



LOCATED ON THE THRESHOLD OF ONE OF AMERICA'S MOST EXCITING CITIES, THE NEW ORLEANS

ARENA HAS TAKEN ITS PLACE AS THE NUMBER ONE ENTERTAINMENT AND SPORTS VENUE IN THE DEEP SOUTH.

ADJACENT TO THE LOUISIANA SUPERDOME AND WITHIN CLOSE PROXIMITY TO DOWNTOWN, THE FRENCH QUARTER, AND

25,000 FIRST-CLASS HOTEL ROOMS, THE ARENA IS NEW ORLEANS' PREMIER FACILITY FOR A WIDE ARRAY OF EVENTS.

YOU NAME IT - PUBLIC OR PRIVATE CONCERTS, FESTIVALS, CIRCUSES, FAMILY ATTRACTIONS, GENERAL SESSIONS,

BANQUETS, SPECIAL EVENTS, NATIONAL TELEVISION PRODUCTIONS, AND SPORTS EVENTS OF ALL KIND - THE ARENA

CAN AND HAS DONE THEM WELL.

SMG, THE WORLD LEADER IN PRIVATE MANAGEMENT OF PUBLIC ASSEMBLY FACILITIES, MANAGES THE ARENA. SMG'S

EXPERTISE IN HANDLING ALL TYPES OF PROGRAMMING FROM SOLD OUT CONCERTS TO PRIVATE FUNCTIONS WILL

ENHANCE YOUR ENTIRE EVENT EXPERIENCE. THIS FIRST CLASS FACILITY, COMBINED WITH SMG'S IN-HOUSE

SERVICES AND YOUR PERSONAL EVENT SPECIALIST, WILL ENSURE A SUCCESSFUL AND MEMORABLE PROGRAM FOR YOU,

YOUR CLIENT AND ATTENDEES.

CONVENTIONS & GENERAL SESSIONS



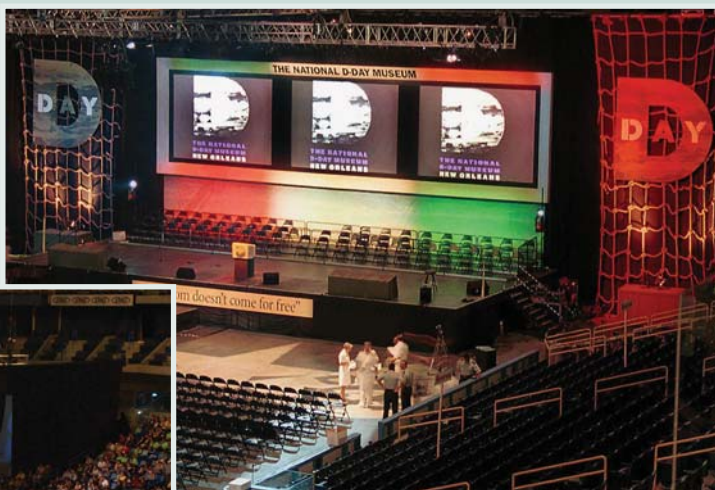
FLEXIBLE

SEATING CONFIGURATIONS...

COMBINED WITH...

AN INTIMATE SETTING

EQUALS THE...



PERFECT

PROGRAM

LET YOUR...

IMAGINATION



RUN **WILD...**

WITH THE...

IDEAL

BACKDROP...



...AT YOUR
FINGERTIPS

PRIVATE SPECIAL EVENTS

MAIN ARENA FLOOR TOTAL SPACE:

- BASKETBALL CONFIGURATION: 154 FEET X 85 FEET (13,090 SQUARE FEET)
- NON-BASKETBALL CONFIGURATION, EAST & WEST STANDS FULLY RETRACTED: 250 FEET X 85 FEET (21,250 SQUARE FEET)
- CONCERT CONFIGURATION: SEATING CAPACITIES FOR 180, 270 AND 360 DEGREE SHOWS
- THEATRICAL CONFIGURATION: HALF-HOUSE USING CURTAIN DRAPE DIVIDER

SEATING CAPACITY:

- FLEXIBLE SEATING CONFIGURATIONS UP TO 18,000
- ADA SEATING AVAILABLE ON ALL LEVELS

CEILING HEIGHT:

