

# **SMOOTHIE KING**® CENTER FACILITY GUIDE



World leaders in entertainment



Smoothie King Center | P.O. Box 52439 | New Orleans, LA 70152  
[www.smoothiekingcenter.com](http://www.smoothiekingcenter.com)

# WELCOME TO THE SMOOTHIE KING CENTER

The Facility Guide is intended to provide an overview of the features and services offered by the Smoothie King Center managed by ASM Global. ASM Global is the worldwide leader in public facility management. We hope that this will serve as a valuable resource as you assess our facilities.

In addition to our great venues, our dedicated team of industry professionals is ready to make your visit to New Orleans a success. It is our goal to provide you with exceptional service and personal attention throughout your planning and production process. Please contact your Event Coordinator or any member of our management team for clarification or comments on any of the information contained within this guide.

On behalf of ASM Global, we look forward to hosting you and your event at the Smoothie King Center.

Best regards,

A handwritten signature in black ink, appearing to read 'Alan Freeman'.

Alan Freeman  
General Manager, Smoothie King Center

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# SMOOTHIE KING CENTER TELEPHONE DIRECTORY

Smoothie King Center Security Control  
(504) 587-3901

Smoothie King Center First Aid (100 Level)  
(504) 587-3928

Smoothie King Center First Aid (300 Level)  
(504) 587-3929

Smoothie King Center Box Office  
(504) 587-3822

Smoothie King Center Box Office Fax  
(504) 587-3526

Smoothie King Center Event Services Office  
(Event Day)  
(504) 587-3809

Smoothie King Center Event Services Fax  
(Event Day)  
(504) 587-3580

## GENERAL NUMBERS

Engineering Control  
(504) 587-3862

Available Rental Dates  
(504) 587-8980

Lost & Found  
(504) 587-3900

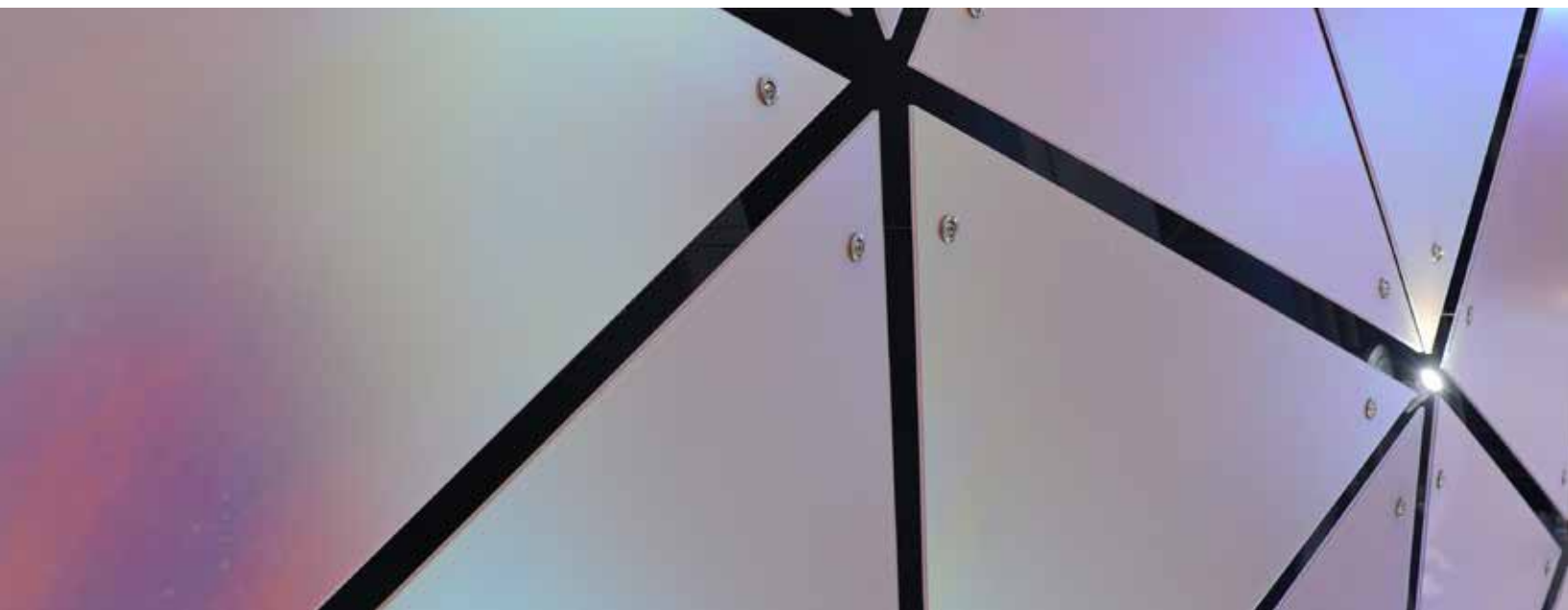
Smoothie King Center Events  
(504) 587-3663

