



GEORGE W. BUSH
PRESIDENTIAL CENTER

THE GUEST EXPERIENCE



“Laura perfected every detail. She made this place our own,
and I’m really proud of it.”

PRESIDENT GEORGE W. BUSH





As visitors enter our doors, we want them to feel welcome and appreciated for choosing to spend time at the George W. Bush Presidential Center.

Welcoming visitors from across the country and around the world is central to our mission. At the George W. Bush Presidential Center, we are inspired by the example set by President and Mrs. Bush, whose gracious Texas hospitality continues to shape the spirit of this place. As Mrs. Bush often says, “This will always be a place that welcomes each visitor with open arms.”

The Bush Center is a place where ideas are shared and learning never stops. Through thought-provoking exhibits and public programs, we bring together leaders, thinkers, and visitors to engage with the challenges shaping our world – making it a meaningful setting for gatherings that inspire conversation and connection.

Each year, nearly 100,000 guests visit the Bush Center. Many begin in the George W. Bush Presidential Museum, enjoy lunch at Café 43, or take a walk through the Laura W. Bush Native Texas Park. Others come here to gather for celebrations, meetings, and special events.

Our spaces include a 360-seat auditorium with state-of-the-art technology and a ballroom overlooking the park with sweeping views of the Dallas skyline. Whatever the occasion, our team works closely with each group to create a memorable, one-of-a-kind experience.

Thank you for considering our space for your event. We look forward to giving you and your group a warm Texas welcome at the Bush Center!

A handwritten signature in black ink that reads "Shilo Brooks". The signature is fluid and cursive, with the first name "Shilo" and the last name "Brooks" clearly legible.

SHILO BROOKS

President and CEO

George W. Bush Presidential Center



ABOUT THE BUSH CENTER

Located on the SMU campus in Dallas, Texas, the George W. Bush Presidential Center is a nonpartisan institution advancing the timeless values of freedom, opportunity, accountability, and compassion. The Bush Center is comprised of the George W. Bush Presidential Museum and the George W. Bush Institute, a solution-oriented policy organization focused on ensuring opportunity for all, strengthening democracy, and advancing free societies through policy solutions and public engagement. The Bush Center also houses the George W. Bush Presidential Library, operated by the National Archives and Records Administration, which provides access to official documents and artifacts from the George W. Bush Administration.

The Bush Center is the first presidential center to earn Platinum certification by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED™) program. Regionally sourced building materials include Texas Cordova cream limestone from Central Texas; Permian Basin sea coral limestone from near President and Mrs. Bush's hometown of Midland, Texas; stained pecan wood interior paneling; and Texas mesquite hardwood floors. The adjacent 15-acre Laura W. Bush Native Texas Park allows visitors to experience a distinctive, native Texas landscape in the heart of a major city.

GEORGE W. BUSH PRESIDENTIAL MUSEUM

The Bush Museum promotes a greater understanding of the American presidency and examines the consequential times during which President and Mrs. Bush served. The museum offers a moving exhibit on the terrorist attacks of September 11, 2001, a replica Oval Office, and an interactive experience in presidential decision-making. The museum is also host to a variety of temporary exhibitions that delve deeply into unique topics and provide insights that only a presidential center can offer.

VISITING THE MUSEUM

The Bush Museum is located at 2943 SMU Boulevard, Dallas, Texas 75205. The museum's regular business hours are:

Monday - Saturday: 9 a.m. - 5 p.m. | Sunday: 12 p.m. - 5 p.m.

Closed: Thanksgiving Day, Christmas Day, and New Year's Day.

Visitors are required to pass through airport-type security and metal detectors. Visitors, as well as their belongings, are subject to inspection. Luggage and backpacks are not permitted. Only one purse or diaper bag is allowed per person, and bags cannot be larger than 17 x 26 inches (43 x 66 centimeters) in size.

The Bush Center offers a mobile app in English, Spanish, and for the hearing impaired that visitors may download to their cellphones for a guided, commentary tour of the museum and its exhibits. Although not required, visitors may bring headphones compatible with their devices. Headphones are not provided.

The Bush Center is compliant with the Americans with Disabilities Act (ADA). In addition to the aforementioned app for the hearing impaired, the facilities are wheelchair accessible. Please note that visitors should plan to bring their own wheelchairs.

