

San Francisco

OFFICIAL MEETING PLANNER'S GUIDE 2025/2026

sftravel.com

8 REASONS
TO MEET IN SAN FRANCISCO

[READ MORE >](#)

**GUIDE TO THE
MOSCONE CENTER**

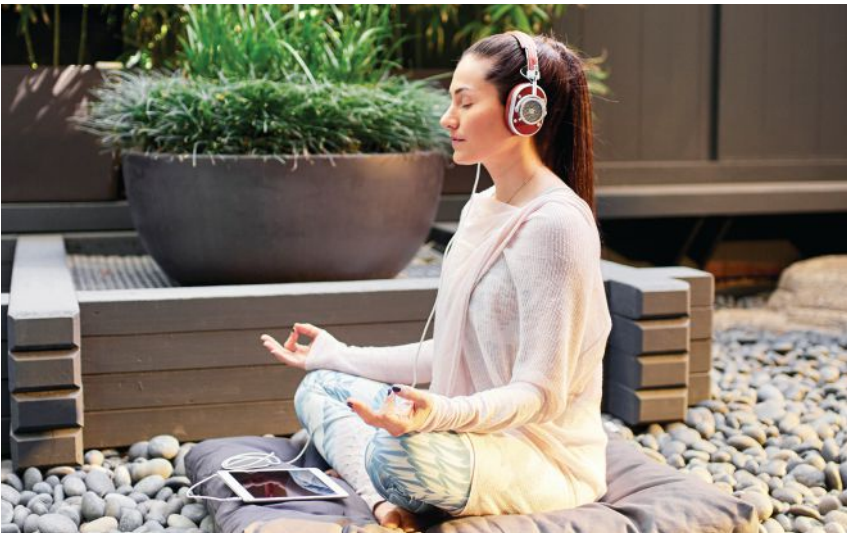
[LEARN MORE >](#)

**TECH TRENDS FOR
MEMORABLE MEETINGS**

[VIEW MORE >](#)



TABLE OF CONTENTS



MEET IN SF

8 Reasons to Meet in San Francisco

Get to Know San Francisco Travel

EXPLORE SAN FRANCISCO

Explore Iconic San Francisco

San Francisco FAQs

MOSCONE GUIDE

Guide to The Moscone Center

MEETING IDEAS

Tech Trends for Memorable Meetings

What to Do with a Few Extra Hours

Ways to Incorporate Wellness

Inspirational Team Building Activities

MICE Itineraries

Iconic Food and Drink Experiences

EVENTS

Special Events

NEIGHBORHOODS

Neighborhoods

BEYOND

Beyond San Francisco

GETTING AROUND

Transportation Basics

Airport Amenities

VENUES

Venue Search Made Easy

Convention Facilities



ON THE COVER

Cable cars at California and Powell streets
Photo credit
San Francisco Travel Association and
@yantastic on Instagram

filoli

The Perfect Venue for Your Next Event

Filoli is an ideal oasis for celebrations, meetings, and team building events for groups from 10 to 1,000. Nature, history, and luxury meet in harmony at this unforgettable venue just south of San Francisco.

Learn more at filoli.org/rentals



Filoli Group Admission Available

- Fun perks and add-ons for an incredible experience
- Discounted rates for groups of 15 or more
- Personalized packages to delight your guests

Book today at filoli.org/groups



Lombard Street



One Post St., Ste. 2700, San Francisco, CA 94104
415-974-6900, Fax: 415-227-2602
sfrtravel.com

CONNECT WITH US

sfrtravelassn sanfranciscotravelassociation
 sfrtravelassociation

PRESIDENT & CEO Anna Marie Presutti

GLOBAL MARKETING

EXECUTIVE VICE PRESIDENT, CHIEF GLOBAL MARKETING OFFICER
Lynn Bruni-Perkins
SENIOR DIRECTOR, GLOBAL MARKETING Kyle King
DIRECTOR, DESIGN Charles Rubinoff
SENIOR MANAGER, GLOBAL CONTENT & COMMUNICATIONS Tyler Cohn

CONVENTION SALES AND SERVICES

EXECUTIVE VICE PRESIDENT, CHIEF SALES OFFICER Nicole Rogers
VICE PRESIDENT, CONVENTION SALES John Flanagan
VICE PRESIDENT, SALES, SERVICES & EVENTS Julie Van't Hul
VICE PRESIDENT, GLOBAL SALES & STRATEGIC PARTNERSHIPS Kenley Moy

PUBLISHED BY

miles
PARTNERSHIP
milespartnership.com

PUBLICATION TEAM

VICE PRESIDENT Mina Robertson
ACCOUNT DIRECTOR Jackie Contaldo
CONTENT DIRECTOR Carrie Rodgers
ART DIRECTOR Hailey Nicol
ADVERTISING & DATA MANAGER Cynthia Devaney
CONTRIBUTING WRITER Margaret Doyle

SALES

TRAVEL MEDIA SALES & MARKETING EXECUTIVE Dennis Koster

LEADERSHIP

PRESIDENT & CHIEF EXECUTIVE OFFICER David Burgess
CHIEF FINANCIAL OFFICER Dianne Gates
PRESIDENT, DMO Laura Libby
CHIEF OPERATING OFFICER Randi Rogers

Information in this publication is based on information provided by San Francisco Travel Association members as of May 2025. Every effort has been made to ensure the accuracy of this publication. ©2025 by the San Francisco Travel Association. No portion of this publication may be stored in a retrieval system, transmitted or reproduced in any way without the express written permission of the San Francisco Travel Association.

The San Francisco Travel Association and Miles make no endorsement, representation or warranty regarding any goods or services advertised or listed in this publication. Information and advertisements are provided by the subject companies and San Francisco Travel and Miles shall not be responsible or liable for any inaccuracy, omission or infringement of any third party's rights therein, or for personal injury or any other damage or injury whatsoever.

San Francisco Travel is recognized as a Green Certified Business by the City and County of San Francisco.



49 Mile Scenic Drive logo is a trademark of the San Francisco Travel Association/San Francisco Convention & Visitors Bureau.



Bay Bridge and Skyline

8 REASONS TO MEET IN SAN FRANCISCO

THERE ARE LOTS OF REASONS WHY SAN FRANCISCO IS A GREAT DESTINATION FOR MEMORABLE MEETINGS AND EVENTS. HERE ARE A FEW OF OUR FAVORITES.

1 EVERYONE IS WELCOME

If there's one trait that best defines San Francisco, it's diversity. Our city welcomes and embraces people of different backgrounds, different circumstances and different beliefs. Whatever might be happening elsewhere, we warmly welcome you to San Francisco.

2 SAFETY IS OUR PRIORITY

Everyone in San Francisco's business and hospitality community is committed to providing exceptional service in a safe environment. That's why we work together with the city's elected and appointed officials, law enforcement and first responders, and dedicated volunteers to ensure that your attendees' experience in San Francisco is positive and memorable. [Explore more safety information on our website.](#)

3 AVAILABILITY

With more than 35,000 hotel rooms at all price points, San Francisco has citywide opportunities for group bookings, as well as individual hotel availability at more than 225 properties.

4 OUR CULTURE THRIVES

Attendees can explore one-of-a-kind neighborhoods such as Chinatown, the Mission District, Japantown and dozens of others. The city is home to a thriving LGBTQ+ community; an array of art and cultural institutions; and theater, dance and live music that attendees will see nowhere else.

5 GREEN IS OUR FAVORITE COLOR*

San Francisco consistently rates among the "greenest" North American cities. The LEED® Platinum-certified Moscone Center boasts the second-largest publicly owned solar power system in the nation and has continuously raised the recycling standard for convention centers. For more about The Moscone Center's green initiatives, see *Guide to The Moscone Center*.

*Except for international orange, the color of the Golden Gate Bridge.

6 IT'S EASY TO GET TO (AND GET AROUND)

San Francisco International Airport (SFO) is incredibly well connected both domestically and internationally. Located just 14 miles south of the city, SFO connects to downtown via Bay Area Rapid Transit (BART). Once you're here, get out those walking shoes: San Francisco ranks among the most walkable cities in the world.

7 THE MOSCONE CENTER: QUALITY AND CONVENIENCE

Just blocks from Union Square, The Moscone Center is as central as it gets. This powerhouse convention facility is within walking distance to hotels, restaurants, museums, attractions, public transit and more. It also offers more than 502,000 gross square feet of contiguous exhibition and meeting space. Read more in our *Guide to The Moscone Center*.

8 ATTENDANCE COMES NATURALLY

The Golden Gate Bridge, Haight-Ashbury, Chinatown and Fisherman's Wharf—everyone has a reason to know and love the City by the Bay. Diversity, amazing food, rich history and a legacy of innovation all converge to make San Francisco the most interesting 49 square miles on Earth. Making it your meeting destination gets attendees excited about the sights, sounds and flavors of San Francisco.

GET TO KNOW SAN FRANCISCO TRAVEL

SAN FRANCISCO TRAVEL'S CONVENTION SALES AND SERVICES TEAMS SPECIALIZE IN PERSONALIZED SERVICE FOR YOUR MEETING.

For more than 100 years, the San Francisco Travel Association has worked on behalf of its members to promote San Francisco as the destination of choice for conventions and leisure travel. We offer a suite of services to make planning an event here as easy and straightforward as possible, while ensuring that attendees from groups large and small have an outstanding experience during their stay. Best of all, the services we provide are free. As a 501(c)(6) membership organization, our operating budget comes from member dues, hotel taxes and contracts — not from fees for meeting planners — so you can leverage our enthusiasm and expertise without breaking your budget. Here is more information about how we can help you create successful events in the City by the Bay.

SERVICES FOR MEETING PROFESSIONALS

We take pride in our ability to assist meeting professionals with practically anything and everything they might need along the way — from venue searches to housing services to catering and more. Our staff lives and breathes San Francisco. You can also find resources on our website: sftravel.com/meetings.

PLAN A MEETING

Fill out our **online form** with your preferred date, expected group size and a few other pieces of information, and our experienced convention staff will work to research venues and hotels. Whether it's a small self-contained meeting or a citywide convention, we can assist you with events of any size.

VENUE SEARCH

We offer detailed **venue searches** on our website, including restaurants, accommodations, special events and cultural spaces. Search by neighborhood, capacity or amenities. You can also explore some of the city's hottest hotels, venues, and attractions through our Virtual Site Tours. When it's time to visit, members of our staff will be ready to assist with walk-throughs of your top choices.

HELPFUL INFORMATION

Get safety tips for attendees, information on health and safety protocols, statistics about the city, information on donating locally to nonprofit organizations, promotional videos, banners, FAQs and more.

MEMBER NETWORK

San Francisco Travel has an extensive network of members, who provide a spectrum of professional services to help you create a dazzling and successful event in the city.

GREEN YOUR MEETING

Learn about green advancements at The Moscone Center, industry news and tips for holding an environmentally friendly meeting in San Francisco. Access other green meeting resources, as well.

HOUSING

From booking blocks of rooms across multiple properties to tracking bookings after cutoff dates, find out more about San Francisco Travel's convention housing services.

How We Can Help



ASSIST WITH
SITE SELECTION
THROUGHOUT
NORTHERN
CALIFORNIA



COORDINATE AND
ACCOMPANY YOU
ON CONVENTION
SITE INSPECTIONS



OBTAIN HOTEL
AVAILABILITY
AND RATES



RESEARCH,
CONFIRM
AND BOOK
THE MOSCONE
CENTER



DISTRIBUTE
GROUP LEADS TO
MEMBER HOTELS



Golden Gate Bridge and Skyline

CONVENTION SERVICES MAKES
EVENT PLANNING A BREEZE

Not only can we help market your event, communicate with your delegates and generate excitement, we'll also put you in touch with local businesses and professionals who can assist with lighting, decorating, catering, transportation and whatever else you need.

BEYOND SAN FRANCISCO

Our sales team isn't limited to recommendations within San Francisco. We're experts about the Bay Area, Northern California, Silicon Valley and the Central Coast and work directly with the Convention and Visitors Bureaus in these regions to provide seamless service outside the city.

STAY CONNECTED

If you prefer to get your news via social media, we offer dedicated feeds for meeting professionals as well.

- [san-francisco-travel-association](#)
- [sftravelassn](#)
- [sanfranciscotravelassociation](#)
- [sftravelassociation](#)

LOCAL EXPERTS,
NATIONAL PRESENCE

To provide the highest level of service, members of San Francisco Travel's Convention Sales team are located across the country to assist clients. To learn more about our team, visit: [sftravel.com/meetings/article/meet-convention-sales-team](#).

Convention Sales Division
San Francisco Travel Association
One Post St., Ste. 2700
San Francisco, CA 94104
415-974-6900, Fax: 415-227-2646
convention-sales@sftravel.com

Helpful Tools
for Attendees

HELPFUL TOOLS
FOR ATTENDEES

Many of the items San Francisco Travel makes available for attendance promotion are also available online in the Meeting Planners section of our website at [sftravel.com/meetings](#).



VISITOR'S GUIDE

The *San Francisco Traveler* is our exclusive guide to San Francisco and the Bay Area. The guide features a calendar of events, extensive neighborhood coverage, and much more.

HEALTH & SAFETY TIPS

Show your attendees that they can have a safe and enjoyable time in San Francisco by providing them with our latest health and safety tips, available online at [sftravel.com](#).



Hotel VIA

Cable car ride



Delicious Dining. Breathtaking Views.

Unforgettable Experience



San Francisco's premier party venue.

Looking for a unique venue for your corporate event?

City Cruises offers an exceptional experience on spectacular vessels, perfect for fostering connections and creating lasting memories.



EXPLORE ICONIC SAN FRANCISCO

RECOGNIZED AROUND THE WORLD AS BEING SYNONYMOUS WITH SAN FRANCISCO, THESE SEVEN LEGENDARY ATTRACTIONS SHOULD BE AT THE TOP OF ANY VISITOR'S ITINERARY.



Fisherman's Wharf

1.

THE GOLDEN GATE BRIDGE

Crossing the strait of the Golden Gate is the world-renowned Golden Gate Bridge, easily identified by its International Orange color. Once called “the bridge that couldn’t be built,” today it is one of the seven wonders of the modern world. You can drive, bike, or walk across its 1.7-mile span.

2.

ALCATRAZ

A former prison, Alcatraz is now a national park and San Francisco’s most popular attraction. A visit to the island includes a tour of the cell house where visitors can see how the prisoners lived. The island is full of American, Indigenous, and natural history to explore.

3.

CABLE CARS

Tony Bennett once sang about the little cable cars climbing halfway to the stars; but did you know they’d been climbing those hills long before he stepped up to the mic? It’s true! First put into service by inventor Andrew S. Hallidie in 1873, San Francisco’s cable cars offer a fun and fascinating peek into the past while you travel through the city of the future.

4.

PAINTED LADIES

Along the eastern side of Alamo Square Park is one of the most iconic and most photographed sights in San Francisco. These pastel-colored homes, standing shoulder-to-shoulder on the gentle slope of Steiner Street, are called the Painted Ladies. These Victorian homes—still occupied by locals—are a beautiful reminder of the San Francisco of old, while the gleaming downtown skyline of new San Francisco shimmers in the distance.

5.

FISHERMAN’S WHARF

The cheery ringing of the cable car bells; the sights, sounds and smells along busy Jefferson Street; the renovated historic red-brick factories; the steaming street-side pots of Dungeness crab—all help make Fisherman’s Wharf a top attraction year after year.

6.

COIT TOWER

Coit Tower sticks out like a sore thumb, and for good reason. It’s a defining characteristic of San Francisco’s skyline. This elegant tapering column was built in 1933, the legacy of San Francisco’s colorful Lillie Hitchcock Coit, who left a \$125,000 bequest “for the purpose of adding beauty to the city which I have always loved.”

7.

LOMBARD STREET

Known as the “Crookedest Street in the World,” Lombard Street is one of San Francisco’s most popular landmarks. Every year, millions of visitors walk or drive down its eight sharp hairpin turns. Surrounded by Russian Hill mansions and perfectly manicured landscaping and flowers, it is also one of the city’s most scenic streets.

THE STRAND



1127 Market Street, San Francisco, CA 94103

The Strand is a versatile and lively performance complex, perfect for hosting conferences, celebrations, receptions, meetings, special events, and performance rentals. With its lofty ceilings and stunning views of City Hall, it provides a vibrant setting for your next event.

STRAND THEATER CAPACITY:

2,256-square-foot Strand Lobby
 1,526-square-foot Rueff Flex Space
 Theater: 283
 Reception: 120-250
 Banquet: 60
 Classroom: 78
 28'x18' Lobby LED Video Wall
 World Class Meyer Sound System



TONI REMBE THEATER



415 Geary Street, San Francisco, CA 94102

Step onto a grand historic stage that combines elegance with versatility. Whether you're hosting a conference, presentation, lecture, gala, or another special event, this distinguished venue offers a setting as impressive as your occasion.