River City Merchandise  
(210) 654-4447

Centerplate Catering Services  
(504) 558-6260

Centerplate Catering Services Fax  
(504) 566-0540

Ticketmaster  
(504) 522-5555





# STAFF DIRECTORY

Main Switchboard- (504) 587-3663  
Main Fax Number- (504) 587-3848

## GENERAL MANAGER

Alan Freeman - (504) 587-3892

## ASST. GENERAL MANAGER

Mike Schilling - (504) 587-3875

## SENIOR DIRECTOR OF FINANCE & ADMINISTRATION

David Weidler - (504) 587-3850

## MANAGER OF PARKING

Dan McIlhargey - (504) 587-3801

## NEW ORLEANS REGION ACCOUNTING MANAGER

Susan Pollet - (504) 587-3547

## MANAGER OF BOX OFFICE

Mark Arata - (504) 587-3556

## NEW ORLEANS REGION HUMAN RESOURCES MANAGER

Celeste Saltalamachia - (504) 587-3911

## FACILITIES MANAGER

Chuck Bourg - (504) 587-3882

## MANAGER OF OPERATIONS

Tommy Gerace - (504) 587-3816

## DIRECTOR OF EVENT SERVICES

Farrow Don Bouton - (504) 587-3838

## MANAGER OF EVENT SERVICES

William Dede- (504) 587-3837

## MANAGER OF GUEST SERVICES

Laurie Ducros - (504) 587-3842

## MANAGER OF PRODUCTION

Bradley Latham - (504) 587-8800

## MANAGER OF IT

Matt Boyd - (504) 587-3898

## CHIEF OF PUBLIC SAFETY

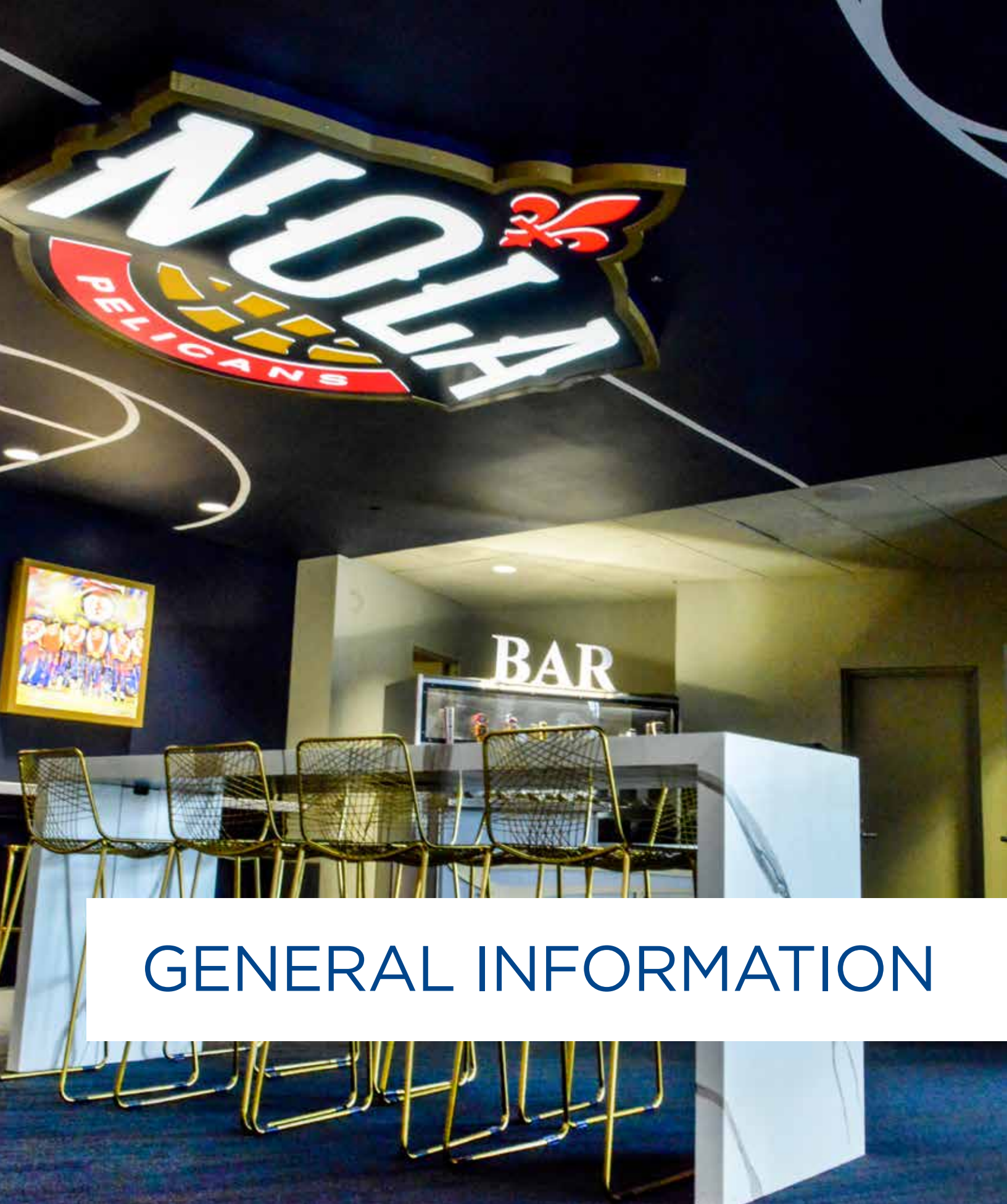
Kenneth Scott - (504) 587-3909

Fax - (504) 587-3512

## DIRECTOR OF SALES AND MARKETING

Jennifer Cooke Talbot - (504) 587-8980





# GENERAL INFORMATION



## BUILDING FEATURES

The Smoothie King Center is:

- within walking distance of 25,000 first-class downtown hotel rooms
- within one mile of the French Quarter, the Central Business District, the Ernest N. Morial Convention Center, and riverfront attractions

Smoothie King Center

- was the site of NCAA Women's Volleyball Final Four (December 19 & 21, 2002), NCAA Men's Basketball Final Four (April 2003) & NCAA Women's Basketball Final Four (April 2013)
- is the home of the National Basketball Association's New Orleans Pelicans

Smoothie King Center Statistics

- Opened on October 29, 1999
  - Cost = \$112 million, including site clearance and preparation; Part of a \$215 million sports package approved by the Louisiana legislature on June 9, 1993
  - Total Land Area = 13 acres
  - Air Conditioning = 9,000 tons (8,190 metric tons)
- Renovated and reopened on October 22, 2013
  - Cost = \$34 million
  - Areas Renovated = North Club, South Club, Chairman's Club, Courtside Club, LED Boards, Loge Boxes, Party Perch, Concession Areas & Suite Level

## SMOOTHIE KING CENTER AMENITIES

Smoothie King Center

- Courtside Club with patio (Ground Level) – 6,746 sq. ft.
- Hub Club (200 Suite Level) – 5,868 sq. ft.
- North Club - 9,638 sq. ft.
- South Club - 7,600 sq. ft.
- Courtside Club ATM Machines are located:
  - Northeast Ground Level
  - 100 Level, across from Section 108
  - 300 Level, next to Section 303
- Number of Suites = 56
- Number of Restrooms = 24 Women's, 20 Men's, and 3 Family Restrooms
  - Family Restrooms are located at East Ground Level, 100 Level Section 108 and 300 Level Section 310

## ADVERTISING/PROMOTIONAL SERVICES

The Smoothie King Center Marketing team provides a wide variety of media and advertisement services for all events booked within our facilities. Our staff has extensive experience in media planning and buying, creative services, sponsorship sales, public relations, promotions and publicity. This experience has allowed us to form unique partnering relationships with local companies and organizations.

## SPONSORSHIP RIGHTS

The New Orleans Pelicans retain the exclusive rights to sell fixed advertising panel, LED messages, message boards and all other concourse, interior or exterior arena signage. The promoter shall have the right to sell sponsorships that are directly related to its event, which include certain elements such as, temporary banner signage in the inner bowl and arena concourse. LED and message board display associated with event sponsorship shall not conflict with any of the existing Smoothie King Center sponsors. All temporary signage, message board and LED request must be made by the promoter in writing at least 30 days prior to the event and such request shall describe in detail the message content, location and nature of the advertising or sponsorship.





Exclusivity, within certain product categories, has been granted by the Smoothie King Center. If a conflict between sponsors arises, these exclusives will not be waived during the event. In addition, all signage may not be covered or digitally altered for in-arena viewing or broadcast purposes.

### WEBSITES

The Smoothie King Center site on the World Wide Web is [www.smoothiekingcenter.com](http://www.smoothiekingcenter.com). This site contains up to date information about all Smoothie King Center events and building information.

### BOOKING PROCEDURES

#### • SCHEDULING DATES

- Anyone with questions regarding the availability of dates should contact our Sales Department at (504) 587-8980.

#### • RENTAL EXPENSE

- Rental structure is based on established rental rates and determined by the type of event and space used. Further information can be obtained from the Sales Department.

#### • CONTRACT EXECUTION

- All arrangements are considered to be tentative until a contract has been fully executed and returned with the required security deposit.

#### • FINANCIAL SETTLEMENT & EXPENSES

- At the conclusion of the event, the lessee will be responsible for reconciling all outstanding facility expenses. The settlement will occur in the ASM Global offices. Any questions regarding the settlement procedure should be directed to your assigned Event Coordinator.
- All event expenses, including rent, are due in full prior to the start date of each event unless otherwise stipulated in the contract.

### INSURANCE REQUIREMENTS

- All events scheduled in the Smoothie King Center must be insured for the entire event, including move-in and move-out days.
- The promoter must provide valid insurance that reflects the following:
- The Insurance must name ASM Global its officers, directors, agents and employees as well as the Louisiana Stadium and Exposition District as well as the State of Louisiana and their agents as additional insured in the insurance document.
- All insurance must be submitted to the Smoothie King Center (15) days prior to the promoter having occupancy.
- All insurance required must carry a thirty (30) day notice of cancellation and must have the following coverage:
  - Bodily Injury
  - Property Damage
  - Aggregate Workman's Compensation

### EVENT MANAGEMENT

From the moment your event becomes contracted, an Event Coordinator will be assigned to be your primary contact with our facility. Your Event Coordinator is your principal source of information and can be your "right hand" once you have arrived on site. The Event Coordinator will take the information provided by your team and disseminate it to the appropriate facility personnel. With as much information as you provide, your Event Coordinator will work with our entire staff to ensure your event is a success. Please call the Director of Event Services at (504) 587-3838 if there are any questions regarding the assignment of your Event Coordinator.



## CATERING, CONCESSIONS & MORE





### CONCESSIONS

Centerplate exclusively provides all concessions at the Smoothie King Center. Outside food and/or beverages of any kind are prohibited. They may not be brought or delivered into the building or onto the premises. Contact Centerplate at (504) 558-6260 for food and beverage requests.

### CATERING

All catering is provided exclusively in-house by Centerplate. To coordinate specific food and beverage requirements, please contact Centerplate at (504) 558-6260.

### MERCHANDISING

Smoothie King Center merchandising is provided by River City Merchandising on an exclusive basis. For more information please call (210) 654-4447.



# OPERATING POLICIES & PROCEDURES





## GENERAL OPERATING PROCEDURES

- Banners may be allowed if they meet the following conditions: if they are not in poor taste, are not offensive, do not include profanity, do not obstruct the view of any guests or any stadium signage, nor present a safety hazard. Banners of a commercial nature are not permitted without specific permit or permission of building management.
- Helium balloons may not be given inside the building but may be authorized for permanent attachment for authorized displays. Please see assigned Event Coordinator.
- House lighting, ventilation, heat or air conditioning will be provided as required during open show hours, rehearsals or special conditions. Energy conservation mandates reduced lighting and ventilation during move-in and move-out periods.
- The Smoothie King Center provides the following services on an exclusive basis. Contact the Event Services Department for further information:
  - Guest Services
  - Ushers, Ticket Scanners
  - ADA Services
  - Public Safety
  - Electrical service, including power and lighting
  - Utility services consisting of water, drain, compressed air, natural gas and/or steam
  - Food and Beverage service
  - Telephone and Internet service

Rate schedules for these services are available from the Event Services Department.

These General Operating Policies and Procedures with referenced publications have been established to ensure the Smoothie King Center, its personnel, licensees and related service industries are working in a safe and orderly environment. These policies and procedures should serve as a guideline governing event and building operations. Any questions, requests for variations or exceptions should be promptly submitted to the Event Services Department and must be approved in writing by ASM Global management.