- 150 FEET AT APEX; 100 FEET AT PERIMETER



RIGGING GRID:

- 95 FEET 9 INCHES FROM FLOOR LEVEL

FLOOR LOAD CAPACITY:

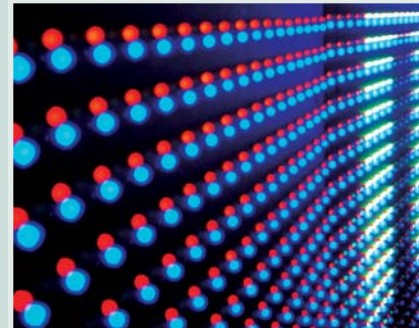
- MAXIMUM UNIFORM DISTRIBUTED LOAD OF 350 LBS. PER SQUARE FOOT

LIGHTING AND SOUND:

- BROADCAST QUALITY METAL HALIDE LIGHTING SYSTEM WITH BLACKOUT CAPABILITY
- IN-HOUSE SOUND SYSTEM

CURTAIN DRAPE:

- 90 FEET X 200 FEET BLUE IN-HOUSE CURTAIN DRAPE
- MOVEABLE TRUSS FOR REDUCED HOUSE CONFIGURATIONS



PRODUCTION:

- 360 DEGREE HALO BOARD: LOGOS, GRAPHICS, MESSAGES (FULL COLOR)
- MESSAGE BOARDS (8 TOTAL): MESSAGES, GRAPHICS
- LED CENTER HUNG / END BOARDS: COMMERCIALS, LIVE ACTION VIDEOS, INSTANT REPLAYS (FULL COLOR)
- IN-HOUSE VIDEO & CCTV CAPABILITIES
- EXTERIOR ARENA LED BOARD: COMMERCIALS, GRAPHICS, MESSAGES (FULL COLOR)

PUBLIC RESTROOMS:

- GROUND LEVEL: 3 (1 MEN'S, 1 WOMEN'S, 1 FAMILY)
- BOX OFFICE LOBBY: 2 (1 MEN'S, 1 WOMEN'S)
- 100 LEVEL: 13 (4 MEN'S, 8 WOMEN'S, 1 FAMILY)
- 300 LEVEL: 9 (4 MEN'S, 4 WOMEN'S, 1 FAMILY)

CONCESSION STANDS:

- GROUND LEVEL: 1 PERMANENT STAND
- 100 LEVEL: 16 PERMANENT STANDS
- 300 LEVEL: 12 PERMANENT STANDS
- PORTABLE STANDS AT VARIOUS LOCATIONS

TECHNICAL AND ELECTRICAL SERVICES:

- BACKSTAGE POWER: 7 SEPARATE SERVICES TOTALING 34,000 AMPS
- TV/PRODUCTION POWER: 5 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 ACCCES



BACK OF HOUSE SPACE:

- TOTAL OF 12 ROOMS (DRESSING, PRODUCTION, & LOCKER ROOMS) VARIOUS SIZES; MOST RESTROOM EQUIPPED

LOADING AREA:

- FOUR (4) BAY LOADING DOCKS; ACCESS TO FLOOR VIA 20 X 20 FOOT DOOR

DINING & RECEPTION AREAS:

- BACARDI SUPERIOR LOUNGE: 140 SEATED OR 250 RECEPTION
- NORTH CLUB: 200 SEATED OR 150 RECEPTION
- SOUTH CLUB: 200 SEATED OR 150 RECEPTION
- ALL AREAS EQUIPPED WITH FULL-SERVICE BARS

SUITES:

- HUB CLUB: 140 FIXED SEATS IN ARENA BOWL OR 150 RECEPTION
- TOTAL OF 56 PRIVATELY OWNED LUXURY SUITES
- LOCATED ON THE 200 LEVEL

PARKING:

- 5,000 SPACES IN ADJACENT LOUISIANA SUPERDOME PARKING GARAGES
- ON-SITE LOTS FOR PARKING/STAGING OF OVER-SIZED VEHICLES
- PARK & POWER SERVICES AVAILABLE

PUBLIC ENTRANCES (ALL ADA ACCESSIBLE):

- NORTH GROUND
- EAST GROUND
- NORTH 100 LEVEL

FACILITY EXCLUSIVES:

