

ROYAL PALM
HALL
Events



ROYAL PALM
Hotels & Resorts

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GRAPHIC PROJECT
Marketing Contemporâneo

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Campinas/2015



ROYAL PALM

Hotels & Resorts

The Arcel Holding, owner of group Royal Palm Hotels & Resorts, has a strong presence in the events market due to Royal Palm Plaza Resort. Throughout its history, there had been a clear gap to be filled in the event venue industry in Brazil: there is a pent-up demand for an integrated solution.

The interaction with meeting planners allowed to solidify that inspiring vision: an integrated solution for a variety of different types of events.





A MILESTONE IN THE BRAZILIAN EVENT MARKET

For a long time, the market waited for a complex that would combine all the needs of a great event:

- A large Convention Center, with high quality service and flexibility to meet the most diverse requirements;
- Hotels integrated into the Convention Center offer affordable accommodation for the events staff, as well as midscale and luxury options for attendees;
- Wide range of dining options: from a food court to gourmet restaurants;
- Privileged logistics: high-quality roads, Viracopos International Airport with its vast air network and proximity to São Paulo;

The Royal Palm Hall Convention Center, anchor of the Royal Campinas complex, offers the most complete event infrastructure in Brazil.

The vision of creating something unique in Brazil, that could become a milestone in the events market, promoted a partnership between Royal Palm Hotels & Resorts group and Odebrecht Realizações Imobiliárias, through the project Royal Campinas Convention Business & Hotels.



Perspective of Royal Campinas next to Royal Palm Plaza



CONVENTION BUSINESS & HOTELS

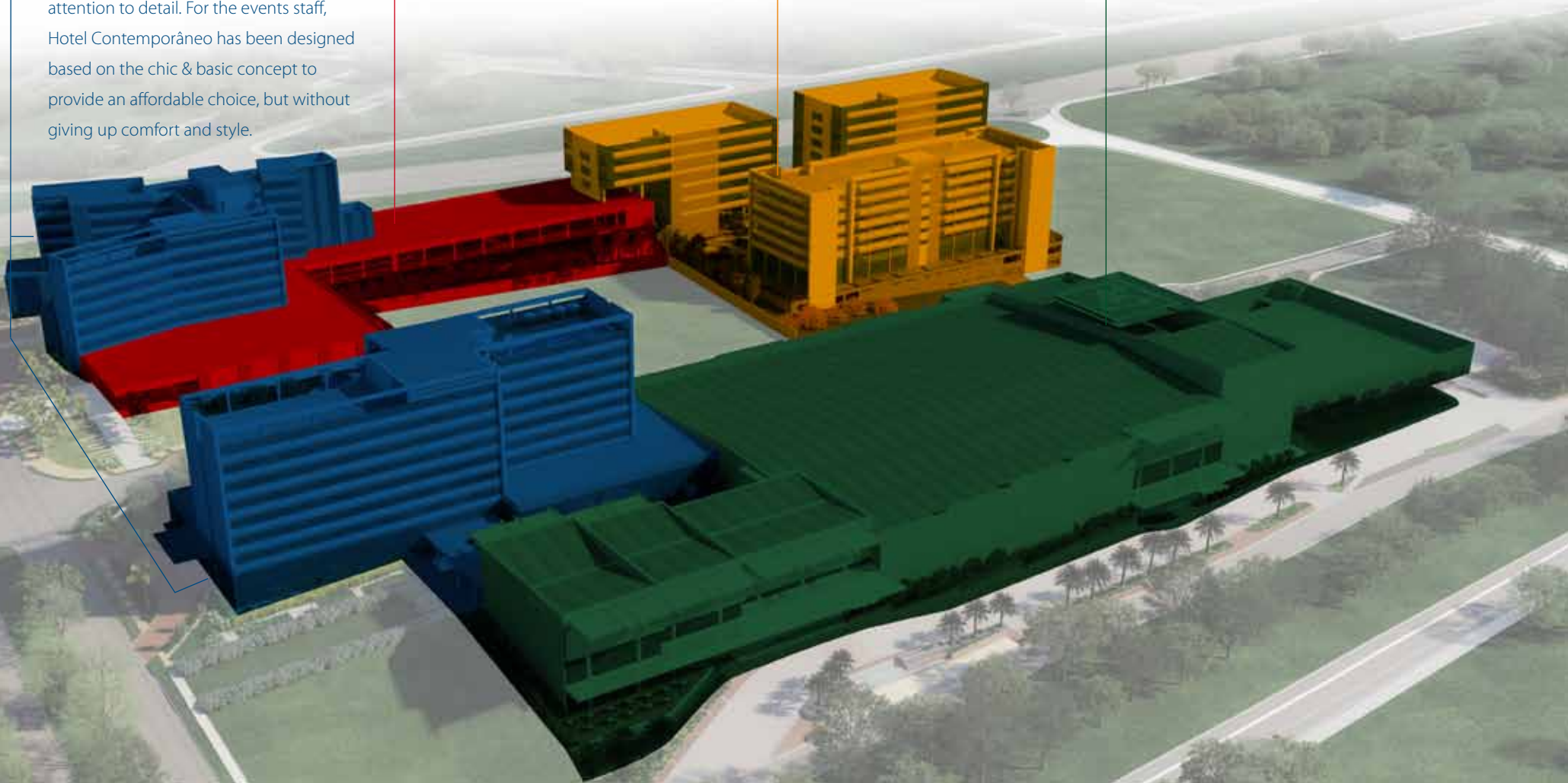
Next to Royal Palm Plaza, in a 570,000 ft² (53,000 sqm) area, Royal Campinas Convention Business & Hotels, a complex consisting of 7 enterprises, is born.

