



TEAM MEMBER

PLAYBOOK



**CAESARS
SUPERDOME**

**SMOOTHIE
KING CENTER**

**CHAMPIONS
SQUARE**

CONTACT INFO

ADA/DISABILITY INQUIRIES

ada@asmneworleans.com
(504) 587-3990

BOX OFFICE

DOME: (504) 587-3822
SKC: (504) 587-3821

LOST & FOUND

(504) 587-3990

ENGINEERING

(504) 587-3862

PUBLIC SAFETY SECURITY CONTROL

Dome: (504) 587-3900
SKC: (504) 587-3901

GUEST SERVICES

(504) 587-3990

HUMAN RESOURCES

(504) 587-3995

PARKING

Dome: (504) 587-3805
SKC: (504) 587-3824
Champions Garage:
(504) 587-3971

MAIN OFFICE RECEPTION

(504) 587-3663

ID ROOM

(504) 587-3905

SAINTS TEAM STORE

(504) 587-8937

PELICANS TEAM STORE

(504) 587-4285

HOUSEKEEPING

(504) 587-3870

MESSAGE FROM THE GENERAL MANAGER

What makes the Caesars Superdome, Smoothie King Center, and Champions Square so special, in addition to the diverse entertainment calendar, is our internal teams. People like yourself who are responsible for helping deliver a memorable experience for our guests.

Great customer service begins with a smile and a friendly greeting. It continues with our knowledgeable help when the customer seeks directions to his or her seat, the nearest restroom, or concession stand. On the job, whether it is a Saints football game, convention, concert, or any other type of event, YOU represent the Caesars Superdome, Smoothie King Center, Champions Square, and the image of these great facilities.

Please use this guide as a valuable source of information. Many of the guidelines represented in this manual are the result of ASM Global's years of experience. Through our efforts, we can continue to demonstrate to all our guests the true meaning of exceptional customer service!



EVAN HOLMES

General Manager

Caesars Superdome, Smoothie King Center,
Champions Square

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This ASM Global New Orleans Team Member Playbook is confidential and is provided as an internal guide for applicable ASM New Orleans staff, contractors & vendors. Each recipient of this Team Member Playbook is responsible for keeping the contents herein confidential and are prohibited from disclosing any portion of this Team Member Playbook to any party outside of ASM New Orleans, unless required by applicable law.

MISSION STATEMENT

To provide a high-quality experience to our guests at all times by:

- Managing and resolving any situations that may arise efficiently
- Communicating effectively
- Exceeding customer expectations by delivering a high-quality experience
- Providing a clean and safe environment

Our goal is to provide the best experience possible with **HONESTY, INTEGRITY, AND PRIDE.**

SERVICE STANDARDS

- Make it positive and memorable
- Be aggressively friendly
- Familiarize yourself with your neighborhood and your section
- Teamwork is the key to success

OBJECTIVE

To create a culture of guest service that provides the **HIGHEST QUALITY EXPERIENCE.**



SERVICE PHILOSOPHY

B.E. G.R.E.A.T.

BE KNOWLEDGEABLE
EXCEED EXPECTATIONS

GREET EVERY GUEST

RESOLVE EVERY ISSUE

ENJOY THE EXPERIENCE

ALERT FOR SAFETY ISSUES

TAKE PRIDE IN YOUR APPEARANCE



SERVICE PHILOSOPHY

BE KNOWLEDGEABLE

TEAM MEMBER TOOLBOX:

This is open to all part-time Team Members. The toolbox contains event specific information, upcoming events, award recipients, calendars, uniform policies, and other pertinent information that may be of use to you.

To login:

Go to [Caesars Superdome.com](http://CaesarsSuperdome.com) / Scroll to the bottom of the page and click on "Team Member Toolbox"/ Enter the password: `asmteammember`

KNOW YOUR PLAYBOOK:

The Playbook is part of your Tools of the Trade. Please take the time to read through it. This Playbook can also be used as a quick reference while on your post.

KNOW YOUR POST/POSITION:

On event day, you will be assigned a post/position. You must know the expectations of your position before doors. Please ask a a your supervisor and/or manager for clarification if needed. No one is to remain on post if you do not know how to effectively run it. Please know proper procedures in case of an emergency. Post instructions sheets can be provided via a supervisor.

KNOW YOUR NEIGHBORHOOD:

Prior to doors, take the time to know what is in and around your post position. We do not expect you to memorize every square inch of the stadium, but please know your piece of the pie. Part of your role and responsibility as an ASM Team Member is to know what's around your post prior to door opening.

I DON'T KNOW:

Never let "I don't know" be an answer. If you are unaware of the proper procedure or answer to a question, check your Playbook, direct the guest(s) to the nearest Guest Services Desk, or use your Communicators to call into Command Post for assistance.

SERVICE PHILOSOPHY

EXCEED EXPECTATIONS



Consistency is key to fulfilling expectations.

Meaningful interactions increase guest satisfaction.

Come to each event with a positive attitude and give everyone your best performance.

Be proactive in your approach and always go the extra mile when providing service.

Take pride in your work.

SERVICE PHILOSOPHY

GREET EVERY GUEST

INTERACT WITH EVERY GUEST:

Greet every guest that passes you with a sincere smile, welcoming phrases, and approachable body language.

Provide friendly and warm communication as guests enter and leave. Exit greetings are equally as important because they provide our guests with a last impression.

HERE ARE A FEW EXAMPLES:

Entering

- “Welcome to game day.”
- “Welcome to the (venue)”
- “Enjoy the show”
- “Lets go Saints”
- “Lets go Pels”

Leaving

- “Thank you for coming”
- “Have a wonderful rest of your night”
- “Safe travels back home”

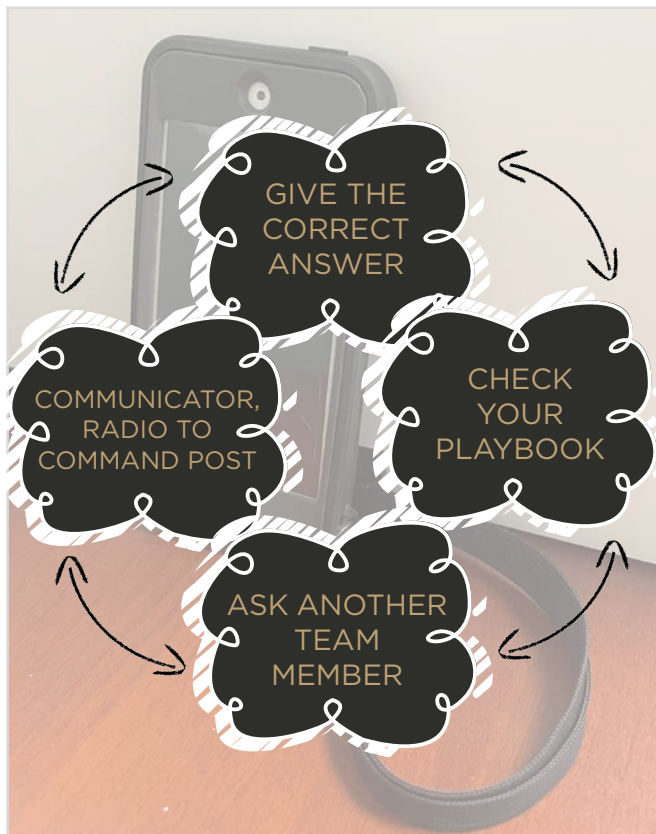
PROACTIVITY:

Being proactive is a vital part of providing great customer service. Open your body stance, be available, and seek out guests who may need assistance. Do not wait for our guests to approach you. Assert yourself and always come with solutions.

SERVICE PHILOSOPHY

RESOLVE EVERY ISSUE

Do not let any incident or situation go unsolved.
Do not let any question go unanswered.



SERVICE PHILOSOPHY

ENJOY THE EXPERIENCE

HAVE FUN ON THE JOB:

Enjoying your time is an essential part of your success here. In addition, it boosts the service you provide our guests. Find something about every shift you enjoy. Be excited about the opportunity to experience the many events we host.

Come to work with an infectious smile and leave with memories that will last a lifetime.

EXPAND YOUR CONNECTIONS:

With hundreds of people working at any given event, networking is at your fingertips. Get to know your co-workers, supervisors, managers. Take initiative and foster a team environment.



SERVICE PHILOSOPHY

ENJOY THE EXPERIENCE TEAM MEMBER PERKS

ASM Global offers Team Member meals at a discounted rate. These meals are located in designated break rooms and are cashless.

Team Members receive special discounts at the Saints and Pelicans Team Stores on select dates.

Around the holidays and on select events, giveaways and raffle drawings are done.

Events that fall on National Holidays, all part-time Team Members receive time and a half.

Cinema in the Square is a family fun event that is typically held in Champions Square. Free popcorn and soft drinks are provided along with varying food truck options.

A themed post-season party is always held to honor our Team Members for their hard work and dedication!



SERVICE PHILOSOPHY

ENJOY THE EXPERIENCE REWARDS AND RECOGNITION

Our awards recognize individuals who, during the course of the event, have delivered the highest level of customer service to our guests by going above and beyond.

MVTM (MOST VALUABLE TEAM MEMBER)

An award chosen by the ASM Management Team, in partnership with the New Orleans Saints and Pelicans, for providing customer service that goes above and beyond the expectations of their role.

BE GREAT! CARDS

Distributed by management, Experience Ambassadors, and Team Leaders to Team Members who are going above and beyond, these cards can then be turned in for a Spin and Win Prize.

LITTLE LAGNIAPPE

An award that is distributed for outstanding service based on management or guest recommendation.

LEADERSHIP AWARD

An award given to supervisors who have been recognized by management or been nominated by a guest for qualities that make an outstanding leader. They have proven their ability to consistently inspire, teach, mentor, motivate, lead by example, and promote team work.

BRIGHT IDEA AWARD

The Bright Idea Award recognizes Team Members who offer suggestions and recommendations to improve the overall operations and/or experiences for our guests. If the suggestion is implemented, the Team Member will be recognized with a gift card.

***All Reward and Recognition recipients are eligible for end-of-the-year grand prizes at our post-season party.**

ALERT FOR SAFETY ISSUES

ACTIVE MONITORING

Active monitoring is a serious part of every Team Member's responsibilities and is an integral facet in keeping our guests safe. Focus your attention on your section and consistently observe for safety concerns, situations requiring medical assistance, and preventative measures you can take to help secure your section or area.

If you see something that looks suspicious or if you need assistance for security or medical concerns, report it immediately to Command Post, using your Communicator or radio.

IF YOU **SEE**
SOMETHING

SAY
SOMETHING

SEND TEXT TO
69050
WITH KEYWORD **NOLA**
<SPACE> FOLLOWED BY
ISSUE & LOCATION

COMMAND POST: Communicator
SECURITY CONTROL: 504.587.3900
PUBLIC SAFETY TEXT: 69050

TRAINING FOR INTERVENTION PROCEDURES (TIPS):

Team Members' monitoring and prompt intervention are vital to providing a safe atmosphere and sustaining guest enjoyment. Guests' excessive alcohol consumption impacts the safety of the environment and the overall experience. Reference the TIPS training points below for Best Practices in monitoring for alcohol-related situations. Report it immediately to Command Post, using your Communicator or radio.

INTOXICATION RATE FACTORS:

- Size
- Gender
- Rate of Consumption
- Strength of Drink
- Drug Use
- Food Intake

INTERVENTION & PEOPLE SKILLS:

- Check IDs
- Enlist help from the guest's companion
- Suggest/ arrange alternate transportation
- Refuse a sale
- Contact manager for help
- Contact Public Safety/police, if necessary

BEHAVIORAL CUES:

- Lowered Inhibitions
- Impaired Judgment
- Slowed Reactions
- Loss of Coordination

POLICIES:

- No outside beverages allowed unless approved prior by management
- Guests found with prohibited items (bottles, cans, flasks, etc.) are subject to ejection
- No one who appears intoxicated will be allowed to enter venues
- No one who appears intoxicated is allowed to leave facilities by themselves

TAKE PRIDE IN YOUR APPEARANCE

PROFESSIONAL APPEARANCE & HYGIENE:

ASM Global New Orleans recognizes that the overall presentation of its employees establishes brand image and reputation amongst our clients. The manner in which the employee dresses in the office should reflect an individual sense of professionalism and quality environment, in the same way that personal conduct and work habits reflect the employee's commitment to quality.

It is ASM Global's policy that employees should dress, groom, and maintain personal hygiene in a manner which enhances productivity and customer relations and includes wearing neat, clean attire that is neither distracting nor offensive to customers and/or fellow employees.

Each position requires a designated uniform, which differs depending on your assignment. Clothing should be clean, ironed, and wrinkle-free. Black socks and black nonskid shoes are required. Excessive jewelry is not permitted, and earrings must be limited to one pair of studs. Small studded nose rings are permitted. Facial hair must be groomed. Make-up, if applied, should be conservative in appearance.

***Management reserves the right to determine when a Team Member fails to meet these standards.**

Team Members seeking an exception from the above standards should speak with Human Resources.

PRESENTATION:

Your presentation communicates your pride in your appearance and your role with ASM Global.

POSTURE

Great posture is required. Sitting on post must be authorized. Do not lean or sit on tables, barricades, railings, etc. If you are allowed to sit while on post, you must stand when approached by a guest. Stand with authority while still maintaining an approachable stance.

EYE CONTACT AND TONE

Always make eye contact with guests. Speak in a kind and clear tone. Articulate your words and repeat information, if necessary.

ENGAGEMENT

Active monitoring and interaction with our guests and Team Members is vital to a successful event. Using cell phones and reading non-work related material in public view on post is not permitted.



POLICIES AND PROCEDURES

BAG POLICY

All Team Members must adhere to the Bag Policy. If you choose to bring a bag to work, keep in mind that bags are not allowed on post and lockers are limited. One bag per team member.

The Bag Policy permits no bags other than clear, plastic, vinyl, or PVC that do not exceed 12" x 6" x 12." Alternatively, Team Members can bring one-gallon clear plastic Ziploc bag and/or something similar. Small non-clear bags cannot exceed 4.5" x 6.5" in size. Smaller bags with or without handles that do not exceed 4.5" x 6.5" are permitted in addition to one larger clear sized bag.

BREAKS

When on break, Team Members are only permitted to eat and drink in the break rooms. Under no circumstances are Team Members allowed to use any other area for their break time.

Less than 5 hours - One 15-minute break (do not have to clock out)

5-8 hours - One 30-minute break (deducted from paycheck regardless of if you choose to break or not).

Over 8 hours - One 1hr break (can be broken into two 30-minute breaks).

COMMUNICATION

REPORTING AN EMERGENCY:

Emergencies can be relayed on the phone, face to face, or through a radio or communication device. When

POLICIES AND PROCEDURES

reporting, please speak slowly, clearly, and give the following:

1. Nature of the emergency
2. Exact location
3. Type of assistance required.

Transmissions can be overheard by the public so choose your words carefully and try to use proper codes. Radio codes can be found below. Emergencies can also be reported by phone to the Public Safety at extension 3900 and Police, Fire, or Medical at 911.

CHANNEL ASSIGNMENTS:

Security/Public Safety
Operations
Engineering
Parking
Field Crew
Housekeeping
Production
IT

Arena 1
Arena 2
Emergency 1
Emergency 2
Guest Services

RADIO CODES:

10 - 1: Receiving Poorly
10 - 2: Receiving Well
10 - 3: Stop Transmitting
10 - 4: Message Received
10 - 7: Out of Service
10 - 8: In Service
10 - 9: Repeat
10 - 20: Location
10 - 23: Standby
10 - 40: Lunch Break
10 - 42: Restroom Break

EMERGENCY EVACUATION CODES:

Code 10: Inclement Weather Evacuation
Code 20: Take Positions for re-entry
Code 30: Re-Entry into Champions Square

CALL TYPES:

24: Medical
34 - S: Shooting
51 - B: Bomb Threat
52 - E: Explosion
52 - F: Fire
95 - G: Illegal Gun
103 - D: Disturbance
103 - F: Fight
103 - R: Riot

Unit 50: First Aid (Caesars Superdome)

Unit 55: First Aid (Smoothie King Center)

POLICIES AND PROCEDURES

REPORTING SPILLS:

Cleanliness is everyone's responsibility. While moving through our facilities, please pick up any trash and deposit it in the nearest trash receptacle. For spills, please relay the location of the spill to Command Post and whether a broom, wet mop or dry mop is needed. The information will then be relayed to our Housekeeping Department. Please know that calls are taken in the order in which they're received. If you see a broom, wet mop or dry mop please help our Housekeeping Team out, and pitch in to assist.

Please see some examples of how to call attention to any spills via Command Post:

First, state your name and wait for a response:

"Jane Doe to Command Post."

After Command Post replies, state the incident, location, and item needed per the nature of the spill.

- *"Could we please get a broom for a popcorn spill in the concourse by Section 117."*
- *"Could we please get a wet mop outside restroom number 28 for a sticky residue on the floor."*
- *"Could we please get a dry mop for a soda spill in Section 535, Row 20 on the stairs."*

It is important to direct crowds around a spill, and if necessary, please stand directly over the spill until help arrives. Please do not leave a spill until it is fully cleaned. Once cleaned, please report back to Command Post that the issue (repeat the incident and its location) has been resolved.