Food is not permitted in the museum. Visitors may bring in sealable water bottles, but drinking from them is prohibited in the museum. Only service animals are allowed.

Group Visits

Discounted tickets are available for groups of 20 or more. Students on school-sponsored field trips visit for free. Buses may pull up directly in front of the museum for loading and unloading passengers and then park in the museum's visitor lot across the street. Visitors who choose to arrive via their own vehicles can park in the visitor lot for a fee.

For more information, visit www.bushcenter.org/plan-your-visit/tours.







THE BOEING COMPANY EXHIBITION GALLERY

The Boeing Company Exhibition Gallery tells the story of President George W. Bush and Mrs. Laura Bush's life of public service during his two terms in office. It gives visitors a sense of the importance of public service in a free society and a better understanding of the American presidency. It encompasses over 14,000 square feet of space and includes educational and hands-on experiences for visitors such as, but not limited to:

- A steel beam from the World Trade Center and a wall inscribed with the names of those killed on 9/11.
- A full-scale perfect replica of the Oval Office where visitors get an up-close look at paintings, sculptures, and bookcases – and may even sit behind the reproduction of the Resolute Desk for a photograph.
- The Texas Rose Garden that is modeled after the White House Rose Garden.
- The interactive Decision Points, presented by Steve & Amy Van Andel, where visitors play the role of president and dive into the decision-making process, hearing from presidential advisors and then making high-stakes decisions based on the information at hand.
- The pistol found on Saddam Hussein when he was captured in 2003.
- Gifts and letters from the American people and world leaders to President and Mrs. Bush.
- Pictures and artifacts from state visits to the White House, including by Queen Elizabeth II.
- An interactive touchscreen table on how different animals and objects impact the oceans, wetlands, and waterways that President Bush sought to protect while in office.



THE BRADFORD M. FREEMAN EXHIBITION GALLERY

The Bradford M. Freeman Exhibition Gallery complements the permanent exhibit by offering temporary exhibits that give insight into American government and history and important cultural aspects of American society. Past exhibits have included President George W. Bush's original paintings that tell the stories of veterans and immigrants; humor in the White House; presidential retreats; the role and influence of America's first ladies; the history of U.S. campaigns and landmark elections; and baseball's relationship with America's presidents and its personification of America's social struggles.

Freedom Matters, the current temporary exhibit, uses rare artifacts and historical documents, interactive activities, and personal perspectives to examine the concept of freedom: where it comes from, what it means, what free societies look like, and the role of the individual in protecting and spreading freedom around the world.

The future temporary exhibit coming October 2025 is *Game Changer: United By Sports*.





THE SITUATION ROOM

In 2006, the Bush Administration launched the first full-scale remodel of the Situation Room of the White House since the Kennedy Administration. The original White House Situation Room, in which decisions on many historical events were made, was preserved and has been restored to full use at the Bush Center. This includes the original paneling, conference table, and other furnishings.



SMU CAMPUS COMMUNITY

The Bush Center sits on 23 acres of the SMU campus, a nationally ranked private university with more than 12,000 diverse students from all 50 states, the District of Columbia, and more than 80 countries. Founded in 1911, by what is now the United Methodist Church, SMU is nonsectarian in its teachings and committed to academic freedom and open inquiry. The Bush Center and SMU enjoy a strong academic partnership across several disciplines, most notably the George W. Bush Institute-SMU Economic Growth Initiative.

SMU's Meadows Museum is home to one of the largest and most comprehensive collections of Spanish art outside of Spain. The collection spans from the 10th to the 21st centuries and includes medieval objects, Renaissance and Baroque sculptures, and major paintings by Golden Age and modern masters. Located minutes from each other, visitors often combine tours of the Bush Museum with the Meadows Museum.

SMU's Conference and Event Services has unique venues with a variety of seating arrangements and capacities. Facilities include the newly renovated Miller Event Center, a 5,000-square-foot facility featuring two unique event spaces; McFarlin Memorial Auditorium, a proscenium style theater with seating for 2,386; Moody Coliseum, with capacity for 7,000; the Indoor Performance Center, featuring the Armstrong Fieldhouse, with a 4,000-square-foot multi-use Boulevard Club and a 2,000-square-foot Recruiting Lounge, along with a range of smaller venues. The Bush Center is within steps of these venues and can work with your team and SMU when larger-capacity meeting space is needed in conjunction with a tour or a more intimate VIP function at the Bush Center. For more information on available SMU venues, visit www.smu.edu/Events/for-external/Venues.



