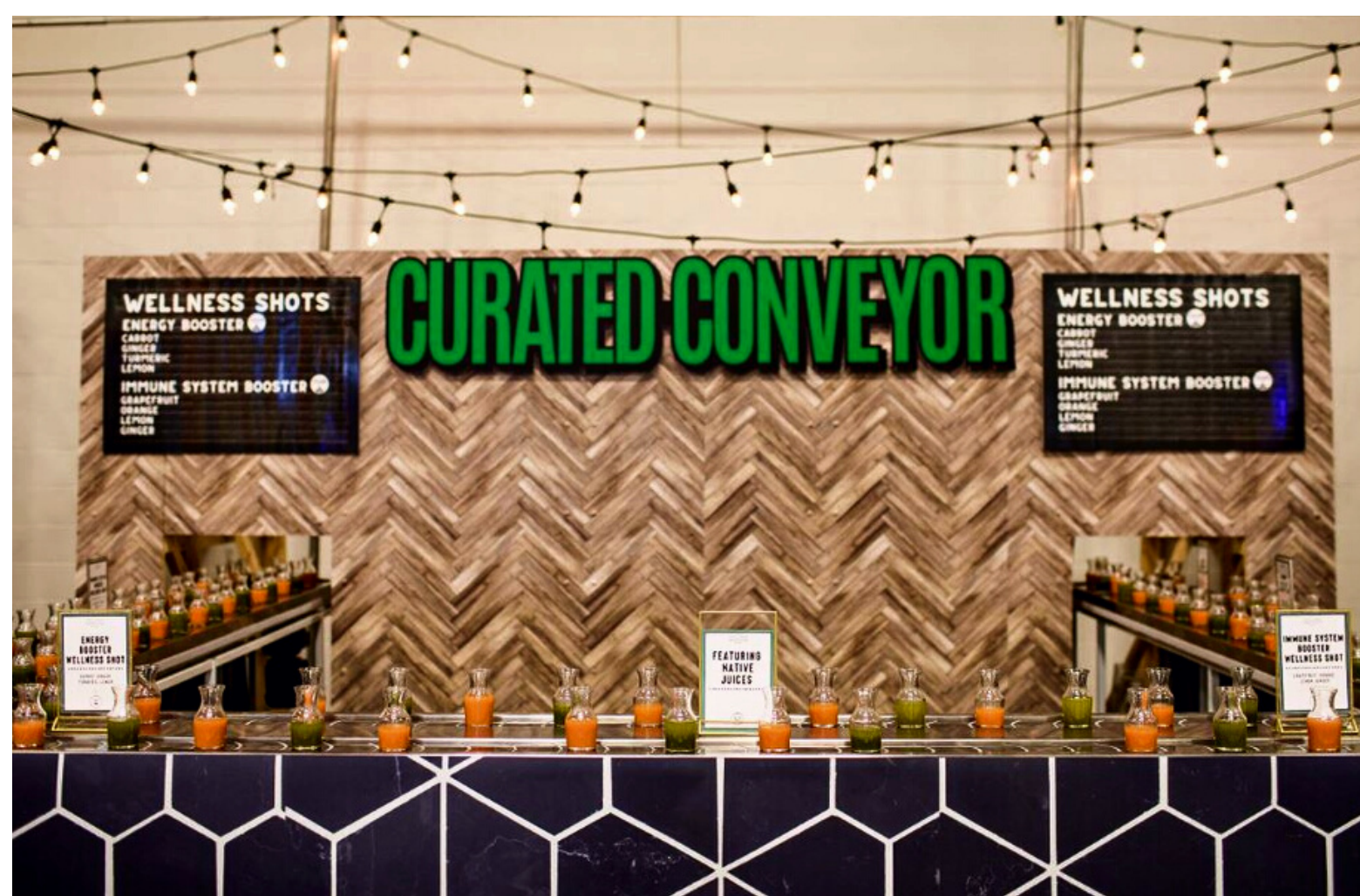


EXHIBIT HALL STATIONS

concept

*roving dessert carts:
fashion & art theming
lunch*

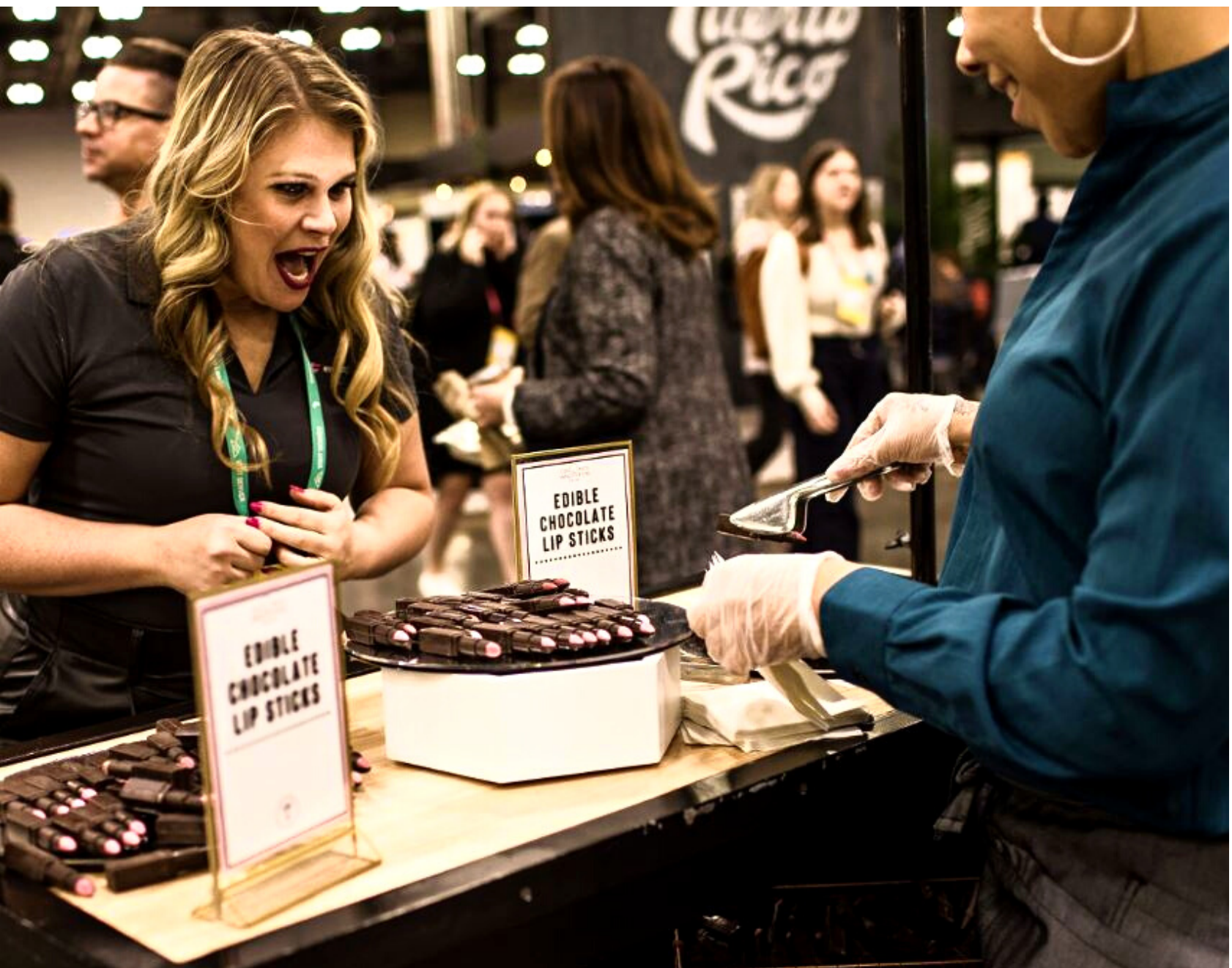
Dates:

- *Monday, January 9th*
- *Tuesday, January 10th*

DESIGN DIRECTION MOCK-UP

DESSERT PUSH-CARTS







STORYTELLING & MESSAGING

initiatives

STORYTELLING & MESSAGING INITIATIVES

FEATURED THROUGHOUT CONVENTION



WHY DRAFT COFFEE?

- 1 ENVIRONMENT**
Serving a proprietary blend of kegged coffee eliminates the typical waste associated with brewed-to-order coffee. No urn leftovers = no waste!
- 2 LOCAL ECONOMY**
Our partnerships with local roasters allows for us to support our community
- 3 INNOVATION**
Never be surprised with a cold cup of coffee with the hot pour taps. These units regulate the temperature just right. Craving Cold Brew Coffee? This offering is also available within the same "pull-and-pour" unit!
- 4 EFFICIENCY**
Waiting for coffee to brew is like watching the clock. When there are coffee kegs ready to go and ready to replace, speed of service is on point!

**FRESH HERBS
GROWN FROM
OUR SMARTFARM**



CHECK OUT THE ONLY HYDROPONIC GARDEN TO BE FEATURED IN A CONVENTION CENTER

LOCATED WITHIN THE DISCOVERY CAFE

DIETARY Notation

FOR EASE IN SELECTION, WE HAVE NOTED THE BELOW ON OUR MENU SIGNS AND PACKAGING

AVOIDING GLUTEN

CONTAINS NUTS

VEGAN

HEALTHY CHOICE

VEGETARIAN

CRAVINGS & INNOVATION
MEET HERE



SUSTAINABILITY

initiatives

SUSTAINABILITY INITIATIVE

DISPOSABLES/ WASTE SORTING





SUSTAINABILITY INITIATIVE

KEGGED COFFEE: DRAFT UNITS



THE STORY – WHY DRAFT COFFEE?

1

SUSTAINABILITY PRACTICE