## CROWD MANAGEMENT POLICIES

### • PRE- EVENT SCREENING

Depending upon the nature of an event or when considered necessary by Building Management and Client, a visual or full search will be conducted by the Public Safety Department Only on all patrons and/or show personnel prior to entering the building. Patrons, guests or employees not complying to be searched prior to entering the facilities may return their tickets immediately to the Box Office and request a refund.

### • VISUAL SEARCH

A Visual search consists of the following: the patron being asked to open any coats, bags or containers of any type. Security will visually scan all patrons as they enter the facilities for contraband noted below. The patron will be asked to dispose the item(s) prior to entering the facilities. Patron may be detained if item(s) discovered is of the illegal nature.

### • FULL SEARCH

A Full search consists of the following: the patron being asked to open any coat, bag or container and also being screened with a metal detector. If contraband is detected, the patrons will be asked to dispose of such item(s) prior to entering the building. Patron may be detained if the item(s) discovered is of the illegal nature.

### PROHIBITED ITEMS

The following items are prohibited in the Smoothie King Center:

- Animals (with the exception of service animals)
- Banners (large or in poor taste)
- Containers of any kind
- Contraband
- Glass
- Large/oversized bags. Maximum bag size is 12" x 12"
- Laser pointers
- Noisemakers
- Outside food and drink
- Projectiles
- Weapons
- Sticks, bats, poles, clubs
- Video and audio recording devices
- Backpacks/knapsacks
- Helium balloons
- Glitter
- Stickers
- Fireworks
- Any other item(s) deemed unacceptable by Building Management
- Any other item(s) determined to be unacceptable by the Smoothie King Center

In the event prohibited items are revealed during a search, the patron(s) will be permitted to return to their vehicle with the items or they can dispose of the item. The Smoothie King Center will not safeguard any personal belongings or items of any type.



### EVICITION POLICY

The following behaviors or activities are causes for eviction from the Smoothie King Center:

- Use of profanity or unacceptable language of any type
- Possession of illegal or unauthorized items inside the Smoothie King Center
- Unacceptable dress
- Public drunkenness
- Entering or attempting to enter any "off limit" area such as the playing surface, stage area, backstage, or restroom of the opposite sex
- Participating in a fight or instigating a physical or verbal altercation Verbally abusing, threatening, or intimidating other patrons or building employees
- Throwing any object from box suites, balconies, ramps, etc. onto lower or upper areas
- Throwing objects of any type at other patrons, employees, or guests of the Smoothie King Center
- Possession of stolen tickets
- Possession of any unauthorized banners or signs
- Smoking indoors

**PROPERTY AND EQUIPMENT DAMAGE POLICIES**

- Damages of any kind should be promptly reported to the Smoothie King Center Public Safety Department at (504) 587-3900. The client is responsible for any damages to the building, furnishings or equipment. The client and its contractors are invited to inspect the facilities prior to move-in and following move-out accompanied by the Event Coordinator.
- Decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, painted surfaces, columns, or fabric and decorative walls.
- Adhesive-backed decals and stickers may not be distributed anywhere on the premises.
- Glitter and confetti may not be used in carpeted areas of the building.
- Planters, furniture and other building equipment may not be removed or repositioned. Any movement of furniture for event purposes shall be handled by ASM Global building personnel.
- Motorized vehicles, forklifts, gas or electric carts, bicycles, scooters, and similar equipment may not be operated on any carpeted areas of the building.
- Carpet runners, show carpet or other temporary floor coverings over permanent carpet must be approved in advance. Contact your assigned Event Coordinator for specification of approved tapes to use when installing carpet. Double-faced tape and heat tapes are prohibited for direct application to permanent carpet.
- Tape removal from the Smoothie King Center floor is the responsibility of the client and their service contractor(s).
- Clients and their service contractors are responsible for the complete removal of bulk trash, crates, pallets, packing materials, lumber, etc., prior to show opening and during move-out. Bulk trash is defined as materials that cannot be removed with a broom.
- Pallets and large pieces of lumber and similar trash shall not be placed in the Smoothie King Center trash compactors. Open-top trash containers are provided for this material at a charge to the client.

Failure to comply with the above mentioned items will result in additional financial obligations on the part of the client.

**RECORDING POLICY**

Video cameras, digital cameras, cameras with detachable lenses or lenses that exceed 6" and audio or video recorders of any kind are not permitted in the Smoothie King Center unless approved in advance by show or building management.

**CHILDREN'S ENTRY POLICY**

Children's entry policy is left to the sole discretion of the client.

**RE-ADMITTANCE POLICY**

Once patrons exit the building, re-entry is not permitted unless otherwise permitted by building or show management.

**SMOKING POLICY**

Smoking is permitted on the exterior of the following areas only:

- North 100 Level  
(across from sections 101-102)
- East 100 Level  
(across from section 108)
- East Ground Level  
(Courtside Club)



#### DELIVERY POLICIES

- Freight must be consigned to the official show service contractor or exhibitor service contractor, or delivered directly to these parties during the event.
- Mail received on-site should be addressed to the appropriate show or event. Mail will be held in the Administrative Offices until the first day of the event, at which time it will be delivered to the licensee.

Smoothie King Center  
1501 Dave Dixon Drive  
New Orleans, LA 70113

Events or circumstances not covered in these operating policies and procedures may be subject to special considerations and stipulations as deemed appropriate by ASM Global management. Questions and clarifications may be directed to the Event Services Department.



# ACCESSIBILITY FEATURES



**WHEELCHAIRS**

The Smoothie King Center has a limited amount of wheelchairs. They are available for patron use. A valid driver's license is required in exchange for a wheelchair. Wheelchairs are not reserved. Please contact Guest Services at 504-587-3990 or [ada@asmneworleans.com](mailto:ada@asmneworleans.com) for any questions or concerns.

**PHONIC EAR DEVICES**

Phonic ear devices are available in the Smoothie King Center. A valid driver's license is required in exchange for a phonic ear device. Please contact Guest Services at 504-587-3990 or [ada@asmneworleans.com](mailto:ada@asmneworleans.com) for any questions or concerns.

**SIGN LANGUAGE**

Sign language interpreters are available with prior notice. For concerts, a sign language interpreter can be hired through a private company. Please contact Guest Services at 504-587-3990 or [ada@asmneworleans.com](mailto:ada@asmneworleans.com) for any questions or concerns.

**PORT-A-LET AND COMPACTOR**

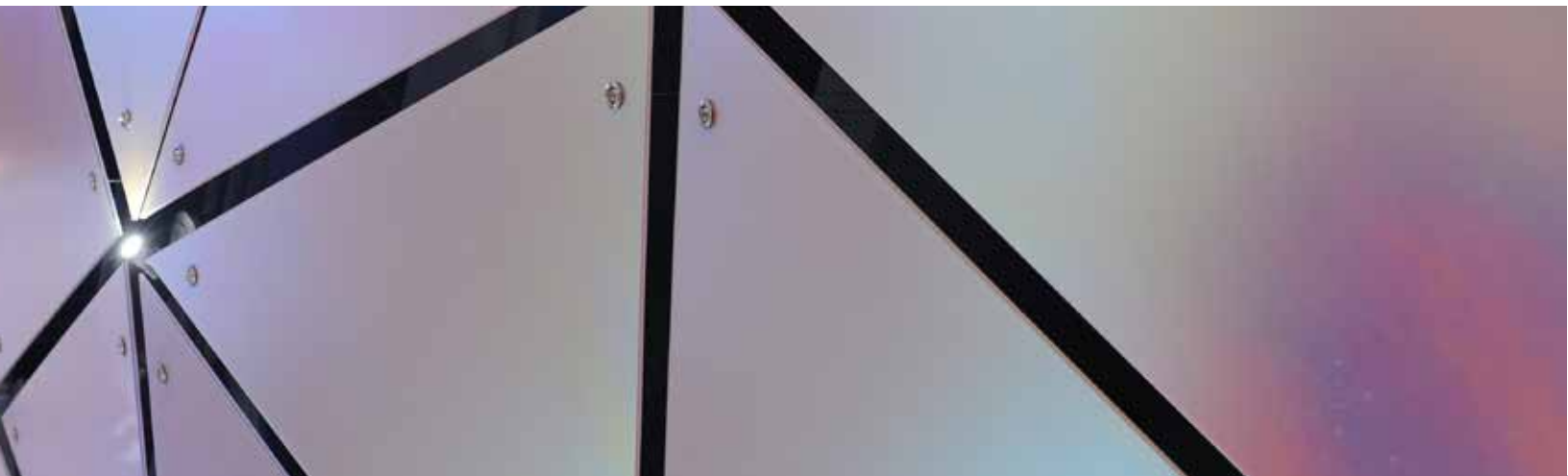
Progressive Waste Solutions is the preferred provider of waste management services for the Smoothie King Center. If you are wishing to obtain/rent any items, clients may contact Progressive Waste Solutions at (504) 940-2177 for more information.

