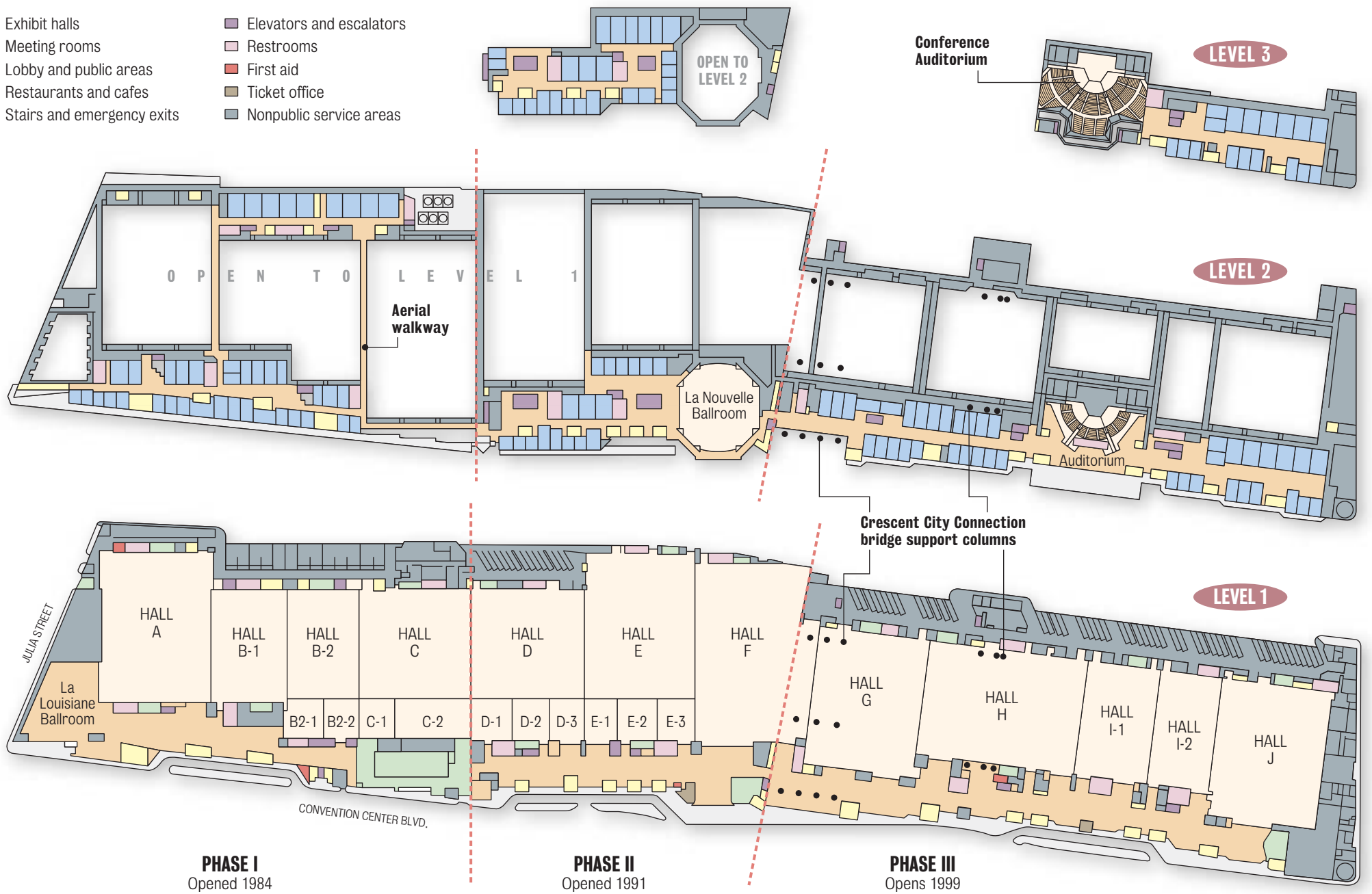


# A TOUR OF AMERICA'S BIGGEST ROOM

With the opening of Phase III, the Ernest N. Morial Convention Center becomes the nation's third largest convention center, but No. 1 in space available on one floor under one roof, with more than 1 million square feet