TONI REMBE THEATER CAPACITY:

Theater: 1,000 Seats
 Fred's Columbia Room & Nancy's Bar: 1,346-square-feet meeting space
 The Sky Bar: 75 person standing cocktail reception
 The Garret: 100 Seat Multi-purpose room
 Private Dressing Rooms: 7
 Full Bar & Beverage Service
 Stage: 77' wide X 47' deep (wall to wall)
 Professional technical support
 Full theatrical, video, and sound equipment list available upon request



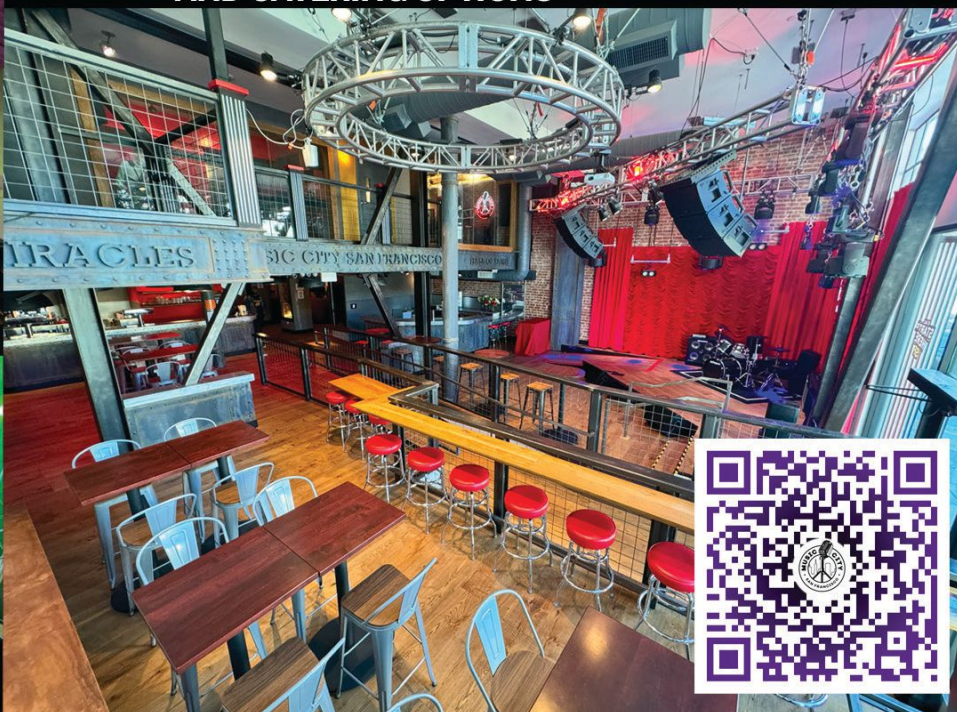
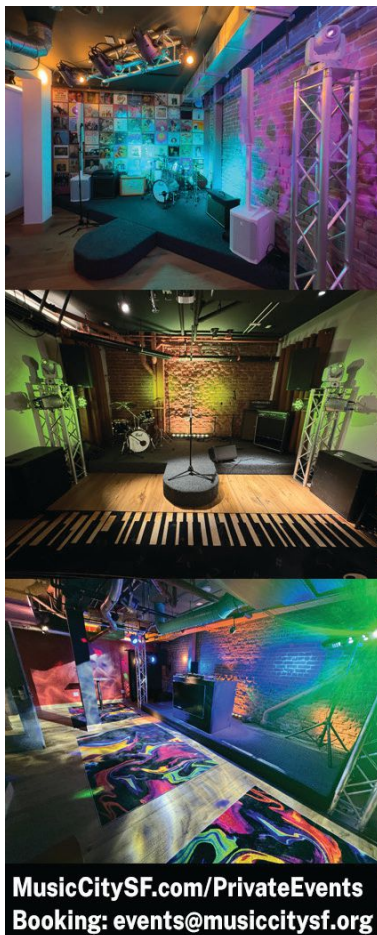
Contact: rentals@act-sf.org act-sf.org/rentals



Event Venues 1355 BUSH ST. SAN FRANCISCO

After Parties, Private Concerts, Karaoke Parties,
 Cocktail Receptions, Presentations, Meeting Rooms

REACH OUT FOR RATES
 AND CATERING OPTIONS



MusicCitySF.com/PrivateEvents
 Booking: events@musiccitysf.org



Union Square

SAN FRANCISCO FAQs

YOUR QUESTIONS ABOUT SAN FRANCISCO. ANSWERED.

DOES SAN FRANCISCO EVER HAVE SHORTS-AND-T-SHIRT WEATHER?

Yes, but we can't tell you exactly when, so come prepared. Our marine climate means mild weather year-round. August through October are usually the warmest months; but weather can change by the hour, so pack layers and a light jacket or coat for cool evenings. Temperatures seldom rise above 70°F (21°C) or fall below 40°F (5°C). Morning and evening fog rolls in during the summer months but rarely persists.

WHAT IS THE SALES TAX RATE?

Sales tax is 8.5 percent. Hotel fees in San Francisco include 14 percent occupancy tax and 1.0625–2.25 percent Tourism Improvement District (TID) and Moscone Expansion District (MED) assessment (depending on the location of the property).

WHERE CAN MY CLIENTS SMOKE?

Smoking is permitted only in designated smoking areas. It is illegal to smoke tobacco products in any public gathering space in California, including parks, restaurants, bars, stores and office buildings.

WHAT ARE THE RESTRICTIONS ON MARIJUANA USE?

Marijuana remains classified as a Schedule I drug under the federal Controlled Substances Act, and its purchase, possession, distribution, or use within California may be unlawful under federal law. Recreational use has been legalized in the state of California; however, there are a number of rules and regulations governing usage. For additional resources, visit sftravel.com and search "marijuana."

I'M BOOKING A WEDDING FOR MY CLIENTS. WHAT DO I NEED TO KNOW?

Individuals younger than 18 must have written consent from at least one parent (or legal guardian) and permission from a California Juvenile Court judge to marry. Blood tests are not required. Both partners must be present and submit a legal photo ID when filing for a marriage license. The license is valid for 90 days from date of issuance. Wedding ceremonies are performed by appointment only. Visit the San Francisco County Clerk's Office website at: sfgov.org/countyclerk.

WHAT IS THE GEOGRAPHY OF SAN FRANCISCO?

Surrounded on three sides by the Pacific Ocean and San Francisco Bay, the city's compact 49 square miles (127 sq. km) crowd the tip of the San Francisco Peninsula. The city is the hub of the Greater Bay Area, and has a population of nearly 900,000.

Flexible Meeting Rooms

Indoor & Outdoor Spaces

Full Buyouts Available

MOSAIC

UNFORGETTABLE MEETINGS AWAIT

San Francisco's Premier Conference & Amenity Space

Over 11,000 SF of Mixed-Use Space to Suit Your Style

mosaic@industriousoffice.com
THREE EMBARCADERO CENTER, LOBBY LEVEL

WHAT PHONE NUMBERS ARE IMPORTANT TO HAVE ON HAND?

Emergency Service (for police, fire, ambulance; no area code required)911

California Road Conditions800-427-7623 (U.S. only)

San Francisco International Airport Ground Transportation ...800-435-9736 (U.S. only)

Transit Service Information511 (Bay Area) or888-500-INFO (4636)

City Services.....311 (Bay Area) or.....415-701-2311 or415-701-2323 (TTY)

City Services numbers connect customers with highly trained customer service representatives ready to help with non-emergency matters, 24 hours a day, seven days a week, 365 days a year.

WHERE CAN I FIND INFORMATION ON ACCESSIBILITY IN THE CITY?

Visit the Accessibility section of San Francisco Travel's website at sftravel.com/accessibility-san-francisco.

MUNI ACCESSIBLE SERVICES PROGRAM

One S. Van Ness Ave., San Francisco, CA 94103.
311 (within San Francisco), 415-701-2311 (outside Bay Area) or 415-701-4485, 415-701-2323 (TTY)

GOLDEN GATE TRANSIT ACCESSIBLE SERVICES

The Golden Gate Transit bus system connects San Francisco with Marin, Sonoma and Contra Costa counties. Golden Gate Ferry connects San Francisco with two locations in Marin County, Sausalito and Larkspur. All buses and ferry services are accessible to persons with disabilities. Accessible services info is available at goldengatetransit.org/accessibility or call 511 or 711 (TTD).



Lombard Street



San Francisco Travel Association

Scan the code to unlock an ebike
on us. Per minute fees apply.



baywheels • lyft

Experience San Francisco like a
local with Bay Wheels bikeshare.

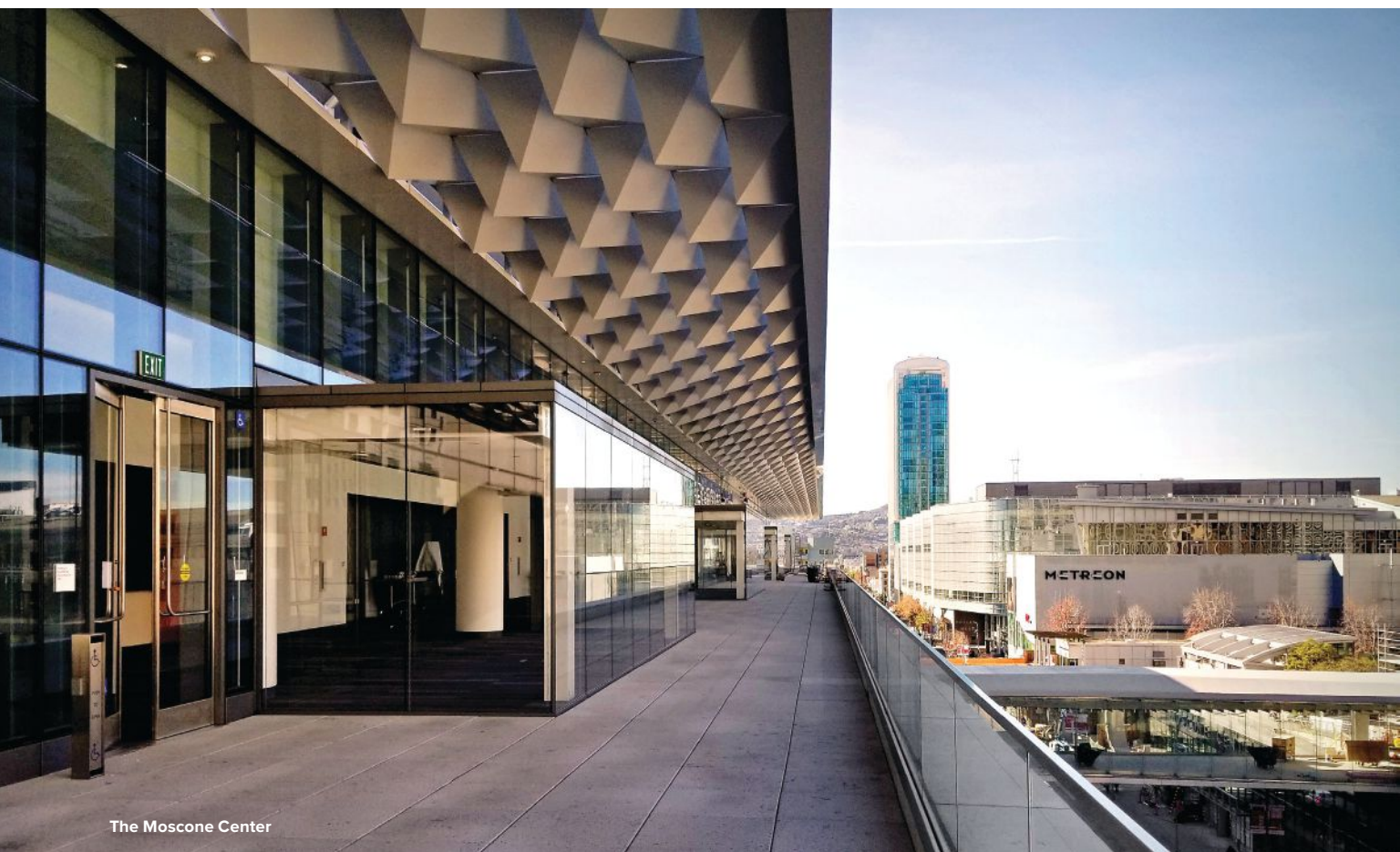




Your time. Your journey.™



Download and ride



The Moscone Center

GUIDE TO THE MOSCONE CENTER

The Moscone Center is San Francisco's premier convention venue and a world-class hub for innovation—and is larger, greener, and safer than ever. Explore the incredible amenities available to you, as well as top restaurants, event spaces, and activities in the neighborhood.

THE BIG PICTURE

San Francisco is a diverse and productive home for groundbreaking companies, and The Moscone Center is where all of that innovation can be put on display. The facility has hosted some of the most important conventions and product announcements in recent memory, providing the space for businesses and organizations from the U.S. and beyond to celebrate their achievements. The Moscone Center is designed to be mindful of the environment, responsive to clients, and respectful of a legacy that includes moments of history and transformation.

Anchored in the heart of **SoMa/Yerba Buena**, The Moscone Center creates an iconic sense of arrival on Howard St. while also connecting with the streetscape and surrounding neighborhood. This location continues to be an asset in itself, just a few minutes' walk from more than 19,000 of the city's 35,000-plus hotel rooms, world-class dining, shopping and cultural venues. Attendees have the option of moving between Moscone North and Moscone South via an enclosed pedestrian bridge that features dazzling light art.

AMENITIES AT-A-GLANCE

- More than 502,000 square feet of contiguous exhibition and meeting space.
- Lobbies in Moscone North, South and West buildings total approximately 201,000 square feet.
- Three column-free ballrooms that range from 42,600 to 56,200 square feet.
- 120 meeting rooms.
- 25,100 square feet of secure outdoor terraces, perfect for open-air events and receptions.
- 17 loading docks with drive-on access to exhibit halls in Moscone North and South.
- Nine loading docks accessible by four freight elevators in Moscone West.

GREEN INITIATIVES

The Moscone Center is innovative in many ways, but one of the most important is its environmental friendliness, having achieved coveted LEED-platinum certification in all three of the center's buildings. Platinum is the highest level the U.S. Green Building Council can give a project, and Moscone North and South have the highest scoring LEED certification for any convention center in the world. Here's a look at some of their notable eco-friendly features:

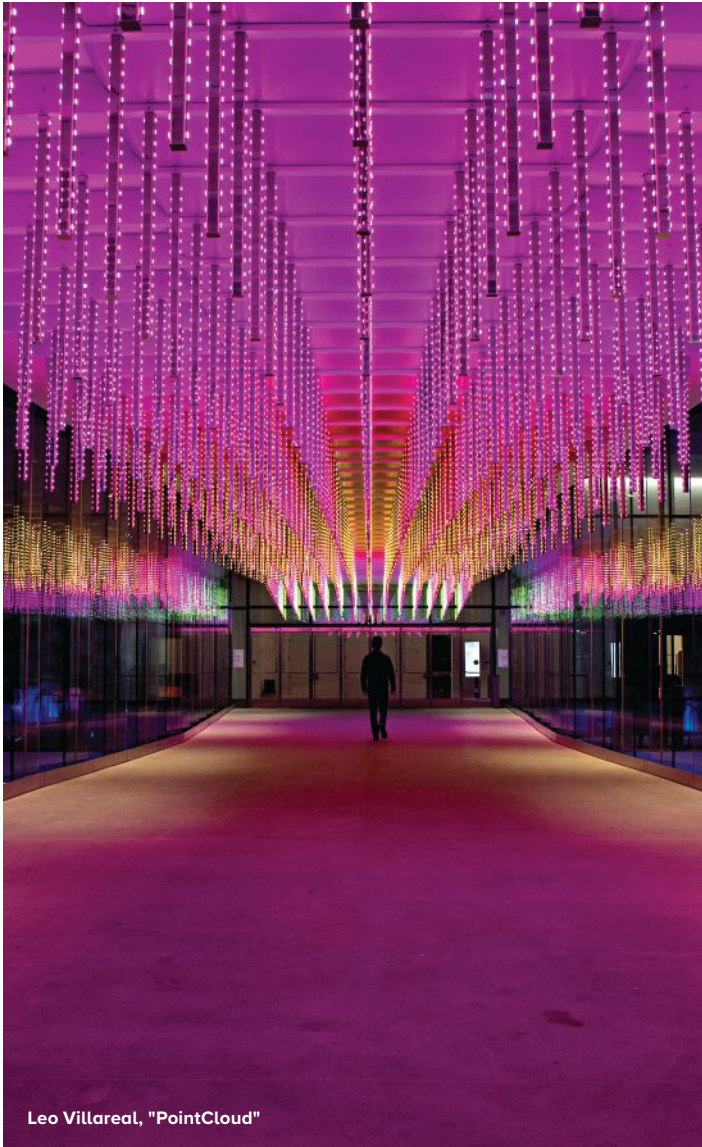
- Net-positive on water, featuring an on-site water treatment plant with recovery of 15 million gallons of groundwater annually for reuse in The Moscone Center, as well as for irrigation at neighboring parks and street cleaning.
- Rooftop photovoltaic (solar panels) generating up to 19.4 percent of the building's energy needs.
- Greenhouse gas free electricity.
- Daylight harvesting to offset electrical lighting.

