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International Trade Center
Marketing Brochure/Pocket Folder
Trade Center Management Associates
Final Draft

EXPANDING THE CIRCLE OF INTERNATIONAL TRADE

Inside Front Cover/First Spread:

In a competitive world economy, growth is now a function of **expanding** globally. Businesses understand that widening **the circle of** trading partners will yield positive results. And the federal government looks to **international trade** as a sphere in which America's influence should grow.

1300 Pennsylvania Avenue

The International Trade Center in Washington, D.C. represents the realization of inspired thinking -- to bring together, under private management, the most complete network of trade resources in a single location, along with impressive office space, a meeting and conference center, fine restaurants, eating establishments and amenities.

This magnificent building, designed by Pei Cobb Freed & Partners, offers its tenants an advantageous collection of unique spaces -- the impressive ninth floor Rotunda reception area, the expansive Grand Atrium and adjacent ballroom which can accommodate Washington's largest special events, and world-class conference center areas -- at one prestigious address.

With the synergies created by an abundance of trade-related activity, The International Trade Center is destined to become an enduring symbol of America's expanding role in global trade.

Right Overleaf

Headline: International Conference and Exhibition Center

A state-of-the-art facility, among the largest in Washington, with advanced telecommunications and meeting technologies. This busy center for meetings and events features a 650 seat amphitheater, a grand ballroom, 17 multi-purpose meeting rooms, a prominent 11,000 sf exhibit hall, and outstanding public and private reception areas. A full schedule of signature events and trade-related conferences and seminars will bring attendees from around the globe.

Headline: Offices at the International Trade Center

New class A private sector office space and executive suites. Directly connected to the Federal Triangle Metro stop, the building will house trade associations, international trade organizations,

and foreign delegations, as well as other businesses and professionals. The building contains 160,000 sf of distinctive and flexible floor plans on seven floors, with a full complement of amenities, including a 2,000 space underground parking garage, private dining areas, in-house catering services, and use of conference center and reception facilities.

Headline: US Center for World Trade

A multi-agency national service center bringing together the federal governments' expertise on trade and trade promotion. The center will feature trade libraries, finance and insurance assistance, the distribution of trade information to U.S. businesses, and on-site specialists to help businesses promote their products globally.

Headline: America's Showcase

A unique year-round marketing platform, providing a national forum to present to the world those products, services and technologies which are the "Best of America." Showcase space features 65,000 sf of long and short term corporate presentations, demonstrations, exhibits and kiosks, each ranging in size from 300 to 3,000 sf.

Headline: Dining Areas

Serving the heavy traffic generated by the mixed use aspects of the building. Food-related elements include the 12,000 sf Pavilion fine dining restaurant, two 4,000 sf cafes in the concourse area adjacent to the Metro stop and a food court with twenty-one spaces ranging in size from 313 to 1,531 sf. The building also houses 4,000 sf of areas dedicated to other retail services.

Inside Right Page

Headline: A Wide Circle of Tenants, Users and Visitors

Domestic and foreign trade show, conference and exhibit attendees
Hundreds of thousands of visitors expected annually
U.S. business people, trade consultants, and trade associations
Government and private office population
9,000 workers in the building
Outgoing trade missions
Office workers in the area
55,000 workers within a five minute walk and over 300,000 within a fifteen minute walk
Municipal, state, and regional trade and port authorities
Tourists
Millions of tourists in the immediate area
Foreign trade delegations and dignitaries
Commuters
Thousands of Metro commuters daily

The International Trade Center in Washington, D.C. is a **vibrant** hub of international trade activity. At this central **marketplace of** trade-related ideas, information and events, U.S. business executives will gain the tools necessary to travel full circle around the globe for new and uncharted **business opportunities**.

Back Page

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