

ZenSpace Event Solutions Installs Smart Meeting Pods at Georgia World Congress Center

Permanent installation gives event attendees the quiet, focused space they've long desired and GWCC a new revenue stream from previously underused lobby space.

SAN JOSE, CA, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- ZenSpace Event Solutions today announced the permanent installation of its smart, soundproof meeting pods at the Georgia World Congress Center (GWCC), one of the largest convention facilities in the United States, during VenueConnect 2026. The installation gives GWCC attendees a long-missing option: quiet, private, on-demand workspace built directly into the venue's everyday footprint.



Group of ZenSpace meeting pods deployed in Georgia World Congress Center transform underused lobby areas into quiet, reservable meeting spaces that generate revenue for the venue.

Event attendees don't stop working when they walk onto a show floor. They take calls, hold meetings, prepare for presentations, and need focused time to process what they've learned — yet most event environments are designed entirely for stimulation, with little dedicated infrastructure for that quieter, more private work. According to Bizzabo's 2026 State of Events Benchmark Report, 75 percent of event organizers now rate immersive experiences that let attendees disconnect and focus as important to their event design. It's a need the industry has acknowledged for years without a scalable answer.

At the same time, convention centers are reexamining how every square foot of their facilities generates value, with hallways, concourses, and pre-function areas — space that has historically sat idle or served only as a pass-through — increasingly viewed as an untapped asset. GWCC's installation sits at the intersection of both trends: ZenSpace pods convert existing, underused

space into bookable, soundproof meeting environments without construction, giving attendees the private workspace they've been asking for and giving GWCC a new, measurable revenue stream from square footage that previously generated none.

"The need for quiet, private space at events isn't a wellness trend — it's one of the most consistently documented gaps in event infrastructure, and until now, no one has closed it at scale," said Mayank Agrawal, CEO of ZenSpace.

"GWCC saw the opportunity to solve that for their attendees while turning idle concourse space into a new, measurable revenue line, and that's exactly what a permanent ZenSpace installation is built to do."



ZenSpace
EVENT SOLUTIONS

ZenSpace transforms underused spaces into quiet, reservable workspaces that generate revenue for venues.

“

Adding ZenSpace's smart meeting pods addresses a real need... attendees need private space for calls and meetings during shows, and now we can offer that seamlessly, right in our own concourses."

*Joe Borcherer, Chief
Commercial Officer, Georgia
World Congress Center*

ZenSpace Meeting Pods at a Glance

- Soundproof, private workspace — Acoustic engineering blocks ambient noise, giving attendees a quiet space to take calls, hold meetings, or focus without leaving the event floor.
- Switchable privacy glass — E-glass panels shift from clear to opaque at the touch of a button, giving occupants visual privacy on demand.
- A pod for every need — Multiple formats are available, including compact Focus pods for one-on-one work, wheelchair-accessible ADA pods, and larger Team pods for small-group meetings.
- Built-in power and connectivity — Each pod includes power outlets, USB charging, and dedicated high-speed Wi-

Fi.

- Wireless screen casting — Integrated display technology lets attendees present, join video calls, or share content without cables.
- On-demand booking technology — A simple app- or QR-code-based reservation system shows real-time availability and lets attendees book pod time in seconds.
- Fast, construction-free deployment — Pods install directly into existing concourses, lobbies, and pre-function space, activating underused square footage without renovation.
- A new revenue stream for venues — Venues can utilize ZenSpace solutions to activate previously underused space and transform them into beneficial amenities that generate ancillary

revenue for host venues.

Georgia World Congress Center, one of the largest convention centers in the United States with more than 1.4 million square feet of exhibit space, hosts hundreds of events annually. The newly installed ZenSpace pods are positioned within GWCC Hall B, giving attendees across every event type and size access to private, on-demand meeting space.

“Adding ZenSpace's smart meeting pods gives us a modern, technology-forward amenity that addresses a real and growing need,” noted Joe Borcherer, Chief Commercial Officer, Georgia World Congress Center. “Our organizers consistently tell us their attendees need private space for calls and meetings during shows, and now we can offer that seamlessly, right in our own concourses.”

The installation draws on ZenSpace's experience across hundreds of events nationwide and reflects the company's broader strategy of bringing smart meeting environments into high-traffic convention facilities, including a parallel installation recently announced at San Francisco's Moscone Center. Additional venue partnerships are planned for 2026 and 2027.

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About ZenSpace

ZenSpace makes physical space more useful—easier to deploy, book, operate, and monetize wherever people work, meet, and gather. The company operates through two focused divisions. ZenSpace Event Solutions delivers temporary meeting pod rentals and event-specific booking experiences for trade shows, conferences, and live events, drawing on experience across hundreds of U.S. events. ZenSpace Platform provides hardware-agnostic software and IoT infrastructure that helps operators make meeting rooms, pods, and other underutilized spaces bookable, manageable, measurable, and revenue-ready. Highlighted live locations include Georgia World Congress Center, Prince Waikiki Resort, and Moscone Center. For more information, visit zenspace.io.

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