Two more accommodation options have been thought out in addition to Royal Palm Plaza Resort. Royal Palm Tower Anhanguera is an upper midscale property, offering complete services and attention to detail. For the events staff, Hotel Contemporâneo has been designed based on the chic & basic concept to provide an affordable choice, but without giving up comfort and style.

The Mall will feature a food court and several convenience stores. That is critical to the concept of integrated solution: event organizers and attendees do not need to move outside the complex during an event.

The complex also has 3 office towers. Two of them carry a "Corporate" concept for large companies and one "Office" with smaller rooms.

Royal Palm Hall, the major anchor of the project, is a large convention center, with 474,000 ft² (44,000 sqm) of construction area and full flexibility for a wide range of events.





Royal Palm Hall is a groundbreaking Convention Center, bringing the Brazilian market a large structure with the finesse of Royal Palm Hotels & Resorts group enterprises.

It is a full-service center: event monitoring and service staff, its own complete catering infrastructure for banquets, ensuring safety and quality food, as well as, of course, several modular settings to cater for all kinds of events.

Royal Palm Hall features great figures:

- 474,000 ft² (44,000 sqm) of construction area;
- 51 event venues totaling 145,000 ft² (13,500 sqm) of rooms and foyers.



A cornerstone-laying ceremony:

For the construction of the complex, a cornerstone-laying ceremony was held on May 11, 2015.

In the photo, from left to right: Antonio Dias (Director of Royal Palm Hotels & Resorts group), Jonas Donizete (Mayor of Campinas), Armino Dias (Chairman of the Arcel group) and Cláudio Zafiro (Regional Director of Odebrecht Realizações Imobiliárias).



Perspective of the Royal Palm Hall facade

THE LARGEST BALLROOM IN BRAZIL

Royal Palm Hall's Monumental ballroom lives up to its name: with 48,000 ft² (4,500 sqm), it is the largest ballroom in the country. With a capacity for up to 5,000 people in auditoriums or up to 3,500 people in banquets, this large venue can be divided into 7 modules, offering great flexibility.

Just across from Monumental ballroom, there is a 16,000 ft² (1,500 sqm) foyer compatible with the majesty of the space, which was designed for coffee-breaks, registrations, booths, among other event purposes.

The same floor houses dressing rooms, support rooms and a wide range of restrooms. Another advantage of this ballroom is the direct access to the service street, making assembling/disassembling of events easier.

A Cafe is also available on the ground floor to ensure maximum comfort to attendees.



Perspective of the Cafe on the ground floor



This floor plan of the ground floor shows that the Center has easy access to cars and buses, through an inner street for arrivals and departures, as well as for assembling/disassembling through the service street.



Perspective of Monumental ballroom

SEVERAL FLOORS AND MANY POSSIBILITIES

Royal Palm Hall has 4 floors and 3 mezzanines, which are interconnected by 5 elevators and 2 sets of escalators, one at each end of the building.

On the lower floor, there is a 29,000 ft² (2,760 sqm) exhibition area, a 17,000 ft² (1,600 sqm) second foyer, a 6,500 ft² (600 sqm) event ballroom and three modular support rooms that can be integrated. The lower level has a guest entrance directly from the street (just as the ground floor, due to the unevenness of the terrain), as well as direct access to assembly/disassembly of the exhibition area through the service street.

