

SMOOTHIE KING CENTER

Located on the threshold of one of America's most exciting cities, the Smoothie King Center

is the largest state-of-the-art venue of its size in the region. Adjacent to the iconic Caesars Superdome and blocks from the French Quarter, the Smoothie King Center is an intimate, first-class venue that services a variety of programming including headlining concerts, NBA games, premier sporting events, general sessions and private receptions.



SMOOTHIE KING CENTER

MAIN ARENA FLOOR SPACE

- Basketball configuration: 154' x 85' (13,090 sq. ft.)
- Non-basketball configuration (east and west stands fully retracted): 250' x 85' (21,250 sq. ft.)
- Concert configuration: seating capacities for 180, 270 and 360 degree shows

SEATING CONFIGURATIONS

- Flexible seating up to 17,500, depending upon configuration
- ADA seating available on all levels
- Theatrical configuration: half-house using curtain drape
- 90' x 200' in-house curtain drape
- Moveable truss for reduced house configurations

CEILING HEIGHT

- 150' at apex; 100' at perimeter

RIGGING GRID

- 95' 9" from floor level
- Rigging: preferred company allowed to rig from ceiling grid

FLOOR LOAD CAPACITY

- Maximum uniform distributed load of 350 lbs. per sq. ft.

LIGHTING & SOUND

- Broadcast-quality metal halide lighting system with blackout capability
- In-house sound system

A/V, TECHNOLOGY & PRODUCTION

- Two 360-degree halo boards: logos, graphics, messages (full color)

- LED center-hung board and two end boards: commercials, live-action videos, instant replays (full color)
- In-house video and CCTV capabilities
- Four Exterior arena LED boards: commercials, graphics, messages (full color)

ELECTRICAL / IT

- Backstage power: seven separate services totaling 34,000 amps
- TV/production power: five separate services totaling 20,000 amps
- In-house, exclusive telephone service: high capacity in-house telephone system capable of handling 1,500+ telephone lines
- High-speed Internet service: DSL, T-1 and DS-3 circuit
- High-speed wireless access

BACK OF HOUSE

- Total of 14 rooms (dressing, production and locker rooms) various sizes, most restroom equipped

LOADING AREA

- Four-bay loading docks with access to arena floor via 20' x 20' door

PREMIUM AREAS

- Courtside Club (lounge and courtyard): 150 seated, 200 reception
- North Club: 200 seated, 150 reception
- South Club: 200 seated, 125 reception
- HUB Club: 137 fixed seats in arena bowl, 100 reception

SUITES

- Total of 56 privately owned luxury suites
- Two large party suites
- 16 Loge Boxes total on 100 level, sections 105 - 108: twelve 4-seat boxes and four 5-seat boxes.

PARKING

- 4,600 spaces in adjacent Caesars Superdome Parking Garages
- 2,100 spaces in adjacent Champions Garage
- On-site lots for parking/staging of oversized vehicles
- Park and Power services available