CONCESSIONS/FOOD & DRINK

Team Members across all departments are prohibited from accepting concessions and/or purchasing concessions. Any food and drink items brought on property cannot be consumed while on post or taken to post. All outside food and drink items must be stored in lockers and consumed

POLICIES AND PROCEDURES

only within the break room. Team Members who fail to comply are subject to face disciplinary action.

CONFIDENTIALITY

As an employee at ASM New Orleans, you may see and hear sensitive information about artists and events that is not public knowledge. Under the Electronic Device Policy, personal text messaging or accessing social media sites is strictly prohibited. Team Members are also prohibited from using any phone or other device to audio or video record, photograph, live stream, or otherwise capture/transmit video, photograph or audio while on-site, as these actions risk violating the privacy and/or intellectual property, trade secrets, or proprietary rights of performers, venues, patrons, Team Members, and the company, and discourages the free exchange of ideas.

GIVEAWAYS

Giveaways are for guests only. Under no circumstances are Team Members allowed to take giveaways and/or accept giveaways. Team Members who fail to comply are subject to face disciplinary action.

LOCKERS

A limited supply of courtesy lockers will be provided at all three of our facilities. These lockers are not assigned and are first-come, first-serve. Please note, lockers are for single day use only. At the end of every shift, locks must be removed, and lockers must be emptied. Management reserves the right to cut locks and remove items that are left behind. If your items are removed, please contact the Guest Services Department at (504) 587-3990.

POLICIES AND PROCEDURES

NATIONAL ANTHEM

When the anthem is played at any event, it is recommended that all interior Team Members turn to face the inner bowl and stand at attention. All talking and working can pause at this time unless it is detrimental to you or the public's safety. After the anthem has been played, Team Members can resume their work.

NO CALL/NO SHOW

In the event you are unable to work your assigned shift for any reason, it is important that you reach out to your Staffing Coordinator via ABI and advise in a timely manner; failure to do so will result in a No Call /No Show on your attendance record. Multiple no call/no show infractions are subject to disciplinary action and possible termination.

NO RE-ENTRY

Guests can exit and re-enter at Caesars Superdome only when the Plaza Patio is activated. Guests will not be allowed to re-enter if the Plaza Patio is not activated. All events at the Smoothie King Center and Champions Square have a no re-entry policy. Team Members must enter and exit at their designated Team Member doors only. Under no circumstances can Team Members enter and/or exit through any other door.

PARKING

Parking for all part-time Team Members is levels 5,6,7 in Champions Garage. Parking will start from level five and work its way up. Team Members who need accessible parking are to proceed to Champions Tunnel. ADA parking is done so on a first-come first-serve basis. When the accessible parking is full, please proceed to Champions Garage for the next available spot. Please note, staff parking and ADA parking may change per event. Post event, if a Team Member would like assistance or a Security Officer to escort, please contact Dome Control at (504)587-3900 or SKC Control at (504)587-3901.

POLICIES AND PROCEDURES

SIGNATURES/PHOTO/VIDEO

Team Members are not permitted to ask for autographs or take photos/videos while on premises. If caught by ASM Management and/or Tour Management, disciplinary action will be taken. ASM Global Team Members must exemplify professionalism and should never display signs of being "starstruck." Team Members must respect the privacy and space of all artists and players.

SMOKING/VAPING POLICY

The Caesars Superdome, Smoothie King Center, and Champions Square are smoke-free facilities. Smoking and vaping of any kind is not allowed on the grounds of our complex.



UNIFORM



ADA GREETER

- Black pants
- Black belt
- Black socks
- Black shoes
- Blue gingham long sleeve button down shirt



HOUSEKEEPING

- Black pants
- Black belt
- Black socks
- Black shoes
- Black long sleeves polo shirt



GUEST SERVICES

- Black pants
- Black belt
- Black socks
- Black shoes
- Grey Gingham long sleeves button down shirt or standard issued vest with tie



UNIFORM



PUBLIC SAFETY

- Black pants
- Black belt
- Black socks
- Black shoes
- Standard issued polo or jacket with tie



CHAMPIONS SQUARE UNIFORMS

PARKING

- Khaki pants or shorts
- Black belt
- Black socks
- Black shoes
- Standard issued department polo shirt and jacket

ASM GLOBAL STANDARD ISSUE HATS

Outside posts only. Khaki/black cap or beanie can be purchased through the Guest Services Department.

GUEST SERVICES

- Khaki pants or shorts
- Black belt
- Black socks
- Black shoes
- Standard issued department polo shirt

HOUSEKEEPING

- Khaki pants or shorts
- Black belt
- Black socks
- Black shoes
- Standard issued department polo shirt

PUBLIC SAFETY

- Khaki pants or shorts
- Black belt
- Black socks
- Black shoes
- Standard issued department polo shirt

TOOLS OF THE TRADE:

Every Team Member is required to carry their tools of the trade:

- Nametag
- Flashlight
- Pen/Pencil
- Pad/Paper
- Information Sheet
- Communicator
- Team Member Playbook

KNOW YOUR NEIGHBORHOOD

UNDERSTAND YOUR AREA:

Before doors, immediately familiarize yourself with your surroundings. It is one thing to talk about it in briefing but sometimes seeing things in-person help.

NEAREST:

- Accessible Seating
- Restrooms and Family Restrooms
- Concessions (QR Codes containing the whereabouts of concession items can be found on your information sheet and at every Guest Services Desk)
- Elevators, Escalators, Ramps, and Stairs
- Guest Services Desk
- Cashless Exchange
- Guest Relations Center (Caesars Superdome Only)
- Stroller and Wheelchair Storage
- First Aid
- Fire Extinguishers
- Nursing Mothers Rooms
- Mobile Charging Stations
- KultureCity Quiet Rooms
- Hospitality Activations: these will be event specific and will be listed on the information sheet



ADA SERVICES

AMERICANS WITH DISABILITIES ACT (ADA SERVICES)

Americans with Disabilities Act (ADA Services): The Americans with Disability Act (ADA) protects and serves people who have disabilities. It is our duty to offer unparalleled service to all of our guests and provide appropriate accommodations, if requested.

When serving a guest with disabilities or calling for assistance over a communication device, Team Members should use “person-first” verbiage. Understand that the way you refer to a disability requires respect for the individual who is living with the disability. Do not identify a person by their disability, for example, do not say “handicapped person,” “disabled person,” or “wheelchair bound.” These terms place the disability before the person.

Always make direct eye contact with a guest. Do not stare or look at a physical disability. Speak in a normal tone, at a normal pace, and articulate clearly.

Remember, disabilities are not always visible and may very well be “non-visible.” Guests with autism or whom have lowered heart or lung functions are just a few examples.

Every single person that walks through our doors will always be treated equally and we will always provide exceptional customer service.

ASM Global Offers the following accommodations:

ACCESSIBLE PARKING:

Guests wishing to obtain accessible parking must have their vehicle registered and come with both a placard and valid driver’s license. Accessible parking is available in all our lots and garages but may be limited come Pelicans and Saints games given season parking passes.

Additional accessible parking is first-come, first-serve. To pre purchase parking, guests can do so via the ParkWhiz app. For additional parking information or if any guest has additional questions, please have them contact our Parking Offices.

Caesars Superdome Parking Office - (504) 587-3805
Champions Square Parking Office - (504) 587-3971

ACCESSIBLE SEATING:

Wheelchair accessible seating and semi-ambulatory seating can be found in varying sections and levels throughout our facilities. Wheelchair accessible seats are padded foldable seats and can be removed if necessary. In addition, if a guest requires an accessible seat without an arm rest, please contact Command Post. A Guest Services Team Leader and/or Manager will be able to assist. In some instances, a Team Member from Field Crew may have to bring the chair. Accessible seats are ticketed seats. Therefore, Ushers must ensure that everyone seated is in the correct seating area.

ASSISTIVE LISTENING DEVICES:

Assistive Listening Devices (ALD’s) are available for those guests inquiring about amplification devices. Guests can check these devices out after leaving their drivers license with a Guest Services Desk Representative at the following locations:

Caesars Superdome – Guest Relations Center
Smoothie King Center – Guest Services Desk (108)
Champions Square – Guest Services Tent

ACCESSIBLE RESTROOMS/FAMILY RESTROOMS:

All our restrooms are accessible via wheelchair and hold at least one accessible bathroom stall. If a guest is inquiring about where the closest restroom and/or family restroom is, please refer to your Information

ADA SERVICES

Sheet. Family restrooms will always be mentioned on the Information Sheet and all other restrooms should be observed and noted while heading to post. It is part of your job roles and responsibilities to “Know Your Neighborhood.”

ADA FACILITATORS:

ADA Facilitators are available inside main entry gates to help assist patrons to and from their seating sections. ADA Facilitators do not transport guests to restrooms; concession stands or outside our facilities due to safety and liability reasoning. In addition, ADA Facilitators do not transport intoxicated guests. To call for an available ADA Facilitator, please use your communication device (communicator and/or radio) to call Command Post. Calls are taken in the order received. Always keep an open communication with Command Post when calls are completed. Lastly, never leave your post if a guest is still waiting for the next available ADA Facilitator. You must wait and see the call through.

ADA DROP-OFF/PICK-UP:

Designated drop-off and pick-up areas provide our guests with a shorter distance and/or waiting times prior to entering the venue. In addition, a separate accessible queueing line is always present at all main gates with signage to direct guests. Drop-off and pick-up areas are as following:

Caesars Superdome – Gate A Ground is the designated drop-off and pick-up point. As it provides the fastest way into the building upon drop-off. There are two drop-off and pick-up points near Gate A Ground. One right off Sugar Bowl Drive and another at the North Island on Poydras Street. Important to note, the pick-up point may very well be blocked post event to accommodate traffic. Therefore, it's always best to inform guests to wait until the traffic clears or have them meet their pick-up at the

North Island on Poydras Street directly across from Sugar Bowl Drive.

Smoothie King Center – Corner of Dave Dixon Drive and Le Rouge Lane (NE Corner). A second location is located at the corner of Dave Dixon Drive and Magnolia Street (NW Corner).

Champions Square – At either end of La Salle Street

INTERPRETING SERVICES:

To requests interpreting services, guests are to contact Guests Services at (504) 587-3990 or via email at ada@asmneworleans.com. Inquiries must be submitted within thirty to sixty business days prior to the event. Guests wishing to make requests far in advance will be logged in and contacted as the event draws closer. Important to note, although we do our very best to accommodate every request, these services are subject to availability as we rely on outside partners who are certified and meet all ADA requirements.

SENSORY INCLUSION:

Guided by experts from KultureCity, our facilities have implemented designated entry gates, sensory bags, and quiet rooms for guests with sensory processing needs.

Designated Entry Gates – If a guest requires a less crowded and/or noisy entry point please contact Command Post and ask for an Experience Ambassador or Guest Services Team Leader. We do offer alternative entry points, but some may fall within a credentialed area. Therefore, an Experience Ambassador or Team Leader may have to escort anyone needing a separate entrance.

Sensory Bags – Sensory Bags can be checked out at the following locations with the issuance of a valid

ADA SERVICES

driver's license.

**Caesars Superdome – Guest Relations Center
Smoothie King Center – Guest Services (108)
Champions Square – Guest Services Tent**

Sensory Bags consist of noise canceling headphones and fidget toys. Weighted blankets can also be distributed upon request from the locations listed above.

KultureCity Quiet Rooms – These quiet rooms at Caesars Superdome and the Smoothie King Center provide guests with sensory processing and need a quiet space to be removed from crowds and loud noises. Please refer to your Information Sheet for the room's locations. In some instances, these rooms are in credentialed areas.

TICKET EXCHANGE/ RELOCATIONS:

Exchanges and relocations can only be done on event day. Exchanges and relocations are based on availability and are distributed on a first-come, first-serve basis. In addition, exchanges and relocations are first done-so according to the level listed on the original ticket(s). By no means is a Guest Services Desk Representative able to hold relocation tickets. Please see below:

Caesars Superdome:

Saints Game Days – Please encourage all guests who are inquiring about relocations to go to the Gate A Ground Box Office prior to entering. Once doors open, relocations are distributed at Gate F Lobby on the Plaza Level. Guests can also inquire about being relocated at any Guest Services Desk. The Desk Rep will call Command Post and ask for a Saints Rep to help with a relocation. The Guest Relations Center does not handle nor distribute relocations. Important to note, Saints handle all relocations on game day.

Non-Saints Events – Gate F Lobby on the Plaza Level

Smoothie King Center:

Pelicans Games – It is highly recommended that guests inquiring about relocations are encouraged to visit the Smoothie King Center Box Office prior to entering. Once the doors open, relocations are distributed from the Guest Services Desk near 108 and the Guest Services Desk near 310. Relocations are distributed according to the level listed on the original ticket(s).

Non-Pelicans Events – Please direct all guests inquiring about relocations to the window located directly to the right of the Guest Services Desk near Section 108. A Box Office Representative will be present to issue any relocations.

Champions Square:

Direct guests inquiring about relocations to the Guest Services Tent. This location will be listed on your Information Sheet.

WHEELCHAIRS:

Wheelchairs are available to rent for an event's duration at the following locations:

**Caesars Superdome - Gate C Plaza Level
Smoothie King Center - Guest Services Desk (108)**

MOBILITY STORAGE:

Wheelchairs and strollers can be stored in the following locations:

Caesars Superdome – Gate C on the Plaza Level. An attendant will be positioned in front of the door and will issue a ticket which is to be collected upon retrieval at the end of the event.

Smoothie King Center – Guest Services Desk (108). The Guest Services Desk Representative will issue a ticket which is to be collected upon retrieval at the end of the

ADA SERVICES

event.

Champions Square – Storage is on a case-by-case basis. We do not typically store wheelchairs and/or strollers at Champions Square events. Please direct any guest needing this service to the Guest Services Tent. From here, this will be up to the discretion of whoever is the Manager-on-Duty for Guest Services.

Please note, we are not responsible for any lost, stolen, or damaged items. Mobility devices cannot be left unattended. Any device that cannot be broken down and safely stored underneath one's seat must be stored at Gate C on the Plaza Level. Floor patrons for concerts will be able to store their devices near Freight 18 on the Ground Level closest to Gate A. Again, this is for floor patrons only.

ELECTRIC SCOOTERS/ CHARGING STATIONS:

Some accessible seating locations do offer outlets. If a guest needs an electric outlet but doesn't have one near their current location, please call Command Post for a Guest Services Team Leader. From here, the Team Leader will seek out a possible relocation, if necessary.

VERTICAL TRANSPORTATION (ESCALATORS, ELEVATORS, RAMPS, STAIRS):

Our facilities have an abundance of ways to traverse through our venues. It is on you to know the nearest escalators, elevators, ramp systems, and stairways in and around the area. We do not expect you to memorize everything regarding vertical transportation, but we do expect you to know what is in your area and the fastest way in and out of the venue. This is so you can help our guests and yourself in case of an emergency. If needed,

please refer to the maps of our facilities in the back of this Playbook.

Elevators are broken down into three categories: Passenger, Freight, and Service. Team Members are prohibited from traversing on passenger elevators on event days. Additionally, Service Elevators 6 and 15 are for Legends Team Members only. The elevator map can be found in the back of the Team Member Playbook.

SERVICE ANIMALS:

Service animals accompanying guests with disabilities are permitted inside our venues. Team Members are instructed not to ask about the person's disability or service animal(s). Instead, call Command Post and ask for an Experience Ambassador (EA). Kindly ask the person and/or group with the service animal(s) to stand off to the side for a few moments to wait for an EA. EA's are the only ones who may ask the two pertinent questions regarding service animals...

1. Is the animal required because of a disability?
2. What work or task has the animal been trained to perform?

The two service animals permitted are dogs of any size or breed, and miniature horses. These animals do not have to wear any type of vest, and the owner does not have to show proof of certification. If needed, a relief area is available in the SW corner of the Plaza Patio. Emotional support animals are not service animals. If any issue occurs regarding a service animal, please contact Command Post and ask for an EA or Manager to come assist.





PUBLIC SAFETY

PUBLIC SAFETY

ACTIVE SHOOTER

In the unlikely event of an active shooter situation, the ability to think quickly and react appropriately can save your life and the lives of others. These events are unpredictable and evolve quickly, so it's important to stay calm and follow the Department of Homeland Security's protocol to:

- 1. Run**
 - Have an escape route and a plan in mind.
 - Leave your belongings behind.
 - Keep your hands visible; do not carry anything in your hands.
 - Avoid pointing, screaming, or yelling.
- 2. Hide**
 - If you do not have an exit route available or if the shooter is between you and the exit, hide in an area out of the shooter's view.
 - Quietly but quickly block all entry ways to your hiding place with objects such as chairs, cabinets, furniture, and lock doors if possible.
 - Silence your cellular devices.
- 3. Fight**
 - As a last resort and only when your life is in imminent danger, fight back.
 - Attempt to incapacitate the shooter and commit to your action.
 - Use surrounding objects as weapons.
- 4. Alert Authorities**
 - Once you have reached a safe location, notify the authorities.