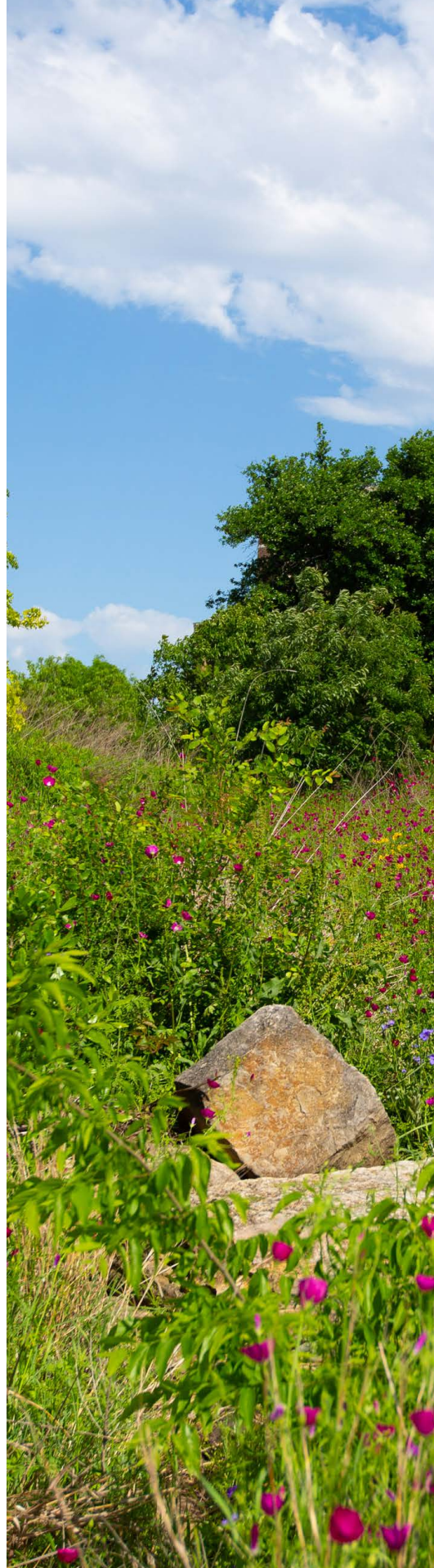
LAURA W. BUSH NATIVE TEXAS PARK

The 15-acre Laura W. Bush Native Texas Park reflects President and Mrs. Bush's love of the native Texas landscape, their long-standing commitment to environmental conservation and restoration, and their belief that the Bush Center should contribute to the everyday life of nearby communities while enhancing the experience of visitors. The landscape, designed by Michael Van Valkenburgh Associates, contributes to the Bush Center's ambitious sustainability objectives by increasing biodiversity, restoring native habitats, reducing the need for irrigation, and employing an organic maintenance program. These significant landscape achievements helped the Bush Center building, designed by Robert A.M. Stern and Associates, earn Platinum-LEED certification.

By using native plants and a careful stormwater management plan, almost all on-site water is reused, and irrigation demands are reduced by more than 50%. A 252,000-gallon cistern collects rainwater to irrigate more than 900 trees, 400 of which were transplanted from the Bushes' Prairie Chapel Ranch in Crawford, Texas. The native lawns are a blend of five drought-tolerant grasses, while the prairie and savannah areas are planted with different native grasses and wildflowers.

The Bush Center grounds are open to all. Visitors can enjoy a one-mile network of paths punctuated by benches and bridges that provide places to stop and observe the landscape through the seasons. The Carolyn and David Miller Amphitheater offers a place to sit and convene, and partially shaded lawns create inviting public spaces for relaxing, picnicking, and playing. In the spring, the Rory Meyers Meditation Garden is a great place to take in the rich palette of wildflowers, including Texas bluebonnets, the state flower.

In the fall, visitors experience the annual monarch butterfly migration through North Texas. The Native Texas Park's many milkweed plants, an endangered plant species, attract the butterflies, which use them as a food source and breeding location to lay eggs.