THE GREAT OUTDOORS

The facility celebrates San Francisco's natural environment, with its strikingly light, luminous design and inviting outdoor spaces, including more than 25,000 square feet of secure outdoor terraces with dramatic city views. The welcoming plazas and the pedestrian bridge, which connects the north and south sides of Yerba Buena Gardens, include landscaping and public art. The appreciation for the outdoors even continues indoors, as the significant use of transparent and translucent materials brings ample natural light to interior spaces.

A HOME FOR THE ARTS

Both The Moscone Center and Yerba Buena Gardens house a large collection of public art, including works by Keith Haring, Stephen de Staebler, Viola Frey, Jim Dine, Terry Allen and John Roloff. Meeting attendees should be sure to check out these must-see pieces between events. Leo Villareal created the light installation, "PointCloud," incorporated into the enclosed pedestrian bridge that connects Moscone North and South. Other artworks include a series of sculptures designed by Sarah Sze, entitled "Double Horizon," and a sculpture by Christine Corday. Sze's addition comprises several sculptures that serve as a focal point for the West Bridge. Corday's "Geneses" is a captivating, monumental sculpture built from stainless steel and concrete that was inspired by the concept of "beginning." There is also a large-scale mural for the Moscone Paseo by Brendan Monroe. Titled "Roll," the mural's imagery draws from the movement of water and air in nature.



Leo Villareal, "PointCloud"

Where to Eat, Drink & Have Fun Near Moscone

When attendees are ready for a break, the area around The Moscone Center is packed with great bars, restaurants and places to cut loose.

WHERE TO EAT

- **Delarosa** (37 Yerba Buena Lane) serves up pizzas and shared plates at communal tables, making it perfect for a group meal.
- A short walk will bring you to **EPIC Steak** (369 Embarcadero), where the only thing better than the cuts of meat are the dazzling views of the bay.
- The modern California cuisine at **Bistro 888** (888 Howard St.) takes advantage of local ingredients to give your group a true taste of the region.

WHERE TO DRINK

- Bibliophiles will love **Novela** (662 Mission St.) for its creative cocktails and library-inspired décor.
- Spectacular views of the city at the aptly named **View Lounge** (780 Mission St.) make a beautiful backdrop for sipping craft cocktails.
- For the beer aficionados, there's no better SoMa stop than **21st Amendment** (563 Second St.). This restaurant and brewery has earned multiple accolades for its clever creations, ranging from summery fruit beers to the hoppiest IPAs.

WHERE TO HAVE FUN

- The **San Francisco Museum of Modern Art (SFMOMA)** features modern and contemporary artwork. Short on time? Visitors can observe a number of pieces on Floors 1 and 2 without a ticket.
- **Lucky Strike San Francisco** (200 King St.) is a lively restaurant/bowling alley with dancing, drinks and DJs.
- **Union Square** is home to virtually every fashion label in the world, as well as many dining and entertainment options.
- **Yerba Buena Gardens** includes the **Yerba Buena Center for the Arts**, **Children's Creativity Museum** and more.

YERBA BUENA

MOSCONE CENTER

747 HOWARD ST.
(BETWEEN THIRD AND FOURTH STREETS)
SAN FRANCISCO 94103
415-974-4000 | moscone.com
events@moscone.com



GREEN FEATURES:

With their multitude of innovations and environmentally focused features, Moscone North and South have earned the highest LEED certification score, making them among the greenest convention facilities in the world.

LOCATION

The Moscone Center is just four blocks from Union Square and the Powell St. cable car to Nob Hill, Chinatown and Fisherman's Wharf. Bay Area Rapid Transit (BART) and Muni Metro stations are within two blocks. The nearby Salesforce Transit Center, a terminal for buses that service the city and the Bay Area at large, makes access to the Center even easier.

FAST FACTS

EXHIBITION LEVEL
502,000+ square feet (Halls A-F)

LOWER MEZZANINE
6,744 square feet

LOBBY LEVEL
69,368 square feet

UPPER MEZZANINE
(Moscone South)
57,805 square feet

LEVEL TWO (Moscone South)
69,184 square feet

LEVEL THREE (Moscone South)
64,174 square feet

SERVICES

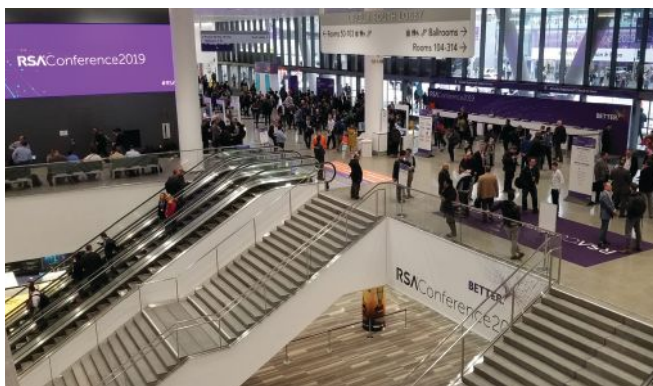
- Specializing in top-tier food and beverage services, **SAVOR** ensures guests enjoy outstanding culinary experiences during events. As the exclusive caterer for The Moscone Center, **SAVOR** focuses on offering innovative, diverse and locally inspired dining options. Their services cater to large-scale events, whether on-site or off-site. Learn more at moscone.com/savor-san-francisco.
- Telecommunications services are available at each booth, including Wi-Fi, high-speed internet, telephone, fiber optic and virtual private networking (VPN). Order online at moscone.com/internet-telecom.
- The facility's Theatrical Services Department offers lighting, rigging, carpentry, props and full production services to facilitate every staging need. Learn more at moscone.com/services/moscone-theatrical-services-house-head.
- Moscone's security system is monitored from a central control room, and the facility is equipped with fire safety, state-of-the-art life support and security surveillance systems. Learn more at moscone.com/guidelines/public-safety-and-fire-management-guidelines.

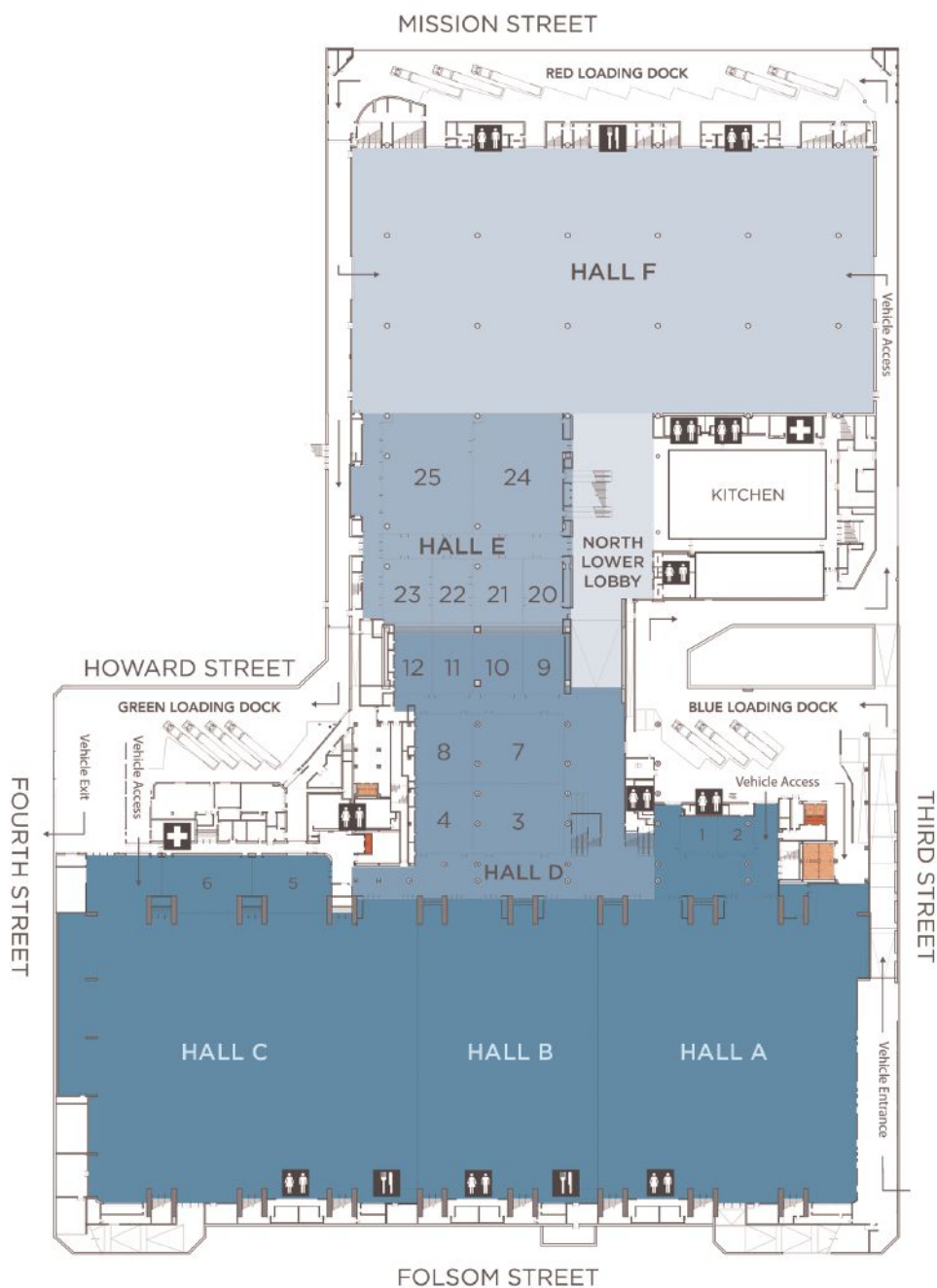
Square Feet: **769,715**

Capacity:
5,000 to 45,000

BOOKING INQUIRIES:

San Francisco Travel Association
One Post St., Ste. 2700, San Francisco 94104
415-227-2643 | sftravel.com/meetings
jflanagan@sftravel.com | Contact: John Flanagan





Passenger Elevator

Freight Elevator

ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	BANQUET	CLASSROOM	BOOTHS 10'X10'
EXHIBITION LEVEL							
Halls ABC Exhibits	290' x 797'	244,383	37'	14,000	8,200	7,000	1,184
Hall D Exhibits	Irregular	56,992	Varies	—	—	—	197
Hall E Exhibits	200' x 209'	41,812	24'	4,208	2,070	1,968	214
Hall F Exhibits	270' x 514'	138,631	28'	10,500	7,790	8,176	744
North Lower Lobby	Irregular	20,622	Varies	—	—	—	—
Halls ABCDEF	Irregular	502,440	Varies	—	—	—	2,350

Individual floor plans are reproduced at various scales and should not be compared.
Capacities reflect nominal allowance for audiovisual set-up and head tables.
All numbers are subject to change.

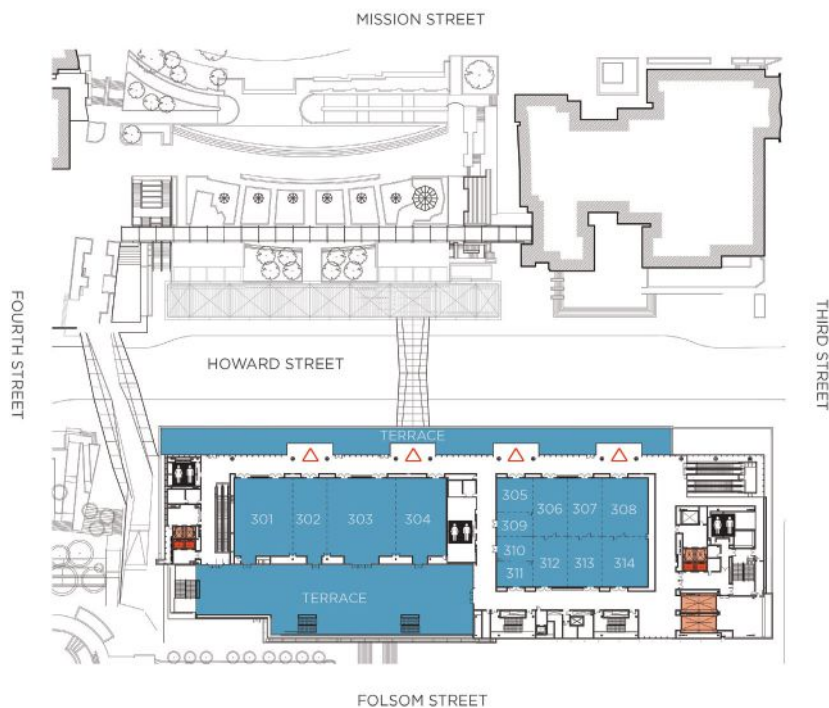


ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	BANQUET	CLASSROOM
LOWER MEZZANINE LEVEL						
Rooms (50-62)	67' x 56'	3,752	15'	329	150	176
Rooms (70-76)	88' x 34'	2,992	15'	246	140	136
LOBBY LEVEL SOUTH						
Rooms (101-103)	43' x 107'	4,601	16'	485	190	248
Rooms (104-105)	43' x 77'	3,311	16'	329	130	168
Full Height	Irregular	26,300	25'	—	—	—
Under Mezzanine	Irregular	10,000	10'	—	—	—
LOBBY LEVEL NORTH						
North Lobby	Irregular	22,500	14'-20'	—	—	—
UPPER MEZZANINE LEVEL						
Esplanade Ballroom	248' x 175'	42,675	28'	4,800	2,800	2,608
Pre-function	Irregular	15,130	—	—	—	—

LEVEL TWO



LEVEL THREE



Passenger Elevator

Freight Elevator

Alcoves approximately 400 square feet with 10' ceilings

ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	BANQUET	CLASSROOM
LEVEL TWO						
San Francisco Ballroom	136' x 366'	49,776	25'	5,539	2,880	3,424
North Terrace	23' x 86'	1,978	—	204 max occupant load		
South Terrace	20'x 60'	1,180	—	93 max occupant load		
LEVEL THREE						
Rooms (301-304)	69' x 185'	12,696	15'	1,459	680	736
Rooms (305-314)	96' x 133'	12,768	15'	1,370	610	748
North Terrace	Irregular	8,860	—	613 max occupant load		
South Terrace	Irregular	13,090	—	886 max occupant load		

YERBA BUENA MOSCONE WEST

Square Feet: **367,500**

Capacity:
2,000 to 16,000

800 HOWARD ST.
(BETWEEN FOURTH AND FIFTH STREETS)
SAN FRANCISCO 94103
415-974-4000 | moscone.com
events@moscone.com



GREEN FEATURES:

All lobbies are equipped with brightly colored composting and recycling stations, allowing attendees to participate in a highly visible green program while helping to divert materials from landfills.

LOCATION

At the corner of Fourth and Howard streets, Moscone West offers 360,000 square feet of versatile space. The facility can house its own independent event or be utilized to expand events that have grown too successful to be confined only to Moscone North and South. Its south- and east-facing glass exterior allows for maximum natural light, and the building is less than a block from the San Francisco Muni T Line Yerba Buena/Moscone station, granting attendees a quick and convenient public transit option for reaching Union Square hotels.

SPECIAL EVENT FACILITIES

The building design emphasizes flexibility in use, allowing for easy conversion between exhibition and meeting uses, as well as efficient adjustment to room sizes. Three levels offer nearly 100,000 square feet of dedicated function space on each floor and a total of 75,000 square feet of elegant, usable pre-function space distributed between the three levels. In the best Moscone Center tradition, Moscone West offers the advanced technology and building systems to support the most sophisticated and cutting-edge meetings.

SPACE

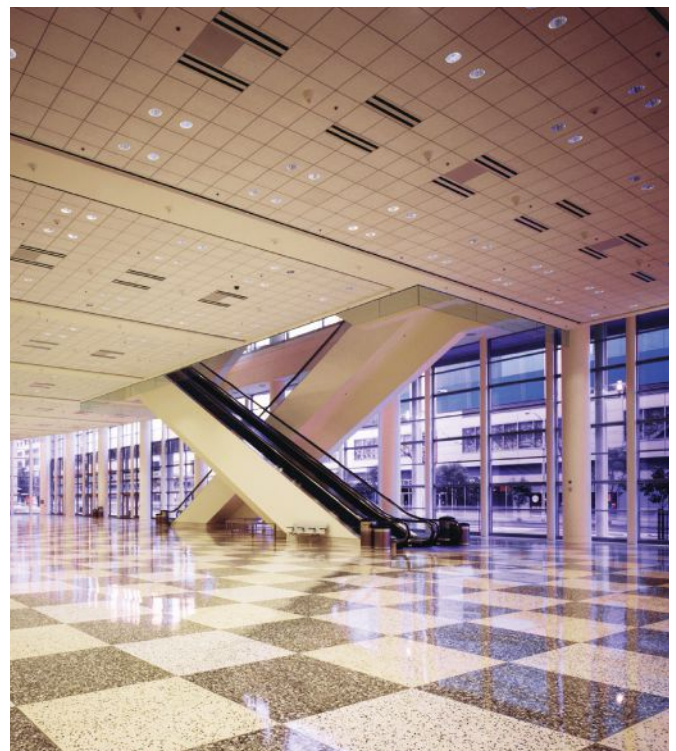
First-Level Exhibit Space: The first floor lobby is ideal for registration and pre-function uses, leading to the main floor exhibit hall that accommodates up to 500 10x10-foot booths. Elevators and escalators are carefully positioned to move attendees to the additional 200,000 square feet of flexible space above.