On the other floors, 33 support rooms ensure that any need for subdivision of groups is met.



The angle of the view above makes it easier to understand the unevenness of the terrain.



This floor plan of the lower floor shows the guest entrance to the floor, as well as the access to the assembly/disassembly of the exhibition area through the service street.



Perspective of the Foyer on the ground floor.



Detail of the guest entrance on the ground floor.



Detail of the guest entrance on the lower level. You can see the entrance to the ground floor on the background.

FLEXIBILITY FOR CONCURRENT EVENTS

Taking full advantage of the topology of the terrain, it was possible to design two guest entrances.

The guest entrance on the ground floor gives direct access to the Monumental ballroom and the foyer of that level. As for the guest entrance on the lower level, it gives access to the exhibition area, to the foyer of the floor, as well as to the other important event rooms.

Even in large events, that will allow the use of separate entrances and the separation of different groups.



There is also a third guest entrance, but no vehicle access. That entrance promotes the integration of Royal Palm Hall to the other properties.



Royal Palm Hall also has a helipad and an adjacent VIP room, which are essential for receiving authorities with all the comfort and security.



The entire Royal Campinas complex is located next to Royal Palm Plaza Resort, one of the most important hotels for events in Brazil.

There is total synergy between the resort and the complex. Meeting planners will have at their disposal:

- 384 rooms in Royal Palm Plaza
- 116 rooms in the boutique hotel The Palms
- 38 event venues in a 58,000 ft² (5,400 sqm) area
- 8 options of bars and restaurants
- Aflora Spa
- Huge recreation area





Aerial view of Royal Palm Plaza Resort Campinas



ROYAL PALM
TOWER
ANHANGUERA



Royal Palm Tower Anhanguera will have 226 accommodations: 6 suites and 220 standard rooms. The standard rooms can be transformed into double or twin bed rooms, ensuring the flexibility required from a hotel within an events complex.





The lobby-bar, right in front of one of the entrances to the Convention Center is certainly a charming meeting point for visitors.

There is also a restaurant with 240 seats and the gastronomic quality of Royal Palm Hotels & Resorts group.



Royal Palm Tower Anhanguera is an excellent option for attendees of the events at Royal Palm Hall.

A full-service hotel, with all the attention to detail and focus on the well being of its guests.

It also has a fitness and recreation area on the penthouse level.

An event area designed
with all the expertise of
Royal Palm Hotels & Resorts
in events.

Royal Palm Tower Anhanguera features the second largest ballroom in hotels in Campinas, with 7,000 ft² (670 sqm).

This ballroom is totally flexible, with a capacity for up to 600 people in auditoriums and up to 450 in banquets, and it has its own catering infrastructure.

All the group's knowledge of many years in the events business was used: located on the ground floor, the event area has a direct guest entrance from the street, an area for assembly/disassembly through the service street, support rooms, great ceiling height and a service corridor.

An important addition to the Royal Palm Hall infrastructure.



Perspective of the Royal Palm Tower Anhanguera



Floor plan of the entire ground floor

hotel
CONTEMPORANEO



Perspective of the Lobby



Perspective of the Room



Perspective of the Restaurant



CHIC & BASIC, AN INNOVATIVE CONCEPT

A hotel of great taste, with a well honed decorating project, but at the same time its streamlined services allow for reduced prices.

The best combination of both worlds: chic & basic! A true lifestyle hotel for the Y generation. Forget bellboy service, room service and things that do not add value for the millennials. We said YES to comfort, design and convenience!

310 rooms designed especially for the events staff. These rooms are among the largest ones in the economy category. Of the 310 rooms, 294 can be transformed into double or twin bed rooms with the flexibility required by an events complex.

CONVENIENCE

Direct access to the Mall through the hotel lobby, offering great convenience to guests.

A RESTAURANT PERFECTLY TAILORED TO THEIR NEEDS

No *maître d's*, *sommeliers* or even waiters! A self-service restaurant for those who know what they want, without neglecting the cuisine. 250 seats.

GASTRONOMY

recognized and varied cuisine

Royal Palm cuisine is recognized and awarded for its creativity, exquisite service and sophistication.

In the event area, the menus are customized to serve the guests with excellence in special occasions. A trained and specialized staff is ready to offer a touch of fine dining sophistication in all kinds of events: business and social, for hundreds of guests or *petit comité*.