WILDFLOWER
SPECIES



GRASS
SPECIES



TREES OF
DIFFERENT
SPECIES

SERVICES, LOGISTICS, AND SPACES

The Bush Center offers several advantages for your group or event:

- A state-of-the-art facility that houses the museum, institute, archives, and the Ambassador and Mrs. George L. Argyros Collection of unique art, including some of President Bush's original paintings.
- A location near the heart of Dallas on U.S. 75 with easy access to main attractions.
- Culinaire International, the Bush Center's exclusive on-site caterer focusing on locally sourced, seasonal farm-to-table cuisine.

GUIDED BUSH MUSEUM AND NATIVE TEXAS PARK TOURS

Docent-guided tours of the Bush Museum and the Laura W. Bush Native Texas Park are available with reasonable advance notice. Docents provide commentary and insight to enrich the visitor's education of the museum and native Texas landscape. An app is available to download for those choosing to supplement the docent-guided tour or embark on a self-guided tour of the museum. Landscape educational brochures are also available at the museum's guest services desk for self-guided tours of the park.

CULINARY

With a dedicated full-time executive chef, chef de cuisine, and banquet leadership, Culinaire International, the Bush Center's exclusive caterer, has a talented team of professionals who can help make your next event or convening exceptionally special.

RETAIL

The Bush Center's Museum Store offers a collection of items related to the Bush Family, U.S. presidents, American history, and Texas. Items include hand-signed books by President and Mrs. Bush, men's and women's apparel and accessories, home and office accessories, and many more hand-picked items that can only be found onsite or at www.bushcenter.org/shop.



SPEAKERS BUREAU

The Speakers Bureau is a qualified group of docents and staff who speak publicly on behalf of the Bush Center. Speakers can be reserved to speak to your group about more in-depth topics within the Bush Museum.



PRIVATE EVENTS AND RENTAL LOGISTICS

Groups can utilize the Bush Center's meeting and convention spaces in a myriad of ways as illustrated in the examples below.

For Conventions

The Convention Away From the Convention

Invite up to 350 guests to the Bush Center Auditorium. Groups can livestream their event from the auditorium to an audience nationally or globally. Guests can enjoy a networking lunch or dinner in Hall of State or Café 43!

The VIP Reception

Hall of State and Café 43 are elegant spaces to host intimate VIP receptions for conventions' opening or closing nights. Choose valet parking or transport guests via buses that stop directly in front of the Bush Museum for easy arrival and departure. For cultural enrichment, the museum can be open after hours exclusively for your group.

The Dallas Cultural Attraction Tour

Use the museum's group rate pricing to offer discounted tickets to all your convention attendees as part of a Dallas cultural institution tour.

For Corporations and Nonprofits

Board Meeting or Off-Site Planning Retreat

Reserve the Cabinet Room, presented by The Honorable Jennifer Kay Christie and The Honorable Ronald Christie, in the Bush Museum, Live Oak conference room on the first floor of the Bush Institute, or Hall of State for a different setting away from the office. Cross Hall offers a convenient location for a buffet breakfast, lunch, or afternoon coffee and tea.

Holiday Party, Gala Dinner, or Customer Appreciation Evening

Freedom Hall can be transformed into a festive or elegant event space for your staff and clients. Choose from a buffet or seated dinner and then move to the Ceremonial Courtyard for entertainment and after-dinner cocktails. The space features a 20-foot-high, 360-degree high-definition video wall with a film of American landscapes. Valet parking is also an option along with after-hours access to the museum.

Corporate Awards Ceremony Dinner

Your guests can arrive via valet parking and enjoy a cocktail in Cross Hall before taking a seat in the auditorium. The stage can be set with your company's logo or message as the backdrop to your awards ceremony and keynote speaker presentation. Utilizing our state-of-the-art audio/visual equipment, record or livestream the event to a national or global audience. Afterward, guests can proceed to a plated dinner in Hall of State.

Investor or Annual Meetings

Reserve all of the Bush Center's available spaces for an all-day event. Use the auditorium for morning meetings and Hall of State for a buffet lunch. A lounge can be set up in the Live Oak conference room for guests to work, take calls, and enjoy a break. After lunch, resume meetings in the auditorium, recording or livestreaming the day's events. With group ticket pricing, guests can visit the museum at their leisure throughout the day. Conclude the day with dinner in Freedom Hall and exclusive after-hours access to the museum.