- CATERING & CONCESSIONS PROVIDED BY CENTERPLATE
- RIGGING: PREFERRED CEILING RIGGER ALLOWED TO RIG FROM CEILING GRID.
- MEDICAL SERVICES
- IN-HOUSE STAFFING: SECURITY, JANITORIAL, USHERS, BADGE CHECKERS, TICKET TAKERS, TICKET SELLERS AND TRADE AND TECHNICAL STAFF
- MERCHANDISE SALES
- CERTAIN PRODUCT, MESSAGING AND SPONSOR SIGNAGE
- EXCLUSIVES APPLY
- TICKETMASTER FACILITY: 2 BOX OFFICE LOCATIONS - TOTAL OF 21 WINDOWS
- IN-HOUSE, EXCLUSIVE TELEPHONE AND INTERNET SERVICE



FACILITY FACTS:

- TAX-FREE FACILITY: NO SALES TAX ON FOOD & BEVERAGE, TICKETS, MERCHANDISING
- IN-HOUSE MARKETING, ADVERTISING AND PUBLIC RELATIONS AVAILABLE
- SMOKE-FREE FACILITY
- GIFT SHOP - GROUND LEVEL

CONCERTS AND TOURING SHOWS



BRING US THE
TALENT,

STAGE,
RAMPS,
AND



DIRT...



...WE CAN HANDLE IT



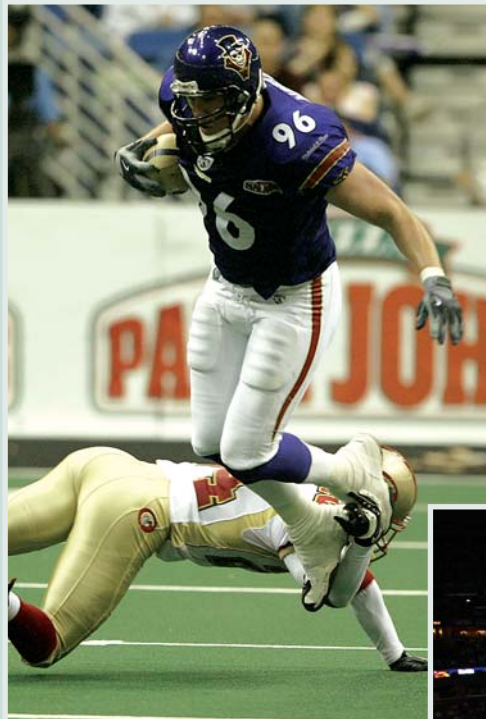


SPIKE IT...



DUNK IT...

KICK IT...