PUBLIC SAFETY

BOMB THREAT

In the event of a bomb threat or device, event personnel should perform the following actions:

1. Do not transmit via radio around the device in question.
2. Do not turn on lights.
3. Do not touch or move a suspected device.
4. Conduct a visual inspection of area for any suspicious package or objects.
5. Report any findings to any Manager or Officer in direct eyesight. From here, the message will be relayed to Command Post/Security Control (not through the radio).
6. Clear the immediate area and allow only authorized law enforcement personnel to sweep the area and take over the situation.
7. Follow instructions from law enforcement and stay ready to implement evacuation procedures when authorized.

DRONES

The possession, operation, or use of an unmanned aircraft system (UAS) or drone is prohibited on Caesars Superdome, Smoothie King Center, Champions Square property without prior written permission from management.

Furthermore, persons operating a UAS on Caesars Superdome, Smoothie King Center, or Campions Square property may be subject to criminal or civil penalties by the Federal Aviation Administration (FAA).

ENTRY SCREENING

Depending upon the nature of an event or when considered necessary by ASM Global and Show Management, a visual or full search will be conducted by the Public Safety Department. Guests not willing to comply with our search procedures prior to entering the

facilities will be denied entry. Intoxicated guests will also not be allowed entry.

EVACUATION

Please stay calm and direct guests to the nearest exits. Assist guests with disabilities. Please note, elevators and escalators will be turned off during an emergency. Please direct guests to staircases. When at Caesars Superdome, guests should also be directed towards the ramp systems located at Gates A and E. Please do offer your assistance in helping transport guests to the nearest exits via wheelchair. ADA Greeters will need assistance. Make sure your area is clear before you evacuate (unless there is an active shooter). Once outside, proceed to our designated rally point which is Duncan Plaza near City Hall.

EVACUATION PROCEDURES

In the event of an emergency evacuation:

1. A public address and scoreboard announcement will advise the guests that the venue(s) is/are to be evacuated. Guests will be asked to walk at a normal pace in an orderly fashion, and to leave the facility through the nearest door or gate, then proceed to the nearest safe area.
2. Personnel at doors or gates should immediately open and clear all entrances and exits.
3. Team Members should stay at their sections, if possible, and calmly direct guests to the nearest exit.
4. Team Members should make sure that no exits are obstructed and should instruct guests, once outside, to move out to adjacent sidewalks and not block the exits.
5. Supervisors should stand in the concourse/halls at their assigned areas to assist and direct guests to the nearest exit. No Re-Entry!

PUBLIC SAFETY

6. Elevators and escalators are NOT to be used during an evacuation. Please direct guests to stairwells and ramps.
7. Do not comment to the media, press, or the public. If any Team Member is asked a question by Media/Press, the appropriate response is, "I am not a spokesperson for the company. If you wait here, I will get someone to help you."
8. Ask your supervisor for instructions if you are unsure what to do.

FIRE

Any indication of a fire (smoke, flames, etc.) should be reported to Security Control, Command Post, and Engineering immediately.

Security Control and Engineering will notify the Fire Department.

Close doors in the area of the fire and clear the area of spectators and others in immediate danger.

Ramps and stairs are primary emergency exit routes. Elevators and escalators should NOT be used.

Fire extinguishers are located throughout the facility for use by properly trained personnel.

- **P** - Pull the pin out. This unlocks operation lever.
- **A** - Aim low. Point the nozzle or hose at the base of the fire.
- **S** - Squeeze the lever below the handle. This discharges the extinguishing agent.
- **S** - Sweep from side to side. Aim at the base and sweep back and forth until the fire is out.



FIRST AID

If you should encounter an injured or ill guest, the following steps should be taken:

1. For Team Members with radios, or IMS devices, submit the necessary details to Command Post. Team Members without radios or IMS devices should contact the nearest Team Member with these tools. Then, make your Supervisor aware of the situation. First Aid will dispatch appropriate personnel, if necessary.
2. Wait with the guest until help arrives or, if advised, escort the guest to the proper First Aid station. If the guest cannot be moved, wait with them until help arrives.
3. Example of possible injuries where a guest should not be moved without medical assistance:
 - Back injury
 - Head/neck injury
 - Heart attack/stroke/fainting
 - Broken bones/possibility of broken bones
 - Shooting or stabbing injuries.
 - Keep area clear of bystanders.
4. Report any injury to your supervisor in writing, including guests' names and seat locations, if possible.
5. Fill out Incident Report.
6. If an injured or ill guest refuses First Aid assistance, notify your supervisor immediately so that the proper release form can be completed.
7. First Aid/EMS/Police will assume control over any medical situation other than the care being administered by a medical team. All supervisors and Team Members will follow the directions of responders until the medical emergency is over.

PUBLIC SAFETY

8. If a guest is bleeding or has vomited, do not come into contact with any bodily fluids.
9. If a bystander offers assistance and describes themselves as a medical professional (nurse, doctor, etc.), do not stop them from assisting the guest(s).
10. 911 is always available for medical assistance.

Medical Staff will make final decisions regarding matters of sick or injured persons

Refer to page 51 for the complete list of First Aid Extensions.

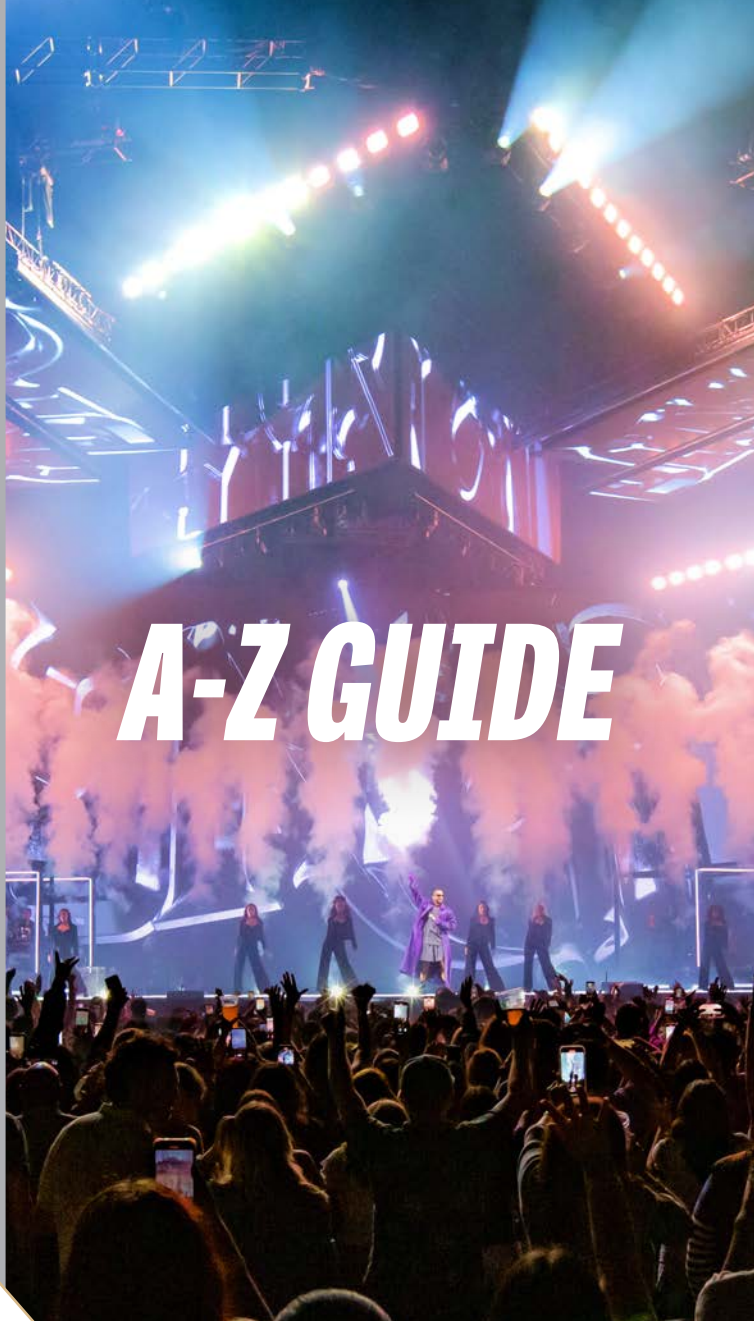
ON-SITE PROVIDER: ACADIAN AMBULANCE:

Caesars Superdome - Radio "UNIT 50"
Smoothie King Center - Radio "UNIT 55"

PROHIBITED ITEMS

- Animals (with the exceptions of service animals)
- Aerosol Cans
- Backpacks and large/oversized bags (see bag policies and specific event bag policies. NBA and NFL bag policies are different and must be followed.)
- Banners (large or in poor taste)
- Beach Balls
- Frisbees
- Containers of any kind
- Contraband
- Clothing or garments that display explicit language, profanity, or derogatory characterization towards any person(s)
- Drones
- Fireworks, sparklers
- Glass
- Glitter
- Helium balloons
- Illegal substances
- Laser pointers
- Mace or Pepper Spray
- Noisemakers inc. whistles
- Outside food and drink (unless purchased within the premises and/or approved by Management)
- Projectiles
- Stickers
- Sticks, bats, poles, clubs (inc. selfie sticks)
- Tablets
- Video and audio recording devices; Go Pros
- Weapons (firearms, tasers, stun guns, and knives of all sizes)
- Any other item(s) deemed unacceptable by Public Safety and/or Management.

If any prohibited items are revealed during a search, the guest(s) will be permitted to return to their vehicle with the item(s) or they can dispose of the items except for contraband. All contraband will be confiscated. Team Members are not to store any personal belongings or items from guests. Our facilities will not store any personal belongings or items of any kind. We are not responsible for any lost, stolen, or damaged items that are voluntarily left on property.



A-Z GUIDE

BABY CHANGING STATIONS

Every restroom is equipped with at least one baby changing station throughout all our facilities.

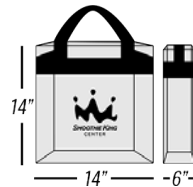
BAG POLICY

For all events (excluding NBA games), the clear bag policy will be in effect. All bags are subject to search and inspection by the Public Safety Department. Bags carrying medical equipment are allowed through at any entry gate. Medical bags will be screened and tagged.

Saints: Any bag other than a clear vinyl bag (12"x12"x6"), and clutch bags/purses larger than a 4.5" x 6.5" is prohibited.

Non-Saints Events: All bags are prohibited other than clear vinyl bags no larger than 14" wide x 14" height x 6" deep, Gallon Size Ziploc Bags (Limit 1 of either) or Small Clutch Purses no larger than 4.5" x 6.5". Non-clear Diaper bags are prohibited.

Pelicans: Any bag, purse, backpack, or briefcase that is larger than 14" x 14" x 6" will not be allowed into the Smoothie King Center. This policy will be strictly enforced, and the Smoothie King Center is unable to store oversized or prohibited items. An exception will be made for declared medically necessary items, after proper inspection.

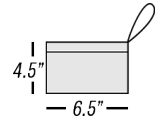


CLEAR VINYL BAG
14x14x6"

***12x12x6" FOR
SAINTS GAMES**



GALLON
SIZE CLEAR
RESEALABLE BAG



SMALL CLUTCH
4.5X6.5"

A-Z GUIDE

CASH TO CARD

All of our facilities are cashless. Cashless exchange locations can be found on your Information Sheet.

CONCESSIONS

Concessions are provided by Sodexo Live! and are subject to change. For Champions Square and Smoothie King Center events, please know what concessions you are around before door opening.

FIRST AID

Please refer to the extensions below. For guests needing medical assistance, please contact Command Post and/or refer to the extensions below and dial (504) 587 - (extension)

ON-SITE PROVIDER: ACADIAN AMBULANCE:

Caesars Superdome - Radio "UNIT 50"



Smoothie King Center - Radio "UNIT 55"

CAESARS SUPERDOME

Plaza 134 (ext. 8919)

Loge 235 (ext. 8928)

Loge 277 (ext. 8929)

Terrace 527 (ext. 8959)

Terrace 557 (ext. 8958)

SMOOTHIE KING CENTER

Lower Bowl 123 (ext. 7428)

Upper Bowl 313 (ext. 7429)

Security Control (ext. 3901)

CHAMPIONS SQUARE

Club Lobby (ext. 3650)

EXTERIOR ROAMING UNITS

(ext. 3900) (PSD Control)

IF LOST PROGRAM

The If Lost Program decreases the possibility of guest separation. Additionally, in the event a person is to be separated or goes missing, the program assists our team in being able to reunite the missing person or person(s) to the rest of their party. This is a voluntary program.

Caesars Superdome - Guest Relations Center

Smoothie King Center - Guest Services Desk (108)

Champions Square - Guest Services Tent

At these locations, wristbands will be distributed. The wristband should contain the full name and phone number of a member of the party. In the event the person who is registered is separated or goes missing, Team Members will escort the person to where the wristbands are distributed. A Team Member or Guest Services Representative will contact the number on the wristband and relay the meeting point.

A-Z GUIDE

Anyone lost and/or missing who is not registered should immediately inform a Team Member. From here, communication will be relayed via our internal communication database until the patron(s) is reunited.

PARKING

The ASM Global complex has seven (7) parking garages for public parking and two (2) surface lots, which can accommodate approximately 7,000 vehicles. The public parking garages are designated as #1, #1A, #2, #2A, #5, #6 and Champions Garage. The surface lots are designated as Lot 3 and Lot 3A. Note that all parking facilities may not be available for every event. Accessible Parking (ADA) is in Lot 3 and in all garages on the ASM Global Complex, on a first-come, first-serve basis. Re-entry and overnight parking are prohibited. Solicitations of any type as well as unauthorized tailgating are strictly prohibited. Vehicles of any kind parked illegally or in restricted areas are subject to tagging and towing without notice. Parking locations vary by event. All parking at our facility requires a pre-paid mobile parking pass from ParkWhiz.com or via Credit/Debit Cards only. All garages have a 5-mph speed limit. Please contact the Parking Office at 504.587.3805 for event parking information.

PHOTO/VIDEO POLICY

The photo/video policy is determined on an event-by-event basis. The standard camera policy allows entry for all cameras with lenses less than 6" in length. Recording and visual audio equipment are strictly prohibited, unless otherwise specified. If anything were to change it would be mentioned on your Information Sheet or addressed in briefings prior to the event(s).

PREMIUM SEATING

Please refer to the following contacts:

Saints, Pelicans, and Caesars Superdome Events

(504) 593-4966 | premiumseating@saints.nfl.com

All Other Events

(504) 587-3962 | smoothiekingcentersuites.com
premium.inquiries@asmneworleans.com

PROGRAMS

Programs are available on an event basis. Programs may be available at entry gates or at merchandise stands.

RE-ENTRY

ASM Global New Orleans has a no re-entry policy. Emergency situations should be directed to the on-duty Ticket Scanning Supervisor, Experience Ambassador or Guest Services Team Leader. Patrons with service animals can be escorted out to the pet relief area.

SCALPING/SOLICITATION

Louisiana state law prohibits the resale of event tickets at higher than resale value. Additionally, New Orleans City ordinances prohibit any unauthorized sales within 750ft. of our campus. These rules are enforced to protect fans from the sale of stolen, counterfeit, or otherwise illegal tickets.

SIGNS/BANNERS

As a rule, signs are permitted at the discretion of each individual event. Signs will not be allowed if they meet the following conditions:

- In poor taste or offensive
- Obstruct the view of any other guest.
- Obstruct any stadium or arena signage or other advertising/sponsor signage.
- Present a safety hazard.
- Are affixed to any poles or sticks

SMOKING/VAPING POLICY

A-Z GUIDE

The Caesars Superdome, Smoothie King Center, and Champions Square are smoke-free facilities. Smoking of any kind, including vaping, is not allowed.

TAILGATING

Tailgating is not allowed on the ASM Global New Orleans complex. This includes overnight loitering and cooking with an open flame.

TICKETING

Walk up ticket sales on our campus are available at the Smoothie King Center Box Office. Sales can be made on Fridays from 9am - 4:30pm and on event days only. Please note, the Box Office will not be doing future event sales on Pelican's game days. If additional assistance is needed, please contact the Box Office at (504) 587-3822.

Saints: Tickets can be purchased directly from Seat Geek. The Gate A Ground Box Office will be open three hours before kickoff. Ticket resolution stations are also available on the outside perimeter of Caesars Superdome and will open two hours before kickoff.

Pelicans: Tickets can be purchased directly from Seat Geek. On Pelicans game days, tickets can be purchased in-person at the Smoothie King Center Box Office. The Box Office will open 1.5 hours before tip-off and will remain open through the end of halftime.

Concerts/Misc. Events: Please proceed to the event's page listed on our website. From here, you will be directed to the main ticketing platform the event is selling tickets from.

WILL CALL

A photo ID of the person who placed the order is required to pick up tickets. Will Call hours are specific to each event. Please contact the Box Office for hours.

Champions Square: On event day, Will Call tickets can be picked up at the North LaSalle box office booth. For Will Call hours on event day, please refer to the event information page for that specific event. Typically, Will Call is open approximately 2 hours prior to the event.