Screenings or Premiers

Reserve the Auditorium to screen a movie or livestream an event for up to 350 guests on our 34-foot digital projection screen. Guests may then proceed to Hall of State, Freedom Hall, or the Ceremonial Courtyard for cocktails or a seated dinner.

For Tour Operators

Cultural and Educational Destination

The Bush Center welcomes tour groups from all over the world looking for a cultural or educational destination – student exchange groups; regional, national, or international visitors; history, social, and cultural clubs; and many more. Tour operators can take advantage of the museum's discounted group pricing and make the museum a stop on their Dallas cultural institution or educational tour.

Example itinerary:

Docents provide a guided museum tour mid-morning followed by either lunch in Café 43 or boxed lunches outside in the Carolyn and David Miller Amphitheater. After lunch, visitors can enjoy a leisurely stroll through the Laura W. Bush Native Texas Park as they learn about the flora and fauna from an experienced docent. Guests can wrap up their visit with a stop in the museum store before boarding the bus conveniently waiting in front of the museum.

IDEAL LOCATION

The Bush Center is conveniently located within driving distance of major attractions across the Dallas area:

Starting Point	Distance (miles)	Transit Time (Car)*
NorthPark Center	2.6	6-18 Minutes
Dallas Arts District (Dallas Museum of Art, Nasher Sculpture Center, AT&T Performing Arts Center, etc.)	4.4	7-24 Minutes
Dallas Love Field Airport (DAL)	4.7	12-30 Minutes
Sheraton Dallas Hotel	4.7	12-35 Minutes
Perot Museum of Nature and Science	4.8	8-26 Minutes
Sixth Floor Museum at Dealey Plaza	5.1	10-26 Minutes
American Airlines Center	5.2	10-24 Minutes
Dallas Market Center	5.2	12-28 Minutes
Kay Bailey Hutchison Convention Center Dallas/Reunion Tower/ Omni Hotel/Hyatt Regency Dallas	5.5	10-35 Minutes
Hilton Anatole	5.7	14-28 Minutes
Dallas Arboretum and Botanical Garden	6	14-35 Minutes
Gilley's Dallas	6.5	10-28 Minutes
Hilton Dallas Lincoln Centre	7.9	16-30 Minutes
Galleria Dallas	8.2	16-35 Minutes
Richardson Civic Center	9.3	14-26 Minutes
Plano Event Center	17.3	24-40 Minutes
Coppell Conference Center	20.1	24-50 Minutes
The Star in Frisco (Dallas Cowboys World Headquarters)	22.6	26-45 Minutes
Dallas-Fort Worth Airport (DFW)	23.2	28-50 Minutes
Gaylord Texan Resort & Convention Center	25.4	25-55 Minutes
AT&T Stadium/Globe Life Field	28.9	30-55 Minutes