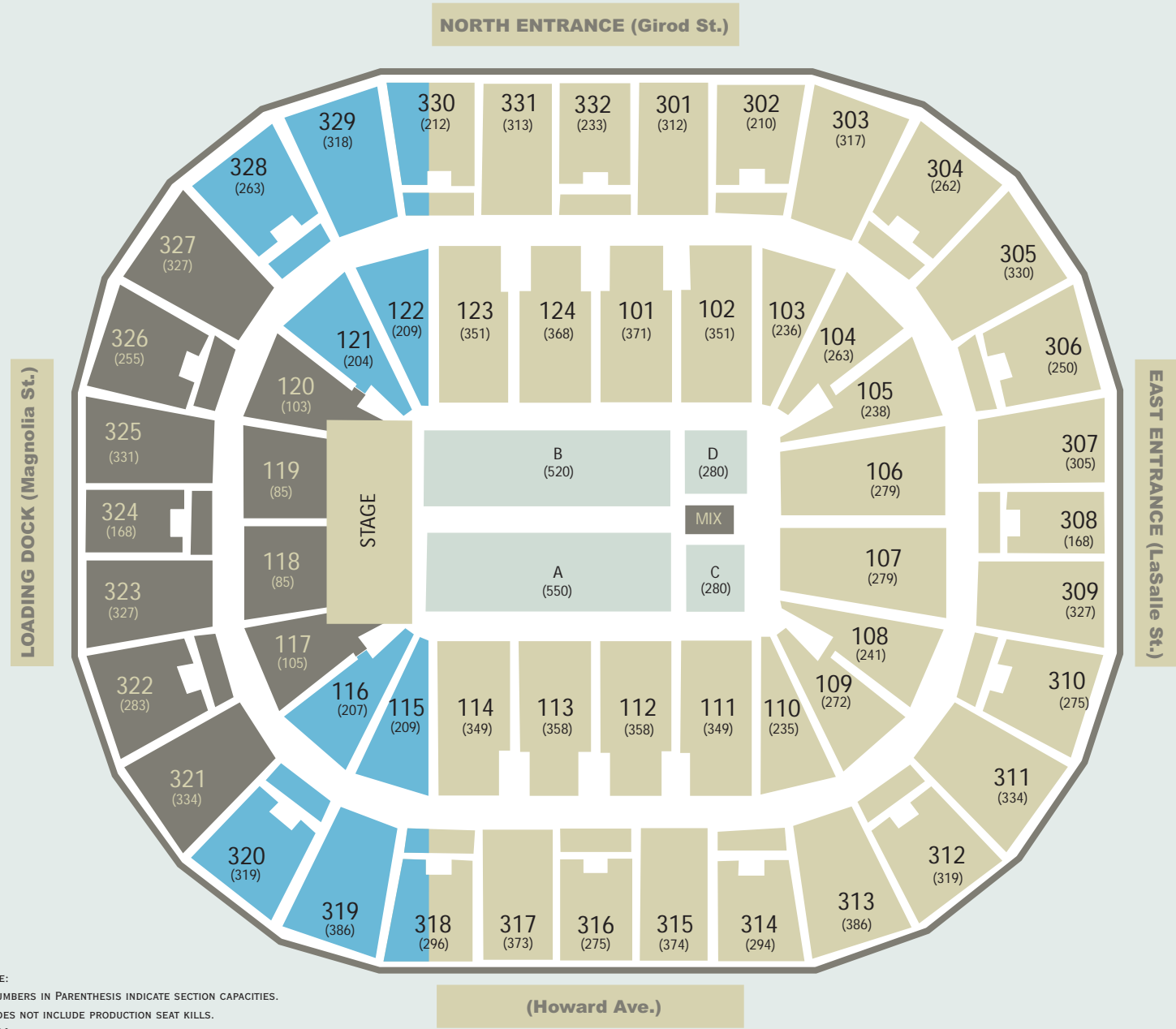
PASS IT...

