



Media Guide

Austin Convention Center Department



This Media Guide is designed to assist local, national, and trade media organizations and their reporters in covering the Austin Convention Center.

Please follow the guidelines below when referencing the Austin Convention Center, Palmer Events Center, and the Austin Convention Center Marshalling Yard and Warehouse in media or event materials. These guidelines apply to the media, event planners, and third-party contractors hired for promotional purposes.

Austin Convention Center

500 E. Cesar Chavez Street

- GBAC STAR™ accredited
- LEED Gold Certified
- 370,000 sq ft of function space
- Covers 6 city blocks
- Five contiguous exhibit halls
- 247,052 sq ft of column-free space
- 54 meeting rooms
- 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

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, please contact:

Terri McBride, Marketing and Public Information Manager at (512) 404-4020 or email at terri.mcbride@austintexas.gov

Derick Hackett, Senior Public Information Specialist at (512) 404-4087 or email at derick.hackett@austintexas.gov

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

Media Coordination and Procedures

The Marketing and Public Information division of the Austin Convention Center Department (ACCD) generates print and broadcast media coverage through news releases, advertorials, and fact-checking.

We assist the media, respond to inquiries, and work to meet deadlines. Interviews require preparatory work, so requests and statements must be coordinated in advance.

All media must contact Marketing and Public Information before arriving at the Austin Convention Center or Palmer Events Center. Event bookings are private, and media must have approval from the contracted host or organizer. Approved media attendance will also be communicated to our Security Division and event organizers.

Parking Information for ACCD Facilities

The Austin Convention Center has two parking garages at 201 East 2nd Street and 601 East 5th Street. The Palmer Events Center Parking Garage is located at 900 Barton Springs Road.

All these garages require a parking fee. Please note that there is no designated media parking area at ACCD facilities.

Proper Usage of Austin Convention Center and Related Names

When referencing the Austin Convention Center for the first time in any materials, please ensure that you use 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.

After the initial reference, please continue using "Austin Convention Center" rather than abbreviating it to ACC, to avoid confusion with Austin Community College. For the Palmer Events Center, "PEC" is acceptable for subsequent references. Please note, there are no periods between the letters.

Acceptable references are as follows:

- Austin Convention Center
- Palmer Events Center
- PEC
- Austin Convention Center Department
- ACCD

The Austin Convention Center Marshalling Yard and Warehouse should never be abbreviated. Please do not use ACCMYW in any reference.

The Austin Convention Center Department is a City of Austin Enterprise Fund Department. This means that ACCD is a revenue generator and job provider that is not funded by the resident taxpayers of Austin. It does not receive funds from property taxes, sales taxes, or transfers from electric and water utilities.

Logo and Special Graphic Requests

To request logos or make special graphic requests, please contact the Marketing and Public Information team. Please do not modify the logo in any way, including changing its colors.

Use of Photos from ACCD Websites

Photos on our website are the property of ACCD. If you find images you would like to use, we can release them to you upon request. Please contact us with your specific request.

All images used should be credited to the Austin Convention Center Department. Several photos of the [Austin Convention Center](#) and [Palmer Events Center](#) are available for download.

For specific images, please contact the Marketing and Public Information team.

Social Media

ACCD utilizes Facebook and Instagram to share updates and news, promote upcoming events (with show management's approval), and raise community awareness about our venues and events. Below are the links to all of ACCD's social media pages.

- Facebook: [@AustinConventionCenter](#) [@PalmerEventsCenter](#)
- Instagram: [@AustinConventionCenter](#) [@PalmerEventsCenter](#)
- YouTube links: [Austin Convention Center](#) [Palmer Events Center](#)
- LinkedIn: [Austin-Convention-Center](#), [Palmer-Events-Center](#)