**ELEVATORS/ESCALATORS**

There are elevators and escalators located in the Smoothie King Center that are serviceable to all levels.

There are (7) elevators and (8) escalators located in the Smoothie King Center.

- (2) Freight elevators:
  - Elevator 5 has a 10,000 lb. weight capacity
  - Elevator 6 has a 4,000 lb. weight capacity
- (5) Passenger elevators
  - Elevators 1, 2, 3, and 4 have a 3,500 lb. weight capacity
  - Elevator 7 has a 2,500 lb. weight capacity





# SAFETY



## PUBLIC SAFETY

- The Smoothie King Center has in house Security Services 24-hours a day. Security Control for Smoothie King Center is located at the West loading dock. In case of an emergency at the Smoothie King Center, please call (504) 587-3901.
- Public Safety arrangements for all events are the responsibility of the licensee and are subject to review and approval by the ASM Global management. The licensee is responsible for complete security within the licensed areas and MAY BE REQUIRED to provide additional security in loading dock areas, emergency exits, registration areas and ancillary spaces utilized for the event. Security firms engaged by the licensee shall be licensed in the State of Louisiana and are prohibited from carrying firearms within the premises, unless such personnel are authorized uniform law enforcement officers having jurisdiction at this location. See your assigned Event Coordinator for additional information.
- The Smoothie King Center offers services to convert office and meeting rooms to “high security” status by re-keying locks and installing hardware devices. Please contact the Event Services Department for additional details.
- Chain locks and other devices, which secure mandatory fire exit doors, are strictly prohibited.
- Service personnel and staff of the Smoothie King Center and the client are required to wear identification badges at all times and enter and exit the licensed areas through specified staff entrances.
- Working personnel are not permitted to loiter or take breaks in public areas of the building or utilize restaurants and food service areas reserved for customers.
- Soliciting is not permitted on the Smoothie King Center premises.
- Any conduct detrimental to the safe and proper operation of an event, abusive language, threats, assault, vandalism, theft and all other inappropriate actions will result in immediate removal from the premises or arrest and prosecution as appropriate.

## FIRST AID SERVICES

Acadian Ambulance Service provides complete first aid/paramedic services during all Smoothie King Center events.

- Safety of all occupants of the Smoothie King Center is of primary concern. Any unsafe condition or activity should be immediately reported to Security Control at (504) 587-3901 and supervisory personnel of the responsible party for corrective measures.
- Hazardous work areas are defined as any area on the premises where exhibits, equipment and freight are being handled, such as loading dock areas, exhibit halls, service corridors, marshalling yards, etc. Within these areas and throughout the premises, the following guidelines will be strictly enforced:
  - No horseplay, practical jokes, etc.
  - Possession or use of an illegal or controlled substance of any kind is prohibited.
  - No speeding (over 5 mph) or reckless use of vehicles and equipment.
  - No gasoline, kerosene, diesel fuel or other flammable liquids may be stored, permanently or temporarily, inside of the building. Interior refueling activity of any kind is strictly prohibited. Refueling must be accomplished a minimum of fifty (50) feet beyond the exterior of the building.
  - Access to fire exit doors and corridors shall be maintained throughout move-in/move-out activities.
  - Utility panels, switchgear, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.
  - Oil spills, loose or missing floor box covers or any other visible safety hazard shall immediately be reported to Engineering Control at (504) 587-3862.
  - Work activities in areas on upper levels require additional supervision to ensure safety for attendees to other events.



## **TENTS**

- Please contact your Event Coordinator for rules and regulations regarding the usage of tents at the facility and surrounding areas.

## **PYROTECHNICS:**

- A City of New Orleans permit is required for all pyrotechnics. The telephone number to the New Orleans Fire Department, Fire Prevention Division is (504) 658-4770.
- Permits must be requested in a timely manner.
- A special City of New Orleans permit is needed for projectiles of any kind, (e.g. comets, mines, crossettes). Additional on-duty inspectors and firemen are required for productions involving projectiles which increase the costs.
- A pyrotechnics demo must be performed for the Fire Prevention Division of the New Orleans Fire Department on all pyrotechnic shows.
- A local pyrotechnics company and licensed operator must be utilized, unless the desired pyrotechnics company and operator are licensed in the State of Louisiana and in Orleans Parish.
- Any and all materials that may be used during a pyrotechnics show must have a flame retardant certificate. A copy must be furnished to the Event Coordinator.

## **AIR SPACE:**

- Use of air space over the Smoothie King Center and in the city of New Orleans must be applied for through the FAA, the City of New Orleans, and the Municipal Airport. The number to the FAA Radar Room is (504) 471-4359.
- The possession, operation, or use of an unmanned aircraft system (UAS) or drone is prohibited on Mercedes-Benz Superdome, Smoothie King Center, or Champions Square property without prior, written permission from management. Furthermore, persons operating a UAS on Mercedes-Benz Superdome, Smoothie King Center, or Champions Square property may be subject to criminal or civil penalties by the Federal Aviation Administration (FAA).

## **POLICE ESCORT:**

- To request a police escort, please contact the NOPD escort office at (504) 658-6205. Office hours are Monday through Friday, 8:00am – 4:00pm.

## **SEATING/FLOOR PLANS:**

- A copy of any seating diagram or floor plan for your event must be submitted to the New Orleans Fire Marshall at least 30 days prior to the start of your event. Clients may contact the Fire Marshall directly at (504) 658-4770 or have their assigned Event Coordinator submit the drawings on their behalf. Regardless of how the submission is handled, a copy of the approved and stamped drawing must be given to the assigned Event Coordinator prior to the move in of the event.

## **FIRE WATCH:**

- If determined necessary by the New Orleans Fire Department, the Smoothie King Center Operations and Safety Manager, a standby Fire Marshall(s) will be staffed during the event. Any costs for this additional requirement will be the responsibility of the promoter/client.

## **OPEN FLAME DEVICES:**

- Open flame devices are not permitted on Smoothie King Center property unless specifically approved by the New Orleans Fire Department and with the full knowledge of the Operations and Safety Manager.



#### VEHICLE FUEL:

- When a vehicle is placed in place of assembly, the following conditions must be met: (3101.17.2 SFPC 1994)
  - Fuel tanks shall be drained to less than 1/4 of tank capacity.
  - Fuel caps shall be taped shut or fitted with a locking cap.
  - Hot lead of the battery shall be disconnected.
  - Fire watch person shall have control of vehicle keys.
  - Vehicle engine is not to run inside of the building.
  - Refueling is not allowed inside of the building.
  - Standby with portable fire extinguisher after vehicle is brought inside of building.
  - Check for paper or plastic under the vehicle due to high heat under the vehicle.



# COMMUNICATIONS

## COMMUNICATIONS

### DSL/T-1 CONNECTIONS

- High Speed Internet (DSL/T1) service is available in every area in both the Smoothie King Center. Please contact your assigned Event Coordinator for time frame requirements for services/orders.

### ISDN

- ASM Global does not supply ISDN lines. ISDN lines can be purchased from AT&T and installed by them for an end-to-end solution (1-866-620-6900).

### TELEPHONE/INTERNET SERVICE

The IT Department is the exclusive provider of telephone and Internet services. All telephone and Internet services can be handled in house. Please inform your Event Coordinator of any telephone and Internet service requirements as soon as possible. Your Event Coordinator will then put you in touch with our in-house Communications Department and develop the costs associated with such service. The costs associated with telephone and Internet service are subject to change.

**TYPES:** Regular Analog (or POTS) service with or without Long Distance

- These can be done anywhere in the Smoothie King Center as well as the Lots 3 and 4. The IT Department needs 7-10 business days lead-time in order to get appropriate equipment to Lot 3 and Lot 4.

### WIFI

- Complimentary high speed WiFi is available throughout the Smoothie King Center.

### AT&T BUSINESS CENTER

- The only exception to our in-house IT department providing all phone and internet services is the following:

All dry pair and ring down phone lines, devices, etc. for events involving teams on the field must be ordered directly through AT&T. The AT&T Business Center can be reached at 1-800-397-6858. Please contact them for these specific IT requirements. AT&T should be contacted directly for any troubleshooting.







# PRODUCTION

### **CABLE TELEVISION**

Cable TV is available throughout the Smoothie King Center. The Smoothie King Center is equipped with a state of the art HD cable distribution system. Nearly every area of the building is wired for CCTV, including all concourses, locker and dressing rooms, suites, club lounges and offices. In addition to Cox Cable TV system, we can also provide internally generated channels.