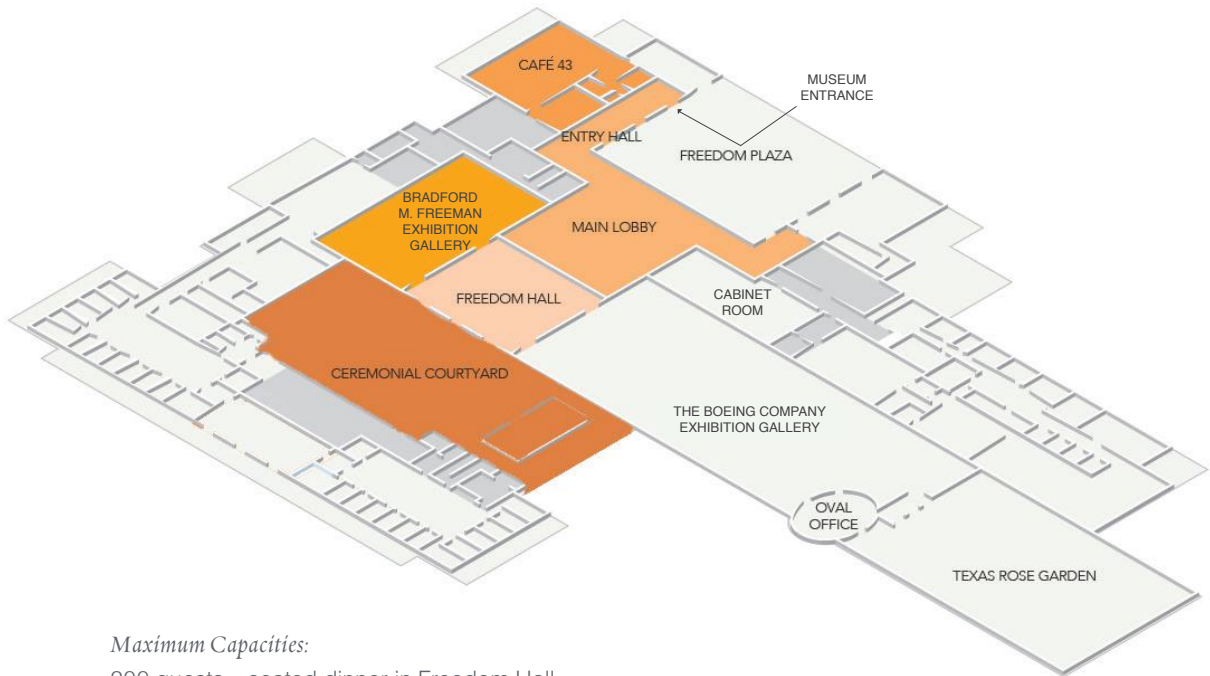
*Traffic or weather may impact transit times.

EVENT SPACES

The Bush Center features multiple meeting and convention spaces that can be used for different functions and capacities.

The Bush Museum and Courtyard

The museum's beautiful lobby showcases a three-dimensional sculpture of the presidential seal, and the wraparound guest services desk can be transformed into a bar. The lobby flows seamlessly into the grand, 67-foot-high Freedom Hall and into the 5,000 square-foot tented Ceremonial Courtyard for year-round events. Events can take place in this space from 6:30 p.m. - 11:30 p.m.



Maximum Capacities:

200 guests – seated dinner in Freedom Hall

300 guests – seated dinner in Ceremonial Courtyard

500 guests – reception in Freedom Hall flowing into Ceremonial Courtyard

Sample pricing:*

Examples include the facility fee to reserve the space, cost for catered food and beverages, service staff, and rental items such as tables, chairs, linens, and tableware. Other fees such as, but not limited to, entertainment and florist services are not included.

Scenario 1:

200 guests for a reception and plated dinner

Estimate: \$65,000 (\$325/person)

Scenario 2:

350 guests for a cocktail party with hosted bar, passed hors d'oeuvres, and food stations

Estimate: \$87,500 (\$250/person)