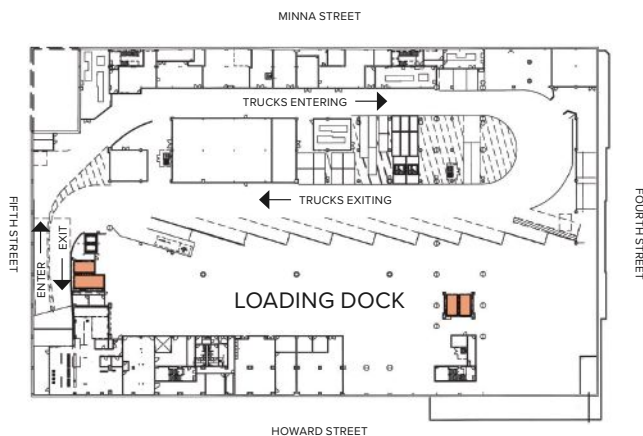
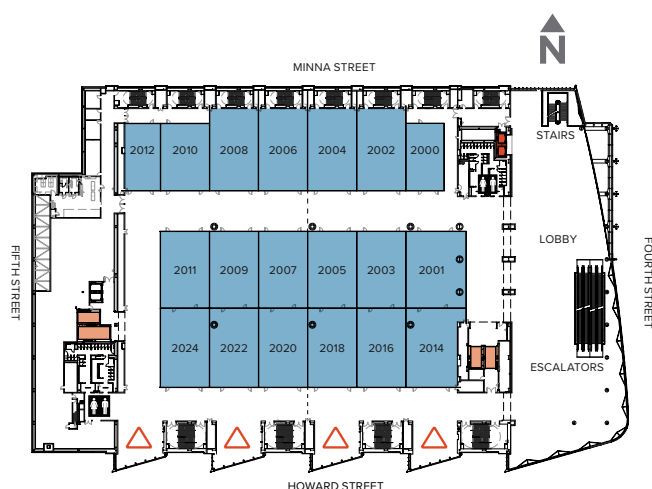
Second-Level Swing Space: Finished meeting and banquet space or fully serviced exhibit space — how you use it is up to you. Virtually anything is possible with highly flexible airwalls. In meeting configuration, 19 individual meeting rooms make for small conference settings in theater or classroom style. In exhibit configuration, the space is a fully opened tradeshow floor for more than 500 10x10-foot booths.

Third-Level Swing Space: Mirrors the elastic capabilities of the second level, but with one important difference: a column-free ballroom of nearly 60,000 square feet that can seat more than 6,000 for general session or flexible dining space for anywhere from 600 to 3,000 guests. Supporting this space is a freight system below street level with ample loading docks and a staging area. The two nodes of freight and service elevators allow quick and convenient delivery to both exhibit and pre-function spaces simultaneously.

BOOKING INQUIRIES:

San Francisco Travel Association
One Post St., Ste. 2700, San Francisco 94104
415-227-2643 | sftravel.com/meetings
jflanagan@sftravel.com | Contact: John Flanagan





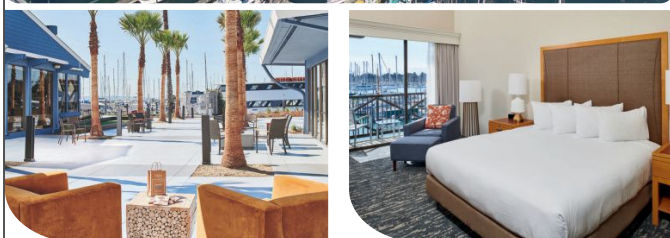
		DIMENSIONS		SQUARE FT.	CEILING HT.		THEATER	BANQUET	CLASSROOM
ROOM NAME									
LEVEL 3									
3000	61' x 35'	2,135	26'	191	80	104			
3001	70' x 55'	3,850	26'	300	150	156			
3002	75' x 45'	3,375	26'	300	130	164			
3003	70' x 45'	3,150	26'	300	110	148			
3004	75' x 45'	3,375	26'	300	130	164			
3005	70' x 45'	3,150	26'	300	110	148			
3006	75' x 45'	3,375	26'	300	130	164			
3007	70' x 45'	3,150	26'	300	110	148			
3008	75' x 45'	3,375	26'	300	130	164			
3009	70' x 45'	3,150	26'	300	110	148			
3010	61' x 45'	2,745	26'	260	100	124			
3011	70' x 45'	3,150	26'	300	110	148			
3012	61' x 32'	1,952	26'	187	80	104			
3014	73' x 47'	3,431	26'	330	140	156			
3016	73' x 45'	3,285	26'	330	140	156			
3018	73' x 45'	3,285	26'	330	140	156			
3020	73' x 45'	3,285	26'	330	140	156			
3022	73' x 45'	3,285	26'	330	140	156			
3024	73' x 45'	3,285	26'	330	140	156			
3000–3024	305' x 290'	88,450	26'	6,075	4,268	6,075			
Ballroom	305' x 185'	56,294	26'	6,075	2,960	3,232			
Lobby	Irregular	21,723	27'	—	1,000	—			

where
Innovation
meets **EPIC**
Inspiration

Visit
Berkeley

Set on sparkling San Francisco Bay, Berkeley is an **inspiring setting** for epic **meetings, events, weddings, and celebrations**. From historic, boutique, and green properties to well-known brands, discover an eclectic collection of **hotels and unique venues** offering **more than 100,000 square feet** of combined space.

Plan your next meeting or event at MEETINBERKELEY.COM



DoubleTree by Hilton Berkeley Marina

The newly renovated, iconic DoubleTree by Hilton Berkeley Marina is a peaceful retreat steps away from the San Francisco Bay. Guests enjoy stunning views of the San Francisco skyline while dining al fresco at The Berkeley Boathouse Restaurant. Close to Bay Area Rapid Transit (BART), Highway 80, UC Berkeley, Emery Bay, and San Francisco, DoubleTree by Hilton Berkeley Marina is a perfect destination for business or pleasure.

doubletreeberkeleymarina.com | (510) 548-7920



DOWNTOWN BERKELEY MEETINGS & EVENTS

8,000 s.f. of Flexible Event Space

Walk to UC Berkeley & BART

On-Site Restaurant & Bar

Fitness Center | Valet Parking

HOTELSHATTUCKPLAZA.COM

Explore
BERKELEY

Residence IN
BY MARRIOTT

STUDY HALL
ROOFTOP LOUNGE

RESIDENCE INN BY MARRIOTT® BERKELEY | 2121 CENTER STREET BERKELEY, CA 94704 | MARRIOTT.COM/OAKRR



The Midway

DIGITAL IMMERSION: TECH TRENDS FOR MEMORABLE MEETINGS

San Francisco is one of the world's foremost cities for emerging tech, offering a wide variety of exciting ways to engage and motivate your group outside of the conference room. Discover innovative venues, experiences and services that enhance events and increase ROI for both planners and attendees.

BRELLA

Help attendees form lasting and meaningful connections at your event with San Francisco-based **Brella**, a premier networking platform powered by artificial intelligence. Brella's app guides attendees in choosing their interests and event goals, then uses intent-based matchmaking to suggest likeminded people to meet. Brella also provides powerful data for planners, allowing you to measure engagement, track meeting rates and learn attendees' goals. Brella also gives event sponsors measurable exposure with the option to promote them directly in the platform.

THE MIDWAY

Design an immersive experience for your attendees at this creative complex in the thick of the Dogpatch neighborhood. **The Midway** is a 40,000-square-foot space that can be transformed into virtually anything your imagination desires, inviting your guests to explore and be inspired.

One of the venue's most distinctive features is the Envelop Lounge, a fully immersive 360-degree sound experience that specializes in 3-D audio and ambisonic systems that can pair with virtual and augmented reality platforms. Other spaces include a projection room—ideal for dance parties, art presentations and dining experiences—and studios set up to host events that highlight the intersection of art and technology.

WAYMO

The latest world-changing innovation to debut in San Francisco is **Waymo**, the all-electric autonomous-vehicle service. Powered by groundbreaking artificial intelligence and sensors that can easily navigate complex urban environments, Waymo offers visitors a safe, sustainable and futuristic way to get around the city. Just download the app and be on your way!

GETFEEDBACK

Even if the event itself goes off without a hitch, determining quantifiable success can be tricky. **Getfeedback**, a San Francisco-based survey solution company, simplifies the process by providing a platform to quickly and easily gather attendee sentiment post-event. Send a mobile-friendly follow-up survey that highlights key moments and important takeaways while collecting actionable feedback from your guests. Getfeedback's insights can inform your plans for future events, helping you make data-driven decisions on everything from the check-in process to guest speakers.



Browse all venues and suppliers at sftravel.com/meetings.



The Presidio

OUTDOOR ACTIVITIES: WHAT TO DO WITH A FEW EXTRA HOURS

With a free morning or a little time between meetings, attendees can stretch their legs, get a dose of fresh air and experience a bit of San Francisco's great outdoors. Here are six ideas for off-the-clock, al fresco activities.

GLIDE THROUGH GOLDEN GATE PARK

With more than 1,000 green acres dotted by lakes and a bevy of cultural institutions, **Golden Gate Park** packs a lot of must-see attractions into one place. Attendees can make the most of their time by renting a Segway from the Electric Tour Company to explore. They offer guided tours (ranging from one-hour to three-hour excursions) for those who want to learn more about the history of the park and its hidden gems.

MARVEL AT BEAUTIFUL BLOOMS

Also located in Golden Gate Park (and worth a visit of its own) is the **San Francisco Botanical Garden**, which encompasses 55 acres that are home to nearly 9,000 different kinds of plants. Thanks to the Bay Area's famous fog and mild weather, the Garden enjoys a range of climatic conditions that exist in few other botanical gardens in the world. Attendees can visit year-round to take in the seasonal highlights, including fall's cloud forests and colorful foliage; winter's magnificent magnolias; spring and summer's eruptive bloom; and a century-old Redwood Grove, as well as other unique global collections.

EXPLORE THE PRESIDIO

Once an Army post, the **Presidio** is now a unique national park next to the Golden Gate Bridge offering spectacular vistas, nature and history. Its 1,500-acre footprint is a natural oasis bursting with native flora and fauna. Former defensive batteries now serve as breathtaking vantage points of the Pacific Ocean. Also not to be missed are world-renowned artist Andy Goldsworthy's four incredible installations, all made with repurposed natural materials found within the park.

ADMIRE THE PAINTED LADIES

Attendees will find a full range of outdoor activities at **Alamo Square**, from walking trails to tennis courts, but the park is perhaps best known for its view of the iconic Victorian houses of "postcard row" at Hayes and Steiner streets. Known as the **Painted Ladies**, these beauties make for an irresistible photo op, particularly for fans of the popular '80s sitcom "Full House" and its Netflix sequel.

STROLL AROUND THE MISSION

This Mission District is the perfect place to soak up some San Francisco ambiance while walking, picnicking or people watching. At its heart is **Mission Dolores Park**, where the sloping hills provide an excellent view of downtown's skyscrapers rising above the park's green grass. The **Mission District** is also an outdoor gallery, as hundreds of walls and fences are adorned with colorful art with themes ranging from cultural heritage to political statements. Attendees can check out the vibrant murals of Balmy Alley and Clarion Alley for an up-close look.

WALK AND TALK AT SALESFORCE PARK

This urban oasis has become an anchor for downtown and is just a few blocks from The Moscone Center. **Salesforce Park**, located on the roof of the Salesforce Transit Center, is 5.4 acres of beautiful landscape, including 600 trees and 16,000 plants. People-watch in the Main Plaza or get some steps in on the half-mile Walking Trail that winds through 13 small gardens representing different regions around the world. Either way, Salesforce Park makes a great spot for coffee chats and getting to know fellow conference attendees while enjoying the city.

Hotel Kabuki

MINDFUL MEETINGS: WAYS TO INCORPORATE WELLNESS

San Francisco offers a wide variety of options to make your next meeting a healthful and productive one. Help attendees manage their wellness with stress-busting yoga breaks, nourishing food, pampering spa treatments and invigorating outdoor exercise.

YOGA & MEDITATION

Your conference attendees will feel revitalized and inspired after a session with **Office Meet Yoga**. Experienced yogis come to your venue and conduct chair or mat yoga that involves light stretching and breath work, providing a relaxing break for meeting-goers. **Hotel Kabuki**, located in the heart of Japantown, features complimentary portable Meditation Stations. Guests can check out the stations, which include headphones, an oversized floor pillow, a soothing face mist, and an iPad loaded with guided meditation exercises and calming music.

OUTDOOR MEETING SPACES

Hotel Zephyr is home to the **Yard**, the largest outdoor hotel venue on Fisherman's Wharf, offering 8,000 square feet of flexible space, including the interactive Game Room with ping-pong and tabletop shuffleboard that's ideal for team building. The **Square Rooftop Garden** at the historic **Fairmont San Francisco** features stunning skyline views from atop Nob Hill. Shady palm trees, a bubbling fountain, manicured gardens and the clatter of cable cars below

add up to an enchanting outdoor experience for your guests. **The Presidio** is San Francisco's spectacular national park, located next to the Golden Gate Bridge. The storied **Presidio Officers' Club** features the lovely Ortega Ballroom, with panoramic outdoor terrace views of the bay, along with the open-air Hardie Courtyard.

HEALTH-CONSCIOUS CATERING

Plan a mindful menu at the **San Francisco Marriott Union Square**, which offers nourishing "Energizer" plated meals and wellness-themed break snacks, including fruits and vegetables, make-your-own trail mix and flavored water. Local caterer **Ladle & Leaf** is committed to creating flavorful and healthy dishes incorporating seasonal organic produce. Their globally influenced cuisine is inspired by the fresh ingredients available directly from local farms, dairies and bakeries.

HIKING, BIKING & WALKING TOURS

Get your group together and hike the **Crosstown Trail**, a 17-mile route that passes through

beautiful San Francisco neighborhoods, parks and cultural attractions. Segment II is a relatively easy self-guided, 3-mile hike that travels some of the most scenic pathways in the area. **San Francisco City Guides** offers volunteer-led, theme-based walking tours for lovers of music, history, architecture and more. **Blazing Saddles'** guides will take you across the Golden Gate Bridge to Sausalito, while their self-guided tours offer routes that can take you even deeper into hilly, scenic Marin County. They also have a fleet of electric bikes that can be used by anyone who isn't up to peddling the whole time.

SPA TREATMENTS

Escape to the **Fairmont Sonoma Mission Inn & Spa**, nestled in the middle of wine country. The elegant, Spanish Mission-style inn is located atop an ancient mineral hot spring, which feeds its geo-thermal pools. The inn's spa is known for its healing European bathing ritual that includes an herbal steam. In Monterey, **Spa on the Plaza** at **Portola Hotel & Spa** offers a variety of wellness packages. Their signature aromatherapy treatment includes a reviving facial and full-body massage using fine essential oils.

INSPIRATION CENTRAL: TEAM BUILDING ACTIVITIES

BREAK THE ICE AT YOUR EVENT WITH ENGAGING AND MEMORABLE ACTIVITIES THAT SPARK INSPIRATION AND PROVIDE YOUR ATTENDEES WITH A UNIQUELY SAN FRANCISCO TEAM BUILDING EXPERIENCE.



Yerba Buena Center for the Arts



Exploratorium



City Cruises

ARTS & CULTURE

With world-renowned art museums and performing arts companies, San Francisco is a hub for incredible cultural experiences. Bring your team to the **San Francisco Museum of Modern Art (SFMOMA)** or the **deYoung Museum** to view some of the exquisite creativity the city has on display. Just a short walk from The Moscone Center is **Yerba Buena Center for the Arts**, which presents contemporary art, performances and films that celebrate and showcase innovation. In Lincoln Park, the **Legion of Honor** combines art and heritage with more than 4,000 years of ancient and European artworks. And with the **American Conservatory Theater** and **The Curran** nearby, one of your team dinners should definitely be followed by some unforgettable theater.