### **WIRELESS CLEARCOM**

Wireless clearcom systems are available in the Smoothie King Center. Drops are located or can be run to all normal spotlights, front-of-house areas, and stage locations. Wireless clearcom is also available to the house lights operator.

### **EXTERIOR ELECTRONIC SIGNAGE**

#### **SMOOTHIE KING CENTER MARQUEE MEGABOARD**

- Full Color LED
- 1406 pixels wide x 768 pixels high; 72dpi
- Size: 92' x 50'
- Qty: 2
- Static/No video (jpeg or bitmap format),

#### **BOX OFFICE BOARD**

- Full Color LED
- 4926 pixels wide x 192 pixels high - Note sign bends from 0 - 289 pixels across.  
Only static image in this space as it faces Interstate
- Size: 162' x 6'3"
- Only acceptable file formats are .jpg, .bmp & .avi (30 frames per second, no compression)
- All files must be electronic

#### **BARCO BOARD**

- Full Color LED
- 280 pixels wide x 210 pixels high; 72dpi
- Size: 20'7" x 5'6"
- Only acceptable file formats are .jpg, .bmp & .avi (30 frames per second, no compression)
- All files must be electronic

#### **PYLON (LOT 4)**

- Full Color LED
- 352 pixels wide x 192 pixels high; 72dpi
- Size: 26'5" x 14'5"
- Static/No video (jpeg or bitmap format)

#### **GALAXY BOARD**

- Monochrom - Text Only
- 80 pixels wide x 32 pixels high; 72dpi
- Size: 8'10" x 3'6"



## INTERIOR ELECTRONIC SIGNAGE

### HUSTLE BOARDS (CORNER BOARDS)

- Full Color LED
- 720 pixels wide x 480 pixels high; 72dpi
- Size: 11'9" x 8'8"
- Qty: 4
- Only acceptable file formats are .jpg, .bmp & .avi (30 frames per second, no compression)

### CENTER HUNG RING FULL

- Full Color LED
- 4464 pixels wide x 144 pixels high; 72dpi
- Only acceptable file formats are .jpg, .bmp & .avi (30 frames per second, no compression)

### CENTER HUNG RING SIDELINE

- Full Color LED
- 1464 pixels wide x 144 pixels high; 72dpi
- Qty: 2
- Only acceptable file formats are .jpg, .bmp & .avi (30 frames per second, no compression)



**CENTER HUNG RING BASELINE**

- Full Color LED
- 764 pixels wide x 144 pixels high; 72dpi
- Qty: 2
- Only acceptable file formats are .jpg, .bmp & .avi (30 frames per second, no compression)

**CENTER HUNG SIDELINE FULLBOARD**

- Full Color LED
- 2240 pixels wide x 1080 pixels high; 72dpi
- Qty: 2
- - jpg
- avi: MATROX MPEG 2 I-frame HD, DVDPRO100, DVDPROHD, 29.97 fps, Audio Uncompressed 48KHz,16Bit
- mov: ProRes422(including HW, LT, & Proxy), H.264, DVDPROHD, Avid DNxHD, XDCAM EX 35 VBR, 29.97 fps, Audio Uncompressed 48KHz,16Bit

**CENTER HUNG BASELINE FULLBOARD**

- Full Color LED
- 1280 pixels wide x 1080 pixels high - Scaled vide 1920 pixels wide x 1080 high; 72dpi
- Qty: 2
- - jpg
- avi: MATROX MPEG 2 I-frame HD, DVDPRO100, DVDPROHD, 29.97 fps, Audio Uncompressed 48KHz,16Bit
- mov: ProRes422(including HW, LT, & Proxy), H.264, DVDPROHD, Avid DNxHD, XDCAM EX 35 VBR, 29.97 fps, Audio Uncompressed 48KHz,16Bit

**PANASONIC - UPPER 360 BOWL**

- Full Color LED
- 14016 pixels wide x 24 pixels high; 72dpi
- Size: 924' x 1'7"
- Qty: 1
- Only acceptable file formats are .jpg, & .avi (30 frames per second, no compression)

**HALO - LOWER 360 BOWL**

- Full Color LED
- 11632 pixels wide x 24 pixels high; 72dpi
- Size: 871' x 22"
- Qty: 1
- Only acceptable file formats are .jpg, & .avi (30 frames per second, no compression)

**END WALL**

- Full Color LED
- 96 pixels wide x 176 pixels high; 72dpi
- Size: 13'2" x 7'2"
- Qty: 2
- Only acceptable file formats are .jpg, & .avi (30 frames per second, no compression)





## PRODUCTION FACILITIES

### CONTROL ROOM

- One (1) Grass Valley Kayenne Video Production Switcher
- Five (5) Grass Valley Elite Twin CCUs with LDX 80 Cameras
- Two (2) Grass Valley Universe XF CCUs with LDX 86 6X Cameras
- One (1) Sony PMW400 XDCAM with VISLINK Wireless Transmission and Control
- One (1) Panasonic AK-HC1500G Camera with AW-PH405 Pan/Tilt Head and AW-RP120 Control (remote)
- One (1) Sony BRC H900 PTZ Camera with Vaddio 999-5700-000 Control
- Three (3) Evertz DreamCatcher 6IN/2OUT Replay Systems
- One (1) Evertz DreamCatcher 4-Channel Clip Player
- One (1) Click Effects CrossFire 2-Channel Broadcast Server
- One (1) Click Effects CrossFire 1-Channel Broadcast Server
- Two (2) ChyronHego Mosaic 2-Channel Graphics Platforms
- Two (2) Sony PDW-F1600 XDCAM HD Player/Recorders
- Two (2) Video Devices PIX 270i HD Player/Recorders
- Two (2) Toshiba DR430 DVD Player/Recorder
- One (1) JVC SR-HD2500 Blu-Ray Disc & HDD Recorder
- All TVs have the capability for channel insertion

Please take note that this is the total inventory that is shared between the two buildings.

## SOUND SYSTEM

### SMOOTHIE KING CENTER

- 32-Channel Yamaha M7CL Mixing Console
- 2 Tascam CD Players
- Tascam Tape Player/Recorder
- 6 Shure UHF Wireless Mic Systems

## AUDIO SPECIFICATIONS

### - SPEAKERS

- East and West Clusters
  - Five (5) EAW MH662 Mid/Hi
  - One (1) EAW MH660 Mid/Hi
  - Seven (7) EAW MHBV535 Low Freq.
  - Two (2) EAW MHBV660 Low Freq.
- North and South Clusters
  - Three (3) EAW MH662 Mid/Hi
  - Three (3) EAW MHBV535 Low Freq.
- Scoreboard Speakers and Downfires
  - Eight (8) EAW AOS130 Mid/Hi
  - Eight (8) EV HP640 Horns w/ DH1A 2" Driver
- Foldback Speakers
  - Two (2) EAW SM122e Wedge

### - AMPLIFICATION

- Main Bowl
  - Nine (9) Crest CKS 800
  - Twelve (12) Crest CKS 1200
  - Thirteen (13) Crest CKS 1600
- Concourse
  - Seven (7) Crest CKV 800
  - Six (6) Crest CKV 1600
- Foldback
  - One (1) Crest FA 1201

## LIGHTING

The Smoothie King Center has both quartz and metal halide fixtures. The metal halide fixtures also include shutter capability. Custom lighting modes can be configured if necessary.

## SPOTLIGHTS

The Smoothie King Center has the following spotlight inventory. Please take note that this is the total inventory that is shared between the two buildings. Please check with your Event Coordinator regarding spotlight availability.

- Six (6) Super Trooper spotlights (between both the Mercedes-Benz Superdome and Smoothie King Center)
- Six (6) Gladiator spotlights (between both the Mercedes-Benz Superdome and Smoothie King Center)
- Four (4) catwalk spotlights at the Smoothie King Center (located in catwalk; 2 on East and 2 on West)
- PLEASE NOTE THE SMOOTHIE KING CENTER DOES NOT SUPPLY ADDITIONAL SPOTLIGHT PARTS (I.E. COLOR LENSES, ETC.); CLIENT/PROMOTER IS RESPONSIBLE FOR OUTSOURCING THESE ADDITIONAL ITEMS.



