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MEADOWLANDS CONVENTION CENTER BUILDING FACT SHEET

Project Overview

A next-generation, convention-driven mixed-use development transforming the former Arena site into a premier regional destination for events, hospitality, and entertainment in Northern New Jersey. Positioned within the Meadowlands Sports Complex, the project captures unmet demand in the New York metro market while leveraging one of the most active entertainment ecosystems in the U.S.

Program & Scale

- **Core Components**
 - 300,000 SF Exhibit Hall (divisible into 3 halls)
 - 60,000 SF Main Ballroom
 - 100,000 SF Meeting Space (75 breakout rooms)
 - 6,000-seat flexible arena
 - 1,000-key headquarters hotel
 - 70,000 SF outdoor terrace
 - ~2,000 parking spaces (structured)

- **Expanded Program (Full Campus)**
 - Total convention facility: ~460,000 SF
 - Total conditioned convention building: ~1.14M SF
 - Total program area (incl. support): ~1.37M SF

- **Hotel & Accommodation Capacity**
 - 1,000-room HQ hotel (on-site)
 - Total planned walkable hotel ecosystem: ~2,200 rooms (full district buildout)



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Key Characteristics

- Anchored in proven entertainment district
- Multiple revenue streams (not single-use dependency)
- Existing foot traffic = built-in demand
- Strong transportation network:
 - I-95, Route 3
 - NJ Transit + Amtrak
 - Newark Airport (13 miles, 190+ destinations)

Site & Lots

• Site Context

- Located on former Arena site + Lot 26 within Meadowlands Sports Complex
 - Lot 1.03: currently an existing parking lot becomes the convention center footprint
 - Lot 1.02: currently the Arena site becomes the hotel tower + podium
- Integrated into a multi-venue district including:
 - American Dream (200+ retail, 65 dining, 20 attractions)
 - MetLife Stadium
 - Meadowlands Racing & Entertainment

• Site & Parking Scale

- Parking infrastructure: ~2,000 spaces (convention center) + additional district supply
- Parking area reference: ~146,000 SF (hotel component)

• Lot + Campus Characteristics (derived from plans)

- Multi-lot assembly with:
 - Convention center footprint
 - Hotel tower parcel
 - Structured parking + deck connections
 - Designed as a walkable campus with elevated pedestrian bridges



Design & Operational Advantages

- Elevated structure preserves traffic + parking flow
- Direct truck loading + event logistics optimization
- Divisible halls allow simultaneous events (multi-revenue stacking)
- Integrated pedestrian bridges = frictionless attendee movement
- Broadcast-ready AV + infrastructure

Functional Vertical Stack

- Lower levels: parking, loading, logistics
- Mid levels: exhibit hall + arena
- Upper levels: ballroom, meeting rooms, terrace
- Tower: hotel rising above podium

Demand Profile & Utilization

- Event Mix
 - Conventions & trade shows
 - Corporate meetings
 - Youth/amateur sports tournaments
 - Concerts & entertainment
 - Community + cultural events

Stabilized Performance (Year 6)

- 313 events annually
- ~495 event days
- ~2.08M annual attendees

Competitive Positioning

- **Market Gap**
 - NYC metro area short 2–3M SF of convention space
 - New Jersey lacks a true large-scale convention center

Factor	Meadowlands	NYC (Javits)	Atlantic City
<u>Cost</u>	Lower	High	Moderate
<u>Accessibility</u>	High	High	Moderate
<u>Expandability</u>	Strong	Constrained	Limited
<u>Entertainment</u>	Best-in-class	Limited	Moderate



Strategic Advantage

- NYC proximity (8 miles) without NYC cost structure
- Hotels and services up to ~50% cheaper than Manhattan
- Walkable ecosystem unmatched by most U.S. convention centers

Economic Impact

- **30-Year Impact**
 - \$30.4B total economic output
 - \$17.5B direct spending
 - 3,700+ permanent job
 - ~5,000 construction jobs
- **Annualized Impact Drivers**
 - Hotel occupancy growth
 - F&B + retail spend (American Dream adjacency)
 - Regional tourism capture
 - Corporate + convention demand