TECHNOLOGY & SCIENCE

Known as a global hub for innovation, San Francisco and its Bay Area neighbors offer visitors plenty of opportunities to experience imaginative technologies. The **Exploratorium** combines science, art and human perception with more than 650 interactive exhibits and a weekly adults-only After Dark option perfect for a social evening session. Less than an hour from San Francisco, the **Intel Museum** offers an inside look at an ultra-clean, highly automated silicon chip factory via a guided group tour and can even be rented out for private events. At the **Chabot Space & Science Center** in Oakland, encourage problem-solving and communication with a team building mission where participants can engage in space- and environmental-themed simulations.

FUN & GAMES

Let loose with a scenic nautical adventure, a cooking class taught by resident chefs or a game organized by local experts. Take your attendees for an unforgettable cruise on San Francisco Bay with **City Cruises**. Sail under the Bay Bridge and around Alcatraz while enjoying spectacular views of the city skyline. Have a group of foodies on your hands? Slip on a chef's hat and apron for an **Executive Chefs** cooking workshop where team members can compete in head-to-head Iron Chef Challenges, casual Culinary Challenges or themed cocktail events. Work with **Handstand** to design a custom scavenger hunt for your group and get attendees' blood flowing and neurons firing as they travel on foot, by bike or by public transit to solve riddles around the city.

Give Back: Corporate Social Responsibility

Find more creative ways
for meetings to give back at
sftravel.com/meetings

THERE ARE MANY WAYS TO GIVE BACK IN SAN FRANCISCO THAT WILL ALSO BRING YOUR GROUP TOGETHER. HERE ARE SOME VOLUNTEER OPPORTUNITIES THAT WILL BUILD CAMARADERIE WITHIN YOUR GROUP AND HELP MEET COMPANY CORPORATE SOCIAL RESPONSIBILITY (CSR) GOALS.

- Help people who are experiencing homelessness in San Francisco by volunteering at one of the city's homeless shelters or transition homes. Groups can hold in-kind donation drives, cook and serve meals, or assist with cleaning and decorating facilities at GLIDE, Hamilton Families or St. Vincent de Paul Society.
- Companies that provide professional services can work with Raphael House to coordinate a specialized volunteer project that provides low-income families with services pro bono or host workshops for residents in the company's areas of expertise. Attendees can connect and encourage local families in need while donating time and know-how.
- Purchase toiletries on the needs list provided by Compass Family Services, Project Open Hand or St. Anthony's and host a toiletry packing party for attendees. Set up an assembly line and have attendees pack individual bags of toiletries that will be distributed to individuals and families in need.

MICE* ITINERARIES

Whether you're planning an incentive trip for a small group of top earners, a mid-sized self-contained meeting or any other type of event, here are a few suggestions to get you inspired. If you don't find what you're looking for here, tap into San Francisco Travel's Venue Search Tool and Virtual Site Visits to help you find just the right locations and activities to give your attendees an unforgettable experience.

* Meetings, Incentives, Conferences and Events

SMALL INCENTIVE GROUP

Bring together top teams from around the world with ease thanks to SFO's exceptional international airlift.

WHERE TO STAY:

Celebrate your team's success with a luxurious getaway. Reward incentive winners with a stay in upscale **Nob Hill**, a neighborhood rich with history and stunning views. Or, choose a hotel in **Union Square**, a hub of stylish shopping and outdoor cafés.

WHERE TO EAT:

Treat your group to the bounty of award-winning restaurants that make San Francisco a culinary paradise. A private dinner at a **Michelin-starred restaurant** like Angler is sure to be memorable, while artistry infuses every element of the immersive tasting experience at Michelin three-starred Atelier Crenn.

WHAT TO DO:

San Francisco is ideally situated for a **variety of luxurious excursions**. During warmer months, book a catamaran tour for your group to get breathtaking views of the skyline and icons like Alcatraz and the Golden Gate Bridge. Then, host a lunch in Sausalito before making the return trip. Or, charter a helicopter or limo to nearby Napa Valley and Sonoma County for a day of wine tasting and exquisite dining.



San Francisco Museum of Modern Art (SFMOMA)

MEDICAL/PHARMA MEETING

San Francisco's leadership in science and technology is sure to inspire medical professionals.

WHERE TO STAY:

The **South of Market (SoMa)** neighborhood features many of the city's biggest attractions, exceptional dining and meeting-friendly hotels. The San Francisco Museum of Modern Art (SFMOMA), The Moscone Center, Yerba Buena Gardens and Oracle Park (home of the San Francisco Giants) are all within walking distance. Choose from a variety of accommodations including the elegant St. Regis Hotel San Francisco, the legendary Palace Hotel and the tech-savvy Hotel VIA.

WHERE TO MEET:

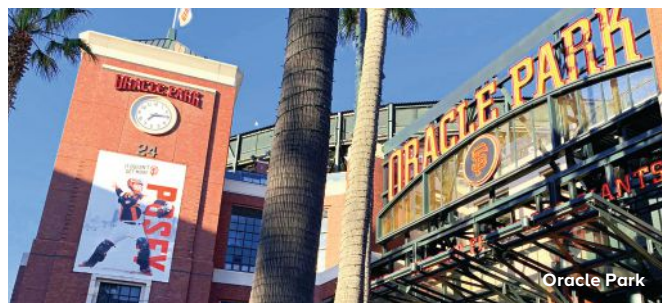
Host a thought-provoking summit at the 12,500-square-foot **Mission Bay Conference Center** at UCSF. Handily located on the campus of one of the preeminent research hospitals in the world, this event epicenter provides top-notch catering, state-of-the-art technology and stimulating amenities for every purpose. **UCSF/SFGH Orthopaedic Trauma Institute** also offers smaller rooms for training, meetings and educational courses at their Mission Bay campus.

WHERE TO EAT:

For a smaller group in search of one of the city's **top dining experiences**, book a private room at Sessions at the Presidio. Capacities range from 24 in the Presidio Room to 60 in the Skywalker Room at the Letterman Digital Arts Center. Larger groups who would appreciate panoramic views will be impressed by Cityscape Lounge at Hilton San Francisco Union Square. Or, settle in for the elegant and visually enchanting prix fixe menu at Omakase, where the fish is handpicked by seasoned experts and flown straight from Tokyo three times a week.



Atelier Crenn



Oracle Park



Boudin Bakery



Dumpling Time



The Buena Vista Cafe

ICONIC FOOD & DRINK EXPERIENCES

MAKE YOUR MEETING EVEN MORE MEMORABLE BY HIGHLIGHTING SAN FRANCISCO'S UNIQUE AND VARIED DINING EXPERIENCES. TREAT ATTENDEES TO THE BEST OF THE CITY'S CULINARY OFFERINGS WITH SIGNATURE SAN FRANCISCO FOOD AND BEVERAGE OPTIONS FROM THESE LOCAL FAVORITES.

SAN FRANCISCO SOURDOUGH

Sourdough bread has a distinct and storied past in San Francisco. During the California Gold Rush, a natural undiscovered yeast emerged in the city's earliest bakeries, thanks to the area's unique climate. The Boudin family built a recipe around it and **Boudin Bakery** was born. Treat attendees to a taste of the city's history with clam chowder in a bread bowl over a working lunch or grab-and-go signature sandwiches from the iconic San Francisco bakery.

DIM SUM

Look no further, because you have found the perfect dish for social events and networking sessions: Chinese Dim Sum. The small bite-sized portions of deliciousness will not only wow attendees with flavor but will incorporate the San Francisco Chinatown experience into your meeting. **Dumpling Time** offers a smorgasbord of options, including an assortment of Xi'an dumplings, gyoza dumplings and even dessert buns, so your attendees can truly try a little bit of everything.

INTERNATIONAL CUISINE

San Francisco offers an expansive collection of global cuisines. Take attendees on a cultural journey of gastronomical delight at **International Smoke**, the culinary creation of Michael Mina and Ayesha Curry. Inspire attendees with barbecue flavors and aromas from around the world with the restaurant's range of catering options — everything from boxed lunches to multi-course meals with appetizers, entrees, sides and dessert — or private dining options for up to 120 guests.

CIOPPINO

The tomato-based seafood stew has been a staple on San Francisco tables since the late 1800s. You can order fresh, delicious bowls of it at several Fisherman's Wharf establishments, from legendary legacy business **Scoma's** to **PIER 39's Fog Harbor Fish House, Crab House and Pier Market**. All can accommodate private groups from 16 to 114 guests, and each offers fantastic views of the Golden Gate Bridge.

IRISH COFFEE

Ironically, the Irish coffee was not popularized on the Emerald Isle. It was commercialized in San Francisco, where **Buena Vista Cafe** co-owner Jack Koepler challenged international travel writer Stanton Delaplane to help him re-create a highly touted "Irish Coffee" served at an airport in Ireland. The two experimented, ultimately crafting the perfect combination of hot coffee, Irish whiskey and whipped cream. Nowadays, the Buena Vista Cafe on Hyde Street reportedly serves up to 2,000 Irish coffees a day!

LOCAL TALENT

If you're looking to pair dinner with a show for your group, look no further than **Old Skool Café** in the Bayview neighborhood. Run by local youth, this jazz-themed supper club allows attendees to support the community while enjoying international soul food dishes and live music. Though they can do offsite catering, we recommend visiting their beautiful venue, which transports up to 70 guests back to the glamorous Roaring Twenties with art deco furnishings and design.

YOUR TAKE ON SAN FRANCISCO

Have a specific idea in mind about how to give your attendees a unique San Francisco experience? Work with **Red Door Catering**, one of the area's most prolific Black-owned businesses, to customize the menu and feel you want for your attendees. From meeting lunches to gala dinners, Red Door can incorporate all of your San Francisco favorites.



San Francisco Pride Parade

SPECIAL EVENTS 2025

Throughout the year, there’s no shortage of things to do and see in San Francisco, which includes the city’s many special events and festivals. While these events are a fun time to visit the city, they can result in street closures near The Moscone Center and impact local transit. For your planning convenience, the following is a list of recurring, annual events to be aware of when planning your next meeting.

Please note: All dates and locations of local events are subject to change/cancellation and should be confirmed with sponsors. For a more detailed events calendar, visit sftravel.com.

JANUARY

DR. MARTIN LUTHER KING JR. CELEBRATION
Yerba Buena Gardens, 415-857-0515
norcalmlkfoundation.org

FEBRUARY

CHINESE NEW YEAR PARADE AND CELEBRATION
Chinatown, 415-982-3000
chineseparade.com

MARCH

ST. PATRICK’S DAY PARADE
Second and Market streets to Civic Center
stpattricksf.com



Chinese New Year Dragon

APRIL

CHERRY BLOSSOM FESTIVAL
Japantown, 415-563-2313
sfcherryblossom.org

MAY

BAY TO BREAKERS
Financial District
capstoneraces.com/bay-to-breakers

CARNAVAL
Mission District, 415-206-0577
carnavalsanfrancisco.org

JUNE

SAN FRANCISCO PRIDE CELEBRATION AND PARADE
Embarcadero to Civic Center, Market St., 415-864-0831
sfpride.org

JULY

SAN FRANCISCO MARATHON, HALF MARATHON, 5K RUN/WALK
The Embarcadero
thesfmarathon.com



Cherry Blossoms in Japantown

SEPTEMBER

FOLSOM STREET FAIR
Folsom Street between Eighth and 13th streets
folsomstreet.org

OCTOBER

FLEET WEEK SAN FRANCISCO
Marina Green, 415-306-0911
fleetweeksf.org

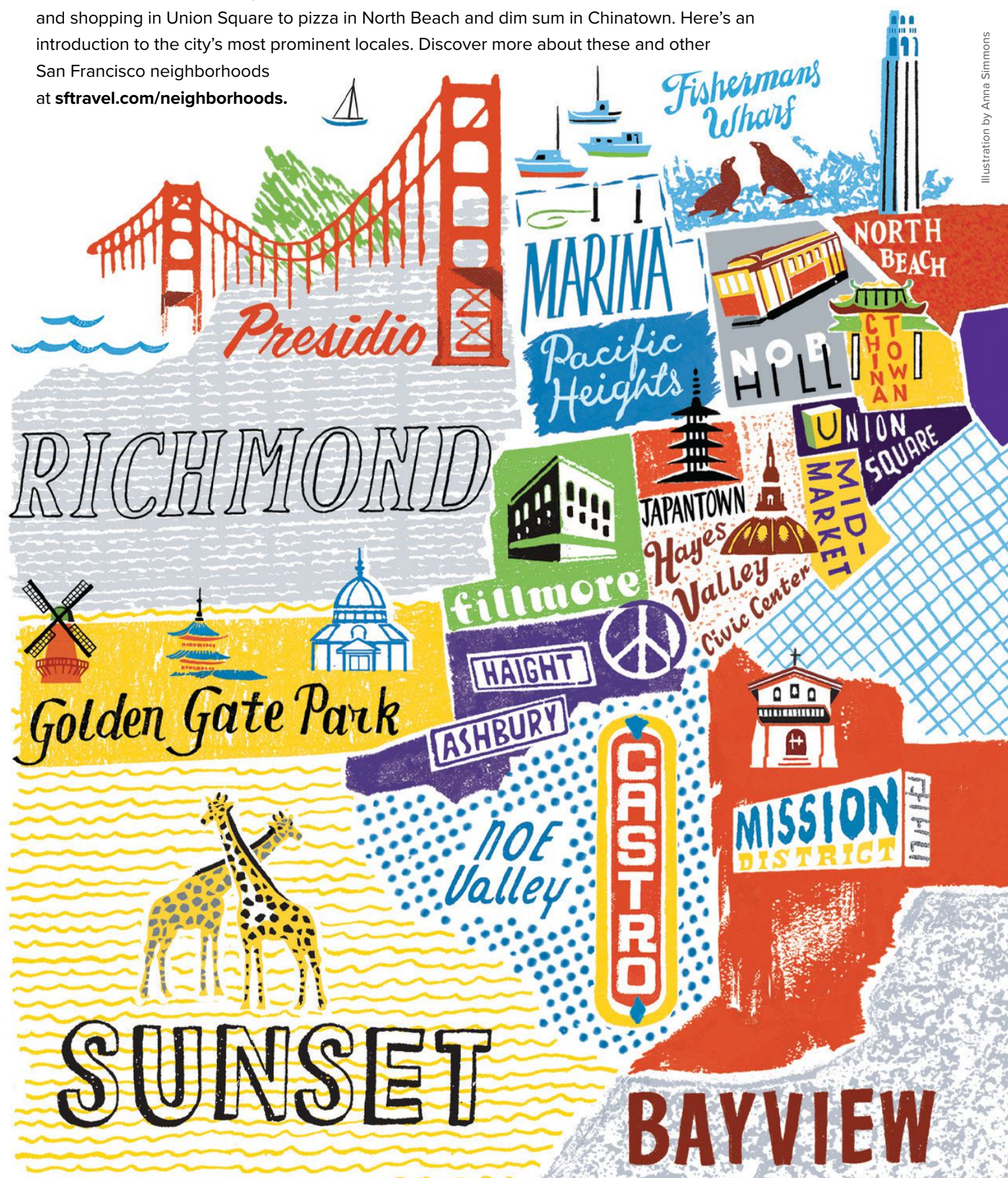


GET IN TOUCH

Yerba Buena Gardens is located directly above the Moscone Center, in the heart of San Francisco. The open spaces are inviting, yet protected from the bustle of city streets. Union Square and the Financial District are a short walk away. Email rentals@ybgfestival.org for questions or to check on date availability.

SAN FRANCISCO NEIGHBORHOODS

Each of San Francisco's neighborhoods has its own charm and culture, from art in SoMa and shopping in Union Square to pizza in North Beach and dim sum in Chinatown. Here's an introduction to the city's most prominent locales. Discover more about these and other San Francisco neighborhoods at sftravel.com/neighborhoods.



BAYVIEW

Home to the oldest opera house in San Francisco, this area also boasts a vibrant artists' colony at the old Hunters Point shipyard and scenic nature trails.

CASTRO/ NOE VALLEY

Find outdoor cafés, rich history and bustling bars in the Castro, known as the "LGBTQ capital of the world." Neighboring Noe Valley is a charming, Victorian neighborhood.

CHINATOWN

This storied neighborhood is North America's first and largest Chinatown, featuring colorful pagoda roofs, dragon lampposts, acclaimed dining and unique gift shops.

CIVIC CENTER/ HAYES VALLEY

This cultural hub includes stately City Hall, the War Memorial Opera House and the Asian Art Museum, alongside more modern additions like the SFJAZZ Center and New Conservatory Theatre Center.

DOGPATCH/ MISSION DISTRICT

San Francisco's oldest neighborhood has hip restaurants, music venues, boutiques, an impressive events calendar and the city's largest concentration of murals. Check out the Mission's thrift shops and specialized bookstores for one-of-a-kind souvenirs.

