



Media Guide

Austin Convention Center Department



Austin Convention Center

500 E. Cesar Chavez Street

GBAC STAR™ accredited
LEED Gold Certified
881,400 gross square feet
Covers 6 city blocks
Five contiguous exhibit halls
247,052 square feet of
column-free space
Seven ballrooms
17 loading docks with levelers
21 artists collections
Advanced technology

Palmer Events Center

900 Barton Springs Rd.

GBAC STAR™ accredited
LEED Gold Certified
125,000 gross square feet
Two column-free exhibit halls
50,000 square feet of covered
outdoor canopies
100% power from renewable
energy

Austin Convention Center Marshalling Yard and Warehouse

1400 Airport Commerce

The purpose of this Austin Convention Center Department Media Guide is to provide local, national and trade media organizations and their reporters with information to facilitate Austin Convention Center coverage.

Please adhere to the guidelines below when referencing the Austin Convention Center, Palmer Events Center and the Austin Convention Center Marshalling Yard and Warehouse in the media or event materials. These guidelines are to be utilized by the media, event planners and third-party contractors who have been directly hired by the event for promotional purposes.

Media Contacts

For the latest press release, visit the [Austin Convention Center - Newsroom](#) and the [Palmer Events Center Newsroom](#).

Please contact the Austin Convention Center Department for media, press and publication inquiries for story ideas. For assistance, credentialed members of the media, should please contact:

Terri McBride, Marketing and Public Information Manager at (512) 404-2020 or email at terri.mcbride@austintexas.gov

Derick Hackett, Senior Public Information Specialist at (512) 404-2021 or email at derick.hackett@austintexas.gov.

Office hours for the Marketing and Public Information division is from 8 a.m. to 4 p.m., Monday - Friday, and is closed on City holidays. Inquiries made after hours and on City holidays, will likely be received the following business day. No inquiries will answered via social media.

Coverage

The Marketing and Public Information division generates print and broadcast media coverage for the Austin Convention Center Department (ACCD) by various means, including writing and distributing news releases, advertorials and fact-checking.

We are happy to assist the media, answer media inquiries and make every effort to work within deadlines. Preparatory work is required for the arrangement of interviews, so requests and statements must be made and coordinated in advance.

All media must contact Marketing and Public Information in advance of arriving at the Austin Convention and Palmer Events Centers. Events bookings are considered leased space and private events.

The media must have the approval of the contracted host or organizer. If approved, advance notification will also ensure that the Security Division at the Austin Convention Center Department and the event organizers, are aware of approved media attendance.

Parking

The two Austin Convention Center Parking Garages are located at 201 East 2nd Street and 601 East 5th Street and require a fee to park. The Palmer Events Center Parking Garage is located at 900 Barton Springs Road and requires a fee to park. There is no designated media parking area at ACCD facilities.

Name

When referencing the Austin Convention Center for the first time in any materials, please ensure that you are using the full and proper name Austin Convention Center. The department also manages and operates the Palmer Events Center, the Austin Convention Center Marshalling Yard and Warehouse, and three parking garages. Thereafter, you may abbreviate the name to ACC (be mindful that in the Austin area, ACC may get confused with Austin Community College) or PEC. Please note, there are no periods in between the letters. No other acceptable references should be used other than the below:

Austin Convention Center, **ACC**, Palmer Events Center, **PEC**, Austin Convention Center Department, **ACCD**. The Austin Convention Center Marshalling Yard and Warehouse is never abbreviated so please do not use ACCMYW in the second reference.

The Austin Convention Center Department is a City of Austin Enterprise Fund Department. That means that ACCD is a revenue generator and job provider that is not funded by the resident taxpayers of Austin. This includes no funds from property taxes, sales taxes, or transfers from electric and water utilities.

Logo

To request logos and to make special graphic requests, please contact the Marketing and Public Information team. Please do not modify the logo in any capacity. Modifying logo colors is prohibited.

Photos

Photos featured on this website are the property of the Austin Convention Center Department; however, if you located images on our website that you would like to use, we can release them to you. Please contact us with your specific request.

Images used should be credited to **Austin Convention Center Department**.

Several photos of the [ACC](#) and [PEC](#) are available here for download.

If you are looking for specific images, please contact the Marketing and Public Information team.

Social Media

The ACCD uses Facebook and Instagram to share updates and news, promote upcoming events (upon agreement with show management) and enhance community awareness of the venue, Austin, Texas, and events.

Facebook: [@AustinConventionCenter](#) [@PalmerEventsCenter](#)

Instagram: [@AustinConventionCenter](#) [@PalmerEventsCenter](#)

LinkedIn: Austin-Convention-Center, Palmer-Events-Center