

# Connect

SEPTEMBER/OCTOBER 2012

MEETINGS INTELLIGENCE

## PLACES IN THE WORKS



### Loft at Long Beach Arena

Electronically operated curtains are being installed in the Long Beach Arena at the Long Beach Convention and Entertainment Center in California to give planners a new 45,000-sq.-ft.-event space to consider. The arena is typically used as a sports and entertainment venue, but the new curtained ballroom will provide a high-end and intimate environment for dinners and events for up to 5,500 people. An elaborate grid of trusses suspended above the space will hold LED lights, stage lights and a sound system. The \$7 million project is set to be finished next February. The arena is one part of the waterfront convention and entertainment center, which includes more than 400,000 square feet of flexible exhibit and meeting space in three exhibit halls, 34 meeting rooms, a ballroom, two theaters and the arena.