**...WE WANT
TO PLAY**



S
P
O
R
T
I
N
G
E
V
E
N
T
S

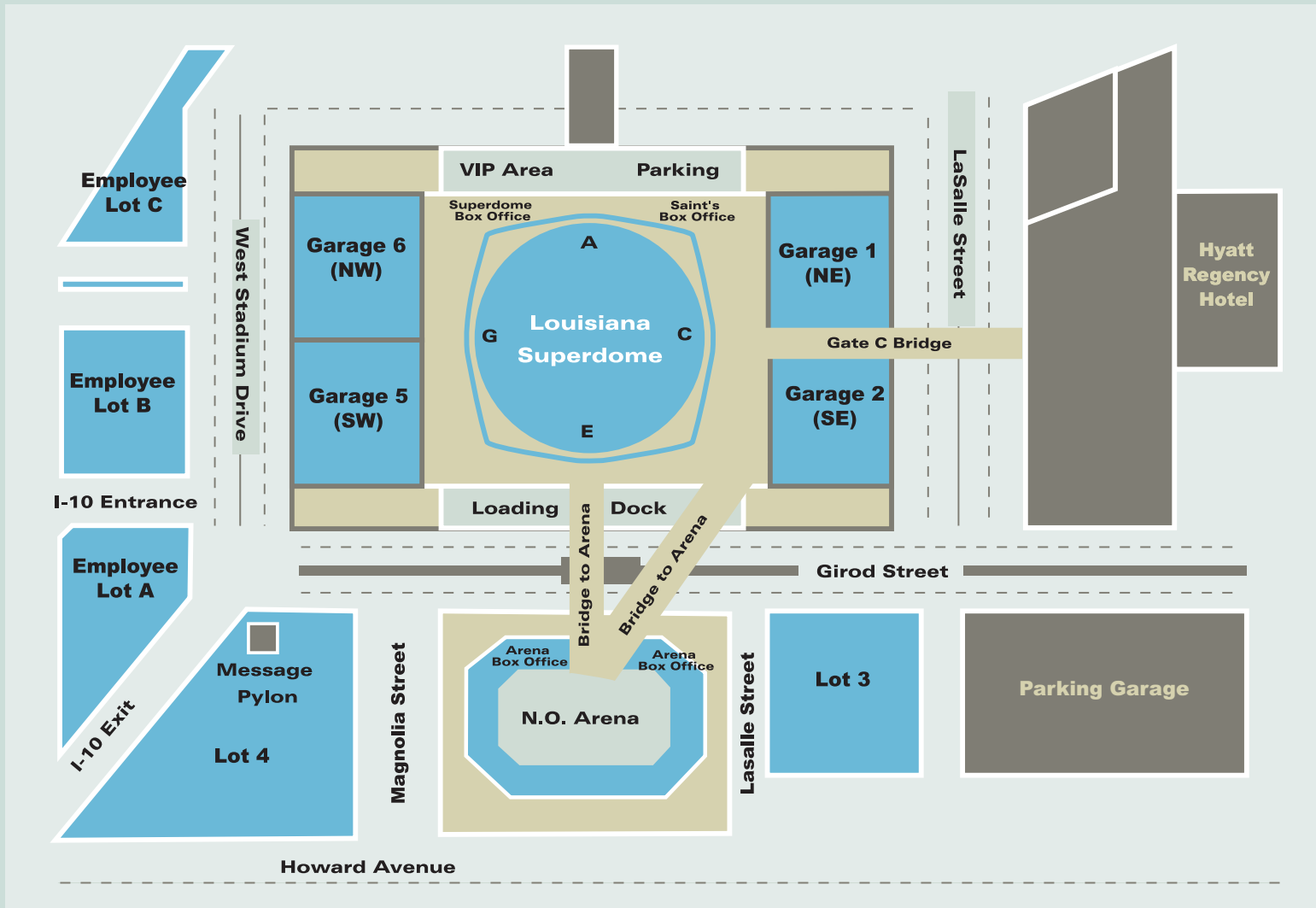
SEATING CAPACITIES



NOTE:
 F NUMBERS IN PARENTHESIS INDICATE SECTION CAPACITIES.
 F DOES NOT INCLUDE PRODUCTION SEAT KILLS.
 F ADA SEATING INCLUDED IN FIGURES LISTED.