Breakfast, lunch, brunch, cocktail party or buffet dinner. Regardless of the choice, it is the certainty of an unforgettable event and a delightful experience for the eyes and palate.



With the expansion of the complex, it will have even more dining options to provide an integrated solution to customers and event attendees. The Mall, completely incorporated into the entire complex, will feature a wide variety of choices in its food court.

At the restaurants and bars of the hotels, guests will also find various options with refinement and quality. At Royal Palm Tower Anhanguera, customers will have the best of the international cuisine in a 240-seat restaurant, and a charming lobby-bar in front of the entrance to the Convention Center.

At Hotel Contemporâneo, customers will have a self-service restaurant, perfect for those seeking more a practical and convenient experience.

Royal Palm Plaza comprises eight options ranging from a romantic French bistro to a relaxed bar with live music that is ideal for happy hours.

As with the catering, regardless of the choice, customers will get the best of fine dining, high-quality service and all the sophistication and refinement they deserve.



A SINGLE POINT OF NEGOTIATION

The integrated solution concept also includes the operation of the complex.

A single operator for the Convention Center, Royal Palm Plaza, Royal Palm Tower Anhanguera and for the Hotel Contemporâneo.

The sales team will be able to understand the customer's needs and offer the most convenient and appropriate product, all through a single point of contact.

Providing the ease of doing business and aligning the details of a big event with one single contact. A single operator.

Logistics
Convenience
Comfort

Flexibility
Security



CAMPINAS AND REGION

a vibrant economy

The metropolitan region of Campinas (MRC) is composed of 20 municipalities and Campinas is the main city.

The MRC numbers are impressive: GDP of R\$ 110 billion (7.8% of the GDP of the state of São Paulo and 2.91% of the Brazilian GDP) and a population of 2.8 million people. Campinas accounts for R\$ 42.7 billion and 1.1 million people.¹



INDUSTRIAL AND CORPORATE CENTER
REPLAN, main oil refinery in Brazil, it is an example of the region economic importance.²



CENTER OF EDUCATION AND TECHNOLOGY
with 20 research institutes, including:
Embrapa;
Instituto Agrônômico de Campinas;
Instituto de Tecnologia de Alimentos;
Laboratório Nacional de Luz Síncron;
Instituto Biológico and CPqD.³



CAMPINAS AND REGION IN NUMBERS

R\$ GDP **110** BILLION

2.8 MILLION INHABITANTS

7.8% OF SÃO PAULO STATE | 2.91% NATIONAL



18 HIGHER EDUCATION INSTITUTIONS
with emphasis on Unicamp and PUC-Campinas.



11 SHOPPING MALLS
2 of which (Iguatemi Campinas and Parque D. Pedro) among the largest ones in Brazil.³



PRIVILEGED LOGISTICS

Royal Palm Hall is located on the main entrance of Campinas, where Anhanguera and Santos Dumont highways meet. It is also within easy reach of Bandeirantes and Dom Pedro I highways.

The logistics of the complex is enviable: it is easily accessed by the main Brazilian highways, near Viracopos International Airport, only 90 Km away from the city of São Paulo and within easy reach of the country side.

OVERPASS TO ACCESS THE COMPLEX

As part of the counterparts of the project, it will be built an overpass on the Anhanguera Highway, which will allow direct access to the complex.





DISTANCES FROM ROYAL PALM HALL:

- Downtown Campinas – 3 miles (5 Km)
- Viracopos International Airport – 9 miles (16 Km)
- Downtown São Paulo – 55 miles (90 Km)
- Guarulhos International Airport – 66 miles (107 Km)

VIRACOPOS INTERNATIONAL AIRPORT

Located 11 miles (19 Km) from downtown Campinas and 59 miles (95 Km) from downtown São Paulo, Viracopos is one of Brazil's main airports for both passengers and cargo.

Its cargo terminal covers 872,000 ft² (81,000 sqm) and is responsible for approximately 18% of the total cargo handled by Brazilian airports.

Viracopos has also seen significant growth in passenger volume since 2008, when Azul Linhas Aéreas started its operations there. The privatization process, which took place in February 2012, also was instrumental to enhance the airport's attractiveness even further. Concession holder Aeroportos Brasil Viracopos has already completed the first stage of a bold project to expand and modernize the complex, delivering the new terminal 1. In addition, the administrator has managed to attract new international flights.

