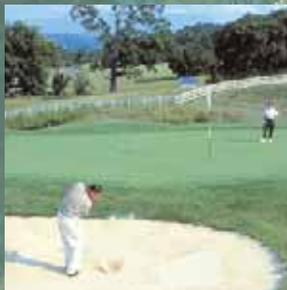


**WANT A DRAMATIC NEW OUTLOOK
ON SPECIAL EVENTS?**

IT'S TIME TO IMPROVE YOUR VIEW

Sevierville Events Center

at  **Bridgemont**
...and a lot more to see and do.





EVERY YEAR, 10 MILLION VISITORS MARVEL AT OUR SPECTACULAR SCENERY.

For thousands of years, visitors have been drawn to the Great Smoky Mountains for their awe-inspiring nature. Nestled at the base of these majestic mountains, Sevierville has historically been a friendly place for travelers to meet, trade, and enjoy a leisurely respite.

In fall 2007, these time-honored traditions will find new expression in Sevierville Events Center at Bridgemont, a comprehensive facility that sets the standard for comfort, event and leisure amenities, and service.



EVERY DAY, EVENT PLANNERS WILL MARVEL AT OUR ABILITY TO MAKE THEM LOOK JUST AS GOOD.

The new Sevierville Events Center at Bridgemont will do more than meet your expectations. It will exceed them at every opportunity, offering a facility design that addresses the specialized needs of competitions, trade and retail shows, and other group events in ways you never dreamed possible.

- A 108,000 square-foot Exhibit Hall, and a 19,000 square-foot ballroom, plus pre-function space and a show office, will accommodate events of all sizes with ease.
- Loading and storage needs will be amply covered, with 10 loading bays, drive-in access to the Exhibit Hall,

and nearly two acres of bus, van, and trailer parking. More than 1,600 parking spaces will be available for event participants and attendees.

- Professionally landscaped outdoor areas adjacent to the Events Center can become a beautiful setting for outdoor shows, awards banquets, and special events. Two adjacent, 18-hole golf courses will host top-flight golf functions.
- Centrally located, Sevierville is one of America's most popular and family friendly locales, making it very attractive to show and event participants and their audiences.





Cades Cove, Courtesy of Tennessee Tourism

YOUR ATTENDEES WILL LOVE OUR WARM HOSPITALITY AND UNLIMITED ARRAY OF DINING, RECREATION, AND HOTEL CHOICES.

Attendees and their families appreciate having a variety of leisure, dining, and lodging options, and our complex offers the diversity to gratify them all.

- On-site recreation will include two 18-hole golf courses (one of which is championship caliber) and a large family entertainment zone filled with exciting, fun activities.
- Adventurous visitors will be able to hop a trolley to Sevierville or Pigeon Forge for great shopping and more family fun. Nature lovers will fish in

