



NEWS RELEASE

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***Chicago* Plays “Saturday in the Park,” Sunday at the Center**

Chicago, the legendary band with the horns, staged the inaugural performance at the recently re-purposed New Orleans Theater at the Convention Center. The Grammy award-winning rock band, who have had 21 top 10 singles including such hits as such as “Hard to Say I’m Sorry,” and “You’re the Inspiration,” entertained a capacity audience.

“We received great feedback from the promoter of the concert and have every reason to believe that more dates will be on our calendar moving forward, said Bob Johnson the Center’s General Manager. “And we have heard nothing but praise from the patrons about the acoustics, fan comforts and convenience, we are considering this an all-around success,” he continued.

The Center recently began marketing their theater, previously known as the Conference Auditorium, as a venue for non-traditional events, opening up several new revenue streams for the Convention Center including use fees, concession sales and parking. Recently, the Center engaged Ticketmaster to sell and distribute tickets to events at the Theater. And, the Center is considering offering naming rights to a corporate sponsor.

The Center will continue to host private corporate and association events in the theater by day, and use the space as a concert and theatrical venue by night. Other upcoming concerts at the theater include the Grammy award-nominated R&B artist Teena Marie.

For information on booking the New Orleans Theater at the Convention Center, please call 504-582-3023, or email WWilton@mccno.com.

Key features of the New Orleans Theater at the Convention Center include:

- Approximately 3,600 permanent, inclined seats; acoustically divisible into three separate sections of about 1,200 seats each or varying size.
- Elegant interior decor in royal blue tones with plush theatrical seating. Pre-function areas include attractive marble walls and a mid-house level balcony overlooking Convention Center Boulevard.

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- Designed to meet customer demand for staging general sessions and mega breakout sessions. The venue is also extremely user-friendly for traditional concerts and performing arts. The Theater can be transformed from the corporate role it serves by day into an intimate concert venue by night, utilizing the current in-house extensive inventory of rigging, lighting and drapery.
- 7,000 sq. ft. (completely transparent) tension wire production grid, suspended as a walking surface above staging/production area (large enough for full ceiling access and strong enough to support technicians involved in rigging/lighting). One of the few theaters in the country to feature such a rigging system, and even more difficult to find in a working convention center.
- The latest in high tech video-audio systems:
 - State-of-the-art video production room comparable to a small studio, with capabilities of converting media sources (printed copy, transparencies, slides, computer graphics) to video pictures on screen.
 - Every configuration has its own sound and lighting control booth with permanently installed sound/lighting boards. When space is combined, the central booth becomes the master control booth. Permanent sound system includes 18 high fidelity sound speaker clusters, separated or combined with the appropriate space set-up.
- A permanent, full-time front-of-the-house theater manager assists clients with coordination and scheduling. Three full-time technicians, skilled to operate various technical systems, staff the theater.

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