

Border Governors Experience Universal City

Universal City showcases one of the most popular destinations in Los Angeles for meetings and conferences, featuring attractions and unique venues that perfectly embody the character of Southern California and its famed entertainment industry. So when the high-profile Border Governors Conference came to California last year, the state chose to host the event at a site that best represented California to the visiting delegations—Universal Studios.

The Border Governors encompasses representatives from the 10 border states between the U.S. and Mexico, and meets annually at alternating locations. This year's three-day conference attracted some 3,000 attendees for 25 events held in a variety of venues in Universal City, with easy access to entertainment and dining options in the adjacent Universal CityWalk. The Border Governors Conference is an example for planners on how to use Universal City for all types of events.

Universal Studios Hollywood & CityWalk

To kick off the Border Governors Conference in grand style, opening night receptions were held in The Globe Theatre and adjacent Streets of The World, with official caterer of Universal Studios Hollywood, Wolfgang Puck, supervising the cuisine and mixing with guests. With 45 unique locations for events and meetings within the original movie theme park, Universal Studios was able to host a number of receptions, dinners and symposiums. During the Conference, the visiting governors and their first ladies were treated to a private VIP studio tour and met with the cast members of a popular TV series filmed on the Universal Studios lot. universalhollywoodevents.com

Gibson Amphitheatre

With a maximum capacity of 6,021 seats, the Gibson Amphitheatre was an ideal venue for hosting the Border Governors Conference's official opening ceremony, as well as the GE/California Forum, Delegate Breakfast and the Closing Plenary Ceremony. As one of the nation's most prestigious and award-winning concert venues, Gibson Amphitheatre has hosted stars across every genre, from Frank Sinatra to Elton John, No Doubt to Rascal Flatts, and His Holiness the Dalai Lama to Chris Rock. It's also the entertainment industry's choice for important events such as the MTV Video and Movie Awards, the Teen Choice Awards and Country Music Television's "Giant." Gibson Amphitheatre is a Live Nation venue. livenation.com

NBC Universal Studio Special Events

The world's largest motion-picture studio is a perfect California venue for hosting events. In addition to the Border Governors Roundtable Discussion, the Studio hosted the Gala Event on Spartacus Square, where 1,500 attendees were greeted by Mariachi Divas as they entered the

750-foot, red carpet-lined, cobblestone European Street, and danced to live salsa music amid an Egyptian décor. The Studio offers numerous full-service venues for events up to 2,500, with backlot movie locations that transport attendees to the Wild West, the streets of Europe or the neighborhoods of New York. Guests can also arrange a "Make Your Own Movie" team-building event, which lets attendees create their own Hollywood blockbuster. nbcuniversalspecialevents.com

Sheraton Universal Hotel

What better place to stay while attending an event at Universal Studios than the "Hotel of the Stars," better known as the Sheraton Universal Hotel. With 451 guest rooms and 27,000 sq. ft. of meeting and event space, the Sheraton Universal hosted 11 events during the Border Governors Conference, including the Council of Economic Advisors Roundtable, Building Green Economies Forum, Governor & Delegate Breakfast, Economic Development and Environment Work Table Sessions and the Governors' Joint Meeting. Now celebrating its 40th anniversary after a \$25-million renovation, the iconic Hollywood hotel has been an integral part of the entertainment industry. sheratonuniversal.com

Hilton Los Angeles/Universal City

Winner for a second consecutive year of Smart Meetings Platinum Choice Award and the AAA Four Diamond Award, the Hilton Los Angeles Universal City is located at the main entrance of Universal Studios Hollywood and Universal CityWalk, and offers 483 guest rooms featuring spectacular views of the Hollywood Hills and Universal Studios. As host to kings, presidents and many of Hollywood's biggest stars, the hotel has 60,000 sq. ft. of meeting and event space. It was an obvious choice to host the Border Governors Conference Green Tech Expo, Governors Luncheon and 10 Work Table Sessions. hiltonuniversal.com

Universal Studios Hollywood,
Streets Of The World



Gibson Amphitheatre



Spartacus Square



Sheraton Universal Starview Room



Universal Hilton Sierra Ballroom