BOX OFFICE

- Primary box office located at East ground entrance: 18 box office windows

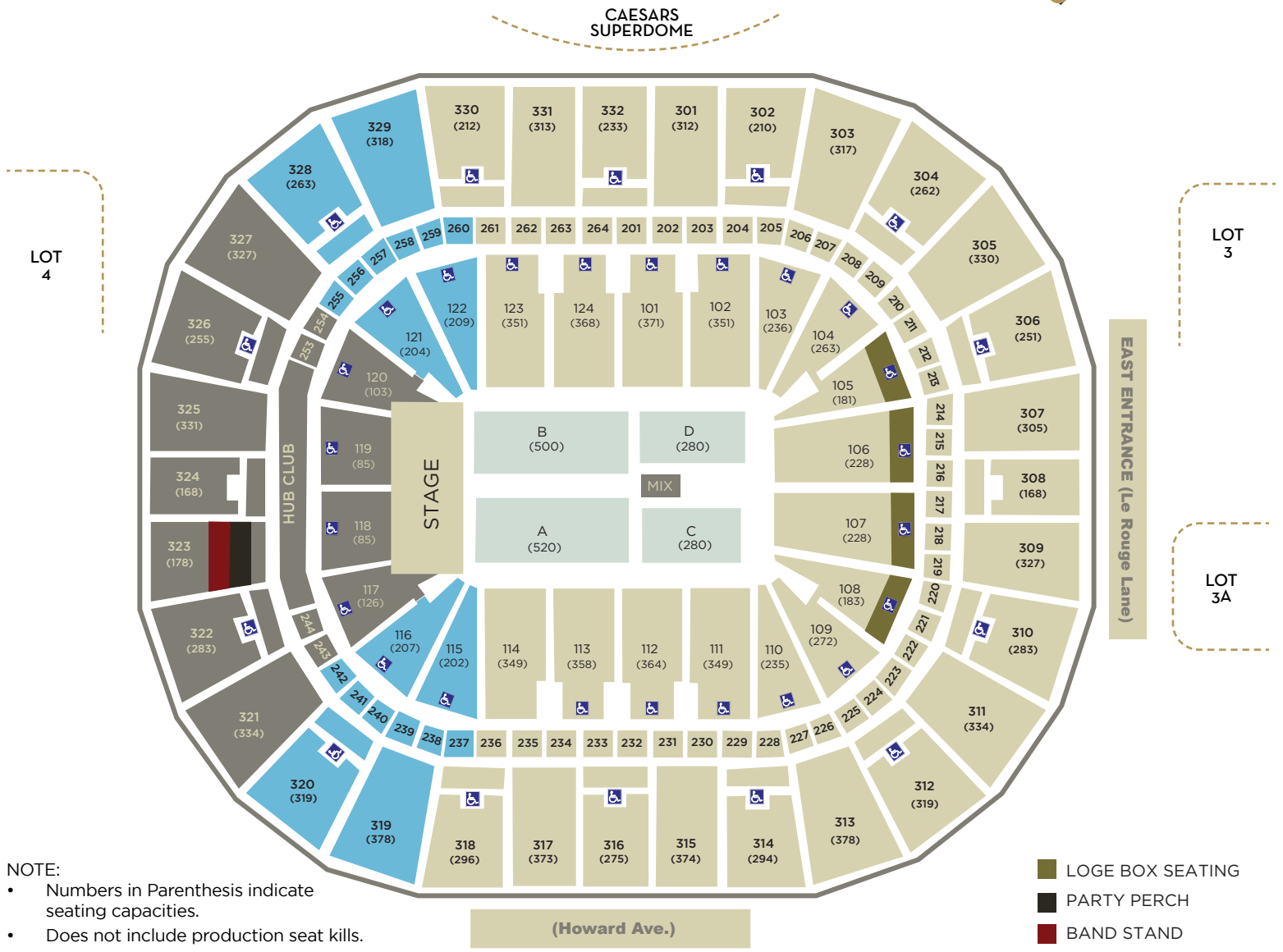
EXCLUSIVES

- Catering and concessions provided by Sodexo Live!
- Medical services & ASM Global Event Staff
- Merchandise sales
- Certain product, messaging and sponsor signage, and pouring rights apply
- Ticketmaster facility
- In-house telephone and internet services

AMENITIES

- Located within close proximity to many downtown hotels and businesses

SEATING CONFIGURATION

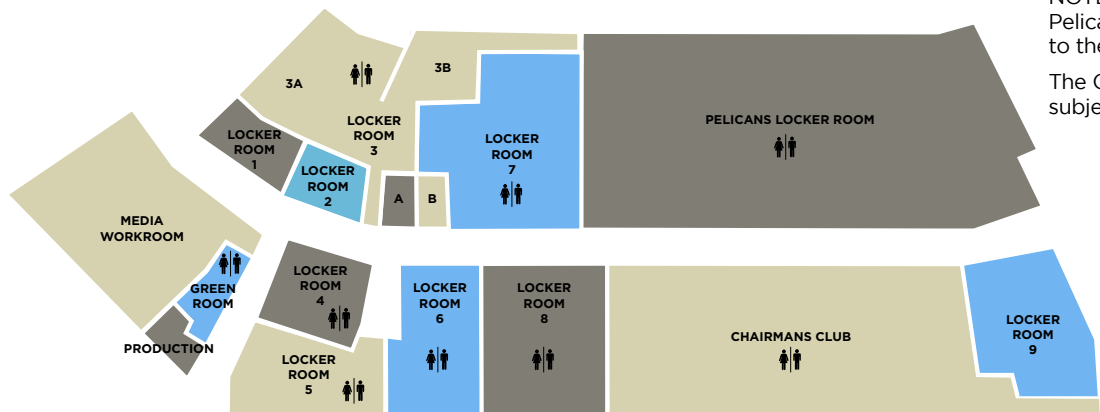


NOTE:

- Numbers in Parenthesis indicate seating capacities.
- Does not include production seat kills.
- ADA seating included in figures listed.
- "Standing Room Only" in Suites will increase capacity
- Certain Suite restrictions apply

- LOGE BOX SEATING
- PARTY PERCH
- BAND STAND

BACK OF HOUSE



- NOTE:**
 Pelicans Locker Room is exclusive to the NBA Pelicans Team.
 The Chairman's Club is also subject to limited availability.

