



Suburban Collection Showplace Expansion now under construction, will add 175,000+/- additional square feet to event venue!

Novi, MI: The Suburban Collection Showplace, 46100 Grand River Ave, Novi, has broken ground on an ambitious new facility expansion, which will add approximately 175,000 square feet of event, exposition, meeting and banquet space to the existing 420,000 square foot complex. The planned date for the completion of the expansion is mid-2018. The expansion will include a new 90,000 square foot Event Center hall, which will be contiguous to the existing 215,000 square feet of exposition space. An exciting new feature of the Event Center hall will be 70,000 square feet of column free space with 40 foot clear ceiling height. The new Event Center will accommodate larger new events, and also allow for the expansion of many of the current exposition and convention events at the Showplace. New projects the Event Center is expected to attract will include larger general gathering functions, sports, and entertainment events. The Event Center will also be used to accommodate the dramatic growth of the Michigan State Fair and will be host to the Detroit Shrine Circus each spring for years to come.

The Showplace expansion will also add 14 more meeting/banquet rooms to the venue, including a grand, 24,000 square foot, second story Ballroom overlooking the new event center, plus 16,000 square feet of upper and lower level pre-function space. The Suburban Collection Showplace event center will now be able to offer over 300,000 total square feet of continuous exposition space as well as 4 large ballrooms ranging from 5,700 square feet to 24,000 square feet with 47 total meeting/breakout rooms along with the attached to Hyatt Place Hotel. The new expansion will enable the facility to host larger consumer shows, entertainment events, athletic events, trade shows, social events and association conventions. Also, significant expansion and upgrades are being made to the exterior of the property, including the addition of thousands of feet of new surfaced and graded/gravel parking areas. These areas will also accommodate outdoor activities relating to the Michigan State Fair and other future large scale outdoor events. "The facility expansion is a direct response to the success of our annual event schedule, needs of our current clients, as well as inquiries from larger events wishing to utilize the venue," says Blair Bowman, Owner of the Suburban Collection Showplace, "We are delighted that we are able to make this significant investment to accommodate our client events and patrons. We are confident that this expansion will only enhance the positive economic impact the facility has on a local, regional, and state level."

The Michigan State Fair, LLC, presented by Ram Trucks, is the largest annual event that is currently hosted by the Suburban Collection Showplace, welcoming 152,000 guests in 2016. "We are currently planning some innovative and creative ways to stage the 2017 State Fair on the Showplace Fairgrounds while accommodating the ongoing venue expansion project," says State Fair Executive Director Steve Masters, "In 2018, we look forward to a huge leap forward for the Michigan State Fair, LLC, as we will be able to expand all of our family-friendly entertainment offerings, both inside and out!"

About the Suburban Collection Showplace

The **Suburban Collection Showplace** opened at its current location at 46100 Grand River in Novi in 2005 as the Rock Financial Showplace. It is owned and operated by proprietor Blair Bowman. The Suburban Collection Showplace is widely recognized as one of the most successful privately owned convention and exposition center in the U.S.A. The business formerly operated as the Novi Expo Center, in a repurposed manufacturing facility located at Interstate I-96 and Novi Road. The Novi Expo Center formally opened for business in 1992. In 2005, the Showplace operations were relocated to the new facility between Beck and Taft Roads and opened under a naming rights arrangement with Rock Financial.

After Rock Financial had transitioned to Quicken Loans, a new agreement was reached with the Suburban Collection automobiles dealership group, headquartered in Troy, Michigan. The center was renamed in 2010, the facility currently operates under the name "Suburban Collection Showplace."

The facility is currently undergoing an expansion, which when complete will increase the total square footage to 600,000 square feet. This includes the 180,000 square foot multi-purpose expansion, the 340,000 square feet of existing exposition, convention, and conference space and the existing 80,000 square foot Hyatt Place Hotel.

For additional information, interviews or hi-res renderings, please contact Nancy Schoenheide Phares

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