Smoothie King Center: Will Call tickets may be picked up at the Smoothie King Center Box Office, during normal operating hours, on the day of the show only.

Caesars Superdome: Approximately two hours before the event, Will Call tickets can be picked up at the Gate A Ground Box Office, during normal operating hours.



CAESARS SUPERDOME

CAESARS SUPERDOME

1500 Sugar Bowl Drive | New Orleans, LA 70112
www.caesarssuperdome.com
ASM Global Executive Office - (504)587-3663

HISTORY OF THE BUILDING

November 8, 1966: Legislation to begin stadium build passed by largest margin in state history

Aug. 12, 1971: Construction broke ground

Aug. 3, 1975: Louisiana Superdome opened

Aug. 6, 1975: First NFL game at Superdome; Houston Oilers defeat Saints 13-7

Dec. 31, 1975: First Sugar Bowl: Alabama defeated Penn State 13-6

Jan. 15, 1978: Host First of 8 Super Bowls, hosting more than any stadium to date

- First: Jan. 15, 1978: Super Bowl XII, Dallas defeating Denver 27-10
- Last: Feb. 3, 2013: Super Bowl XLVII, Baltimore defeating San Francisco 34-31
- Next: Feb. 8, 2025: Super Bowl LIX

Jul. 13, 1978: Rolling Stones plays first of 4 concerts over 5 decades

- Dec. 5, 1981; Nov. 13, 1989; July 15, 2019

Sept. 15, 1978: First major boxing event, Muhammad Ali defeats Leon Spinks "September to Remember"

Mar. 29, 1982: Michael Jordan (freshman) sinks game-winning shot for UNC Tar Heels to defeat Georgetown Hoyas for NCAA Title.

Sept. 12, 1987: Pope John Paul II addresses 80,000 guests

Jan. 3, 1988: Saints host first ever playoff game defeated by the Minnesota Vikings

CAESARS SUPERDOME
MESENGER SECTIONS
201-207
277-284
301-304
344-348
TERRACE SECTIONS
501-559
601-652

CAESARS SUPERDOME

Aug. 15, 1988: Republican National Convention: George H.W. Bush is nominated as the Republican presidential candidate

Jul. 1, 1995: First Essence Music Festival is held, becoming annual celebration of African American culture and music in the United States

Jan. 4, 2000: Superdome's first BCS National Championship: Florida St. defeated Virginia Tech 46-29

Mar. 4, 2000: Endymion Extravaganza celebrates 25th year "At Home in the Dome"

Dec 30, 2000: Saints' first NFL Wild Card playoff victory over St. Louis Rams 31-28

Aug. 29, 2005: Superdome serves as "Refuge of Last Resort" after Hurricane Katrina; serves as shelter for 30,000 evacuees; Dome is closed for 13 months for major repairs and improvements.

Sept. 25, 2006: Superdome reopens post-Katrina: Saints defeat Atlanta Falcons on ESPN's "Monday Night Football"; highest TV ratings in network's history at the time

Jan. 24, 2010: Saints win first NFC Championship beating Minnesota 31-28 and win first Super Bowl XLIV on Feb. 7, 2010, in Miami

Aug. 21, 2010: Champions Square opens

Oct. 11, 2011: Mercedes-Benz acquires naming rights to the Louisiana Superdome for 10 years

Apr. 6, 2014: First WrestleMania (XXX) sells out; shatters record for venue's highest grossing entertainment event; 75,167 attendees from all 50

states and 37 countries

Jan. 13, 2020: LSU defeats Clemson 42-25 to win college football's National Championship.

Jan. 14, 2020: First phase of 500-million-dollar multi-phase renovation begins. Renovation to enhance fan experience and modernize 45-year-old iconic building.

Jul. 22, 2021: Caesars Entertainment acquires naming rights to the Superdome in a 20-year deal

Apr. 2-4, 2022: Hosting 6th Men's NCAA Final Four. Kansas defeats North Carolina for title

Jan. 9, 2024: Begin final phase of renovation to be ready for 2024 football season

Aug. 3, 2025: Caesars Superdome celebrates 50th Anniversary

BUNKER CLUBS

Bunker Club seating areas of Caesars Superdome are Caesars Rewards Legacy Club in Sections 113-115 and Crown Royal Signature Club in Sections 141-143. For Saints games, these lounges offer premium concessions, bars, restrooms, and televisions. These Bunker Clubs can be accessed from the Ground Level at both Gates C and G or by entering at the top of the Sections on the Plaza Level. Bunker Clubs can be accessed on the Ground Level at Gates C and G or at the bottom of the designated sections when accessing from the top via the Plaza Level.

CLUB SECTIONS

Mercedes Benz End Zone Club: Gate A (Ground Level); Sections 152C, 154C, 155C, 156C, 101C, 102C, 104C.

Bud Light Lounge: 300 Suite Level at the Stadium Club; closest to Suite 321 between Gates D and E.

Crown Royal Signature Club: West Bunker

CAESARS SUPERDOME

Caesars Rewards Legacy Club: East Bunker

Claiborne Club Lounge: Gate F Loge Level

Caesars Legends Club (Loge Level): East Side Line;
Sections 113-115, 111-112, 116-117, 207C/304C – 235C/320C.

Caesars Champions Club (Loge Level): West Side Line;
Sections 249C/328C-277C/344C

Access to Club Lounges may vary per event. Updates and changes will always be listed on your information sheet and mentioned during pre-event briefings. For Saints games, access into clubs and suites require appropriate tickets and/or credentials. Hospitality areas are event specific. Please refer to your Information Sheet to view what is or isn't activated and their locations.

ELEVATORS

Service: Elevators 6 and 15 are for Sodexo only! Other service elevators are for internal use only. No passengers except for ADA patrons when accompanied by an ADA Greeter can gain access.

Passenger: Passengers only. Team Members should not be using a “passenger” elevator at any time during an event. Please note, some passenger elevators are for premium guests only.

Freight: Internal use only. All in-house and Sodexo Team Members. No passengers except for ADA patrons when accompanied by an ADA Greeter.

Access to elevators is subject to change and is based on Saints policies and procedures. In addition, ADA Patrons do have priority when boarding elevators except when elevators are in use by Saints and NFL personnel.

Elevator 1

- Location: Between Gate A and B
- Levels: Ground – 500 Level
- Access: Service

Elevator 2 and 3

- Location: Gate B
- Levels: Ground – 650 Level
- Access: Passenger

Elevator 4 and 5

- Location: Gate C (Premium Entrance)
- Levels: Ground – 400 Level
- Access: Passenger

Elevator 6

- Location: Gate D
- Levels: Ground – 400 Level
- Access: Service (Sodexo only)

Elevator 7 and 8

- Location: Between Gate C and D
- Levels: Ground – 500 Level
- Access: Passenger

Elevator 9

- Location: Gate D
- Levels: Ground – 500 Level
- Access: Freight

Elevator 10

- Location: Between Gate E and F
- Levels: Ground – 500 Level
- Access: Service

Elevator 11 and 12

- Location: Gate F
- Levels: Ground – 700 Level (Press box)
- Access: Passenger

Elevator 13 and 14

- Location: Gate G (Premium Entrance)
- Levels: Ground – 400 Level
- Access: Passenger

CAESARS SUPERDOME

Elevator 15

- Location: Between Gate G and H
- Levels: Ground - 400 Level
- Access: Service (Sodexo only)

Elevator 16 and 17

- Location: Gate H
- Levels: Ground - 700 Level (Press box)
- Access: Passenger

Elevator 18

- Location: Between Gate H and A
- Levels: Ground - 500 Level
- Access: Freight

Elevator 19 and 20

- Location: Gate C
- Levels: 650 - 700 Level
- Access: Passenger

Elevator 21 and 22

- Location: Gate G
- Levels: 650 - 700 Level
- Access: Service

ESCALATORS

Gate A1-A2: 000 - 100

Gate A3-A4: 100 - 200

Gate A5-A6: 200 - 300

Gate A7-A8: 300 - 450

Gate B1-B2: 100 - 200

Gate B3-B4: 200 - 500

Gate B5-B6: 500 - 650

Gate C1-C2: 100 - 200

Gate C3-C4: 200 - 300

Gate C5-C6: 300 - 400

Gate D1-D2: 100 - 200

Gate D3-D4: 200 - 500

Gate D5-D6: 500 - 650

Gate E1-E2: 100 - 200

Gate E3-E4: 200 - 300

Gate E5-E6: 300 - 450

Gate F5-F6: 500 - 650

Gate G1-G2: 100 - 200

Gate G3-G4: 200 - 300

Gate G5-G6: 300 - 400

Gate H1-H2: 100 - 200

Gate H3-H4: 200 - 500

Gate H5-H6: 500 - 650

FAMILY RESTROOMS

Please note, there are no family restrooms on the Plaza Level. Some family restrooms are in credentialed areas. Guests on the Plaza Level needing a family restroom must be escorted by Supervisor, Experience Ambassador, Team Leader and/or Manager to the closest family restroom on the Loge Level.

Loge: Gates A and E in the convention concourse

300 Suite Level: Near Suites 318, 332, 362, 374

400 Suite Level: Near Suites 409, 424, 434, 441, 456

CAESARS SUPERDOME

GUEST SERVICE DESK EXTENSIONS

Use (504)587-Ext.

PLAZA LEVEL

Gate A	Ext. 6310
Gate C	Ext. 6312
Gate E	Ext. 6313
Gate G	Ext. 6314
Gate H	EXT. 6315
Guest Relations Center	Ext. 6311

LOGE LEVEL

Gate A	Ext. 6321
Gate C	Ext. 6322
Gate E	Ext. 6323
Gate G	Ext. 6324

300 LEVEL SUITES

Gate A	Ext. 6331
Gate C	Ext. 6332
Gate E	Ext. 6333
Gate G	Ext. 6334

400 LEVEL SUITES

Gate C	Ext. 6342
Gate G	Ext. 6344

TERRACE LEVEL

Gate A	Ext. 6351
Gate C	Ext. 6352
Gate E	Ext. 6353
Gate G	Ext. 6354

600A LEVEL

Gate C	Ext. 6361
Gate G	Ext. 6364

MERCHANDISE

Concert Merchandise: Merchandise for non-Saints events is ever-changing. On event day, please refer to your information sheet for exact locations.

Saints Team Store: Locations are located at Gate A Ground, Gate H Atrium 100 Level, and Gate F 600 Level.

*Team Store at Gate A Ground is the only store that is open on non-game days. For store hours, please refer to their website at <https://shop.neworleanssaints.com/>

*Additional merchandise tables are located throughout Caesars Superdome on game days. Please refer to your information sheet and take note of locations that are closest to you while walking to post.

NURSING MOTHERS ROOMS

Nursing Mothers Rooms can be found at the following locations at Caesars Superdome:

Ground: Mercedes-Benz End Zone Club, NE Corridor

Plaza: Sections 109/111, 117/119, 137/139, 145/147,
200 Loge Level: 215/217, 269/271

400 Suite Level: Sections 409, 424, 434, 441, 456

500/600 Level: Sections 511/513, 521/523, 539/541,
548/551, 614, and 640



SMOOTHIE KING CENTER

1501 Dave Dixon Drive | New Orleans, LA 70113
www.smoothiekingcenter.com
ASM Global Executive Office - (504)587-3663

HISTORY OF THE BUILDING

Oct. 19, 1999: New Orleans Arena Opens

1999: Arena's first tenant was the New Orleans Brass Hockey Team

Sept. 9, 2000: Light Heavyweight title fight between Roy Jones Jr. (win) and Eric Harding

Jan. 1, 2002: WWE Royal Rumble

Oct. 30, 2002: New Orleans Hornets (nba) open play at the New Orleans Arena against the Utah Jazz.

Dec. 5, 2002: NCAA Division I Women's Volleyball Final Four

Feb. 8, 2004: The New Orleans Voodoo, an Arena Football League Team, played their first game.

Mar. 20-Apr. 6, 2004: NCAA Women's Final Four

Aug. 29, 2005: Hurricane Katrina devastated New Orleans and surrounding parishes. Relief and sheltering took place in the Superdome, however medical operations moved to the Arena.

Mar. 8, 2006: New Orleans Hornets played their first home game since Katrina

2006: Installed LED center hung Daktronics video and scoring system

Jul. 29, 2007: First Arena Bowl XXI in SKC

Feb. 17, 2008: NBA All-Star game

Jul. 27, 2008: Arena bowl comes back following year for Arena Bowl XXII

Mar. 24-26, 2011: NCAA Men's Basketball Regional Tournament

SMOOTHIE KING CENTER

Mar. 8-11, 2012: SEC Men's Basketball Tournament

Apr. 13, 2012: Saints owner Tom Benson buys New Orleans Hornets

Aug. 12, 2012: Arena Bowl makes third appearance with XXV title game

Apr. 13, 2013: The New Orleans Hornets officially become the New Orleans Pelicans

2013: State approved \$50 million for upgrades, which included:

- Addition of exclusive Chairman's Club / Renovated Luxury Suites & addition of premium Loge Box seating / Upgraded client amenities (i.e. player locker rooms and talent dressing rooms)
- Enhanced concessions and bar areas on 100 & 300 Levels, including new Party Perch - New conference and meeting room spaces - Fully renovated Team Store - New and improved exterior Box Office
- Updated exterior façade including new grand entrance - State-of-the-art digital fan facing amenities - State-of-the-art digital marquees - Exterior motion lighting

Feb 5, 2014: Smoothie King purchases naming rights for 10 years

Feb. 16, 2014: Amidst controversy in North Carolina, Smoothie King steps up to host NBA All-Star game for second time

April 2015: New Orleans Pelicans make their first playoff appearance as the Pelicans with Golden St. taking the series.

June 6, 2015: UFC Fight Night 68: Henderson defeated Boetsch in the main event

Feb. 19, 2017: Smoothie King Center hosted All-Star game for the third time in 10 years

2018: The Eagles, Drake, Elton John, and Paul Simon all play SKC among other huge acts

Mar. 15, 2018: 90-year-old Pelicans and Saints owner Tom Benson passes away.

Mar. 2019: The Smoothie King Center hosts its first SEC Gymnastics Championships won by LSU

2020: Smoothie King Center becomes storage warehouse in conjunction with the city to house COVID supplies

2021: Battling through Hurricane Ida, and post-COVID, the Smoothie King Center still hosted 17 NBA games, 9 concerts, and a record-breaking stand-up comedy show by Dave Chappelle and Joe Rogan.

2024: Smoothie King Center hosts its second SEC Gymnastics Championships won again by the LSU Tigers.

CHAIRMAN'S CLUB & COURTSIDE CLUB

Activated for Pelicans games and some concert events.

CLUB LEVEL

Activated for all events.

Section 101, 102, 123, 124, and 111-114

ELEVATORS

Elevators 1 & 2 (Ground to Press): Located at West Ground, closest to the Northwest Ground entrance. Guests can access these elevators from the outside on Dave Dixon Drive via the glass doors marked "Elevators 1 & 2 Entrance." This is also a designated ADA, suite, and club entrance.

SMOOTHIE KING CENTER

Elevators 3 & 4 (Ground to Press): Located in between the Northeast and East Ground entrances inside the arena. These elevators can be accessed from any entrance.

Elevator 5: This is a freight elevator and is only used internally.

ESCALATORS

NW Ground: Ground to 300 Level

NE Ground: Ground to 300 Level

East Ground: Ground to 100 Level

East Ground Club & Loge Boxes: Ground to Club Level

FAMILY RESTROOMS

Ground Level: East Ground

100 Level: Section 108

300 Level: Section 310

GATES AND ACCESS POINTS

The Smoothie King Center has seven main entry gates:

1. Elevator 1 & 2 Lobby/Suite & Club Entrance
2. Meeting Room B
3. Northwest Ground
4. Northeast Ground
5. East Ground North and South Doors
6. North 100
7. Chairman's Club

*Please note, designated entrances do change from event to event. All entry gates (early doors, VIP, media, etc.) will be mentioned on the event's information sheet as well as in briefings.

GUEST SERVICE DESK EXTENSIONS

NE Ground

- (504)587-6405

100 Level (Across from Section 108)

- (504)587-6410

300 Level (Across from Section 310)

- (504)587-6430

LOGE BOXES

Activated for all events. Semi-private space w/ capacity for up to four people. Includes comfortable, high-end seating, countertop space. Optional food and beverage packages are available to guests at an additional cost. Please be diligent when checking tickets and credentials to ensure patrons who purchased food and beverage packages are seated in the correct Loge Box.

HALL OF FAME WALL

Located behind the Pelicans Team Store, between NW and NE Ground.

HIGH SCHOOL JERSEY WALL

Located at Northwest Ground.

HUB CLUB (SUITE 250)

Activated for Pelicans games and some concert events. The Hub Club is located outside of Elevator 1 & 2 on the suite level. Please be diligent when checking tickets and credentials for this space.

MEETING ROOM A & B

Activated for Pelicans and some concert events with VIP.

MERCHANDISE

Merchandise for non-Pelicans games is ever-changing.



SMOOTHIE KING CENTER

On event day, please refer to your information sheet for exact locations.