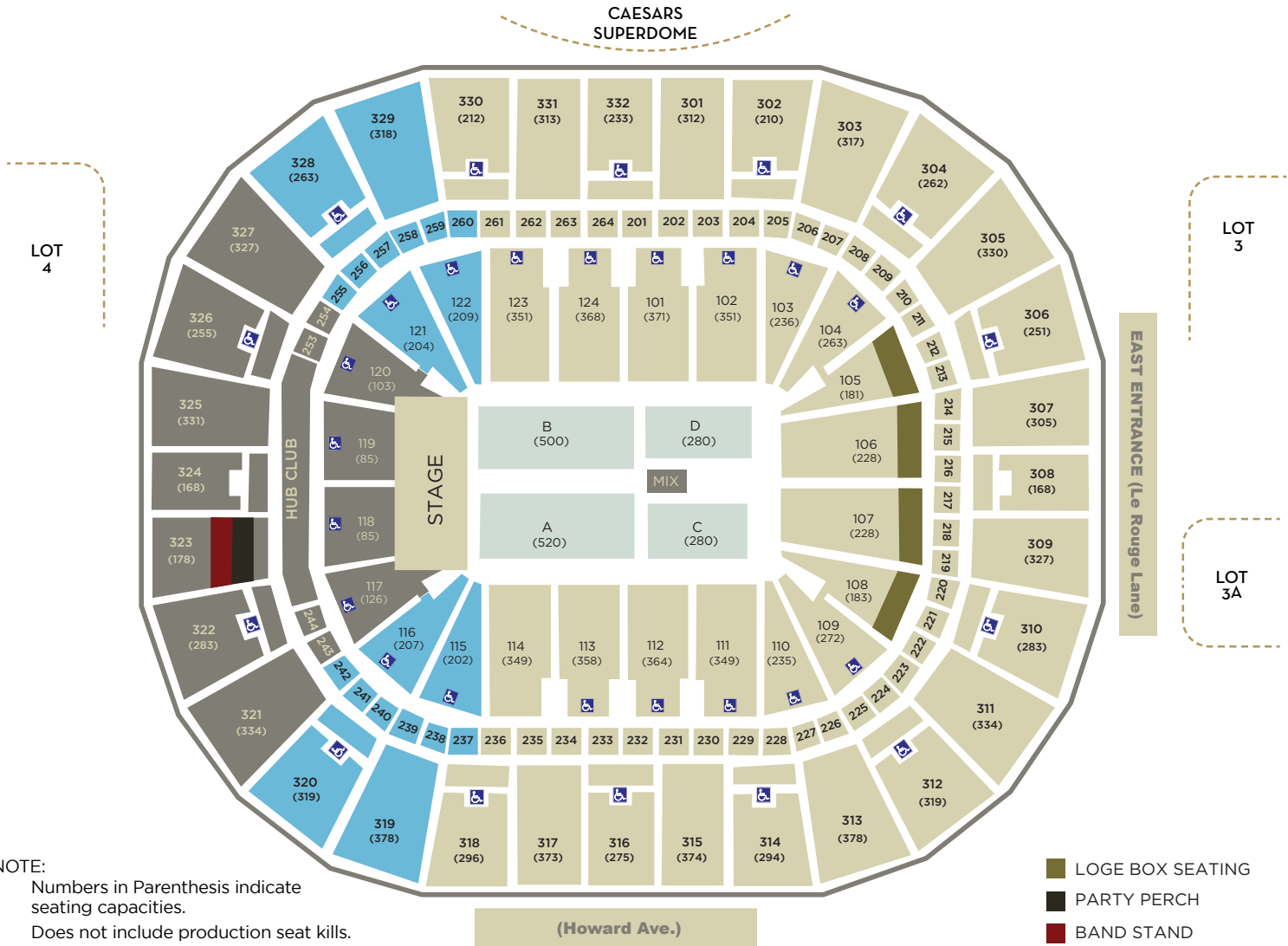
CONTACT

For more information or to receive a customized proposal, please e-mail skcentersales@asmneworleans.com or call 504.587.3663

WEBSITE

Please visit us at www.smoothiekingcenter.com

SEATING CAPACITIES



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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