EMBARCADERO/ FINANCIAL DISTRICT

This neighborhood boasts views of soaring skyscrapers; the Ferry Building, a public space housing a food hall and farmers market; and the Exploratorium, a hands-on learning laboratory.

FILLMORE

One of the primary incubators for the city's music scene, Fillmore continues to be a place for legendary performances. Chic boutiques that line Fillmore St. make this neighborhood a great spot for shopping, too.

FISHERMAN'S WHARF

One of the city's most popular attractions. Here you can "escape" to Alcatraz or set sail on San Francisco Bay with chartered boat tours. Don't miss the attractions at PIER 39, including Boudin, the city's sourdough purveyor for 150 years.

GOLDEN GATE PARK/ SUNSET

Within Golden Gate Park, you'll find some of the city's most famous attractions, including the California Academy of Sciences and the de Young Museum. True to its name, the Sunset neighborhood is a great place to watch the sun set over the Pacific Ocean.

HAIGHT-ASHBURY

The Summer of Love is immortalized in Haight-Ashbury's vintage clothing, book and record stores. Nearby Alamo Square's tight formation of Victorian homes is one of the most photographed spots in San Francisco.

JAPANTOWN

The oldest of only three Japantowns left in the country, this neighborhood is packed with culinary delights, including ramen bars, shabu shabu and izakayas.

MARINA/ PACIFIC HEIGHTS

From the posh plateau of Pacific Heights to the bayside Marina Green, these neighborhoods offer views, scenery and a restored "palace" from 1915.

MID-MARKET

A bustling combination of tech businesses, arts groups, retail and restaurants, Central Market is also home to performance venues like the Orpheum and Golden Gate theaters.

NOB HILL

Known not only as a geographic high point but an economic one, too, with a history of wealthy residents, Nob Hill is now home to luxury hotels, beautiful gardens and impressive homes.

NORTH BEACH

Rich in Italian heritage, North Beach has Italian restaurants, quaint cafés, cabarets, jazz clubs, galleries, boutiques and gelato parlors.

RICHMOND/ PRESIDIO

The southern anchor of the Golden Gate Bridge, the Presidio offers pristine nature and inspiring cultural attractions. In the Richmond, venture to Lands End for unbeatable views.

SOMA/YERBA BUENA

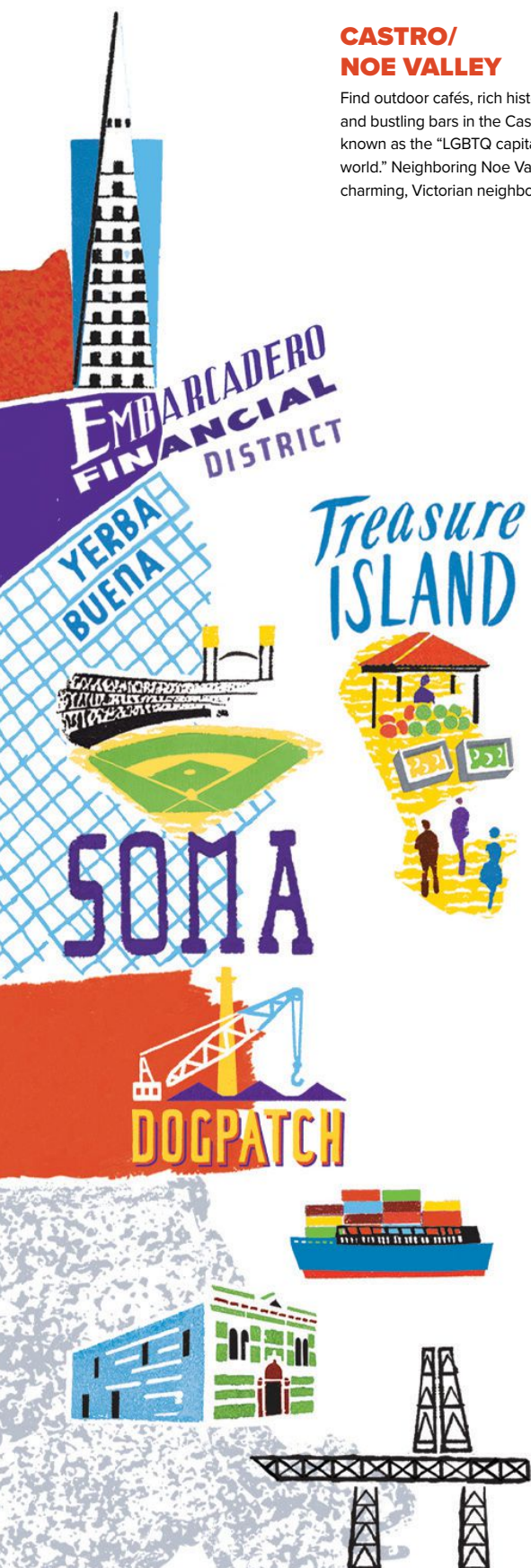
SoMa (South of Market) is museum central. The Yerba Buena Center for the Arts, the San Francisco Museum of Modern Art (SFMOMA) and more can be found here. So can many nightclubs and Oracle Park, home of the San Francisco Giants.

TREASURE ISLAND

Views of downtown San Francisco and weekend flea markets are the draw to this mid-point for the luminous Bay Bridge.

UNION SQUARE

Union Square is the center of San Francisco's shopping scene, with art galleries, small boutiques, designer shops and name-brand stores. You're in the heart of the Theater District, too, with A.C.T.'s Toni Rembe Theater and the Curran, among others.



Napa Valley



BEYOND SAN FRANCISCO

SAN FRANCISCO OFFERS MEETING SPACE, ATTRACTIONS AND ENTERTAINMENT, BUT TRIPS BEYOND THE CITY INCLUDE MANY MORE WORLD-FAMOUS DESTINATIONS WITHIN A RELATIVELY SHORT DRIVE. IF YOU WANT A FUN DAY TRIP FOR ATTENDEES OR A NEW SETTING NOT TOO FAR AWAY, SAN FRANCISCO TRAVEL'S TEAM CAN HELP YOU WITH PLANNING AND BOOKING BEYOND THE CITY, TOO.

NORTH

SAUSALITO/MARIN

On the north side of the Golden Gate Bridge, Marin County's parks and trails offer stunning views of the bridge and city skyline. There's more natural beauty in Muir Woods (make parking and shuttle reservations up to 90 days in advance by phone or at gomuirwoods.com) and the Point Reyes National Seashore. Communities like Sausalito and Tiburon are ideal for a team outing and feature charming Main Streets with fine dining, shopping and waterfront views.

NAPA VALLEY

The destination that practically invented wine country in America is replete with luxurious experiences to enjoy before, during or after your meeting. Napa Valley has more than 400 wineries, as well as locavore-friendly restaurants and some of the world's best chefs — all just a short drive north of the city.

SONOMA COUNTY

Stretching from the rocky coast of Bodega Bay to the redwood forests of Guerneville and the rolling hills of wine country, Sonoma County offers a variety of settings. With its premium wine, farm-to-table dining, organic farms and orchards, breweries and distilleries, and artisan cheese producers (be sure to check out the California Cheese Trail), this scenic destination represents some of the best of Northern California.

SHASTA CASCADE

This must-see destination for nature lovers features indoor and outdoor venues within the beautiful landscape of Lake Shasta and the towering 14,000-foot-tall Mt. Shasta. It also provides many opportunities for teambuilding activities, including camping, hiking, skiing, fishing, rafting, snowboarding, mountaineering and more.

EAST

EAST BAY

The East Bay is full of diverse culture and trendsetting restaurants. Notable locales include Oakland, with its flourishing creative community and buzzy dining scene; Berkeley, the destination that invented farm-to-table cuisine and home to one of the world's leading universities; and the Mt. Diablo region, which boasts great weather year-round and features the thriving Livermore wine region and popular Tri-Valley Ice Cream Trail.

SACRAMENTO

In California's rapidly growing state capital, visit Downtown Commons (DOCO), a popular shopping and entertainment area that includes the Golden 1 Center, home to the NBA's Sacramento Kings. Parts of the city still have an Old West ambiance, and Old Sacramento offers restored 19th-century saloons and shops. En route via I-80, Yolo County offers verdant farmlands, bike trails, historic towns and cultural activities, many of them centered at the University of California-Davis.

GOLD COUNTRY

California's Gold Country, which includes Tuolumne County, is one of the most direct routes to Yosemite National Park and the spectacular High Sierra. Jamestown, Sonora, Columbia and other historic towns are the perfect complement to days of hiking, biking, water sports and much more.

LAKE TAHOE

Nestled on the border of California and Nevada, Lake Tahoe is the largest alpine lake in North America. With its crystal-clear waters, snowcapped mountains, and thrilling outdoor activities, it's an unforgettable destination for any event.

YOSEMITE

Getting away to natural surroundings clears minds and brings fresh perspectives. Yosemite, located just three hours from San Francisco, is an inspiring destination with iconic natural landmarks and a variety of meeting venues. Between meetings, attendees can experience hiking, rock climbing, mountain biking, skiing and rafting, as well as famous sights like Yosemite Falls and the granite cliffs known as El Capitan.

SOUTH

BEACH COMMUNITIES

Discover a wealth of corporate retreat venues and coastal meeting spaces just a short drive down scenic Highway 1 (Pacific Coast Highway). The beach communities south of San Francisco feature unique attractions, as well as a charming mix of surf shops, fishing stands and restaurants with a view. Attendees can watch surfers conquer the legendary swells at Half Moon Bay or ride the wooden rollercoaster on the historic Santa Cruz Boardwalk.

MONTEREY COUNTY

One of California's most beautiful areas, Monterey County is perfect for gatherings of all sizes. The iconic seaside location offers a variety of activities: Monterey Bay Aquarium, rounds of golf at internationally renowned courses like Pebble Beach and Spyglass Hill, world-class dining and wine country.

SILICON VALLEY

Headquarters for some of the world's largest high-tech corporations and a hub of future-forward ideas, Silicon Valley is a natural choice for innovative gatherings. In San Jose, attendees will find fun museums, unique dining, historic sites and natural beauty. Nearby Santa Clara features the Intel Museum and Levi's® Stadium (home of the San Francisco 49ers), perfect locations for a team outing.



**HOST YOUR NEXT SAN FRANCISCO EVENT
STEPS FROM MOSCONE CONVENTION CENTER**

Contact Michelle Delaney

michelle@111minnagallery.com
415.823.9304 • 111minnagallery.com



**SOUTH SAN FRANCISCO
CONFERENCE CENTER**

**THE
NEXUS
OF
Innovation**

Where the biggest ideas & brightest minds converge

A full-service conference center and event venue

South San Francisco Conference Center, 255 S Airport Blvd., South San Francisco, CA 94080

ssfconf.com



Cable Car on California St.

TRANSPORTATION BASICS

SAN FRANCISCO IS EASY TO GET TO FROM PRACTICALLY ANYWHERE, THANKS TO SAN FRANCISCO INTERNATIONAL AIRPORT AND ITS WEB OF CONNECTIVITY IN THE AIR AND ON THE GROUND.

GETTING TO AND FROM SFO

BAY AREA RAPID TRANSIT (BART)

BART is a fast, inexpensive way to get from SFO to San Francisco. To get to BART at SFO, take the free SFO AirTrain. Just follow the signs to AirTrain when you deplane or from Baggage Claim. Travelers can take the Red or Blue AirTrain line to the Garage G/BART station in the International Terminal and purchase a ticket from dedicated ticket machines.

A one-way BART ticket to downtown San Francisco costs \$11.15 and \$22.30 (RT), plus a surcharge for a new Clipper card. A Clipper card purchase is necessary to ride.

After you have your card, hop on the BART train going to San Francisco/Antioch to get downtown and beyond.

SFO trains arrive/depart three to four times per hour until 11:50 p.m. daily. The ride to downtown San Francisco takes about 30 minutes. BART services begin at 4 a.m. on weekdays, 6 a.m. on Saturdays, and 8 a.m. on Sundays.

For more information, visit bart.gov.

RIDE SHARING

With app-based services, including Lyft and Uber, travelers can arrange via smartphone to ride with drivers using their personal vehicles. These services pick up on the roof of the center garage for domestic terminals and the Departures/Ticketing level of the international terminal. Fares and travel times vary according to demand and traffic, but it typically takes 30 minutes and costs upward of \$40 to get from SFO to the city.

SHARED VAN & SHUTTLE SERVICE

Several shared-ride vans provide service from SFO. The one-way rate to the city center is approximately \$17. In the Domestic Terminals, shuttles pick up passengers curbside on the Arrivals Level. In the International Terminal, passenger pick-up is on the Arrivals Level roadway center island.

TAXIS & LIMOUSINES

SFO is served by a number of taxi and limousine companies. Taxis depart from islands on the lower level outside the Arrivals/Baggage Claim area in all terminals. Taxi coordinators work from 7 a.m. until 1 a.m. All cabs are metered. The travel time to popular drop-off points is usually around 30 minutes (depending on traffic) and fares range from \$46 to \$66. For a limousine, arrange service in advance with your company of choice or upon arrival via the Lodging, Transportation and Attraction Boards, which provide free phone connections to participating limousine operators and are located on the Arrivals/Baggage Claim Level of all terminals.

SAMTRANS BUSES

The San Mateo County Transit Agency (SamTrans) runs public buses between SFO and the downtown Salesforce Transit Center on the 292, 397 and 398 lines for \$2–\$5 one-way for adults.

ALTERNATE AIRPORTS

Both the Oakland International Airport (OAK) and the San Jose Airport (SJC) offer several transportation options to San Francisco, including BART from OAK and CalTrain commuter rail from SJC, as well as taxis, shuttles, ride sharing, limousines, rental cars and more.

GETTING AROUND SAN FRANCISCO

MUNI

Muni is San Francisco's bus and Metro system that runs throughout the city. Muni buses remain above ground while Muni Metro sometimes goes underground. Bus stops come in many forms: bus shelters, yellow paint on street poles and white paint on streets. Metro stops can be found on an island in the middle of the street and in stations. You can purchase tickets and passes in advance with the MuniMobile app.

CABLE CARS & STREET CARS

Cable cars and street cars are San Francisco's historical public transit. Cable cars are located downtown and run on three lines: Powell-Hyde, Powell-Mason and California St. The F-Line streetcar runs up and down Market St. and all the way to Fisherman's Wharf. Travelers can purchase tickets in advance at multiple locations or using the MuniMobile app.

TAXI

As is customary in most U.S. cities, visitors may hail a taxi directly or use an app like Flywheel.

CLIPPER CARD

The Clipper Card is an easy way to use public transportation throughout San Francisco. Purchasing this pre-loaded card gives you access to BART, Muni buses, Muni Metro and cable cars. Cards can be bought at multiple locations and refilled at Muni/BART stations. You can also keep Clipper on your phone! The service is compatible with both Apple Pay and Google Pay.

San Francisco International Airport



SAN FRANCISCO AIRPORT AMENITIES

IT ONLY MAKES SENSE THAT A CITY LIKE SAN FRANCISCO WOULD HAVE AN AIRPORT WITH NEARLY AS MANY OPTIONS FOR DINING AND CULTURE AS THE CITY ITSELF. FRESH SEAFOOD WHILE WAITING FOR YOUR FLIGHT? CHECK. AN ART MUSEUM? YUP. FREE WI-FI? OF COURSE! HERE ARE A FEW GREAT REASONS WHY SFO DESERVES TO BE YOUR FAVORITE AIRPORT.

GETTING TO AND FROM SFO

Public transportation is the best bet for getting back and forth from SFO. Refer to *Transportation Basics* for detailed information about the options.

WHAT TO EXPECT

San Francisco International Airport (SFO) has been leading the way in a return to safe travel. When visitors arrive at the airport, they can expect to encounter hundreds of hand sanitizer stations, thousands of easy-to-read physical distancing markers, and clear plastic barriers at points of necessary face-to-face interaction.

For the very latest on what to expect during your travels, visit sftravel.com.

LOCAL BITES, ART AND RELAXATION

It would take months or even years to sample all the amazing restaurants in San Francisco, so we'll forgive you for not making it to all of them during your stay. Luckily, SFO provides unique-to-San Francisco dining experiences like fresh local seafood or mini hot dogs at Gott's Roadside, ordering a fresh-brewed cup of java at Roasting Plant Coffee or finding artisanal foods at the Napa Farms Market.

San Francisco International Airport is the first airport in the country to be accredited by the American Alliance of Museums. While you're waiting to board, check out some of the photography and sculpture exhibits scattered throughout the airport. sfmuseum.com

Take the edge off before liftoff at one of SFO's Recompose areas (located just after the security checkpoints), yoga rooms or calming interactive displays. Check out more options, like spa services, at flysfo.com/shop-dine-relax.

STAY CONNECTED: SFO offers one-click, ad-free, free Wi-Fi. Look for the #SFO_FREE_WIFI network, launch your browser and click "Accept the Terms" for two hours of free Internet access. Log in again if you need more time.