Museum lobby



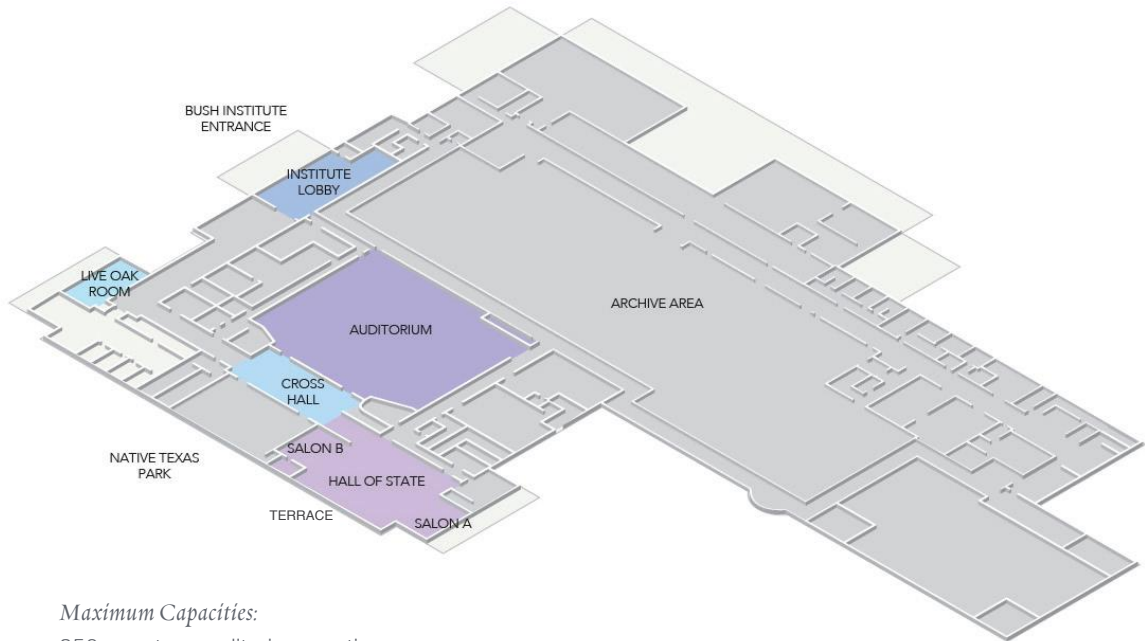
Ceremonial Courtyard



Freedom Hall

The Bush Institute

With high ceilings, airy walkways, and streams of natural light, the lower floor of the Bush Institute is closed to the public and provides a unique and presidential atmosphere you will not find anywhere else. As few as 10 or as many as 300 guests may gather for events from board meetings, luncheons, and conferences to stately receptions and elegant dinners. Events can take place in this space from 7:30 a.m. - 11:30 p.m.



Maximum Capacities:

350 guests – auditorium seating

350 guests – reception in Cross Hall, Hall of State, and Terrace

288 guests – seated in Hall of State

Sample pricing:*

Examples include the facility fee to reserve the space, cost of catered food and beverages, service staff, A/V packages, and rental items such as chairs and linens. Other fees such as, but not limited to, entertainment and florist services are not included.

Scenario 1:

250 guests for an all-day conference in the auditorium with continental breakfast, lunch, and coffee and tea breaks in Cross Hall

Estimate: \$50,000 (\$200/person)

Scenario 2:

300 guests for an awards event with hosted bar, passed hors d'oeuvres, and food stations, followed by award presentations in the auditorium

Estimate: \$52,500 (\$175/person)

Scenario 3:

150 guests for a luncheon with a presentation and speaker panel in Hall of State

Estimate: \$21,000 (\$140/person)



Hall of State



Auditorium



Terrace

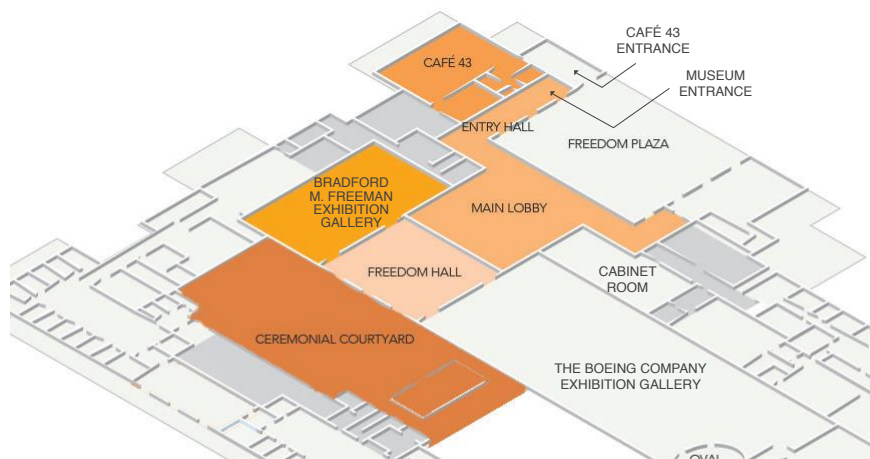


Live Oak Room

Café 43

Café 43, named in honor of the 43rd President of the United States, has indoor and outdoor seating overlooking the Laura W. Bush Native Texas Park, SMU's campus, and the main entrance to the Bush Institute. The decor features beautiful artwork, including paintings by President Bush, Mary Vernon, and Dallas artist Pamela Nelson. The Café entrance is adjacent to the museum entrance and dining at Café 43 does not require entry into the museum. Events can take place in this space from 4:30 p.m. - 11:30 p.m.

For café hours, reservations, menu, and more, visit www.bushcenter.org/plan-your-visit/dining.



