



**National Association of Secondary School Principals
NASSP-National Principals Conference
2022**



Prepared for:
Meredith Vazquez,
Vice President of Global Accounts
ConferenceDirect
4683 Lazy Creek Lane
Johns Island, South Carolina, 29487
Date: July 15, 2021

Event Space Proposal



July 15, 2021

Dear Meredith,

Located mere steps away from the beloved French Quarter, the New Orleans Ernest N. Morial Convention Center (NOENMCC) offers the amenities of a world class meetings and exhibitions facility in the heart of America's most interesting city. As we join our vibrant community celebrating New Orleans' 300th birthday, we continue to host a variety of meetings, symposia, and tradeshows spanning the entire spectrum of industries in the global economy from medicine to energy- and beyond with the infrastructure to support disruptive technologies in every sector.

To build on such an incredibly successful past, we are constantly seeking to improve our client and attendee experiences with several ongoing initiatives and upcoming projects:

- ✦ **\$79 Million Park Project** - Incorporating Vibrant Green Space Throughout Our Facility's Façade completed late 2020
- ✦ **\$478 Million Five Year Capital Improvement plan** – Laying a Solid Foundation for the Future of Our Facility, to a Residential and Retail Development
- ✦ **Centralized Transportation Center** – Delivering Easy, Safe, and Secure Access for Each Exhibit Hall, Ballroom & Breakout Room for Pedestrians, Shuttles, Taxis and Ride Sharing Services
- ✦ **Complimentary Wi-Fi in Public Areas** - Providing Reliable, High Speed Internet for Every Attendee, Exhibitor, and Guest
- ✦ **Daily, Staff Wide Customer Service Meetings** – Cooking Our Own Special Spice with a Dedicated Internal Training Department and Cutting Edge Service Curriculum
- ✦ **Award Winning Organizational Culture** – Consistently Voted a “Top Workplace,” Most Recently Recognized Nationally for 2021
- ✦ **Unique Cuisine at Any Scale** – Serving New Orleans' World Renowned Cuisine to Thousands, Cooked Fresh Daily by our Partners at Centerplate
- ✦ **Simple, Compact Floor plans** – Easing Navigation through Our Floors and Corridors

Prepared by:



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CC: Donna Glover, CMP - New Orleans & Company

Space, Dates and Event Rental

Space Option Status

We are holding the dates stated below on a first option basis. Should we receive another request for these dates, we will contact you immediately by phone and will give you five business days to exercise your option.

Space and Dates

Sunday, July 17, 2022 through Thursday, July 21, 2022

Space	Dates	Use	Square Footage	Rental
Hall C		Exhibits with Registration	104,862 gsf	\$25,500.00
	Move-in:	Sunday, July 17 - Tuesday, July 19		
	Show:	Wednesday, July 20 - Thursday, July 21		
	Move-out:	Thursday, July 21		
La Nouvelle Orleans Ballroom		Thought Leadership Sessions (General Session)	36,448 gsf (divisible)	\$19,500.00
	Move-in:	Sunday, July 17 - Tuesday, July 19		
	Show:	Wednesday, July 20 - Thursday, July 21		
	Move-out:	Thursday, July 21		
Meeting Rooms		***	Various	\$6,000.00
	Number of Rooms	***		
	Rooms	235-245, 252-254, 333-345, 352-357		
	Overall Dates	Sunday, July 17 - Thursday, July 21		
Total Minimum Rental				\$51,300.00

Occupancy in all space will commence at 6:00 am on the initial contracted day of move-in and will conclude at 11:59 pm on the final contracted day of move-out, unless otherwise noted above.

Additional resources can be found on our website through our Meeting Planner Portal <https://portal.mccno.com/> (password: spice). Here you will find facility documents as well as diagrams, and helpful tools for planning and budgeting.



Event Rental Costs

Exhibit Hall

The 2022 exhibit hall published rate is \$1.55 per net square foot. However, for the National Association of Secondary School Principals we are offering a reduced FLAT fee of \$25,500.00. This rate includes the dates outlined above.

General Session

The 2022 rental rate for La Nouvelle Orleans Ballroom is \$13,000.00 per event day and \$6,500.00 per move day. At this time, we would like to offer this Ballroom at a discounted total rate of \$19,500.00 for the dates outlined above.

