



**Monthly Conventions
December 2008**

Three interesting facts about Atlanta's top December conventions:

1. These two events will attract an estimated 148,000 attendees and \$55 million in economic impact.
2. The SEC was the first conference in the NCAA to hold a championship game in football.
3. The Chick-fil-A Bowl leads all other bowl games in charitable contributions, giving more than \$1 million to organizations in 2007 alone.

SEC Football Championship 2008

Dates: Dec. 6

Expected Attendance: 73,374

Direct Economic Impact: \$25,000,000*

Location: Georgia Dome

Chick-fil-A Bowl

Dates: Dec. 30-Jan. 2, 2009

Expected Attendance: 75,406

Direct Economic Impact: \$30,000,000*

Location: Georgia World Congress Center/Georgia Dome

Note: Attendance and economic impact figures are estimates and subject to change

**Figures provided by Atlanta Sports Council. Some events include past attendance and Economic Impact due to annual changes in event specifics.*