Sky Terrace Observation Deck

SFO Museum, Amy Ellingson, *Untitled*

VENUE SEARCH MADE EASY

FINDING A MEMORABLE LOCATION FOR YOUR MEETING OR EVENT IS EASY WITH HELP FROM THE SAN FRANCISCO TRAVEL TEAM.

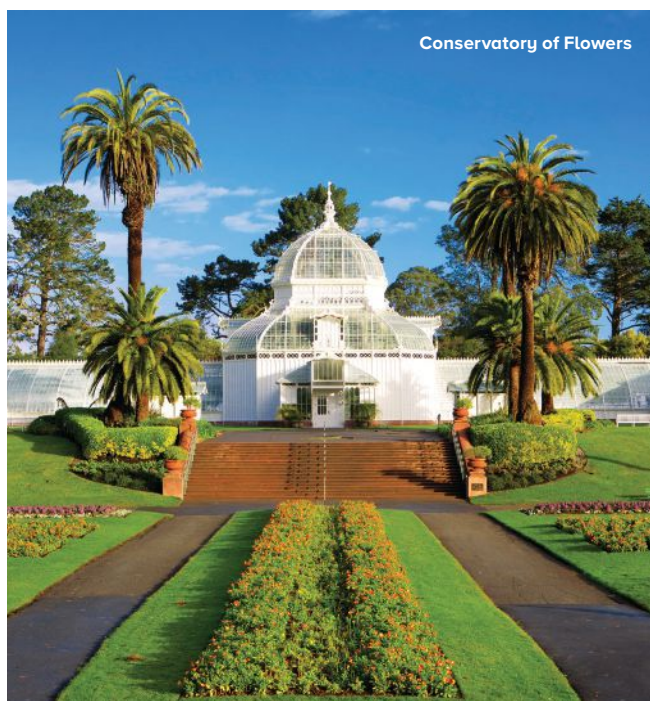
A venue is the heart of any memorable meeting or event: the architecture, capacity, location and layout are all important factors when considering where to plan your occasion. For meeting and event planners in search of a venue, San Francisco offers a mixture of incredible spaces, both historical and modern, that are filled with possibilities.

Whether you're working on an intimate retreat for VIPs or a full-blown reception for several thousand attendees, the City by the Bay is home to an array of intriguing galleries, theaters, ballrooms and other event spaces. Sometimes the hardest part can be locating the right venue in the right location — that's where San Francisco Travel's team is ready to help.

A dinner for 300 near The Moscone Center? Easy. A venue with historic ambiance and cutting-edge audiovisual capabilities? No problem. A reception for 1,000 with incredible nighttime city views? Got it!

Comprised of destination experts with decades' worth of experience in the city's event and hospitality sectors, the San Francisco Travel team is ready and able to help you locate the perfect venue — no matter what type of event you're planning. From assistance choosing venues to site inspection and booking, our staff can help you through the process from beginning to end — and, best of all, their expertise is completely free for planners.

At sftravel.com/meetings, you can browse a variety of venues available across the city; but if you need more information, help comparing possibilities, or want some local insight into logistics, don't hesitate to connect with staff by phone or email. When you choose San Francisco as the location for your meeting or event, we're ready to help.



Conservatory of Flowers



Second Street Gallery of 111 Minna Gallery

The Art of Meetings

INFUSE YOUR NEXT EVENT WITH HIGH STYLE BY HOSTING IT IN ONE OF SAN FRANCISCO'S MANY GALLERIES, THEATERS, MUSEUMS OR ARCHITECTURALLY ICONIC BUILDINGS. SAN FRANCISCO TRAVEL CAN CONNECT YOU WITH THE CITY'S MOST HISTORICALLY SIGNIFICANT ART AND CULTURE VENUES.

It's easy as 1, 2, 3 to showcase the city's vibrant culture to meeting attendees. All the resources are at sftravel.com/meetings.

- Venue searches by Arts & Culture option
- Meet Culture stories introducing each event venue by type:
 - Arts venues with waterfront views
 - Museums with stunning gardens
 - Architectural landmarks with a "green" edge
 - Venues within a block of The Moscone Center
- Photos and videos to help you
- Cultural and hotel venues maps

Meeting planners can find the perfect space and create unforgettable settings for groups of all sizes at San Francisco's cultural institutions. Imagine a reception at twilight overlooking the water in the Exploratorium's Bay Observatory or a speaker's event in the versatile Phyllis Wattis Theater at the San Francisco Museum of Modern Art (SFMOMA). The Presidio has venues offering stunning views of the Golden Gate Bridge, or gather at 111 Minna Gallery for an evening with sketch artists. The possibilities for creating a memorable event at one of San Francisco's art and culture venues are limitless.



FIND MORE INFORMATION ONLINE WITH INTERACTIVE VENUE SEARCHES.

Just click the Arts/Cultural venue option, or explore San Francisco's cultural venues in our terrific collection of Virtual Tours. sftravel.com/meetings

It's Kind Of **WILD**



That you can book 30 convention hotels within minutes of SFO, stunning coastal cliffs, iconic Redwood forests and 18 Michelin-recommended restaurants.



EXPLORE EVENT SPACES AND MEETING INCENTIVES
AT [THESANFRANCISCOPENINSULA.COM/MEETING-PLANNERS](https://thesanfranciscopeninsula.com/meeting-planners).

**THE
SAN FRANCISCO**
Peninsula
SOUTH OF SAN FRANCISCO • NORTH OF EXPECTATIONS

CONVENTION FACILITIES

San Francisco's smart buildings make meeting planning a breeze.





MARINA DISTRICT

FORT MASON CENTER FOR ARTS & CULTURE

Square Feet: **165,000**

Capacity: **More than 12,000 on campus**

2 MARINA BLVD., BUILDING C, ROOM 260, SAN FRANCISCO 94123
415-345-7557 | fortmason.org | sales@fortmason.org



Distance from
The Moscone Center:
3.0 miles



GREEN FEATURES:
Set in a National Park,
FMCAC is a national
leader in sustainability.

LOCATION

Located in a National Park on San Francisco's northern waterfront, Fort Mason Center for Arts & Culture offers spectacular views of the San Francisco Bay, Alcatraz, and the Golden Gate Bridge. Registered as a National Historic Landmark, the tranquil campus hosts a variety of waterfront venues away from the hustle and bustle of downtown. The arts campus hosts a curated collection of acclaimed galleries, museums, theaters, restaurants, bars, and cafés, making it one of San Francisco's most vibrant cultural districts.

GATEWAY PAVILION

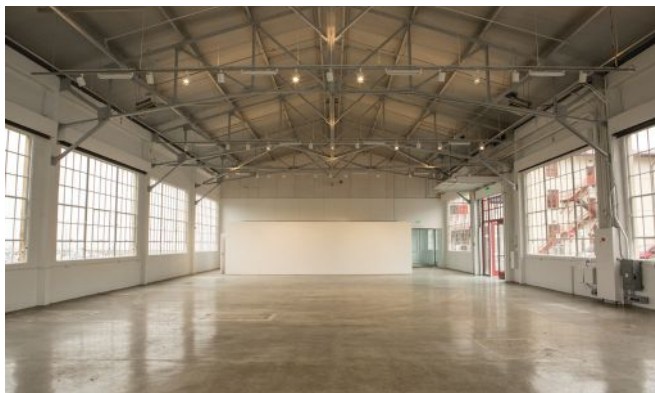
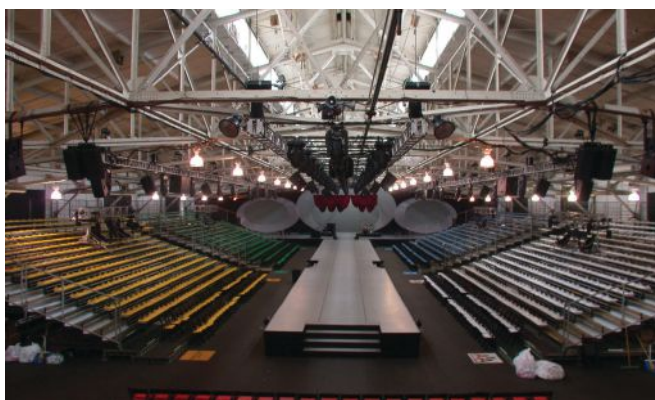
The Gateway Pavilion at Pier 2 is an acclaimed 66,000-square-foot waterfront space with expansive San Francisco Bay, Golden Gate Bridge, and Alcatraz views. Situated next to the Festival Pavilion on the Bay, the Gateway Pavilion is perfect for large gatherings, including conferences, trade shows, exhibitions, and more, featuring, flexible meeting space, a 2,200-person capacity, and award-winning green design elements.

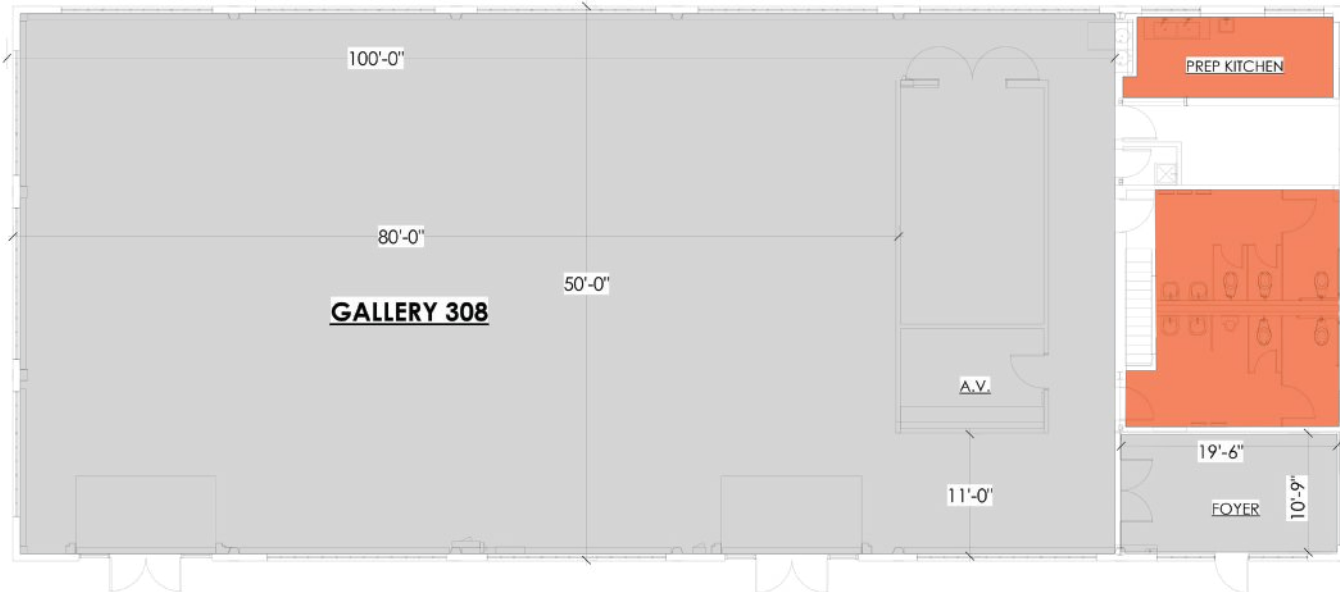
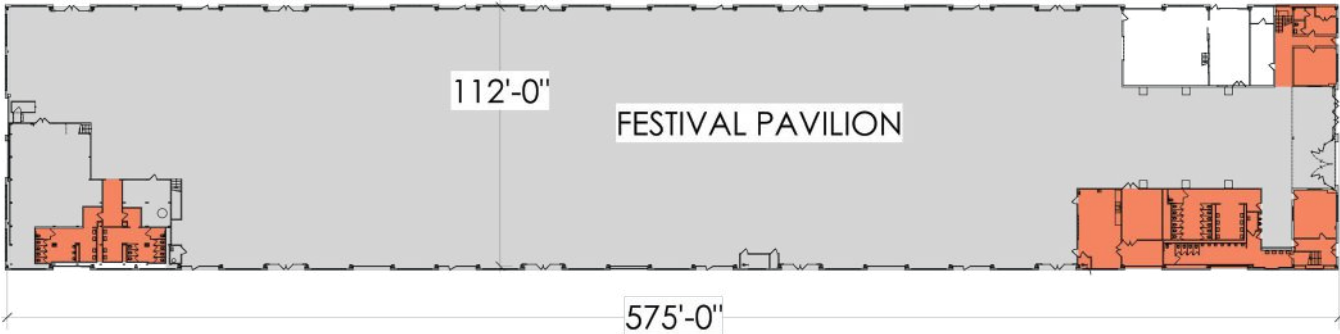
With the addition of the Gateway Pavilion at Pier 2, FMCAC can accommodate events of more than 10,000 attendees on our waterfront campus.



KEY FEATURES

- Atrium: more than 10,000 square feet of meeting and event space located on the ground floor
- Mezzanine: 15,000 square feet of exhibition space on the second floor
- Main Gallery: a 2,000 square-foot foyer with 24-feet high walls on the ground floor
- As many as nine additional spaces that can be used for breakouts
- Multiple bathroom facilities, an elevator bank, catering room, second-floor production office
- More than 500 on-site parking spaces
- Wireless internet access and telecommunication services
- Direct vehicular access
- Office space/production facilities





VENUE NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
Festival Pavilion	438' x 110'	50,000	22'	3,840	3,840	2,500	2,500
Gateway Pavilion	400' x 90'	66,000	29' 9"	750	2,000	450	—
Gallery 308	80' x 49'	3,835	27'	400	430	250	210
Cowell Theater	—	—	—	—	—	—	—
General's Residence	Various	5,974	14'	200	450	130	92
The Store House	66' x 57'	4,300	14' 3"	112	280	152	48
The Firehouse	27' x 44'	1,188	19'	110	150	80	70
Meeting Rooms	Various	400 - 900	12' 5"	49	—	—	30

UNION SQUARE

PARC 55 SAN FRANCISCO –
A HILTON HOTEL

Sleeping Rooms: **1,024**
Suites: **73**

55 CYRIL MAGNIN ST., SAN FRANCISCO 94102
415-392-8000 | parc55hotel.com



Distance from
The Moscone Center:
0.6 miles

LOCATION

Parc 55 - a Hilton Hotel is a big business hotel with boutique style and artful service. The hotel offers a warm and welcoming energy, renovated meeting space, and sweeping views of the city from every guest room. Mere steps away from The Moscone Center, the world-class shopping of Union Square, the theater district, and incredible restaurants, Parc 55 is the perfect canvas for your next meeting masterpiece.

MEETING/
BANQUET FACILITIES

Excelling in intimate-to-medium-sized meetings, Parc 55 - a Hilton Hotel proudly hosts curated events and artful catering. With 30,000 square feet of events space, comprising 23 meeting rooms, the hotel caters to the needs of today's attendee by providing high-speed internet with 2 Gbps circuit, dedicated conference services staff, and a PSAV audio/visual team.



AMENITIES

- Cable 55: Serving inventive American classics for breakfast, lunch, and dinner
 - Kin Khao: MICHELIN Star-rated Thai cuisine staying true to its roots
 - Access to outdoor heated pool and hot tub at Hilton Union Square
- On-site FedEx Business Center at Hilton Union Square
 - Complimentary Wi-Fi in the lobby
 - Fitness 55: Upscale fitness center open 24 hours
 - Guest rooms feature wireless high-speed internet access

ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
SECOND FLOOR							
Haight	33' x 18'	511	8' 10"	40	—	—	16
Divisadero	34' x 40'	1,245	8' 10"	140	80	—	60
Sutro	40' x 28'	1,118	8' 10"	60	80	—	40
THIRD FLOOR							
Embarcadero	71' x 81'	5,060	8' 10"	300	495	370	212
Market Street	40' x 74'	2,960	8' 10"	220	300	210	120
Mason	25' x 24'	600	8' 10"	50	40	40	28
Powell	24' x 46'	1,104	8' 10"	120	80	80	48
Powell I	24' x 23'	552	8' 10"	60	30	40	32
Powell II	24' x 23'	552	8' 10"	60	30	40	32
FOURTH FLOOR							
Cyril Magnin Ballroom	55' x 103'	5,670	12' 6"	600	1,000	440	340
Cyril Magnin I	55' x 34'	1,890	12' 6"	175	300	150	104

ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
Cyril Magnin II	55' x 35'	1,925	12' 6"	175	300	150	104
Cyril Magnin III	55' x 34'	1,890	12' 6"	175	300	150	104
Cyril Magnin Foyer	57' x 120'	6,840	12'	—	1,200	370	—
Balboa	22' x 25'	550	8' 10"	45	50	40	28
Davidson	22' x 25'	550	8' 10"	45	50	40	28
Fillmore	19' x 31'	589	8' 10"	45	50	40	28
Hearst	19' x 37'	703	8' 10"	45	60	40	24
Lombard	13' x 37'	518	8' 10"	40	40	30	20
Stockton	30' x 20'	600	8' 10"	30	50	50	32
Mission	24' x 71'	1,704	8' 10"	140	200	100	100
Mission I	24' x 31'	744	8' 10"	60	75	40	40
Mission II	24' x 25'	600	8' 10"	50	50	40	32
Mission III	24' x 15'	360	8' 10"	24	24	20	16

Classroom denotes 4 per 8' with 3 per 8' available upon request.