Meeting Rooms

Thirteen (13) meeting rooms are being provided at no charge in conjunction with exhibit hall rental. Twenty (20) additional meeting rooms are being provided at a discounted rate of \$300.00 per room, for the occupancy period.

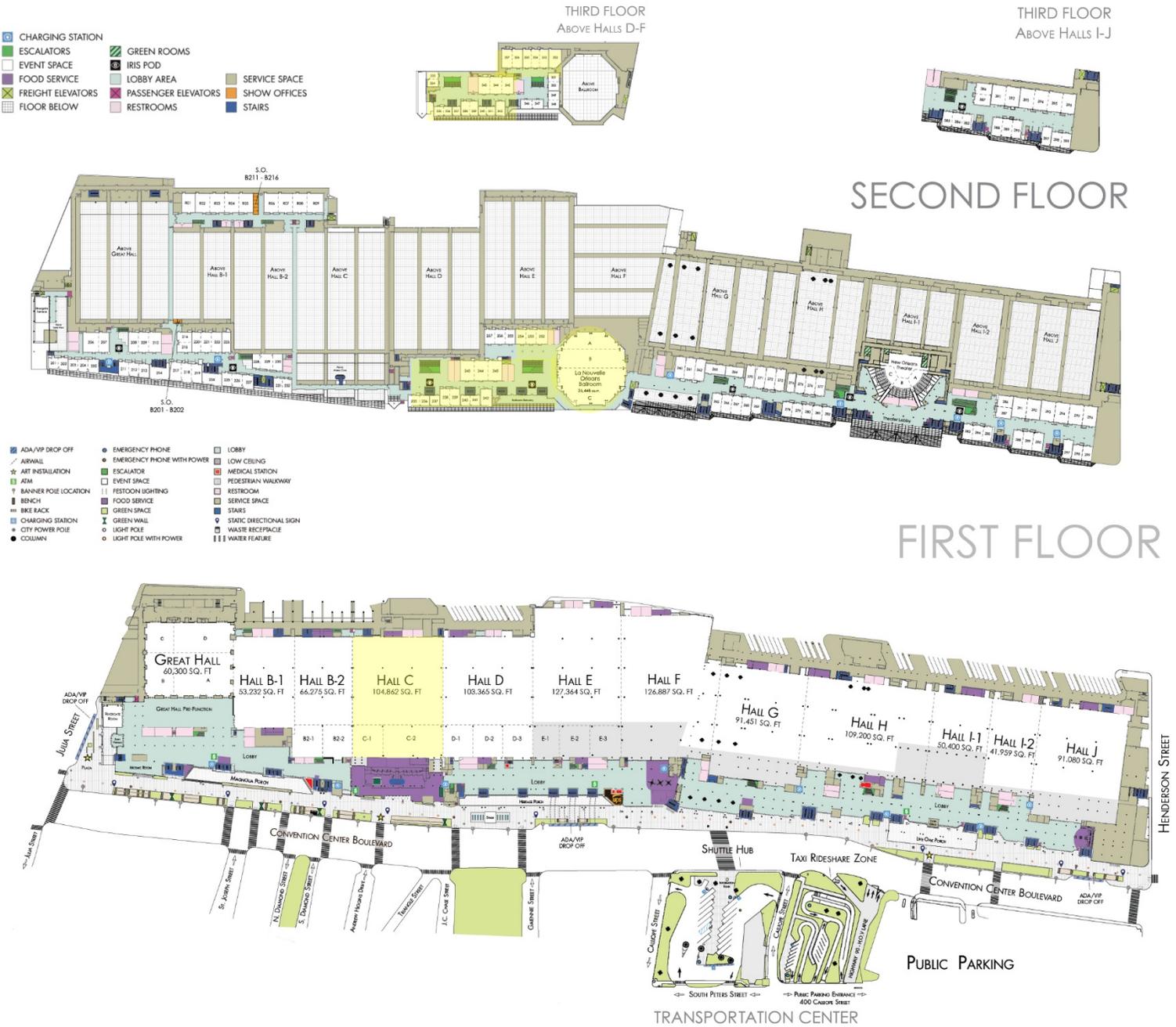
The total minimum rental for the space and dates outlined is \$51,300.00 representing an overall 56% discount for National Association of Secondary School Principals. It will be our pleasure to welcome your National Principals Conference attendees to New Orleans in July 2022.