Pelicans Team Store: 1501 Girod Street; Monday - Friday from 11am - 5pm. On game days, access to the Team Store is for ticketed patrons only.

PARTY PERCH

Activated for Pelicans games. Located in Section 323.

POST-GAME MEET & GREET

For Pelicans games, this visiting team post-game friends and family waiting area is in the West Loading Deck.

Personnel wishing to be in this area must have a dated Post-Game Pass. The pass holder must access the Loading Dock via the Northwest Vomitory (Section 119) but must not do so until after the conclusion of the game. This pass is only good for one person.

POST-GAME COURT PHOTOS

The Pelicans do have post-game court photos for some games. The information sheet will mention if this is to be activated. The meeting point will be at the top of Section 114. Post-game, a Pelicans Rep will escort fans to the court for their picture.

SUITES

The Smoothie King has 45 suites located on the 200 Suite Level. Please be diligent when checking tickets and credentials.

THE WAREHOUSE

Located on the Press Level. Activated for Pelicans and some concert events.



CHAMPIONS SQUARE

LaSalle Street | New Orleans, LA 70112
www.champions-square.com
ASM Global Executive Office - (504)587-3663

HISTORY OF CHAMPIONS SQUARE

1822-1957: Original location of Girod Street Cemetery

1988: New Orleans Centre Mall built on site

2005: New Orleans Center Mall closed after Hurricane Katrina

2010: Construction of Champions Square began

Aug. 21, 2010: Champions Square formally opened

2011: Phase II improvements followed NFL season

Nov. 27, 2011: First “Gleason Gras” with multiple bands held in Champions Square

2012: Club XLIV opened

2014: Opening Act opened

2010-Present: Champions Square hosts major touring bands, including.

- Stone Temple Pilots
- Smashing Pumpkins
- Lil’ Wayne
- Kool and the Gang
- Doobie Brothers / Peter Frampton

Mar. 30, 2024: Pre-Race warm up area for the Crescent City Classic. The race begins in front of Caesars Superdome and Champions Square has been the warm up and check in point for many years.

CHAIRS

Guests are not allowed to bring chairs into Champions Square.

CLUB XLIV

Club XLIV is a bar/lounge space located in Champions

CHAMPIONS SQUARE

Square next to the main stage. The Club is available for hospitality for certain events.

CONCESSIONS

Concessions are available in Champions Square, LaSalle Street, and Opening Act.

ENTRANCES

Champions Square has three public entrances:

1. North LaSalle Street
2. Grand Staircase on Eastside of Caesars Superdome at Gate C.
3. South LaSalle Street

GUEST SERVICES

A Guest Services tent is located on LaSalle Street outside the Opening Act. A Representative will be available to assist you and address any issues and questions you may have.

OPENING ACT

Opening Act, located at South LaSalle Street, is a food court that is open on event days.

RESTROOMS

Restrooms are located as listed below:

- North LaSalle Street
- South LaSalle Street
- Opening Act
- Club XLIV

STROLLERS

Strollers are permitted in Champions Square.

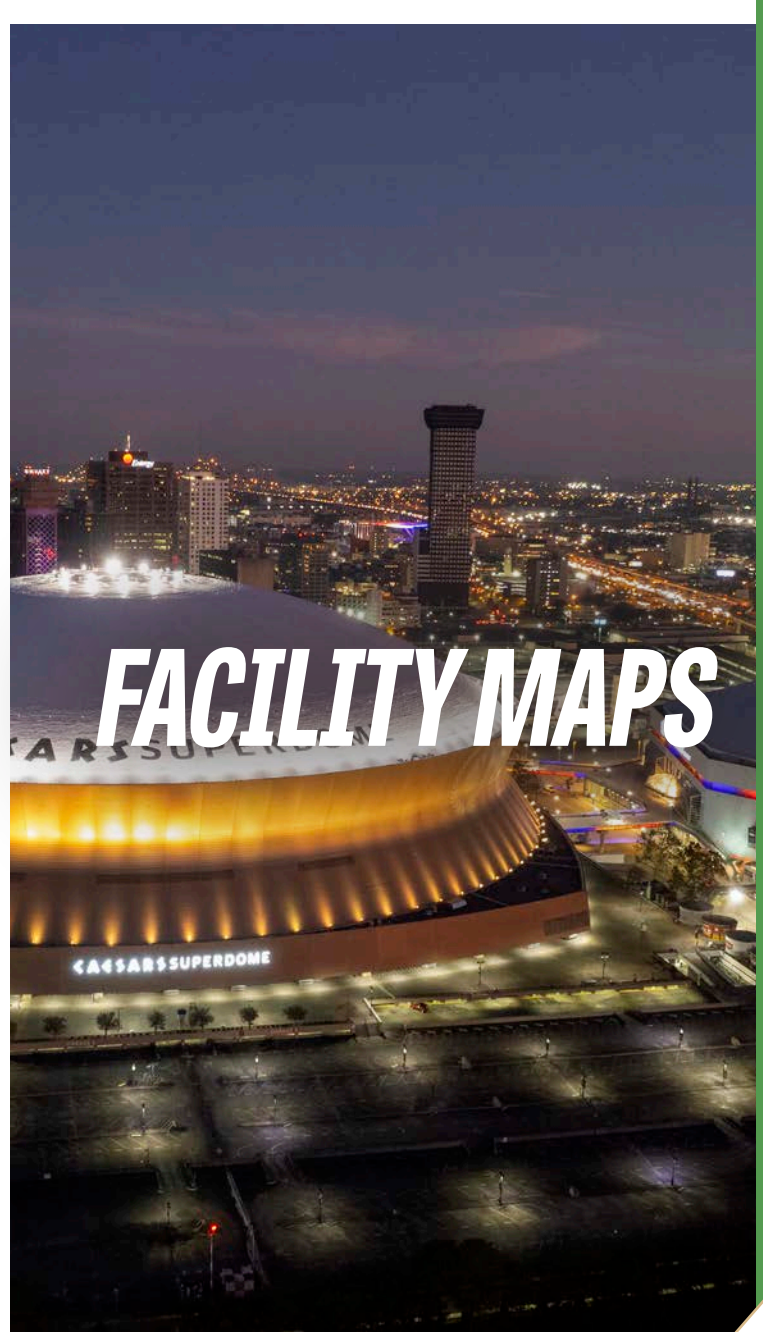
UMBRELLAS

Umbrellas are allowed into Champions Square.

WEATHER

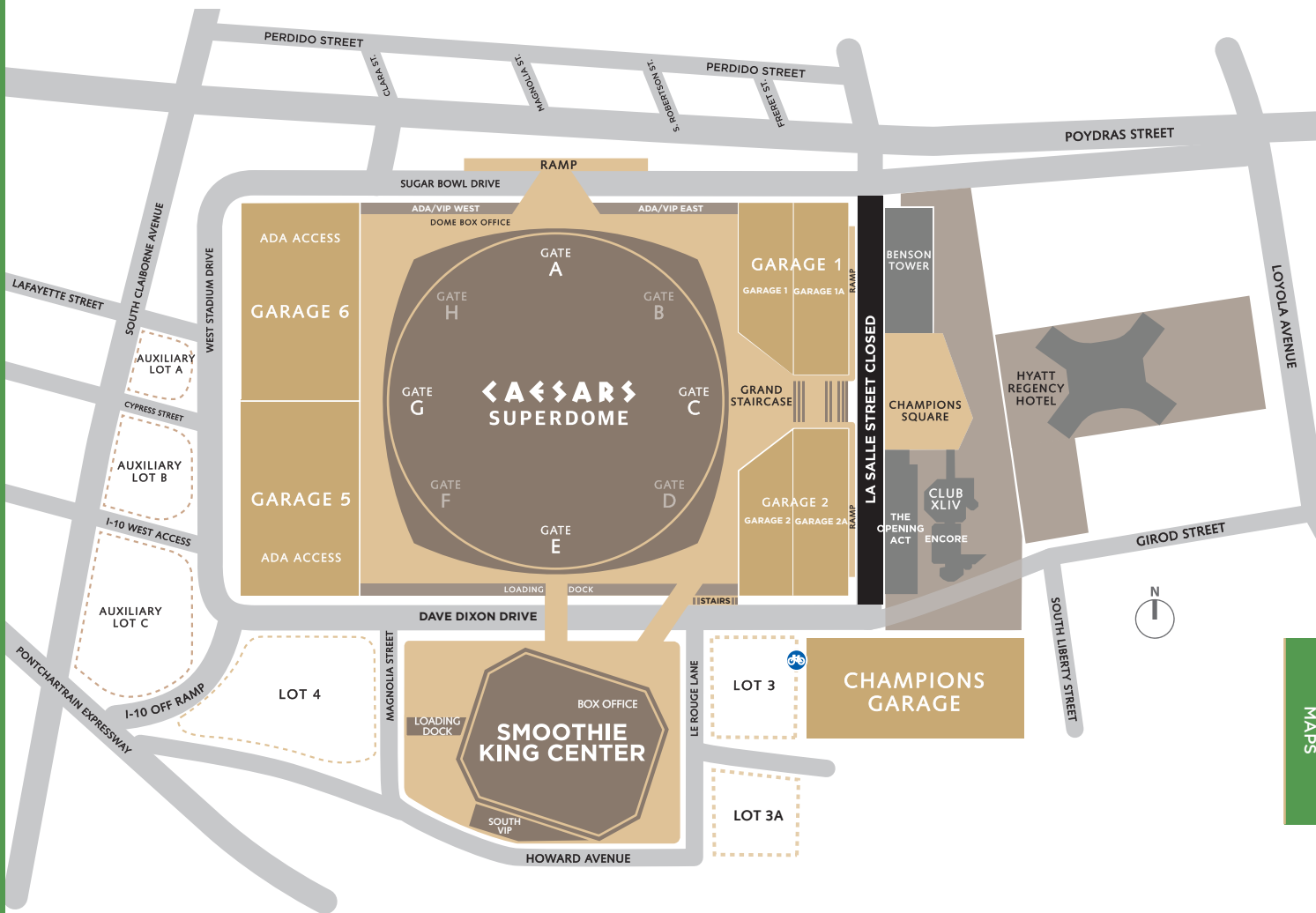
If inclement weather threatens an event, ASM Global Management may make the decision to implement a temporary evacuation of Champions Square.

- Command Post will communicate “Code 10” over the radios, after which, Supervisors will communicate the call to all Team Members.
- All Team Members will assist with directing guests towards either the North or South LaSalle gates.
- Public Safety, assisted by Guest Services and other Departments will evacuate Champions Square of guests to seek shelter. Once the square is evacuated, or when instructed, Team Members will return to the briefing room for safety.
- When it is safe to return to Champions Square, Command Post will call a “Code 20,” which indicates it is time to take positions for re-entry.
- A “Code 30” will indicate it is time to allow guests back into Champions Square.



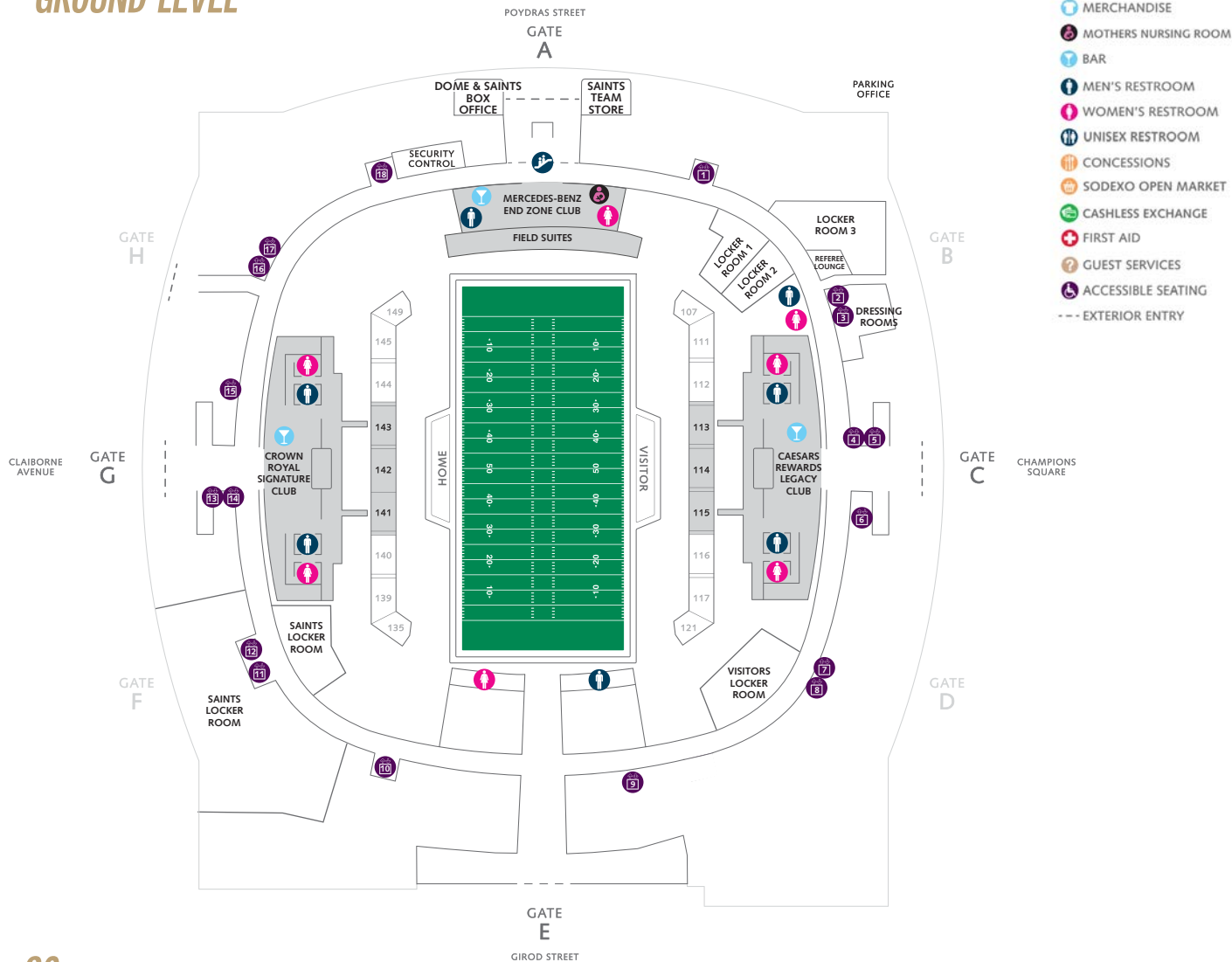
COMPLEX MAP

ASM GLOBAL NEW ORLEANS CAMPUS



CAESARS SUPERDOME

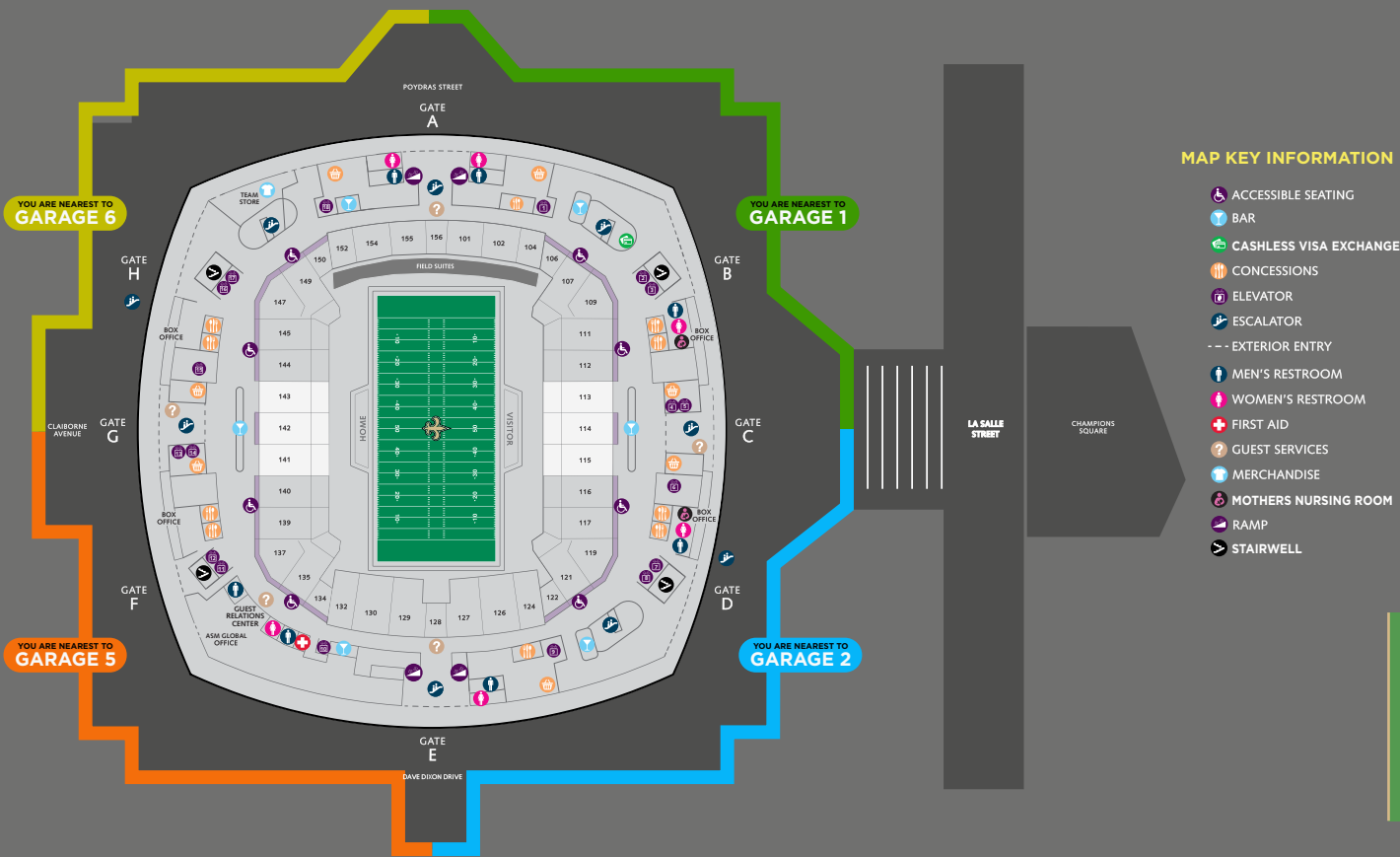
GROUND LEVEL



- ELEVATOR
- ESCALATOR
- MERCHANDISE
- MOTHERS NURSING ROOM
- BAR
- MEN'S RESTROOM
- WOMEN'S RESTROOM
- UNISEX RESTROOM
- CONCESSIONS
- SODEXO OPEN MARKET
- CASHLESS EXCHANGE
- FIRST AID
- GUEST SERVICES
- ACCESSIBLE SEATING
- - - EXTERIOR ENTRY