Maximum Capacities:

72 guests – seated dinner in the main restaurant area

96 guests – seated dinner in the full interior space

120 guests – reception in the full interior space

150 guests – reception in the restaurant and adjoining outdoor terrace

Sample pricing:*

Examples include the facility fee to reserve the space, cost of catered food and beverages, service staff, and rental items such as table linens. Other fees such as, but not limited to, entertainment and florist services are not included.

Scenario 1:

60 guests for an event starting with a museum tour from 4:00 p.m. - 5:00 p.m. followed by a cocktail hour and plated dinner

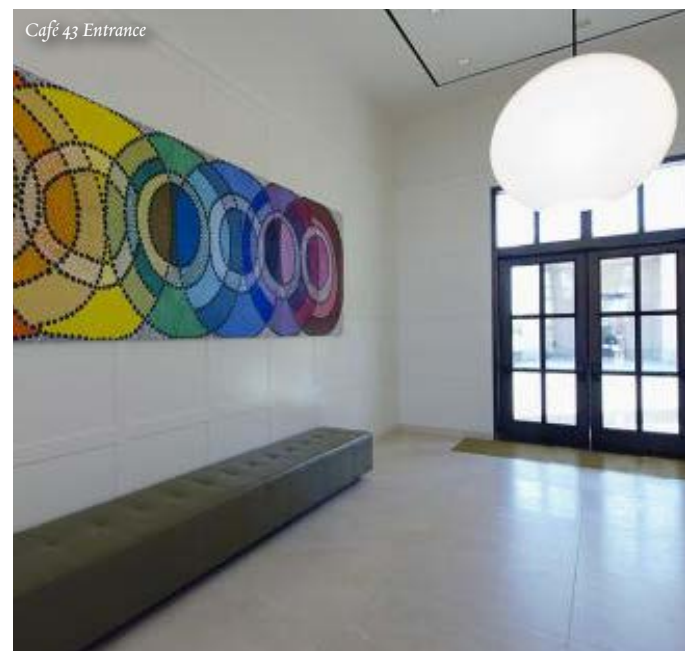
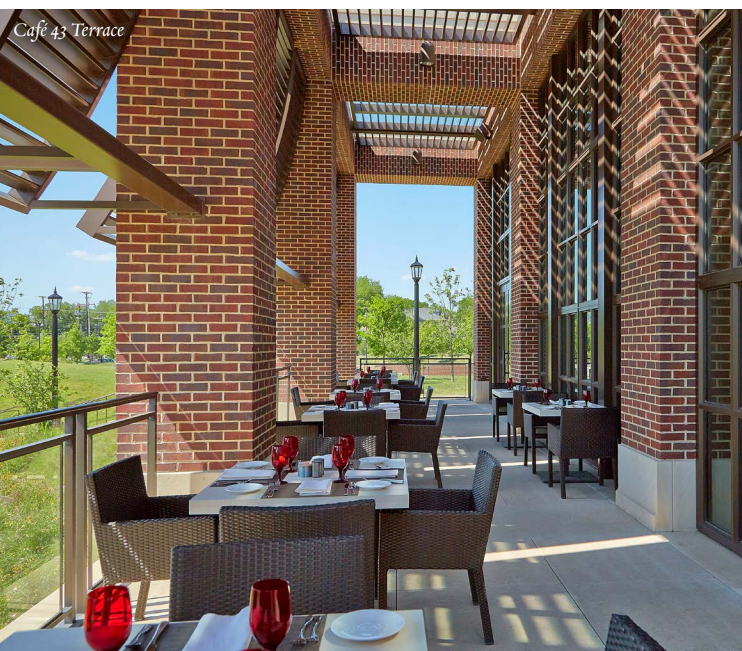
Estimate: \$9,600 (\$160/person)

Scenario 2:

100 guests for a reception with a hosted bar, passed hors d'oeuvres, and food stations

Estimate: \$11,500 (\$115/person)

*These scenarios reflect estimates only.



Café 43 Terrace

Café 43 Entrance





Photo credits:

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THANK YOU



Thank you for considering the Bush Center for your next private event or group visit.

Please contact the on-site sales team at 214-200-4303 or Sales@BushCenter.org for current rates and a proposal that is customized to your private event needs.



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BUSHCENTER.ORG

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