Special Considerations for 2022 NPC:

- A 10% discount on Wireless Internet orders received at least 30 days in advance.
- A 10% discount on audio-visual equipment rental.
- 10% off custom menus from our partners at Centerplate

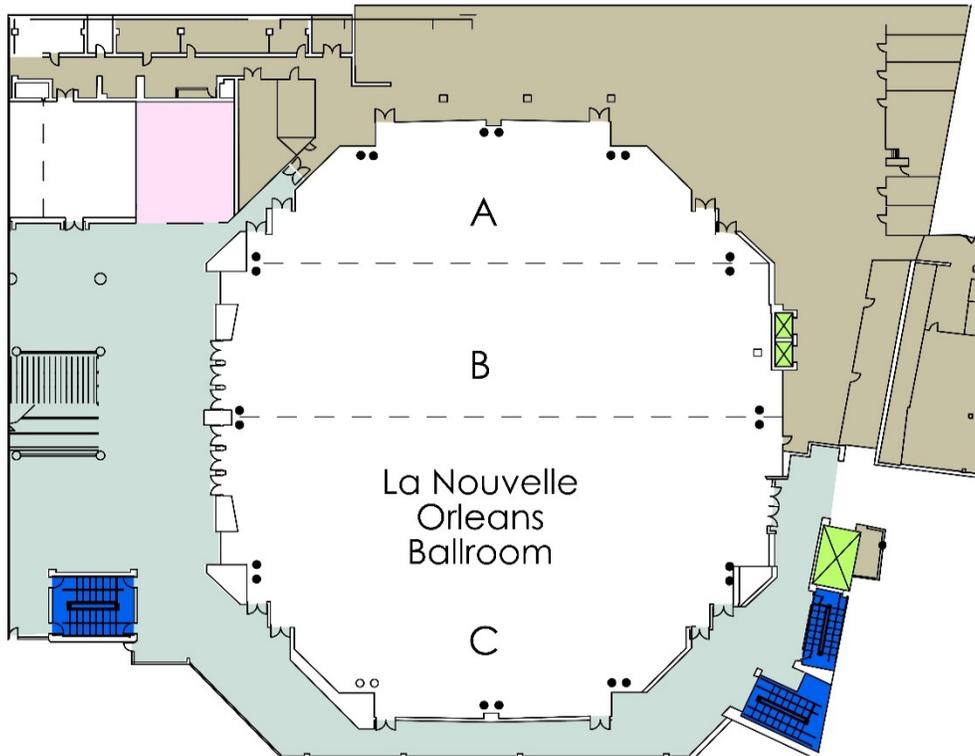
*Without a response or request for renewal, the event space package and pricing as outlined herein will expire on **July 30, 2021**.*

Event Space Overview



La Nouvelle Orleans Ballroom

- SERVICE SPACE
- EVENT SPACE
- STAIRS
- COLUMNS
- LOBBY AREA
- RESTROOMS
- FREIGHT ELEVATORS
- AIRWALLS



Section	Square Feet	Dimensions	Theater	Classroom	Banquet
La Nouvelle Orleans Ballroom	36,448	174'x199'	4,050	2,000	1,800
Section A	7,308	174'x45'	812	312	360
Sections A & B	18,224	174'x99'	2,024	1,000	900
Section C	18,224	174'x100'	2,024	1,000	900
Sections B & C	29,140	174'x154'	3,248	1,664	1,400

The ceiling height throughout La Nouvelle Orleans Ballroom is 30'.

Access doors are 12'x12',

The ballroom can be subdivided at one of two locations, either between A/B or B/C.