# UTILITIES





## ELECTRICAL POWER

### SMOOTHIE KING CENTER

The Smoothie King Center has 4,000 amps of total power at 208 volts available for show power and 1,000 amps of total power at 208 volts available for shore power:

- **Upstage Right: 2,000 amps**
  - (3) 600 amp/3 phase/208 volt/5 wire
  - (1) 200 amp/3 phase/208 volt/5 wire
- **Upstage Left: 1,000 amps**
  - (2) 400 amp/3 phase/208 volt/5 wire
  - (1) 200 amp/3 phase/208 volt/5 wire
- **Northeast Floor Vomitory: 400 amps**
  - (1) 400 amp/3 phase/208 volt/5 wire
- **Southeast Floor Vomitory: 400 amps**
  - (1) 400 amp/3 phase/208 volt/5 wire
- **South Side Stands: 200 amps**
  - (1) 200 amp/3 phase/208 volt/5 wire
- **Shore Power (Loading Dock Driveway): 1000 Amps**
  - (3) 200 amp/3 phase/208 volt/5 wire
  - (1) 400 amp/3 phase/208 volt/5 wire
  - Same disconnect feeds Bus Lot #4

### BUS LOTS

- **Lot 3**
  - No power available
- **Lot 3A**
  - 200 amp, 3 phase, 208 volt
- **Lot 4**
  - One (1) 400 amp, 208 3-phase (next to small gate on East Side of Lot 4); this power can be split into two (2) 200 amp, 208 3-phase connections.
  - One (1) 400 amp, 208 3-phase (at pylon/near NW corner of Lot 4)

**SMOOTHIE KING CENTER POWER SERVICES ARE ALL CAM LOCK EQUIPPED.**

## ELECTRICAL, COMPRESSED AIR, AND WATER AVAILABILITY

### SMOOTHIE KING CENTER

- Water sources are available on the center floor in each of the four (4) floor vomitories, and backstage on the loading dock, and in the dressing room corridor.
- There are also additional water sources located on the concourse levels that may be accessed as well.
- An in-house washer and dryer are available for promoter use. Please notify your assigned Event Coordinator in advance if you desire to use them.
- Access to all water services must be done by the House Plumber.
- All wiring and electrical installations must be performed by a House Electrician.
- All utilities for trade/consumer shows fall under special pricing. Please speak with your assigned Event Coordinator to obtain the appropriate forms.

# BOX OFFICE





### TICKETING SERVICES

The Smoothie King Center has an exclusive agreement with Ticketmaster in the selling of tickets for all events. There is a facility fee accessed on all tickets over \$10.00, which is subject to change. For more details on box office operations and other services, please call (504) 587-3822. Hours of operation are 9am-4:30pm, Monday-Friday. Box office hours on Saturdays and Sundays are for event on sales and event days only. There are 2 Ticketmaster retail outlets in the Greater New Orleans area.

### TICKET OFFICE

#### SMOOTHIE KING CENTER

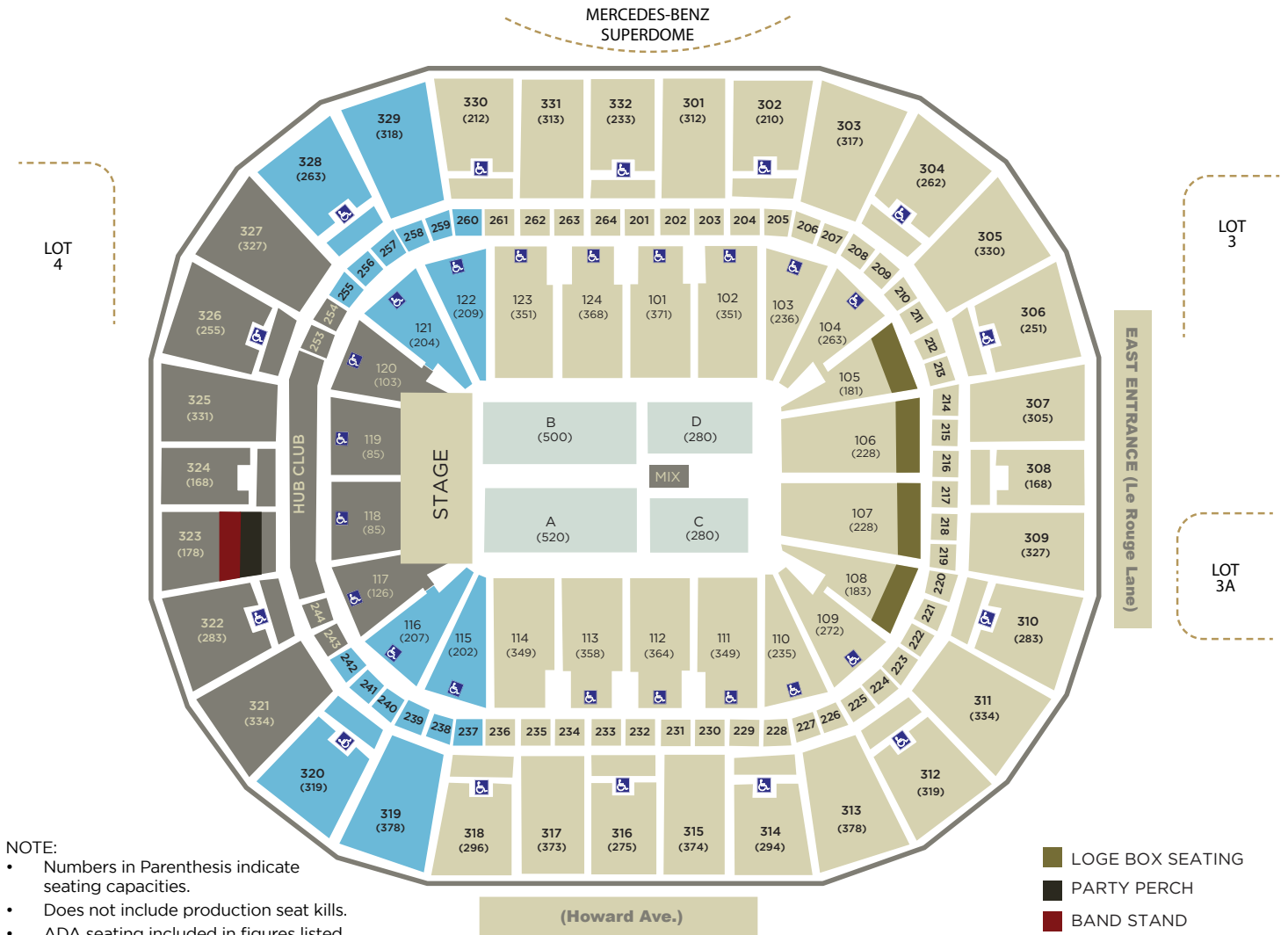
##### Box Office Information

- Full Box Office services
- (15) ticket windows available in the Main Box Office
- Located on Ground level on Dave Dixon Drive at the corner of LeRouge St.
- Future event ticket sales window located on the 100 level concourse across from Section 108

### SEATING CAPACITIES

- Basketball.....18,000
- Center Stage Concert.....17,791
- West End Stage Concert.....15,321 = 270°  
13,077 = 180°
- Ice Show (Family).....10,000
- Half House Show.....7,500





CONFIGURATION	LEVEL	SEATING CAPACITY
360°	FLOOR	1,580*
	100 LEVEL	5,976
	SUITE LEVEL	915
	300 LEVEL	9,320
TOTAL		17,791
270°	FLOOR	1,580*
	100 LEVEL	5,577
	SUITE LEVEL	720
	300 LEVEL	7,444
TOTAL		15,321
180°	FLOOR	1,580*
	100 LEVEL	4,755
	SUITE LEVEL	576
	300 LEVEL	6,166
TOTAL		13,077

\*Depending on production requirements seating capacity may vary for the floor level



# SPACE & AREA DIMENSIONS





## Smoothie King Center

### FLOOR CONFIGURATION

- 17,000 Square Feet
- 200 Feet (West to East)
- 85 Feet (North to South)

### FLOOR LOAD CAPACITY

- 350 lbs. per square foot, evenly distributed

### CEILING HEIGHT

- 95.9 feet center (Rigging Grid)

### RIGGING CAPACITY

- 105,000 lbs. evenly distributed across the ceiling

### LOADING DOCK

- Elephant doors are 20' wide X 19' high
- #1 Roll-up door is 8' wide X 10' high
- #2 Roll-up door is 20' wide X 20' high
- #3 Roll-up door is 12' wide X 15' high
- #4 Roll-up door is 12' wide X 15' high
- #5 Roll-up door is 12' wide X 10' high

### FLOOR TO DIFFERENT LEVEL DIMENSIONS

- Floor to Club Level is 14'9"
- Floor to 100 Level Main Concourse is 26'9"
- Floor to Suite Level is 38'9"
- Floor to 300 Level Upper Concourse is 50'9"
- Floor to Beam and Roof is 65'1"
- Floor to Parapet is 70'0"

Floor plans and diagrams are available upon request.