CAESARS SUPERDOME

GAMEDAY EXTENDED PLAZA PATIO

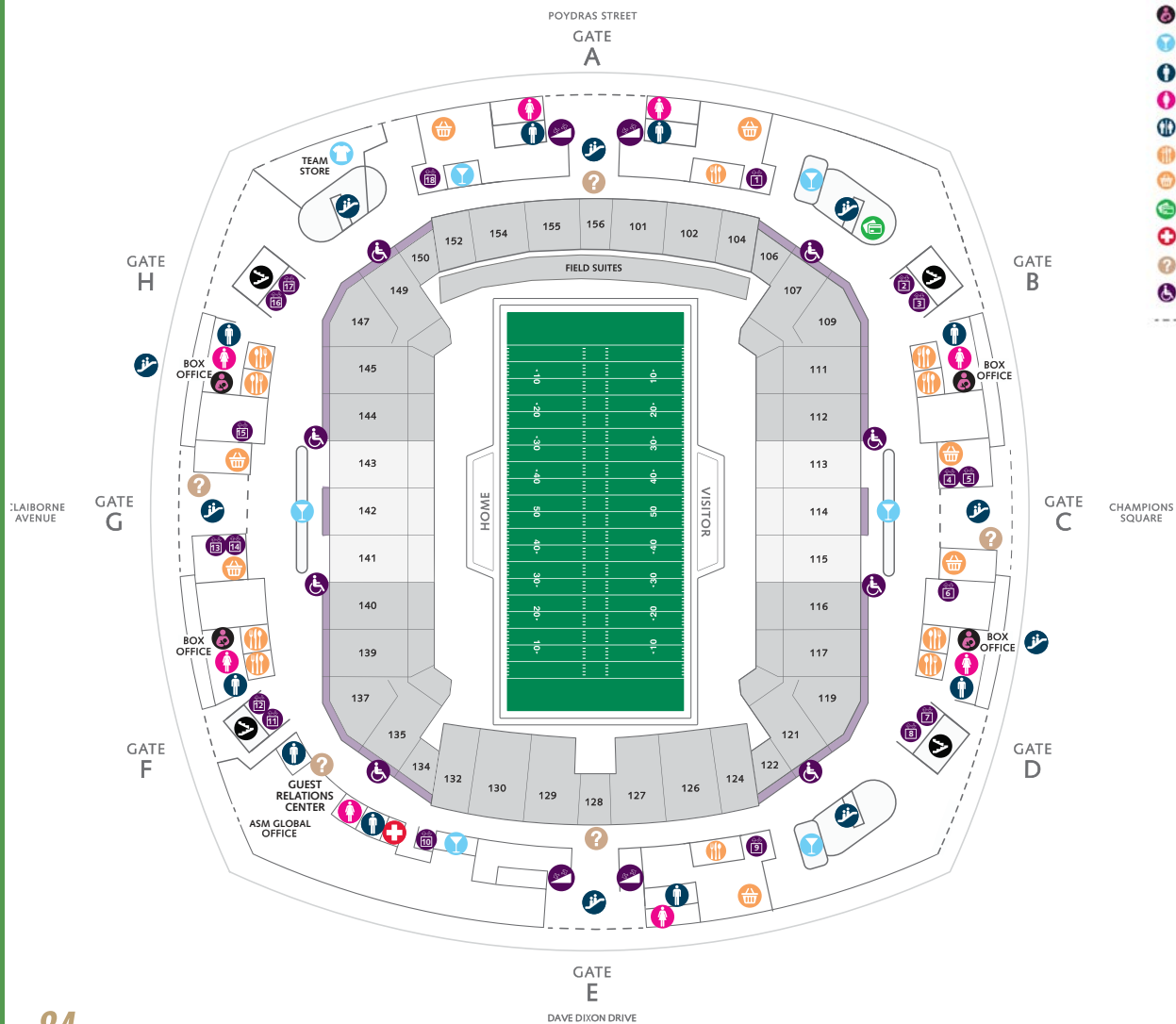


MAPS

CAESARS SUPERDOME

100 PLAZA LEVEL

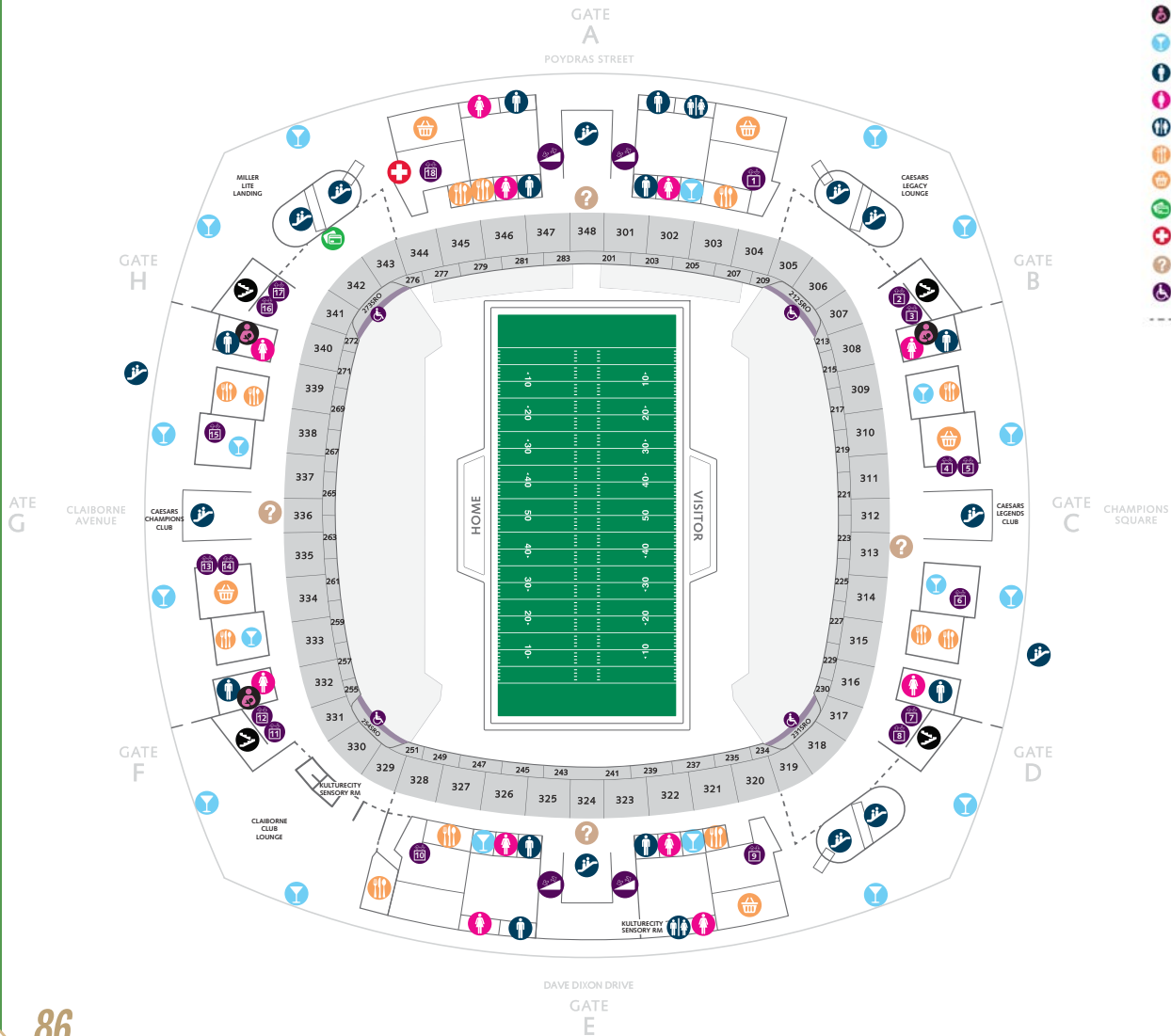
-  ELEVATOR
-  ESCALATOR
-  MERCHANDISE
-  MOTHERS NURSING ROOM
-  BAR
-  MEN'S RESTROOM
-  WOMEN'S RESTROOM
-  UNISEX RESTROOM
-  CONCESSIONS
-  SODEXO OPEN MARKET
-  CASHLESS EXCHANGE
-  FIRST AID
-  GUEST SERVICES
-  ACCESSIBLE SEATING
-  -- EXTERIOR ENTRY



CAESARS SUPERDOME

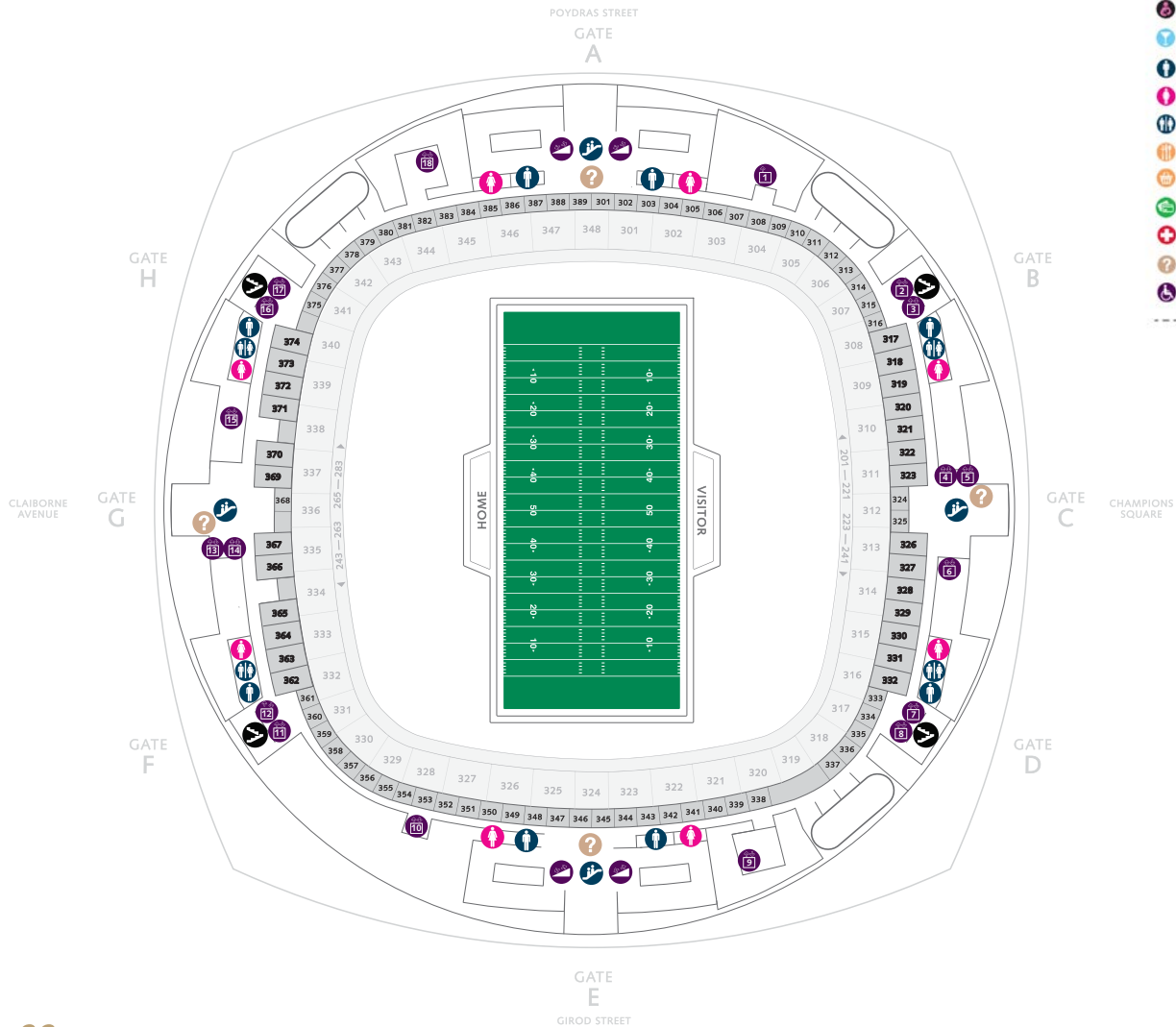
200 LOGE LEVEL

-  ELEVATOR
-  ESCALATOR
-  MERCHANDISE
-  MOTHERS NURSING ROOM
-  BAR
-  MEN'S RESTROOM
-  WOMEN'S RESTROOM
-  UNISEX RESTROOM
-  CONCESSIONS
-  SODEXO OPEN MARKET
-  CASHLESS EXCHANGE
-  FIRST AID
-  GUEST SERVICES
-  ACCESSIBLE SEATING
-  -- EXTERIOR ENTRY



CAESARS SUPERDOME

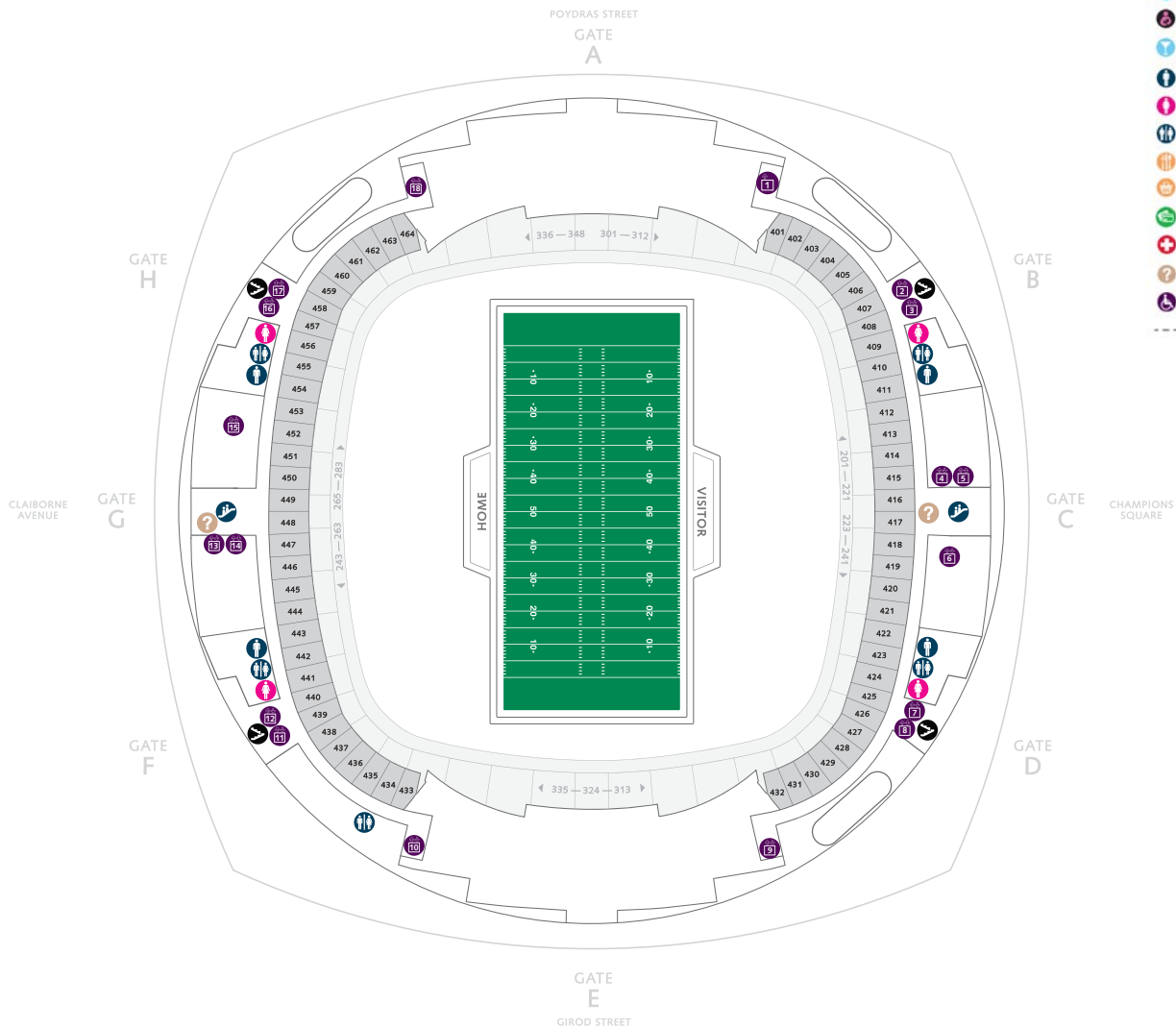
300 SUITE LEVEL



-  ELEVATOR
-  ESCALATOR
-  MERCHANDISE
-  MOTHERS NURSING ROOM
-  BAR
-  MEN'S RESTROOM
-  WOMEN'S RESTROOM
-  UNISEX RESTROOM
-  CONCESSIONS
-  SODEXO OPEN MARKET
-  CASHLESS EXCHANGE
-  FIRST AID
-  GUEST SERVICES
-  ACCESSIBLE SEATING
-  - - - EXTERIOR ENTRY