All dimensions given are approximate and based on maximum width and length

Features

Features

- ✦ Over 150,000 square feet of Lobby Space for Registration and Information Counters, and other Innovative Activations.
- ✦ Wireless internet supplied through a system of 183 Xirrus AP's – A, B, G and N bands
- ✦ Complimentary wireless internet for attendees available throughout our ample public areas
- ✦ Permanent Starbucks® on-site
- ✦ Easy access to generous loading docks and nearby truck marshalling facilities
- ✦ Outdoor LED signs provided at each drop-off area for directional purposes
- ✦ A high resolution 9'X 44' digital billboard at the Julia Street Entrance welcoming all of our guests
- ✦ Walking Distance to historic and unique offsite venues, hotels, and attractions
- ✦ 400-Seat Atrium Restaurant, 200-Seat Lagniappe Food Court, and 100-seat Jazz City Café; each offering a range of menus

Sustainable Practices

Ongoing efforts of the Convention Center team include concentrating on four major components of sustainability. Our recent initiatives in these areas include:

- ✦ Energy Conservation – Use of LED lighting technologies and advanced control sensors to achieve the most efficient lighting and HVAC possible as well as upgrading to Energy STAR equipment at every opportunity
- ✦ Water Conservation- Installation of lower maintenance, low flow faucets and irrigation components with weather sensors to prevent and mitigate excessive water usage
- ✦ Clean Air Practices- Ongoing tests and maintenance of equipment and use of environmentally preferable cleaners when possible
- ✦ Waste Reduction- Using bulk for refillable products as much as possible along with greater attention to source segregation for plastic, paper, aluminum and cardboard recycling



CLIENT FEEDBACK

"The NOENMCC staff treat us like family. This means a lot to me and the rest of our staff. This is quite different than other buildings. This helps set us all up for success by being able to start out on a strong foundation." - Mike Burke National Rural Electric Association

"Greatest team we have ever worked with - I really enjoyed working and talking with them daily." – Mercedes Alexander, Zeta Phi Beta Sorority, Inc.

"Working with and in the building is always a pleasure. From the friendly staff to the flexibility you show in helping clients meet their goal." – Stephanie Jones, Water Environment Federation

"Best company we've ever worked with in the past 3 years since I've been with AOTA." – Leslie Jones, American Occupational Therapy Association

"NOENMCC is a well-oiled machine with effective policies and practices in place."- LeAnna Toups- Bennett, Louisiana Department of Education

"All spaces were very clean and well maintained." – Cindy Stickles, American Academy of Physician Assistants

Services

Exclusive Services

- ✦ Food, Beverage, and Refrigerated Storage
- ✦ Rigging (equipment and labor) in Ballrooms, New Orleans Theater, Low Ceiling areas of Halls, Lobbies, and Meeting Room Areas Utilities (electrical, plumbing, gas, steam, and compressed air)
- ✦ Production Lead (labor) in New Orleans Theater
- ✦ Telecommunications (telephone, data transmission lines, wireless communication, and internet access)
- ✦ Production (audio, lighting, rigging, and labor in the New Orleans Theater)
- ✦ Cable Television Services
- ✦ Medical Services
- ✦ In-house, permanent sound systems in meeting rooms
- ✦ Advertising and Commercial promotion (in public areas of the facility)
- ✦ Propagation of Two-Way radio signals
- ✦ Business Center Services- in Public Areas provided by The UPS Store
- ✦ Waste Removal- Compactor and Dumpster Pulls
- ✦ Ticket Services
- ✦ ATM Services

Additional Services Offered

- ✦ Sound Systems for General Sessions, Performances and Concerts
- ✦ Audio/Visual Services including Multimedia, LCD and Projection Lighting Systems, Theatrical and Moving Lighting
- ✦ Video Production with Design, Capture, Editing, and Broadcast Capabilities
- ✦ Rigging Services and Equipment
- ✦ Stage Sets and Backdrops
- ✦ Digital Signage
- ✦ Closed Circuit Television



**\$75+ MILLION IN
INVESTMENT IN TOURISM
AND BEYOND**

- ✦ Riverfront Enhancements
- ✦ Workforce Development
- ✦ Economic Development
- ✦ Public Safety
- ✦ New Orleans & Company Welcome Campaign

**\$557+ MILLION
CAPITAL IMPROVEMENT
PLAN**

(CURRENTLY UNDERWAY OR IN DEVELOPMENT)

