



## *News Release*

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### **March Madness Deal: Day Meetings at \$68/person**

#### *The Largest Conference Center in Virginia Offers Complete Day Meeting Package*

**Leesburg, Virginia**, March 2017 ...In the spirit of March Madness, [The National Conference Center](#) is offering a unique bundling of services through a **March Madness Meeting Package** that is perfect for day meetings and learning programs not requiring guest rooms (though guest rooms can be added). “We’ll help you punch your tickets with these incredible savings through March and beyond,” says General Manager & Vice President of The National Geoff Lawson. “Enjoy the game in our Black Olive Bar & Grill featuring twelve 60” flat screens, billiards, darts and savory food selections. This is a perfect deal for our neighbors and businesses in Northern Virginia, Eastern Maryland, Washington DC, and beyond.” The March Madness Day Meeting Package is from \$68 per person through March and onto April 30<sup>th</sup>.

The National Conference Center is one of the leaders in developing the Complete Meeting Package (CMP) and the Day Meeting Package (DMP), which is an all-inclusive per person, per day-priced meeting package. The National’s March Madness Day Meeting Package Deal includes:

- Meeting room space
- Unlimited refreshment breaks
- Lunch in our newly refurbished Dining Room
- Technology and A/V package
- Complimentary WiFi
- Ample & complimentary parking

\$68/person. Meeting planners can also save as much as 40% per person on selected dates this spring with a CMP package.

#### **Big Facilities**

With 1,250,000 sq. ft. of meeting and event space, offering 250 purpose-built conference rooms, breakout rooms and general session rooms, The National provides flexibility in a big way. The property

has so much space, they can fit 21.7 football fields on the entire property footprint and 5.89 tennis courts can fit inside The National's 16,552 sq. ft. ballroom, the largest in Northern Virginia.

### **Small and Intimate Spots**

When [LaKota Hotels & Resorts](#) was signed as the new management company in 2014, one of the goals was to create small, intimate meeting spaces. The outdoor courtyard with Pergola and fire pits are used almost daily, along with a modern Living Room space and a "speakeasy" room aptly named The National Secret. The speakeasy is down a hallway around the corner from the active Black Olive Bar & Grill with no other entrance to assure conversations are not competing with the action in the Black Olive.

### **Culinary and Hyper-Local**

The National's food and beverage program underwent a complete renovation in 2014, and continues to grow and evolve under the direction of John Walsh, food and beverage director and executive chef, Chris Ferrier. They have focused on local farm-to-table cuisine incorporating over 60 local products to the daily menus that serve as many as 1,200 guests per day. The newest change has been to create live demonstration cooking with induction cooking delivery. For day meetings and events that take place in the adjacent West Belmont Place, guests enjoy the same food quality for a banquet or luncheon as guests in the Dining Room and Black Olive.

The Black Olive Bar & Grill is a striking, 200-seat action bar with communal seating, high tops. The recently changed menu includes flatbreads, seasonal cheese boards and local beer and wines.

*For more information or to book a March Madness Package at The National Conference Center, call Nancy Vanesco, Catering Sales Manager at 703-724-5981 or go to <http://www.conferencecenter.com/March-Madness>*

### **About The National Conference Center**

Located in Northern Virginia, 12 miles from Dulles International Airport and 35 miles from Washington, D.C., [The National Conference Center](#) is one of the largest and most comprehensive conference centers and training facility in the nation. With 917 guest rooms and over 265,000 square feet of meeting and group function space, including the West Belmont Place catering complex with its 16,552 square foot ballroom, The National has become the nation's headquarters for productive meetings and West Belmont Place the hub for Loudoun County and surrounding area social functions and special events.



West Belmont Place was named 2013 Best Venue by the International Special Events Society. The National Conference Center is also on the GSA schedule. The National is owned by NCC PS Enterprises LLC, a venture between PCCP, LLC and Stoneleigh Capital, LLC., which retained [LaKota Hotels & Resorts](#) to oversee all aspects of the day-to-day operations.



For information call 800-640-2684 or visit [www.conferencecenter.com](http://www.conferencecenter.com) and [www.westbelmontplace.com](http://www.westbelmontplace.com).

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