CAESARS SUPERDOME

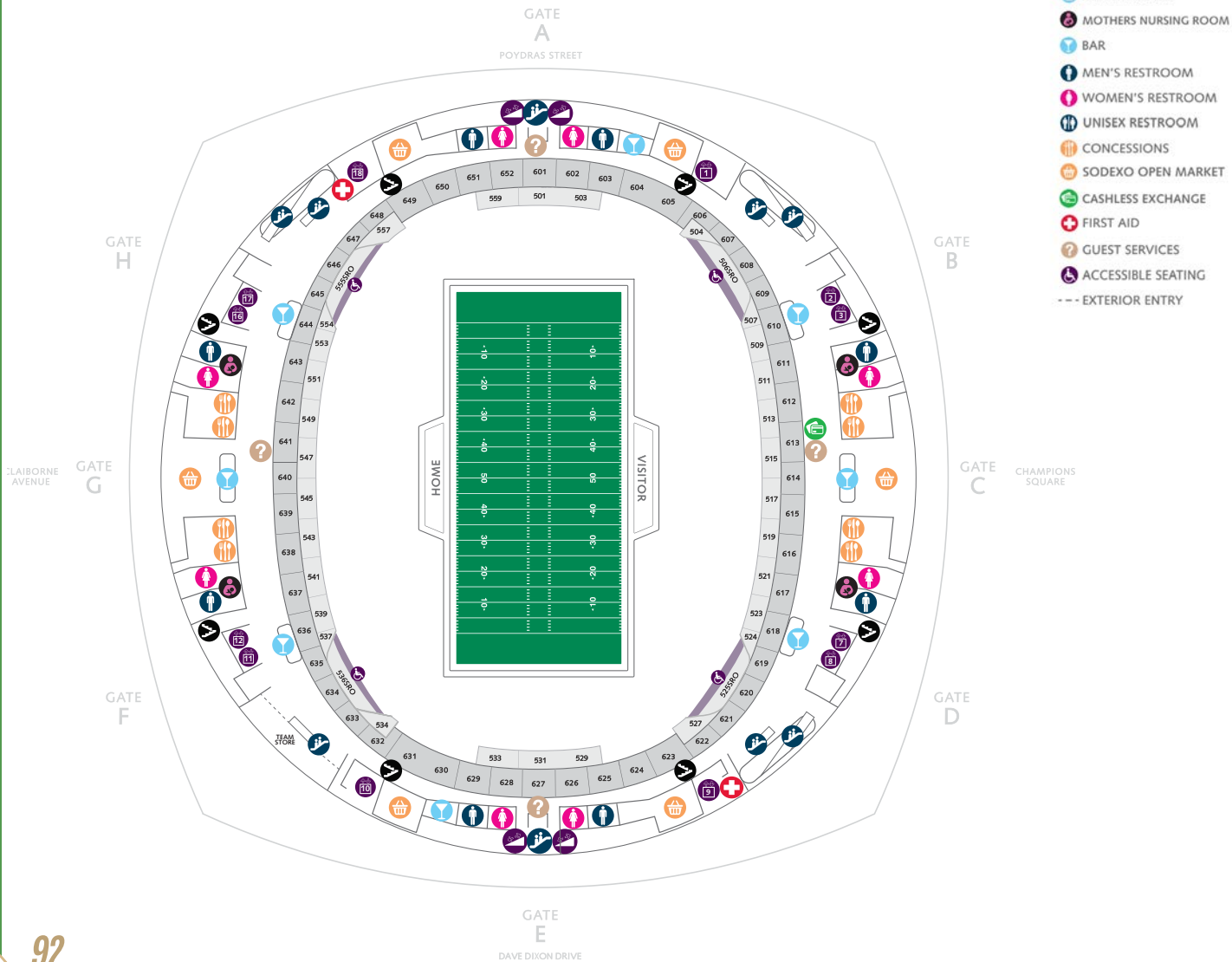
400 SUITE LEVEL



- ELEVATOR
- ESCALATOR
- MERCHANDISE
- MOTHERS NURSING ROOM
- BAR
- MEN'S RESTROOM
- WOMEN'S RESTROOM
- UNISEX RESTROOM
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- ACCESSIBLE SEATING
- - - EXTERIOR ENTRY

CAESARS SUPERDOME

500-600 LOWER TERRACE LEVEL



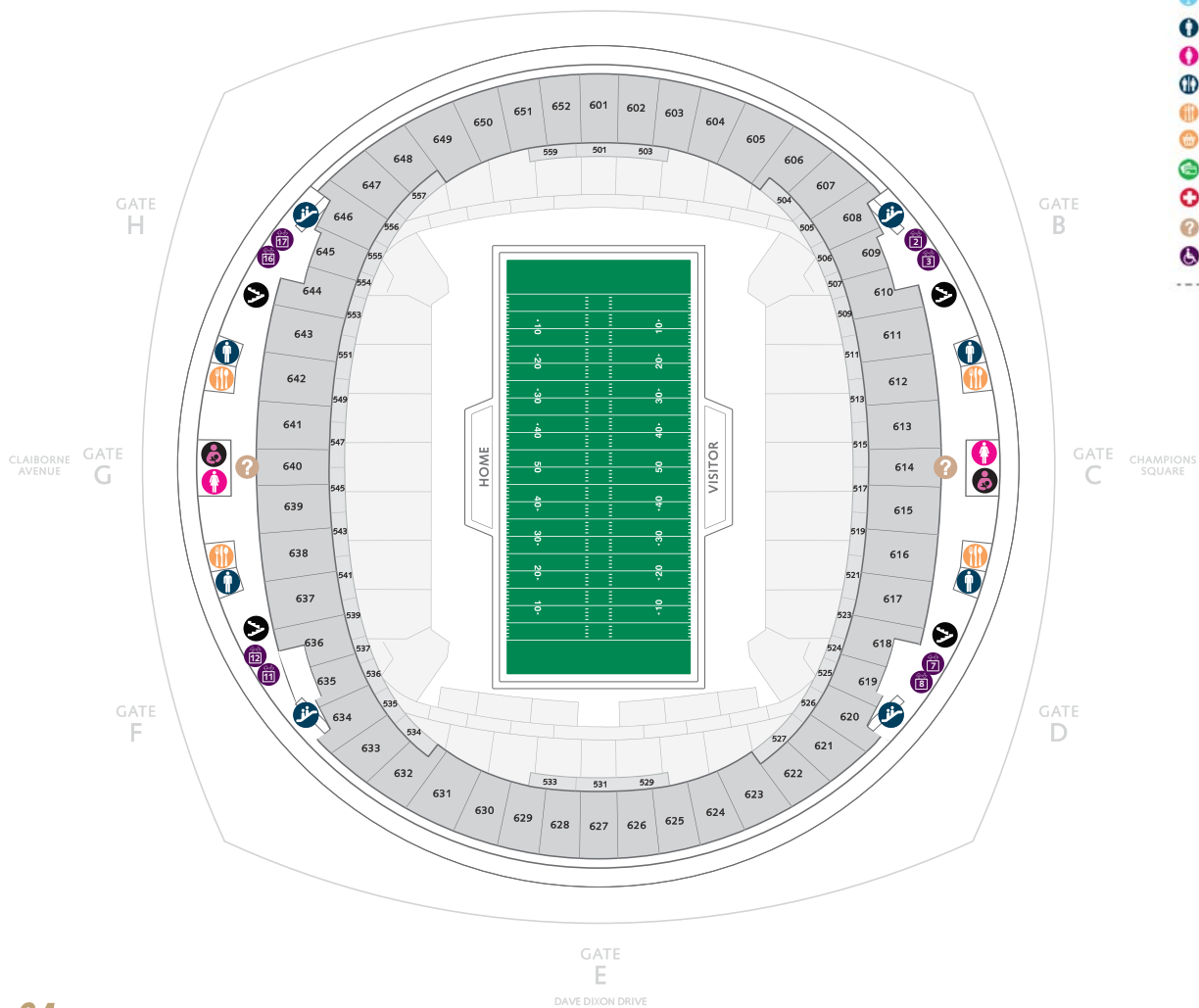
CAESARS SUPERDOME

600A UPPER TERRACE LEVEL

POYDRAS STREET

GATE
A

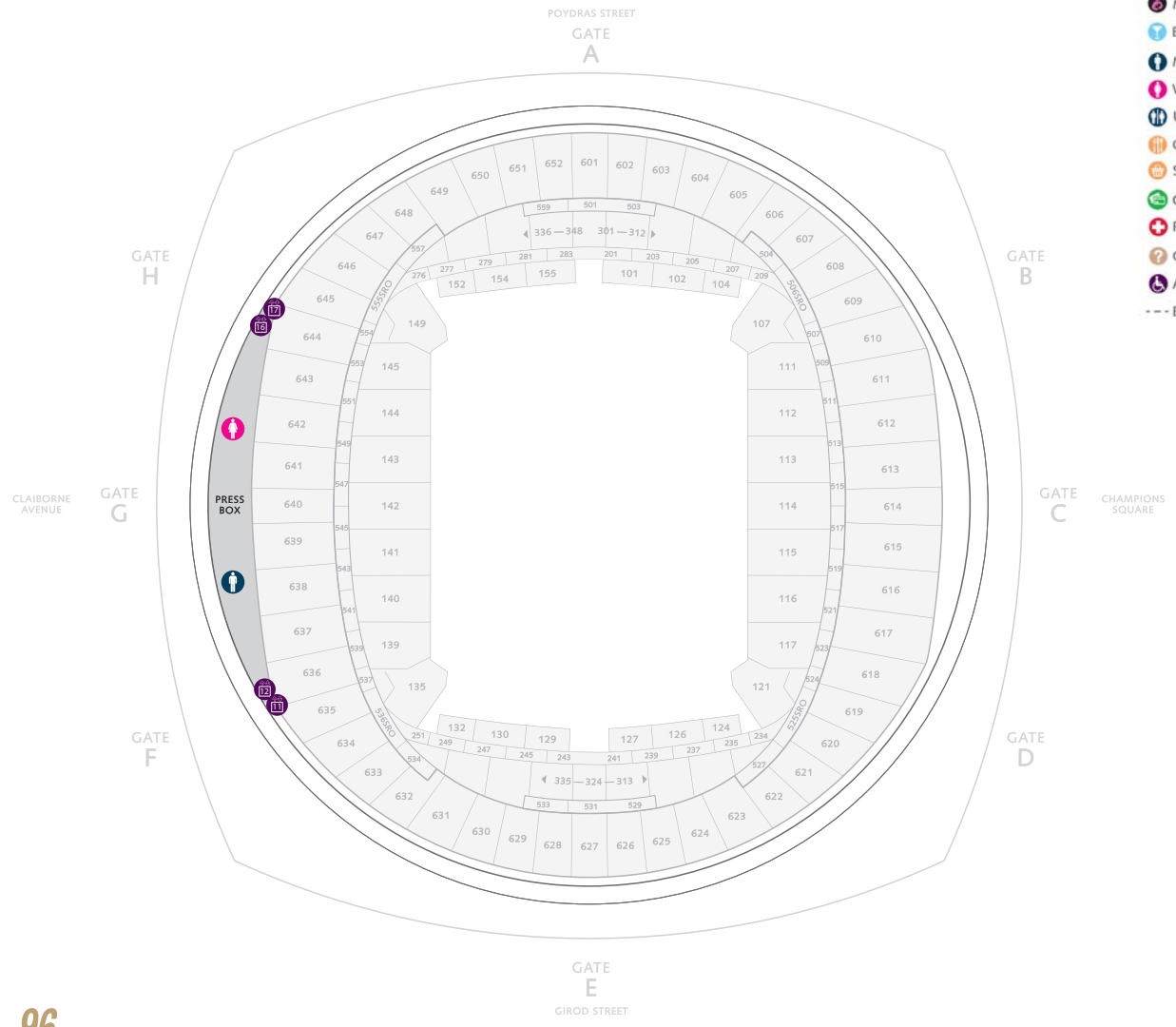
-  ELEVATOR
-  ESCALATOR
-  MERCHANDISE
-  MOTHERS NURSING ROOM
-  BAR
-  MEN'S RESTROOM
-  WOMEN'S RESTROOM
-  UNISEX RESTROOM
-  CONCESSIONS
-  SODEXO OPEN MARKET
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-  GUEST SERVICES
-  ACCESSIBLE SEATING
-  -- EXTERIOR ENTRY



CAESARS SUPERDOME

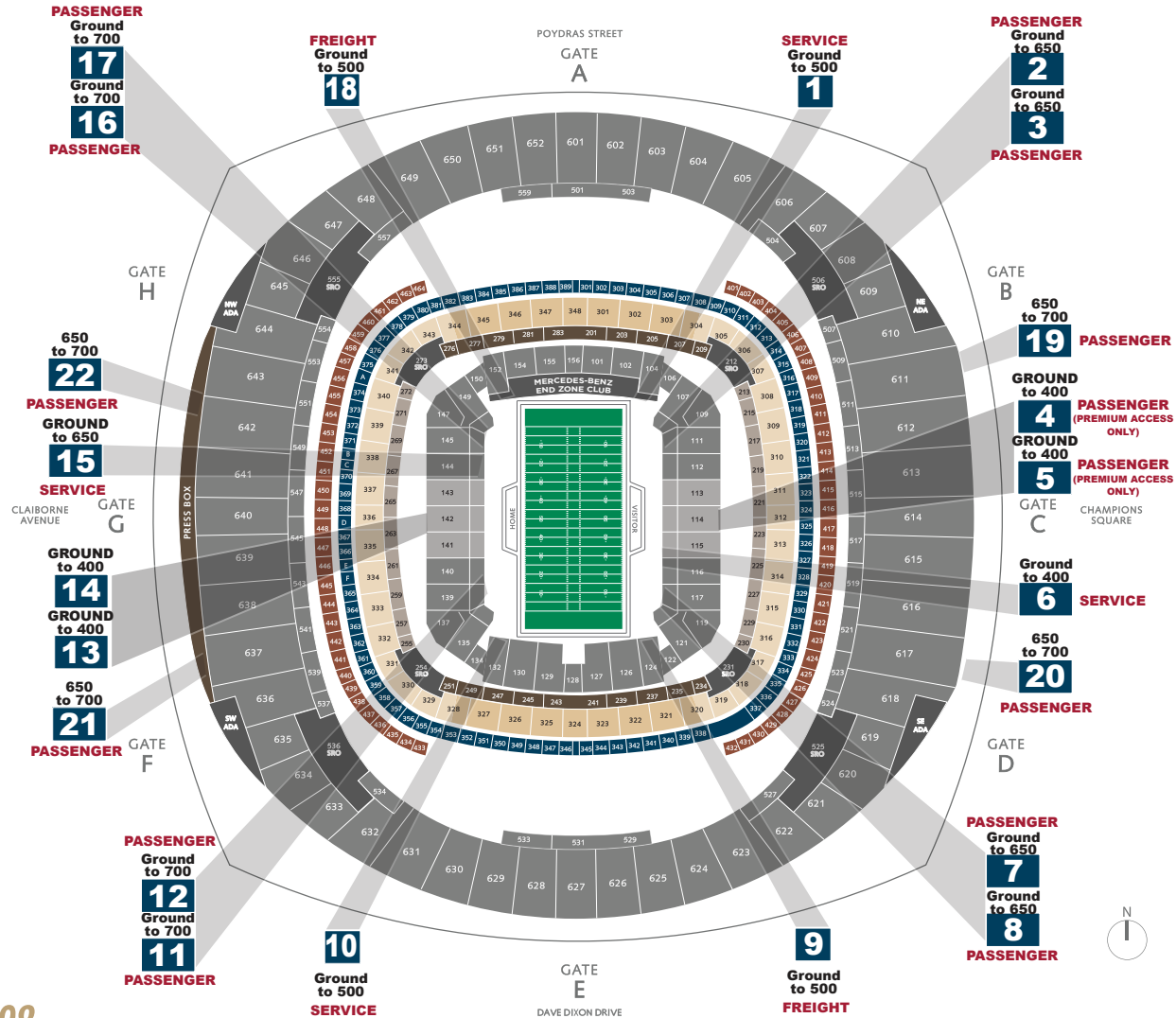
PRESS LEVEL

-  ELEVATOR
-  ESCALATOR
-  MERCHANDISE
-  MOTHERS NURSING ROOM
-  BAR
-  MEN'S RESTROOM
-  WOMEN'S RESTROOM
-  UNISEX RESTROOM
-  CONCESSIONS
-  SODEXO OPEN MARKET
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-  ACCESSIBLE SEATING
-  -- EXTERIOR ENTRY