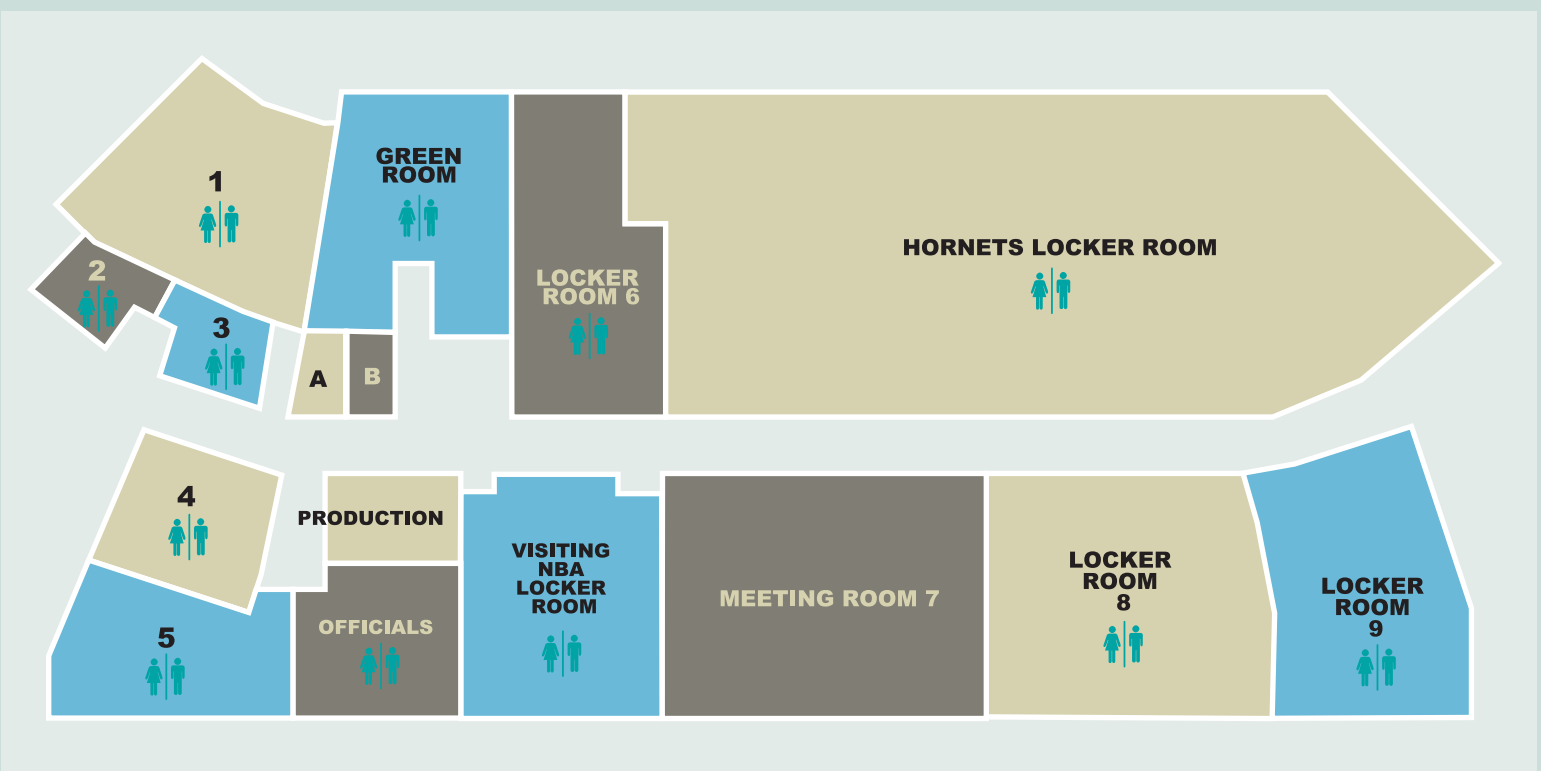
CONFIGURATION	LEVEL	SEATING CAPACITY
360	FLOOR	1,610
	100 LEVEL	6,105
	300 LEVEL	9,476
TOTAL		17,191
270	FLOOR	1,610
	100 LEVEL	5,727
	300 LEVEL	7,451
TOTAL		14,788
180	FLOOR	1,610
	100 LEVEL	4,898
	300 LEVEL	5,657
TOTAL		12,165

SITE MAP



BACK OF HOUSE

(LOCATED ON SOUTHWEST GROUND LEVEL)



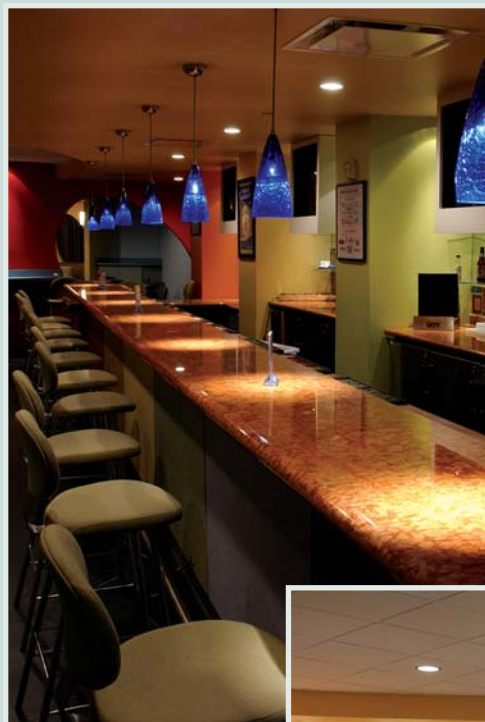
DINING AND RECEPTION AREAS



MIX IN THE NORTH,



MINGLE IN THE SOUTH,



DINE AND

DRINK COURTSIDE,

...THESE
ARE
THE
HOT
SPOTS



WITH

SINCE 1973, CENTERPLATE HAS BEEN SERVING PROFESSIONAL AND COLLEGIATE SPORTS FACILITIES, CONVENTION AND CIVIC CENTERS, INDOOR ARENAS, OUTDOOR AMPHITHEATERS, THEME PARKS AND A VARIETY OF OTHER ENTERTAINMENT, SPORTS AND MEETING VENUES. CENTERPLATE IS PRIVILEGED TO BE THE EXCLUSIVE CATERING AND CONCESSIONS PROVIDER TO THE