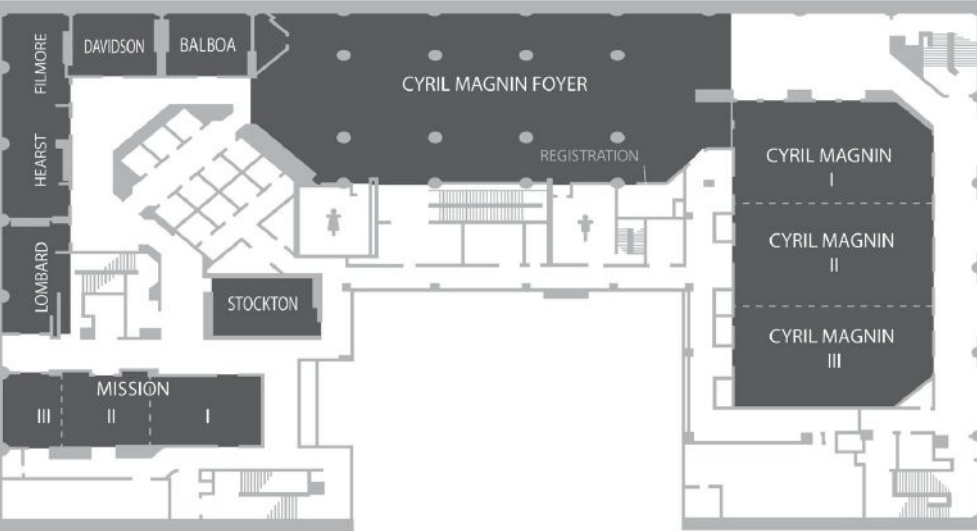
LEVEL TWO



LEVEL THREE



LEVEL FOUR



UNION SQUARE

HILTON SAN FRANCISCO
UNION SQUARE

Sleeping Rooms: **1,921**

Suites: **151**

333 O'FARRELL ST., SAN FRANCISCO 94102

415-771-1400 | 800-HILTONS | Fax: 415-923-5036 | [HiltonSanFranciscoUnionSquare.com](https://www.hilton.com/sf-hilton-union-square) | sfofh-leads@hilton.com



Distance from
The Moscone Center:

0.7 miles



GREEN FEATURES:

We are Superior Energy
Performance® certified
by the U.S. Department of
Energy.

LOCATION

For travelers seeking a “Golden Gateway” to San Francisco, Hilton San Francisco Union Square is the iconic choice. Since 1964, Hilton San Francisco Union Square has been the heartbeat of San Francisco. In 2024, join us in celebrating our 60th Diamond Anniversary, a testament to our bold spirit and unwavering commitment to making history in the city that never stands still. Located mere steps from The Moscone Center, Union Square, cable cars, dozens of delicious restaurants, under-the-radar speakeasies, and beautiful theaters, Hilton San Francisco Union Square will ensure you “Stay Golden.”

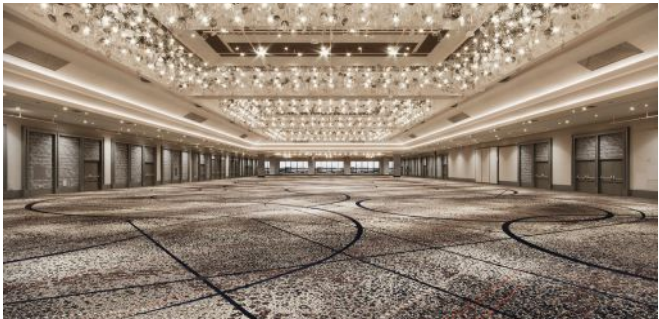
MEETING/
BANQUET FACILITIES

Hilton San Francisco Union Square is the largest hotel in California, but so much more than just a venue; it's a tribute to the iconic landmarks that define San Francisco. From the grandeur of Union Square to the breathtaking views of the Golden Gate Bridge, make history in spaces that mirror the city's legacy. Hilton provides 134,500 square feet of events space, including a 30,000-square-foot Grand Ballroom and state-of-the-art high-speed internet infrastructure. (With 2.5 Gbps of bandwidth in all of the meeting areas, burstable options, and automatic failover and redundant circuits, you can count on connection.) The Hilton team is dedicated to turning your vision into a reality, creating moments that will be remembered for years to come.



AMENITIES

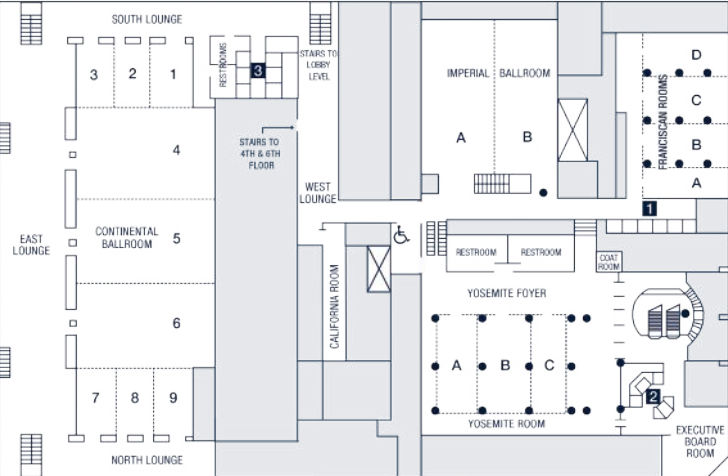
- Cityscape Lounge: the city's highest skybar offers panoramic views, and is available for private events
 - Poached: offering an internationally inspired breakfast buffet
 - Herb N' Kitchen: the hotel's grab-and-go market serving breakfast, lunch, and dinner
 - Lobby Bar: serving handcrafted cocktails, beer, and wine
- On-site FedEx Business Center
 - Outdoor heated pool and hot tub
 - Modern fitness center
 - Complimentary Wi-Fi in the lobby
 - Guest rooms feature wireless high-speed internet access
 - Complimentary coffee/tea makers and mini-refrigerators in guest rooms



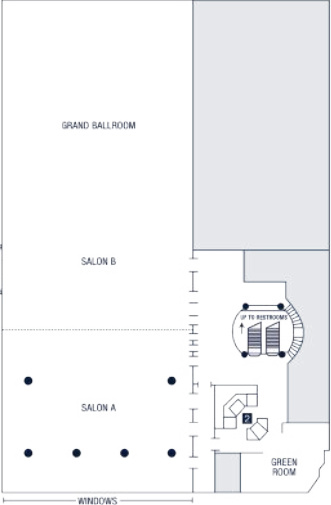
	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
ROOM NAME							
GRAND BALLROOM LEVEL							
Grand Ballroom	268' x 111'	29,637	23' 2"	3,300	3,400	2,700	1,800
A	111' x 87'	9,657	14' 9"	900	1,110	870	600
B	111' x 180'	19,980	23' 2"	2,250	2,290	1,760	1,200
Grand Ballroom Foyer	19' x 70'	1,311	11' 6"	—	—	—	—
Green Room	33' x 33'	680	11' 6"	—	—	25	—
BALLROOM LEVEL							
Continental Ballroom	85' x 228'	19,000	20'	2,200	2,100	1,620	1,200
Parlor 1, 3, 7, or 9	23' x 40'	920	11'	100	106	80	60
Parlor 2 or 8	27' x 40'	1,080	11'	120	124	90	72
Ballroom 4 or 6	84' x 48'	4,116	20'	475	473	400	270
Ballroom 5	84' x 48'	4,200	20'	490	473	400	270
Executive Boardroom	33' x 32'	680	10'	—	—	25	—
Franciscan Room	55' x 96'	5,600	10'	—	785	500	—
A	45' x 22'	990	10'	100	130	80	51
B, C, or D	45' x 25'	990	10'	100	130	80	51

	DIMENSIONS	SQARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
ROOM NAME							
Imperial Ballroom	81' x 82'	6,642	13' 6"	750	780	500	440
Imperial A or B	41' x 82'	3,280	13' 6"	360	380	230	210
Yosemite Room	123' x 95'	11,685	13'	—	1,350	742	—
Yosemite A or C	23' x 48'	1,127	13'	130	130	90	72
Yosemite B	32' x 48'	1,200	13'	160	180	130	90
LOBBY LEVEL							
Golden Gate 1	23' x 33'	759	10' 6"	70	90	50	45
Golden Gate 2, 4, 7, or 8	24' x 43'	1,032	10' 6"	110	120	70	63
Golden Gate 3	24' x 43'	1,032	10' 6"	110	120	70	78
Golden Gate 5	24' x 41'	984	10' 6"	110	120	70	63
Golden Gate 6	24' x 42'	1,008	10' 6"	110	120	70	63
Plaza Room	77' x 82'	6,237	10'	—	700	480	348
A	82' x 40'	3,240	10'	380	370	230	201
B	83' x 37'	2,997	10'	350	350	220	201
FOURTH FLOOR							
Union Square 1 and 2	50' x 16'	730	8' 3"	90	85	60	48

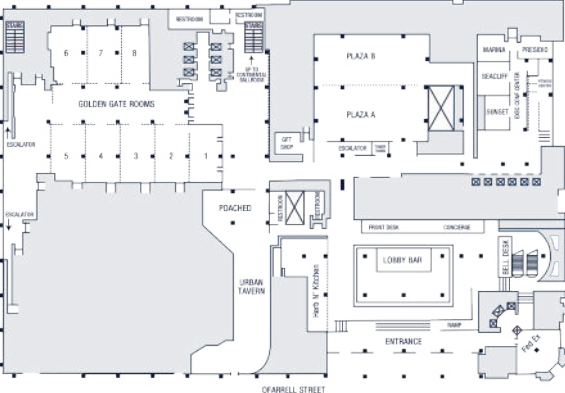
BALLROOM LEVEL



GRAND BALLROOM LEVEL



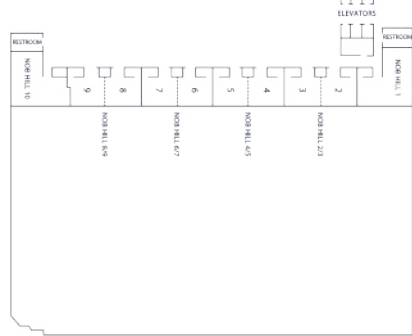
LOBBY LEVEL



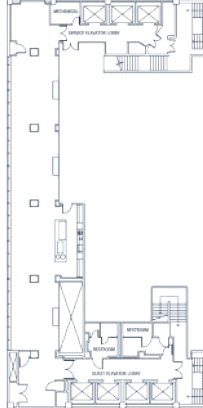
FOURTH FLOOR



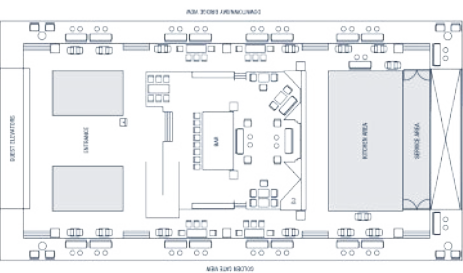
SIXTH FLOOR



FORTY-FIFTH FLOOR



FORTY-SIXTH FLOOR



ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
Union Square 3 and 4	50' x 16'	760	8' 3"	90	85	60	48
Union Square 5 and 6	49' x 16'	760	8' 3"	90	85	60	48
Union Square 7	23' x 14'	320	8' 3"	20	40	20	12
Union Square 8	16' x 24'	365	8' 3"	40	40	30	24
Union Square 9–11	16' x 25'	380	8' 3"	40	40	30	24
Union Square 12	16' x 24'	365	8' 3"	40	40	30	24
Union Square 13	16' x 37'	518	8' 3"	60	70	50	39
Union Square 14	40' x 16'	620	8' 3"	60	70	50	39
Union Square 15 and 16	63' x 16'	960	8' 3"	110	110	80	60
Union Square 17 and 18	50' x 16'	760	8' 3"	90	85	60	48
Union Square 19 and 20	60' x 16'	930	8' 3"	100	110	80	60
Union Square 21	37' x 16'	532	8' 3"	70	60	50	39
Union Square 22	16' x 62'	960	8' 3"	110	110	80	60

ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
Union Square 23 and 24	16' x 60'	930	8' 3"	100	110	80	60
Union Square 25	37' x 16'	518	8' 3"	70	60	50	39
SIXTH FLOOR							
Nob Hill 1	37' x 16'	518	8' 3"	70	60	50	34
Nob Hill 2 and 3	49' x 16'	760	8' 3"	90	85	60	48
Nob Hill 4 and 5	50' x 16'	760	8' 3"	90	85	60	48
Nob Hill 6 and 7	50' x 16'	760	8' 3"	90	85	60	48
Nob Hill 8 and 9	49' x 16'	760	8' 3"	90	85	60	48
Nob Hill 10	37' x 16'	518	8' 3"	70	60	50	39
FORTY-FIFTH FLOOR							
Vista	107' x 16'	1,675	9' 6"	—	100	70	—
FORTY-SIXTH FLOOR: CITYSCAPE LOUNGE							
Cityscape	67' x 132'	8,516	—	—	270	180	—

SOMA

SAN FRANCISCO
MARRIOTT MARQUIS

Sleeping Rooms: **1,500**
Suites: **144**

780 MISSION ST., SAN FRANCISCO 94103
415-896-1600 | 888-575-8934 | Fax: 415-442-6104 | Marriott.com/sfodt | SFODTSalesTeam@marriott.com



Distance from
The Moscone Center:
0.42 miles



GREEN FEATURES:
Recognized as
the City's Largest
Green Business

LOCATION

The hotel boasts an ideal location in San Francisco's South of Market neighborhood, across from The Moscone Center and steps away from Union Square shopping, restaurants, museums, Chase Center, and Oracle Park. The 39-story skyscraper has a sleek, modern design with sweeping city and water views.

MEETING/
BANQUET FACILITIES

Meeting and event planners have over 175,000 square feet of contemporary indoor and outdoor meeting space to choose from. The hotel features the largest hotel ballroom in San Francisco, with 40,000 square feet of space. Sixty-eight breakout rooms are available for small, intimate board meetings to large conventions of up to 4,000 people. As the largest green business in the city and the third largest in the state, we prioritize sustainability.



AMENITIES

- Contemporary modern guestrooms
- Presidential Suites with terraces
- 39th floor View Lounge, breathtaking panoramic views of the city
- COR Health & Fitness – 10,000 sq. ft. of workout space
- On-site FedEx Business Center
- 3 restaurants/lounges
- 6G cutting-edge Wi-Fi
- M Club Lounge
- Fresh, locally sourced menus tailored for your group's needs
- Red Coast personalized event support for seamless experiences

ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
Yerba Buena Ballroom	147' x 284'	39,621	24' 5"	4,380	5,500	3,120	2,376
Salons 1–6	131' x 39'	5,007	24' 5"	496	720	360	324
Salons 7–9	147' x 204'	29,691	24' 5"	2,970	3,925	2,040	1,842
Salons 10–15	131' x 39'	4,975	24' 5"	496	720	360	324
Yerba Buena Grand Assembly	186' x 360'	17,027	11' 9"	—	1,650	—	—
Nob Hill	33' x 89'	2,836	13' 4"	308	360	200	156
Golden Gate Ballroom	116' x 197'	22,563	14'	639	875	450	616
Golden Gate A	116' x 65'	7,538	14'	532	795	480	276
Golden Gate B	116' x 59'	6,736	14'	576	710	430	306
Golden Gate C	116' x 72'	8,289	9' 5"	639	875	450	306
Golden Gate Pre Function	161' x 86'	9,416	10' 5"	—	995	—	—
Juniper	27' x 27'	732	9'	72	80	40	36

ROOM NAME	DIMENSIONS	SQUARE FT.	CEILING HT.	THEATER	RECEPTION	BANQUET	CLASSROOM
Laurel	17' x 29'	490	9'	42	55	30	30
Walnut	16' x 35'	581	9'	54	65	30	36
Willow	27' x 23'	606	9'	72	65	40	36
Foothill Meeting Rooms	(11 rooms)	567–1,672	11'	110	100	60	63
Foothill Foyer	93' x 115'	2,588	10'	—	—	—	—
Pacific Meeting Rooms	(10 rooms)	855–2,437	8'	90	128	60	54
Sierra Meeting Rooms	(11 rooms)	575–1,846	8'	60	95	50	42
Soma	63' x 60'	3,780	10'	180	300	200	100
Atrium	97' x 75'	5,112	—	—	500	300	—
District	50' x 50'	2,619	11'	200	250	150	120
View	83' x 113'	4,660	11'	—	300	—	—