The volume of passengers and cargo continues to grow, due to the airport's strategic position in the domestic air travel sector, and also due to the defined next stages of the concession project.

The airport was elected two times as the best air terminal in the country, according to a survey by the Secretariat of Civil Aviation.





Perspective of Terminal 1



Perspective of Terminal 1

INVESTMENTS

The Master Plan of Viracopos has five investment cycles over the 30-year lease. In this first cycle, Aeroportos Brasil Viracopos is investing approximately R\$ 3 billion in the construction of the new passenger terminal with a capacity to receive up to 25 million passengers per year.

R\$ 3 BILLION BETWEEN 2012 AND 2015

1st cycle: 14 to 25 million passengers (from 2014 to 2021)

R\$ 6.5 BILLION IN THE OTHER FOUR INVESTMENT CYCLES OF THE LEASE

2nd cycle: 25 to 45 million passengers (expected to start in 2021)

3rd cycle: 45 to 65 million passengers (2032)

4th cycle: 65 to 80 million passengers (2039)

5th cycle: over 80 million passengers (2042)

VIRACOPOS INTERNATIONAL AIRPORT X-RAY

- Current total area of the airport: 90 million ft² (8.3 million sqm)
- Total planned area of the airport: 278 million ft² (25.9 million sqm)
- Current passenger terminal area: 301,000 ft² (28,000 sqm)
- New passenger terminal area: 1,9 million ft² (178,000 sqm)

Number of passengers

2011: 7.5 MILLION | 2012: 8.8 MILLION | 2013: 9.3 MILLION | 2014: 9.8 MILLION

FACT SHEET



ROYAL PALM PLAZA

Structure for events	38 rooms for events with capacity for up to 3,700 people simultaneously. Exhibition area of 15,000 ft² (1,400 sqm) .
Accommodations	500 accommodations , 331 Luxury rooms, 47 Super Luxury rooms, 4 Special Suites, 2 Presidential Suites and 116 Master rooms (The Palms). The varied options of room configuration allow up to 1,202 guests simultaneously.
Recreation structure	Seven swimming pools, multi-sport gymnasium, four tennis courts, saunas, a Spa, fitness center, movie theater room, library, a TV lounge and two theme areas: Miniville (attraction for 3 to 6-year-old children) and Kata Kuka (attraction for children taller than 4 feet, 1.30 m).
Dining	Eight restaurants and bars: La Palette, Bar Pessoa, Restaurante Vila Real, Terraço Gourmet, Adega Cave do Douro, Ateliê do Café, Bar Quiosque and Bar da Beira.
Other	Helipad and Business Center.

CONTEMPORÂNEO

Accommodations	310 rooms , 294 of which can turn into double or twin bed rooms. Room configuration allows up to 620 guests simultaneously.
Dining	250-seat Restaurant.
Other	Interconnected to the Mall.

MALL

Dining and services	Convenience stores, food courts for up to 250 people and covered parking lot.
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ROYAL PALM TOWER ANHANGUERA

Structure for events	A 7,200 ft ² (670 sqm) modular room for up to 600 people .
Accommodations	226 accommodations , 6 suites and 220 standard rooms that can turn into double or twin bed rooms. Room configuration allows up to 452 guests simultaneously.
Recreation structure	Fitness center and sauna.
Dining	240-seat Restaurant and lobby-bar.
Other	Business Center.

ROYAL PALM HALL

Structure for events	51 rooms for events with capacity for up to 7,486 people simultaneously. Exhibition area of 30,000 ft² (2,760 sqm) .
Dining	Complete infrastructure for catering up to 3,500 people in the Monumental ballroom.
Other	Helipad.

GENERAL TECHNICAL DATA SHEET



92 event venues



2 exhibition areas of **30,000 ft² (2,760 sqm)** and **15,000 ft² (1,400 sqm)**



Convenience stores



Transport services and audio visual service



Round-the-clock Security in the entire complex



1,036 accommodations with capacity for up to **2,274 guests** simultaneously



10 dining options in hotels with a total capacity of up to **1,468 seats**, in addition to the Mall with a **250-seat** food court. Also many catering options in the event venues.



2 helipads



Main distances
55 miles (90 Km) away from Downtown São Paulo, 9 miles (16 Km) away from the International Airport of Viracopos, 66 miles (107 Km) away from Guarulhos International Airport and 3 miles (5 Km) away from Downtown Campinas.



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