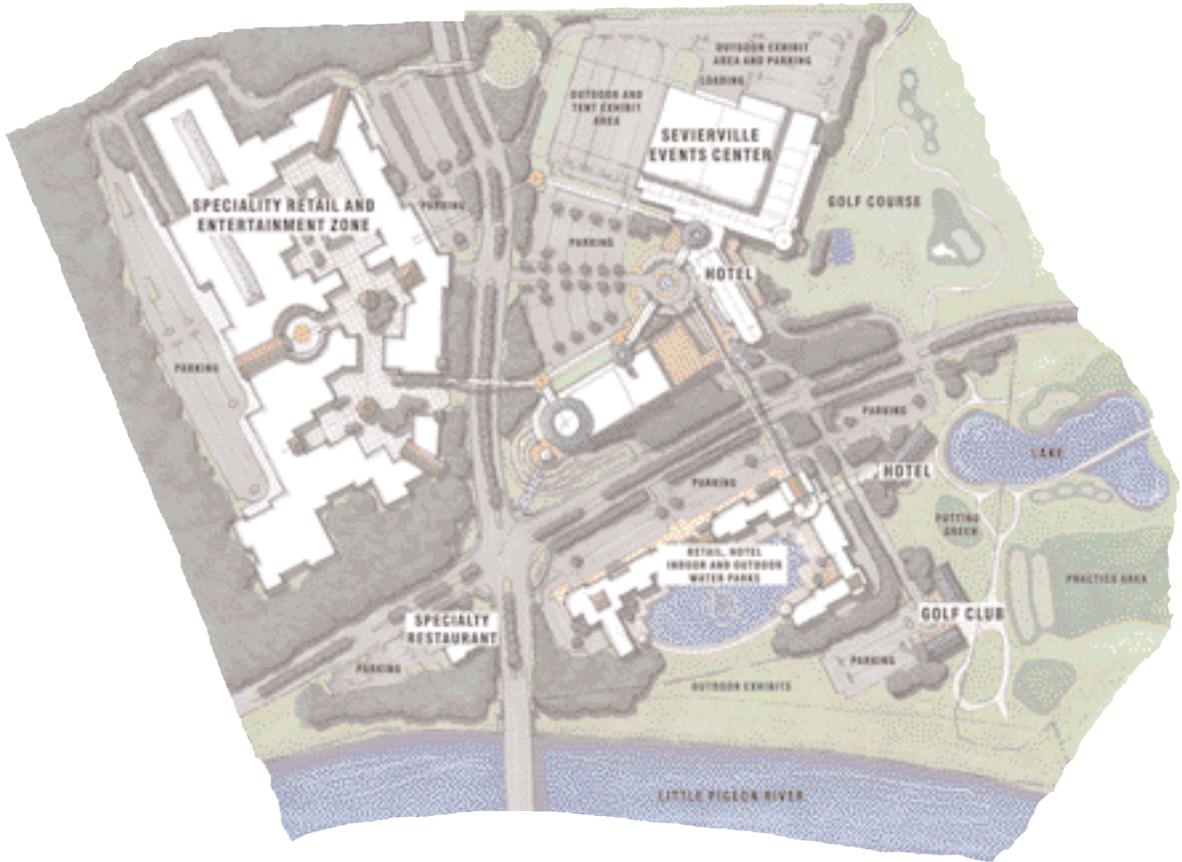
nearby lakes or roam the hiking, biking, and riding trails of the adjacent Smoky Mountains.

- Dining possibilities will include the Exhibit Hall Food Court (managed by the renowned catering firm Centerplate, Inc., which also manages event catering and dining) and an array of restaurants in the entertainment zone.
- Several hundred comfortably equipped resort rooms (including a full-service Convention Hotel) will offer a friendly welcome and total comfort.



Sevierville Events Center at Bridgemont is booking now for Fall 2007. To learn how our extraordinary setting and incomparable service and amenities can ensure success for your next special event or show, please contact us at 865-453-5504. For more information or to download complete site plans and Exhibit Hall layouts, please visit www.seviervilleeventscenter.com.

SEVIERVILLE EVENTS CENTER AT BRIDGEMONT MASTER PLAN



FAST FACTS FOR EVENT PLANNERS

Special Event and Exhibit Facilities and Services

- 108,000 square-foot Exhibit Hall
- 19,000 square-foot ballroom
- Additional, flexible space for meetings and prefunction plus dedicated show office
- Ten loading berths
- 1.89 acres of bus, van, and trailer parking; more than 1,600 parking spaces
- Drive-in access to Exhibit Hall
- Beautifully landscaped, expansive outdoor exhibit areas
- Two 18-hole golf courses (one championship)

Event Catering and Dining

- Nationally known Centerplate, Inc., manages catering facility and a large Food Court adjacent to the Exhibit Hall
- Numerous restaurants in the entertainment zone

Attractions and Recreation

- Complex is comprehensive, with golf, walking trails, entertainment zone, and restaurants on-site
- Hiking, fishing, horseback riding, shopping, and family fun nearby
- A trolley runs to nearby Historic Sevierville and action-packed Pigeon Forge

Lodging and Amenities

- Several hundred comfortably equipped resort rooms
- 264-room hotel connects to the Convention Center

Location Benefits

- Less than a day's drive for 75% of the U.S. population
- Mild, four-season climate
- Major airport (Knoxville) a short drive away, plus local airport for private planes
- One of America's favorite destinations, with 10 million visitors yearly

For information, please call 865-453-5504 or
visit www.seviervilleeventscenter.com

Sevierville Events Center

at  Bridgemont
event & entertainment destination