- 7.5 landscaped acres
- Water Features
- Safer Guest Experience
- Transportation Center
- ✦ **Interior Modernization**
 - Restroom Renovations
 - New Orleans History Video Wall
 - Digital Signage Package
 - Meeting Room Updates
 - New Roof
 - Updated Elevators
 - Updated show equipment – Audio Visual, Tables, Chairs, and more!
- ✦ **New Hotel Development**
 - Build Ready Site for Headquarter Hotel
 - 1,200 hotel rooms connected to the Convention Center
 - New Parking Facilities
 - Land for Mixed Use Development
 - Riverfront Access

Partners



Centerplate

Exclusive Food and Beverage Provider

A wide range of culinary options are available to satisfy the most discerning palates from an elegant and intimate gourmet meal in our Ma Maison dining suite, to a crawfish boil for 10,000. For attendees' convenience, the Convention Center has three fixed cafés and a full-service mobile kiosk system to bring a themed experience wherever needed. Throughout the Center's exhibit halls, ballrooms, meeting rooms, lobby areas, the convenience of booth service, or the thrill of a themed evening event are available with quality service that only Centerplate can provide.



The UPS Store

Exclusive business center provider in public areas

The UPS Store serves as your full-services business center. Owned by the Convention Center, store hours are determined by event needs, and Show Management services can be billed to an event's Master Account. Packing, shipping, equipment rentals, as well as other services are available through The UPS Store, along with setting up satellite locations to provide additional convenience and support to exhibitors and attendees.



New Orleans Emergency Medical Services (NOEMS)

Exclusive Medical Services provider

With services ranging from a single paramedic to a full ambulance crew, the NOEMS team provides the required and additional options for event coverage, which affords a seamless response for any minor or major occurrence. Certified in Pre-Hospital Trauma Life Support, Advanced Cardiac Life Support and others, and equipped with a mini-ambulance, provides seamless care from the incident to the ambulance to the hospital.



Louisiana Tax Free Shopping

Exclusive Service offered by the State of Louisiana

The State of Louisiana's Tax free Shopping initiative provides the opportunity for international visitors to make tax free purchases from participating outlets. This is an incentive to attract international show attendees. Louisiana Tax Free Shopping can set up an information kiosk or refund desk in the center. Arrangements can be made for the free service by visiting louisianataxfree.com.

Event Checklist

One year +

- Review contract for any needed space changes/ adjustments
- Submit Exhibit Hall Floor Plan
- Schedule Planning Meeting
- Submit rental payments detailed in the contract

9- 12 Months

- Floor plan review by fire prevention authority and Convention Center
- Drayage/ Marshalling Plan Established

6-9 months

- Meeting specifications submitted to Event Manager
- Security plan submitted to Event Manager
- Insurance certificate submitted to Convention Center
- Initial food and beverage plan submitted to Catering Manager to include: food and beverage, bag and luggage check, novelty and gift sales, shoeshine, and refrigerated/ freezer storage
- Set up Ticketmaster, if applicable

2-6 Months

- Update meeting specifications to Event Manager
- Final "as sold" exhibit hall plan for fire prevention authority and Convention Center submitted
- Initial hall and ballroom meeting and food and beverage floor plan submitted to Event Manager and Catering Sales Manager
- Request exhibitor forms for the Exhibitor Service Kits/ Manuals from Exhibit Services
- Submit orders for
 - ✦ Electrical, Plumbing, Steam, Compressed Air to Exhibit Services
 - ✦ Rigging, Audio Visual to Production Services
 - ✦ Phone and Internet to Technology Services
 - ✦ Lock changes, loading dock passes, banners, and electronic signage to event services

1-2 Months

- Medical hours confirmed with Event Manager
- Final hall and ballroom meeting and food and beverage floor plans submitted to Event Manager and Catering Sales Manager
- Updated food and beverage plan submitted to Catering Sales Manager
- Final rental payment submitted per contract
- Commissionable lobby advertising form submitted to Sales Manager

0-1 Month

- Schedule pre-conference, post conference, and daily meeting schedule with event manager

Onsite

- Verify net square footage of sold exhibit space
- Verify sold commissionable advertising
- Verify attendance

Post event

- Review final billing and remit payment
- Complete post-event survey received via e-mail
- Confirm final attendance numbers