CAESARS SUPERDOME

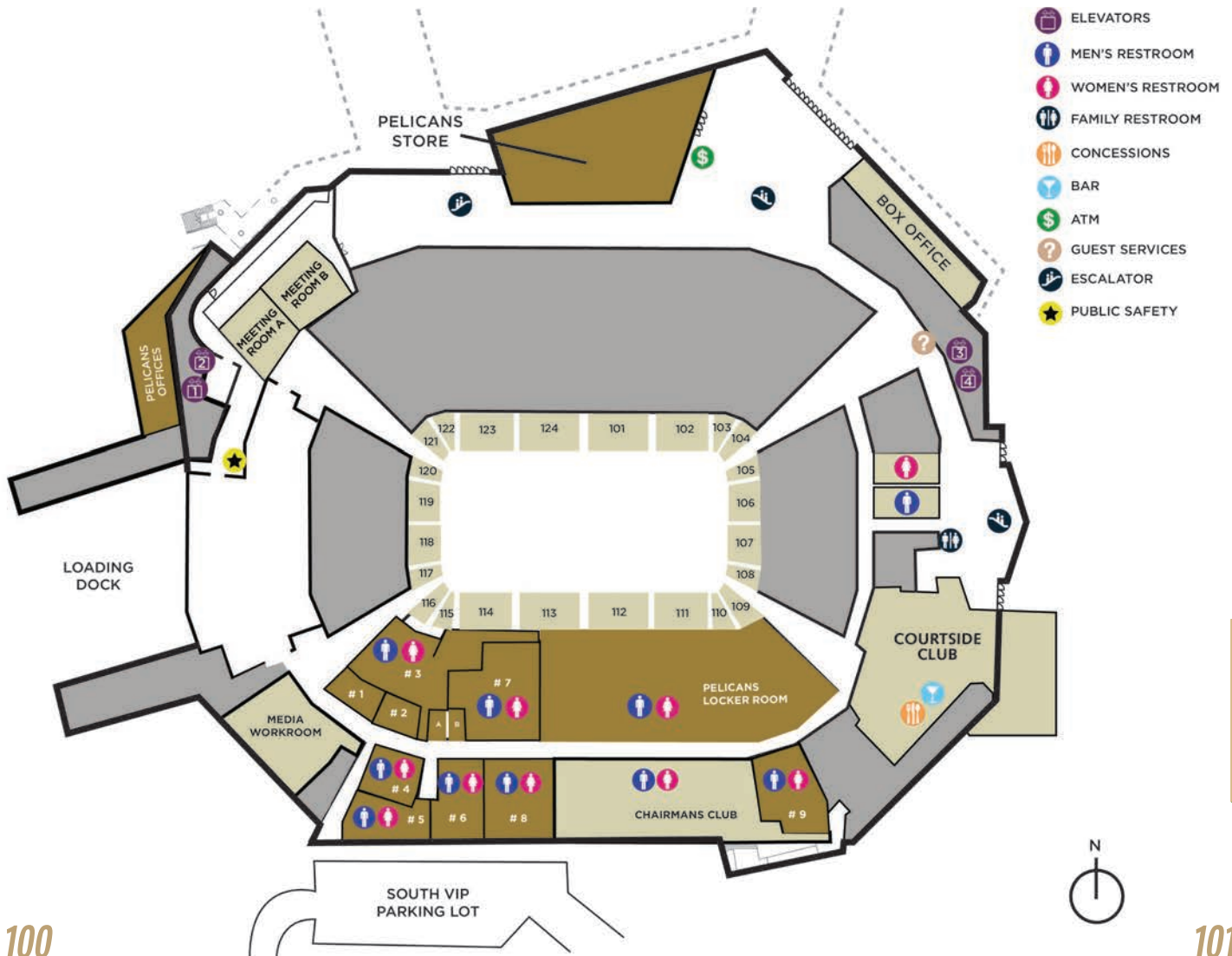
ELEVATOR MAP



SMOOTHIE KING CENTER

GROUND LEVEL

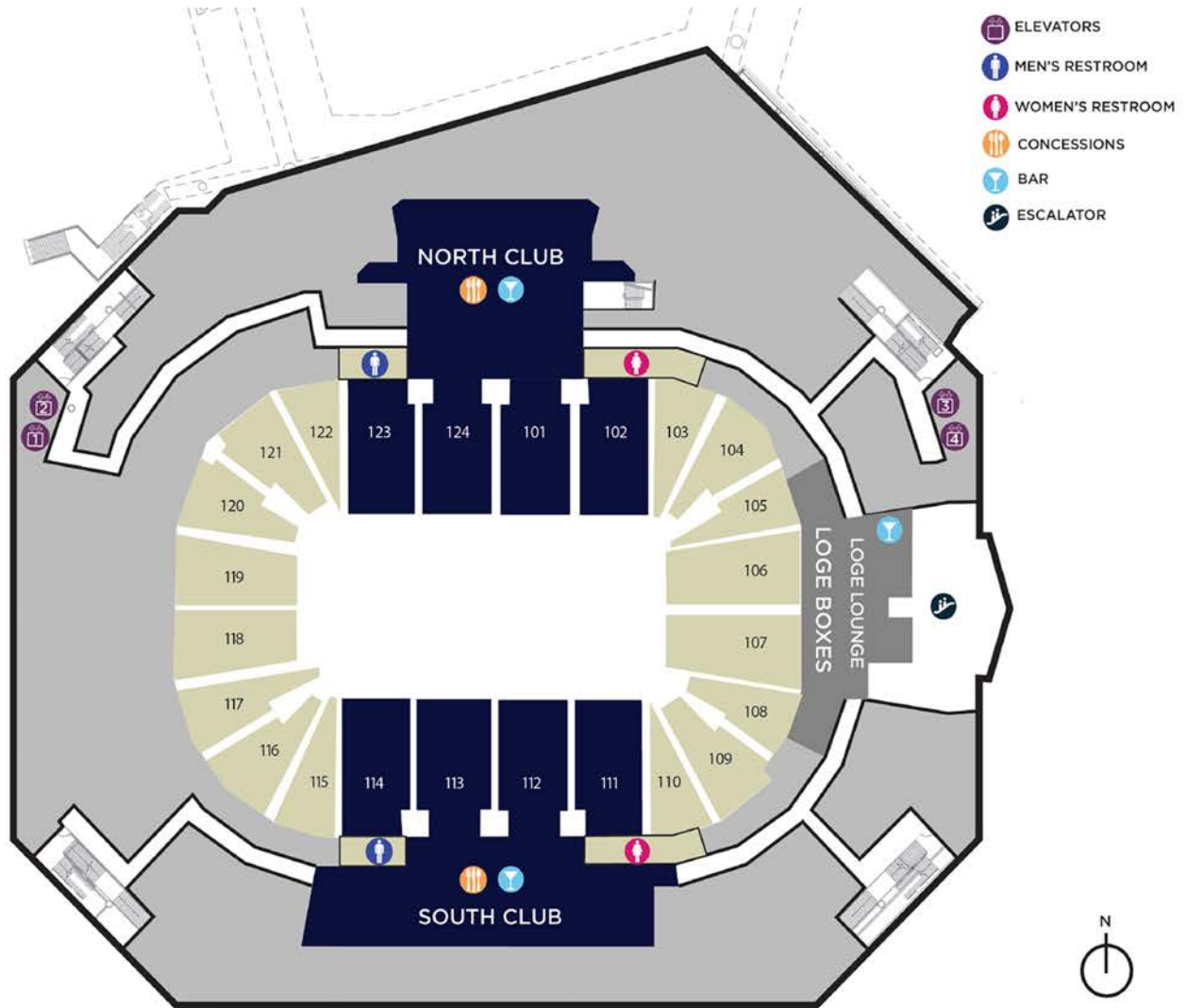
Additional hospitality activations and arena features may not be present on this map. Please refer to your Information Sheet come event day for additional information.



SMOOTHIE KING CENTER

CLUB LEVEL

Additional hospitality activations and arena features may not be present on this map. Please refer to your Information Sheet come event day for additional information.



SMOOTHIE KING CENTER

100 LEVEL

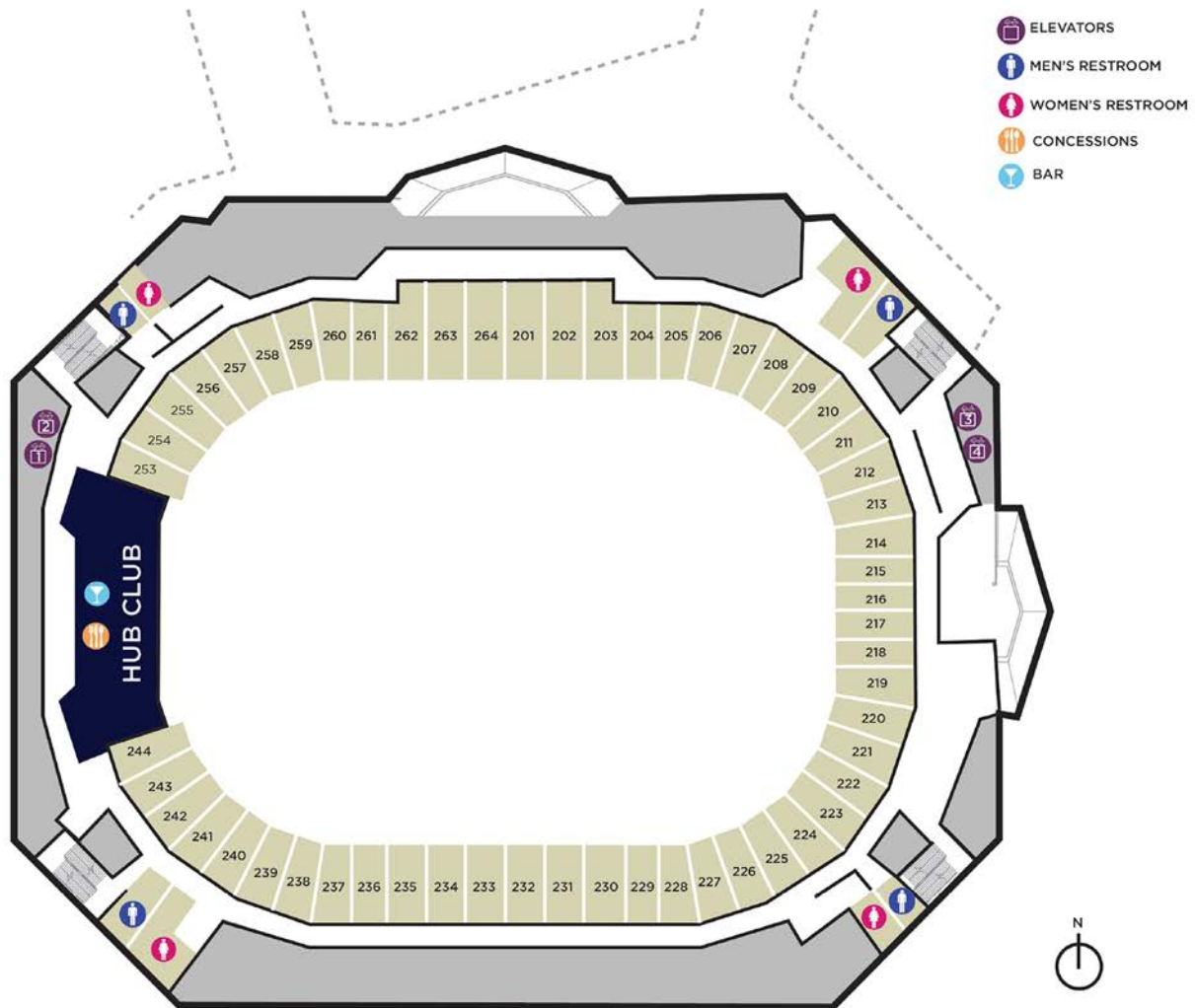
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SMOOTHIE KING CENTER

200/SUITE LEVEL

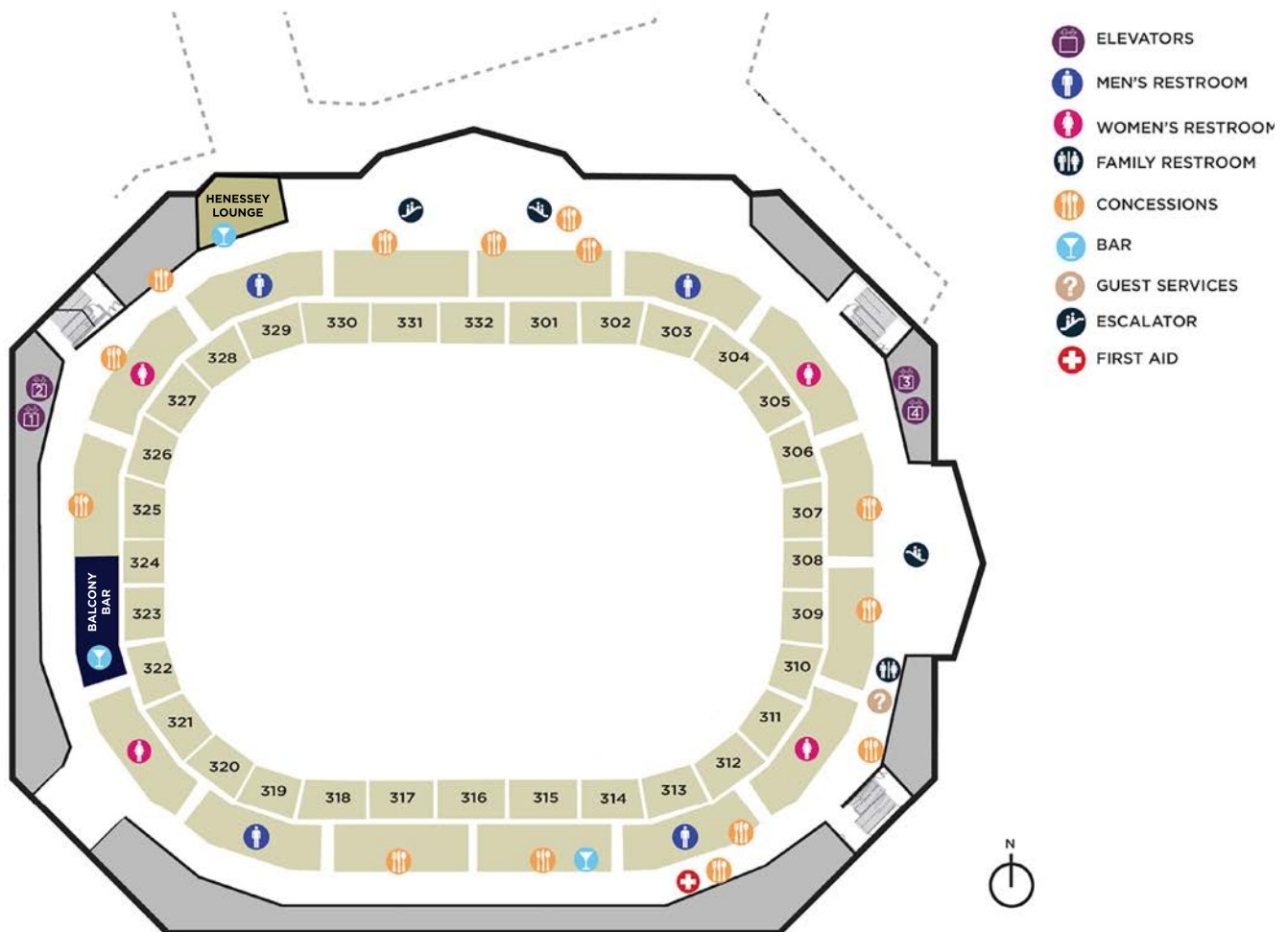
Additional hospitality activations and arena features may not be present on this map. Please refer to your Information Sheet come event day for additional information.



SMOOTHIE KING CENTER

300 LEVEL

Additional hospitality activations and arena features may not be present on this map. Please refer to your Information Sheet come event day for additional information.



CHAMPIONS SQUARE