## ERNEST N. MORIAL CONVENTION CENTER

- Exhibit halls
- Meeting rooms
- Lobby and public areas
- Restaurants and cafes
- Stairs and emergency exits
- Elevators and escalators
- Restrooms
- First aid
- Ticket office
- Nonpublic service areas

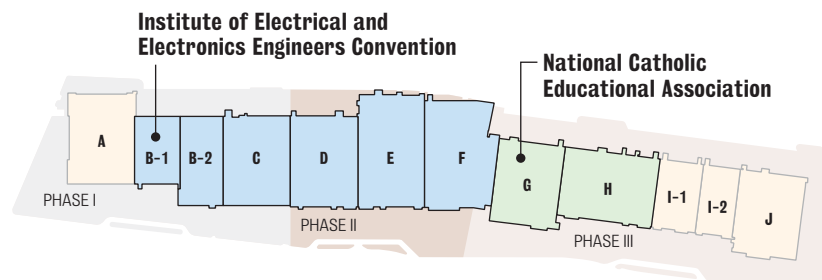


## PHASE OF GLORY

During a three-week span in April, the newly expanded Morial Convention Center will flex its economic muscles, hosting a small city – 51,000 people – in six sizeable conventions. Before the completion of Phase III, such a feat would have been impossible. Here's the difference a phase makes.

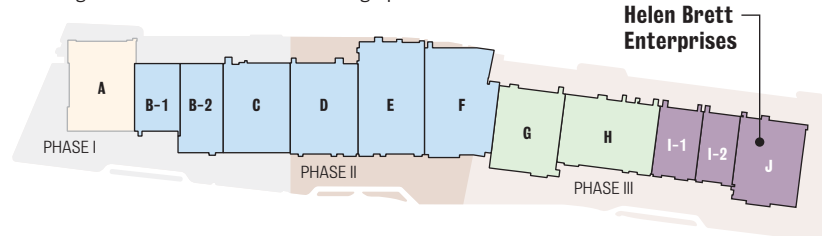
### APRIL 5

- ▶ The Institute of Electrical and Electronics Engineers Convention, an exhibit-intensive show of 15,000 visitors that will take seven days to put together, begins setting up across a sprawling area from Hall B to Hall F – essentially all of the first two phases of the Convention Center. Before Phase III, this show would have virtually blocked out the entire center for 15 days.
- ▶ Meanwhile, in Halls G and H, half of Phase III, the National Catholic Educational Association is setting up shop for its 10,000 visitors.



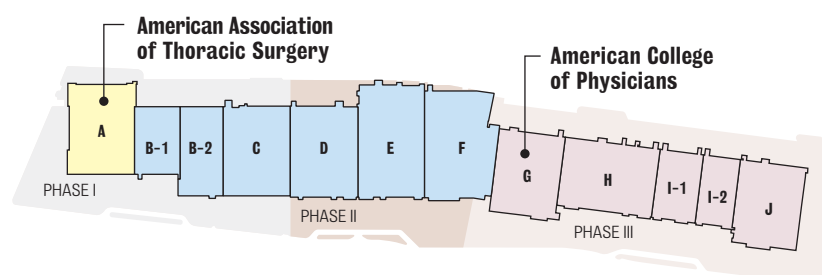
### APRIL 9

- ▶ In the pre-expansion Convention Center, the electrical engineers show is still setting up for its April 12 opening.
- ▶ Meanwhile, in Phase III, the Catholic educators' meeting is in full swing in Halls G and H.
- ▶ In Halls I and J, a third convention has joined the party. The Helen Brett Enterprises meeting of about 300 visitors is setting up.