Sourcing already pre-kegged coffee or brewing and kegging your own coffee eliminates the typical waste associated with brewed-to-order coffee. Kegs can be used and then stored until next use with the appropriate ordering practices in place based on product shelf-life. No urn leftovers = no waste!

2

LABOR REDUCTION

With the purchase of already brewed coffee kegs through your preferred coffee partner, you are able to reduce the labor costs associated with service staff brewing coffee in-house. If you are brewing and kegging your coffee in-house, you are able to pre-keg the coffee for your events to eliminate in-the-moment brewing for event replenishments

3

SERVICE EFFICIENCY

Waiting for coffee to brew is like watching the clock. When you have coffee kegs ready to go for a swap-out, speed of service is on point! Coffee is heated at the point of dispensing, and you will only see a 3 second delay with pouring cups of coffee back to back, in high guest volume situations

4

VARIETY IN OFFERINGS

Depending on unit configuration, many types of hot & cold beverages may be served. Virtually any type of beverage that can be kegged and pushed with nitrogen, may be served through these units. Examples include: hot chocolate, bone broth, mulled wine, cold cocktails & spirit free beverages

5

INNOVATION/ INDUSTRY LEADING APPLICATION

Nitro cold brew has been a common beverage in coffee shops for quite some time now. However, nitro hot brew or just hot draft coffee in general, is the new up-and-coming coffee trend. The Greater Columbus Convention Center in Ohio was the first convention center to take standard urn coffee and make it take a back-seat to draft coffee in high-volume, guest self-service, event environments. They implemented this practice in 2018, in partnership with Gourmet Dispensing

THANK
YOU.