### DRESSING ROOMS

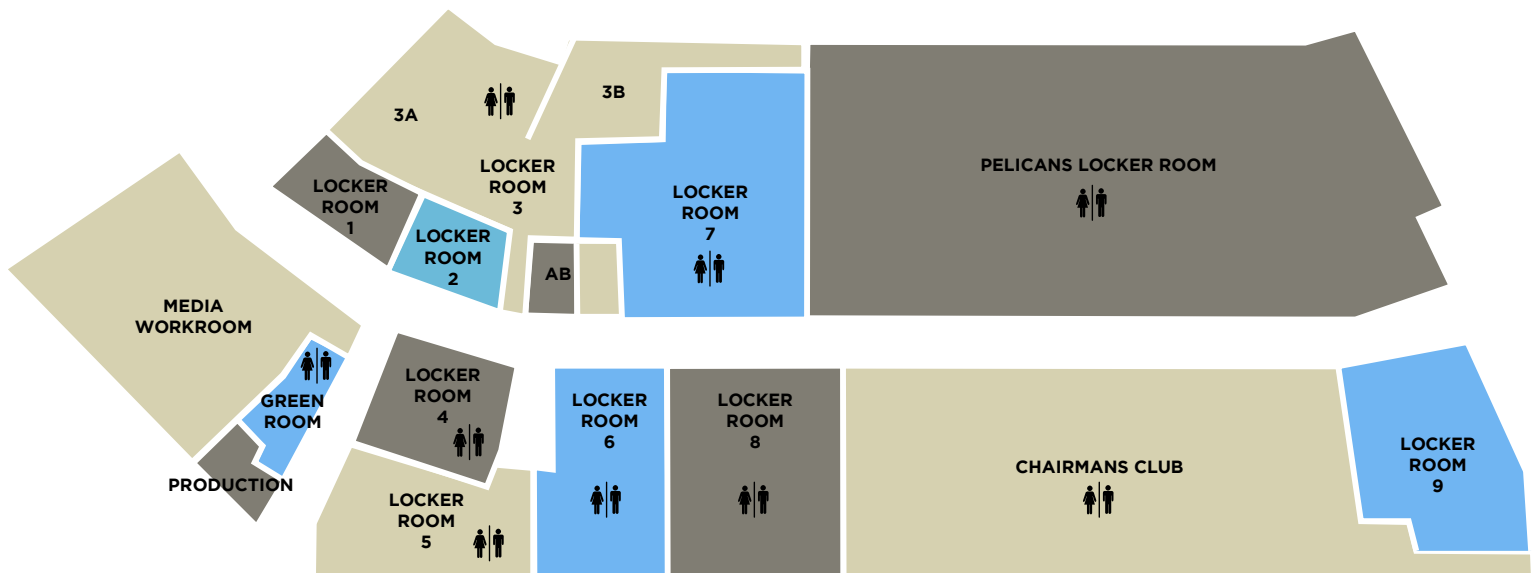
- The Smoothie King Center has a total of 13 Dressing Rooms/Locker Rooms. These rooms are in a variety of configurations and all but four (4) have restroom facilities available. Cable television and telephone services are available upon request.
- Please refer to the Smoothie King Center Backstage diagram on Page 42.





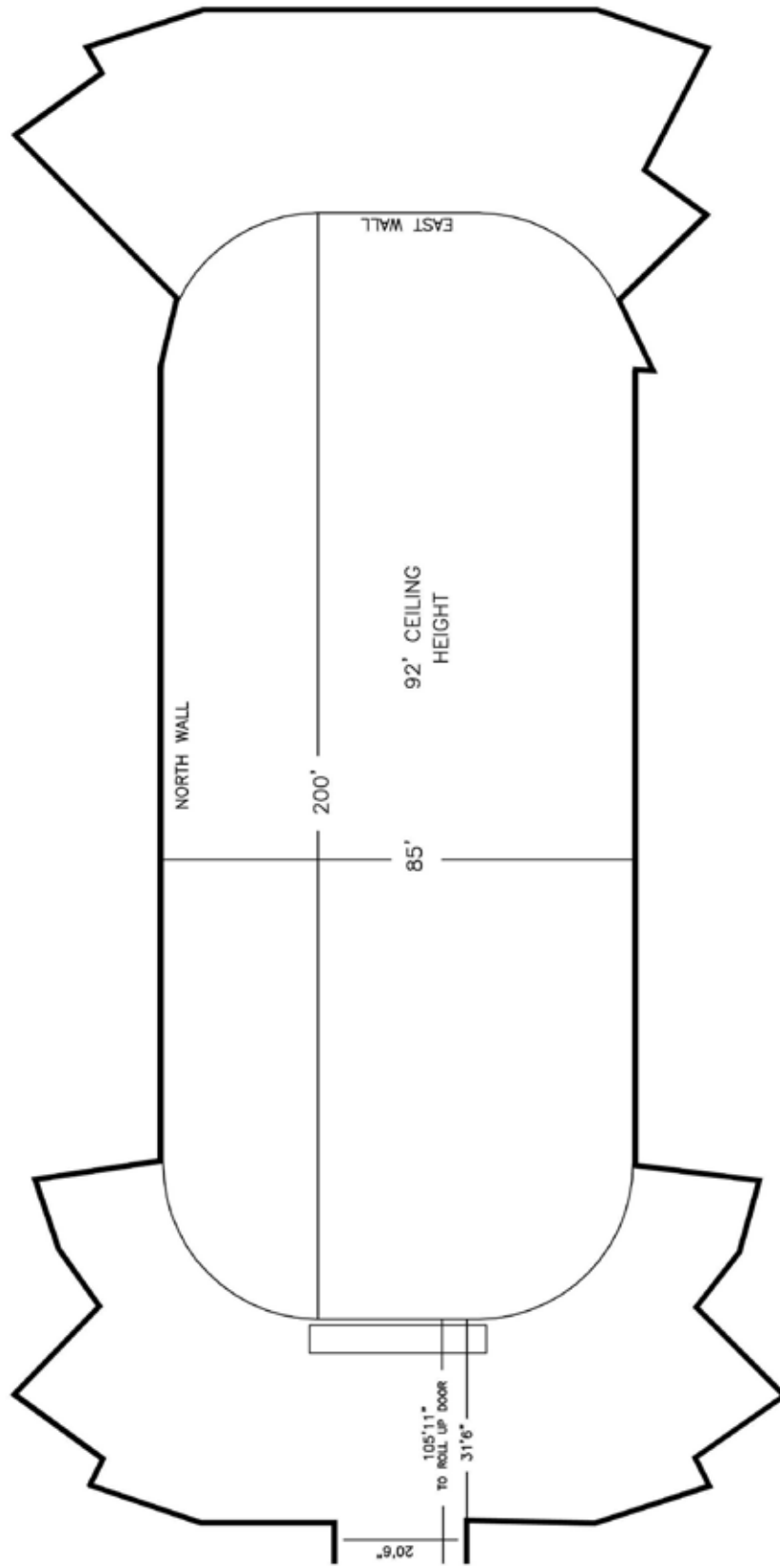
# MAPS





## SMOOTHIE KING CENTER - BACK OF HOUSE

Note: Use of the Pelicans Locker Room & Chairman's Club is subject to approval from the NBA Pelicans Team