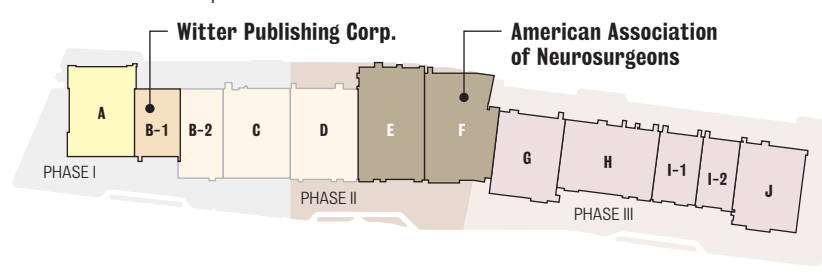
### APRIL 17

- ▶ They're disassembling the electrical engineers' meeting, but the center is full of activity elsewhere.
- ▶ While the American Association of Thoracic Surgery sets up its exhibit hall for 5,000 doctors in town in Hall A, half a kilometer away in Hall G, the Catholics have cleared out, and the American College of Physicians is setting up for its 8,000 visitors.



### APRIL 22

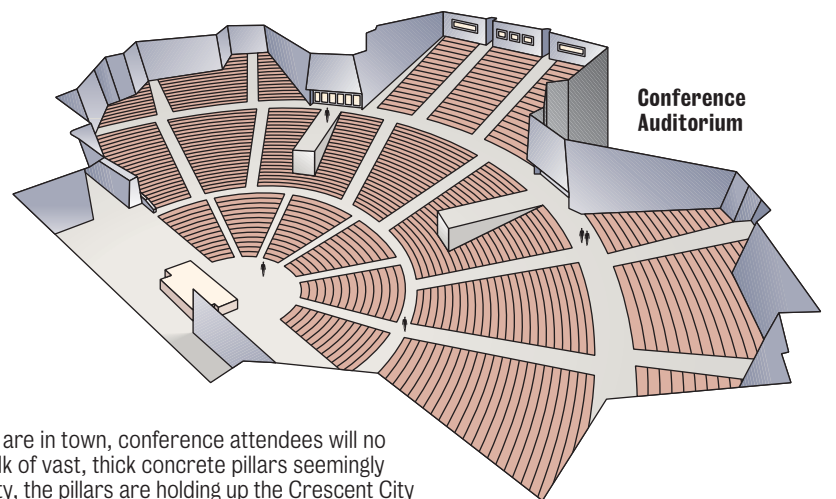
- ▶ With the engineers finally gone, four smaller conventions are in various states of operation across the center.
- ▶ The thoracic surgeons are breaking down in Hall A, the Witter Publishing Corp. is setting up in Hall B1, the American Association of Neurosurgeons is setting up shop in Halls E and F, and in Phase III the American College of Physicians convention is under way across all four halls of the expansion.



## INSIDE THE MORIAL CONVENTION CENTER

### SHOWTIME

- ▶ Phase III includes a 4,000-seat auditorium built into the second and third levels of the Convention Center.
- ▶ The state-of-the-art theater can be used in full, or split into three separate halls, each with their own sound and lighting systems.
- ▶ Because of zoning related to parking, the auditorium will not be used for ticketed events such as concerts, but can be used for performances attached to conventions.



### INDOOR UNDERPASS

Whenever the engineers' conventions are in town, conference attendees will no doubt wonder about the excessive bulk of vast, thick concrete pillars seemingly holding up the roof of Phase III. In reality, the pillars are holding up the Crescent City Connection looming above the building. Construction of Phase III was the irresistible force meeting the immovable object. The bridge pillars weren't going anywhere, so the new building simply absorbed them.



A Convention Center worker rides his bicycle past the giant pillars holding up the Crescent City Connection.

STAFF PHOTO BY ELLIS LUCIA



### CONVENTION CENTER PARTICULARS

- Total uninterrupted exhibit floor space: 1,068,508 square feet
- Length of the center: 1 kilometer
- Number of 10-by-10-foot booths that can be set up on the floor: 5,742
- Number of football fields that would fit on the floor, including end zones: 18
- Upstairs meeting rooms: 164
- Upstairs meeting room space: 226,224 square feet (about four football fields)

### PIECE BY PIECE

The Convention Center was built in three stages

### EXHIBIT FLOOR SPACE

Phase	Exhibit Floor Space (in square feet)
Phase I	327,251
Phase II	357,167
Phase III	384,090

### CONSTRUCTION COST

Phase I	\$96 million
Phase II	\$121 million
Phase III	\$247 million