LOUISIANA SUPERDOME AND NEW ORLEANS ARENA. THE ON-SITE STAFF HAS A CREATIVE TALENT FOR ADDING THE ROMANTIC FLAVOR OF THE CITY - REFLECTING ITS HERITAGE, ITS COLOR AND ITS INCOMPARABLE CUISINE. CENTERPLATE HAS BUILT A REPUTATION FOR CUSTOMIZING EVERY EVENT WITH PROVOCATIVE MENUS, EXOTIC DECOR, AND PROACTIVE PLANNING AND SERVICE - THAT NOT ONLY SUPPORT THE EVENT, BUT CELEBRATE IT. WHETHER YOU ARE PLANNING A SMALL GATHERING, AN ELABORATE SIT-DOWN DINNER OR A LARGE-SCALE CORPORATE FUNCTION, WE WILL SERVE YOUR GUESTS WITH DEVOUT ATTENTION TO DETAIL, FRESH FIVE-STAR PREPARATION, AND EXEMPLARY SERVICE. NOW CENTERPLATE STANDS READY TO CREATE SOMETHING SPECIAL FOR YOU - AN EVENT THAT WILL BE REMEMBERED AND TALKED ABOUT. DISCOVER THE DELICIOUS DIFFERENCE THAT AN INNOVATIVE AND CREATIVE CATERING PARTNER CAN MAKE IN YOUR EVENT.



CATERING AND CONCESSIONS

CASUAL

CONCESSIONS,

AND

IMPECCABLE SERVICE...



**...CENTERPLATE
SETS THE
STANDARD**



SMG WAS FOUNDED IN 1977 TO MANAGE ITS FIRST ACCOUNT, THE LOUISIANA SUPERDOME.

SMG, THE WORLD LEADER IN VENUE MANAGEMENT, MARKETING AND DEVELOPMENT, BEGAN IN NEW ORLEANS AT THE LOUISIANA SUPERDOME IN 1977. THE AMAZING SUCCESS STORY HERE WAS SOON SEEN BY OTHER CITIES, AND THE COMPANY SOON GREW TO PROVIDE ITS' SERVICES ELSEWHERE.

SMG NOW PRIVATELY MANAGES MORE THAN 200 FACILITIES AROUND THE GLOBE, INCLUDING CONVENTION CENTERS, EXHIBITION HALLS AND TRADE CENTERS, ARENAS, STADIUMS, PERFORMING ARTS CENTERS, THEATERS, AND SPECIFIC-USE VENUES SUCH AS EQUESTRIAN CENTERS.

SMG'S CLIENTS BENEFIT FROM THE COMPANY'S DEPTH OF RESOURCES AND ITS UNPARALLELED EXPERTISE, LEADERSHIP, AND CREATIVE PROBLEM-SOLVING. OUR SUCCESSFUL GROWTH HAS BEEN BUILT ON THE MANY PARTNERSHIPS, RELATIONSHIPS, AND RESOURCES WE HAVE DEVELOPED WITH OUR CLIENTS — BOTH MUNICIPAL AND PRIVATE. THIS UNIQUE COMBINATION OF RESOURCES, RELATIONSHIPS, AND EXPERTISE HAS ALLOWED SMG TO DEFINE AND REFINE THE INDUSTRY THROUGHOUT ITS HISTORY.

OUR OWNERSHIP AND TEAM OF DEDICATED CORPORATE SUPPORT PERSONNEL MAKE US UNRIVALLED IN THE FIELD OF PRIVATE FACILITY MANAGEMENT. SMG IS AN AFFILIATE OF AMERICAN CAPITAL STRATEGIES LTD. (NASDAQ: ACAS).

SMG'S CORPORATE OFFICES ARE LOCATED AT 701 MARKET STREET, 4TH FLOOR, PHILADELPHIA, PA 19106.

215-592-4100. WWW.SMGWORLD.COM.