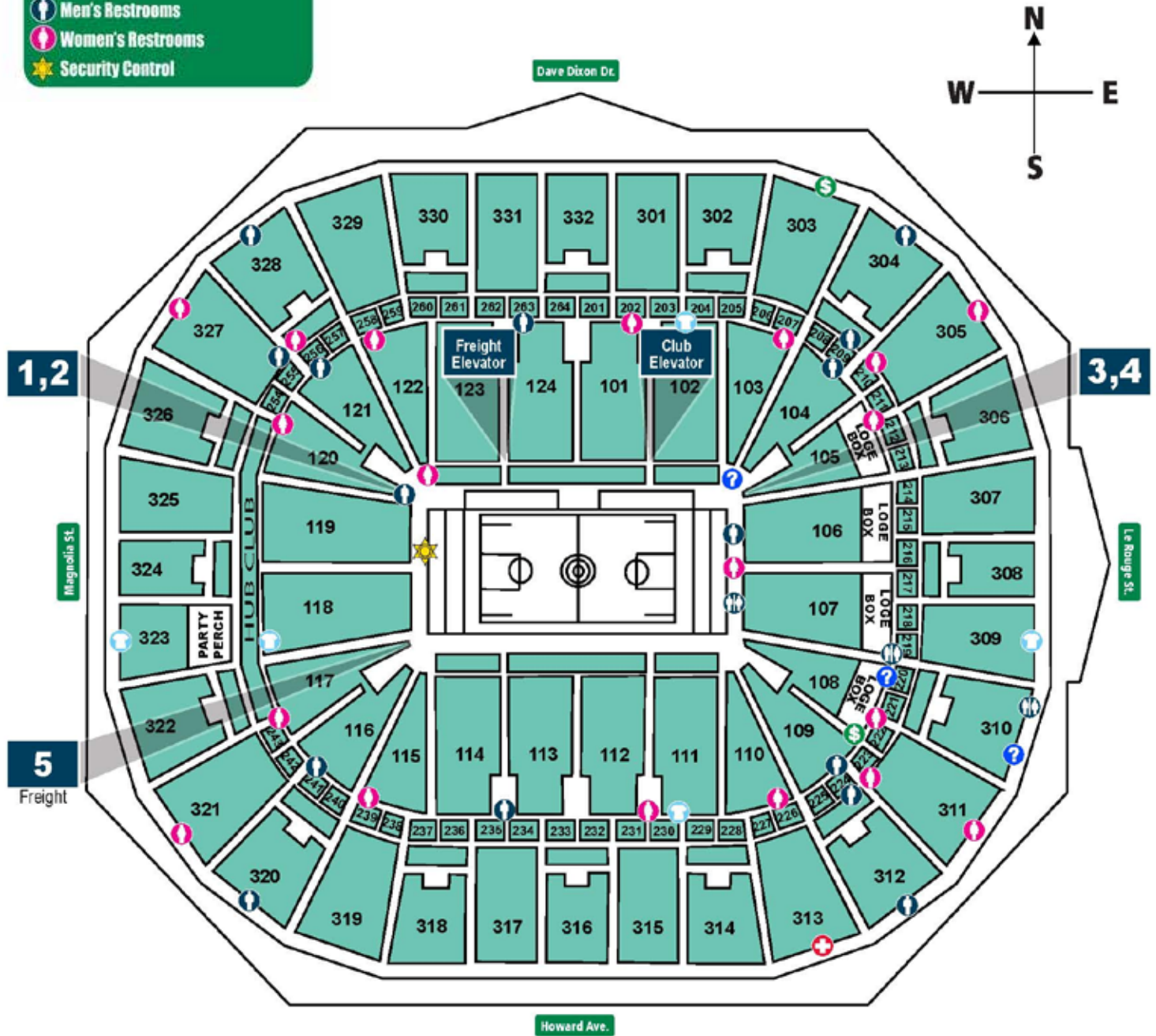


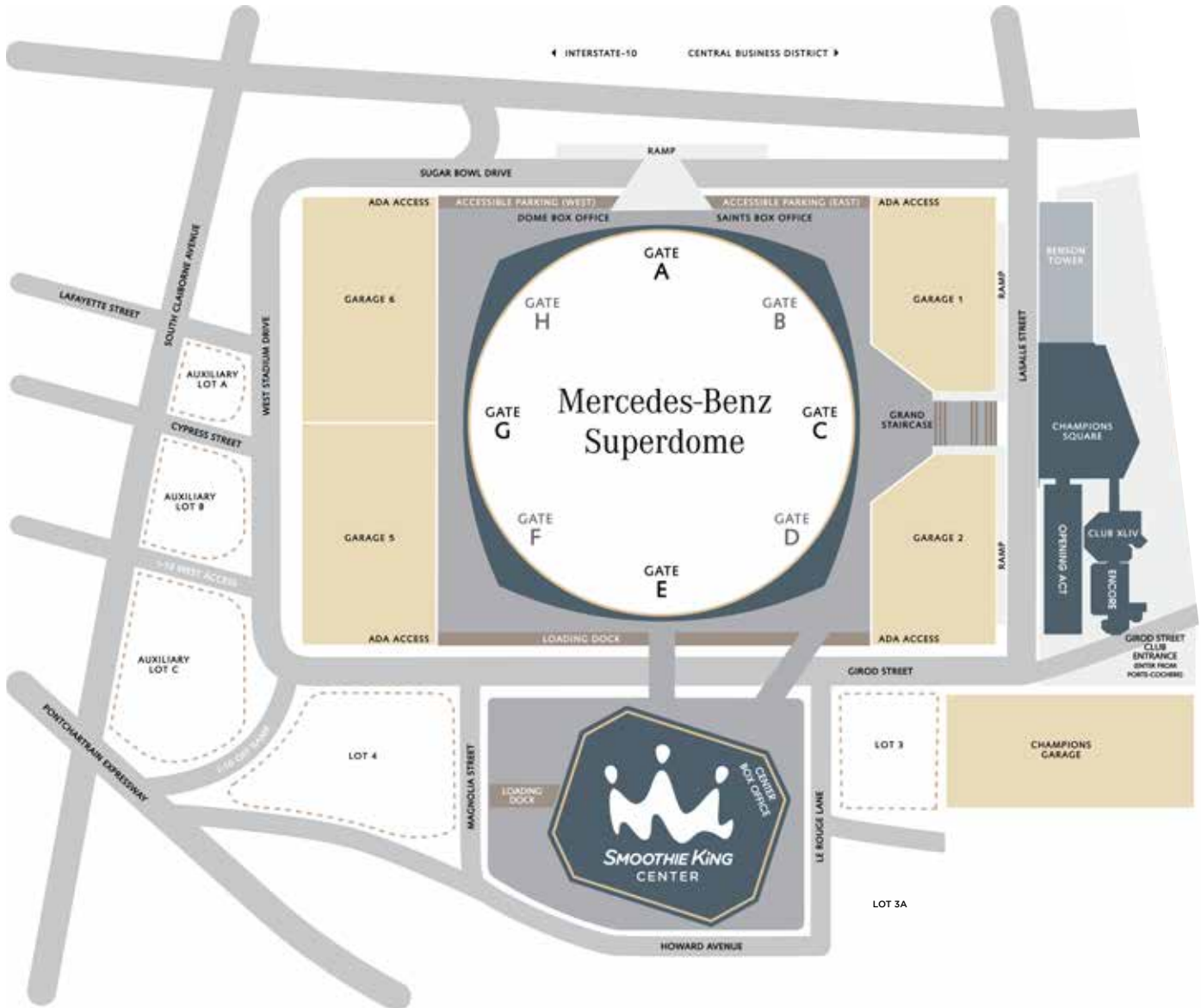




## LEGEND

- ATM Machines
- Elevators
- First Aid
- Family Restrooms
- Guest Services
- Merchandise
- Men's Restrooms
- Women's Restrooms
- Security Control







# PARKING



## PARKING

The ASM Global Managed Complex comprised of the Mercedes-Benz Superdome, Smoothie King Center and Champions Square has seven (7) parking garages, which can accommodate approximately 7,000 vehicles. The Smoothie King Center has two (2) surface lots. The parking garages and surface lots are adjacent to the Smoothie King Center. The garages are designated #1, #1A, #2, #2A, #5, #6 and Champions Garage. The surface lots are designated Lot 3, Lot 3A and Lot 4.

LOCATION	NUMBER OF SPACES (NOT INCLUDING ADA)
Garage 1	469
Garage 1A	480
Garage 2	460
Garage 2A	503
Lot 3	162
Lot 3A	153
Lot 4	197
Garage 5	1,469
Garage 6	1,257
Champions Garage	2,081

## PARKING LOT POLICIES

- No re-entry privileges without prior authorization
- No overnight parking unless approved in advance
- Absolutely no solicitation of any type
- No open flames permitted on the properties

## DISABLED PARKING

Disabled Parking is available in the parking garages and in each surface lot.

LOCATION	NUMBER OF ADA SPACES
ADA East	18 regular
ADA West	18 regular
Garage 1	8 regular + 7 wheelchair accessible
Garage 2	9 regular + 6 wheelchair accessible
Lot 3	7 wheelchair accessible
Lot 3A	N/A
Lot 4	14 wheelchair accessible
Garage 5	9 regular
Garage 6	27 regular + 23 wheelchair accessible
Champions Garage	31 wheelchair accessible

### **UNAUTHORIZED VEHICLES**

Vehicles of any kind parked illegally or in restricted areas are subject to tagging and towing without notice.

### **VIP PARKING**

- The Smoothie King Center has (18) VIP Parking spaces available.
- Please contact your assigned Event Coordinator for authorized credentialing to access these areas.

### **EVENT PARKING PASSES**

A limited number of parking passes are available for your event. If additional spaces are required they can be reserved for a fee.

### **PARKING RATES**

The Smoothie King Center Parking Operating Management is responsible for all parking operations. Specific questions regarding parking policies and rates should be directed to your assigned Event Coordinator.

### **LOAD-IN AREA**

Load-in for show vehicles and other equipment will take place at the loading docks of the Smoothie King Center.

### **SMOOTHIE KING CENTER HAS FOUR (4) “BAYS” AVAILABLE.**

- (4) 12’6” W x 100’ D.

### **PRODUCTION PARKING**

#### **SMOOTHIE KING CENTER**

Show parking is located in Lot #4 directly across from the Center loading dock.

