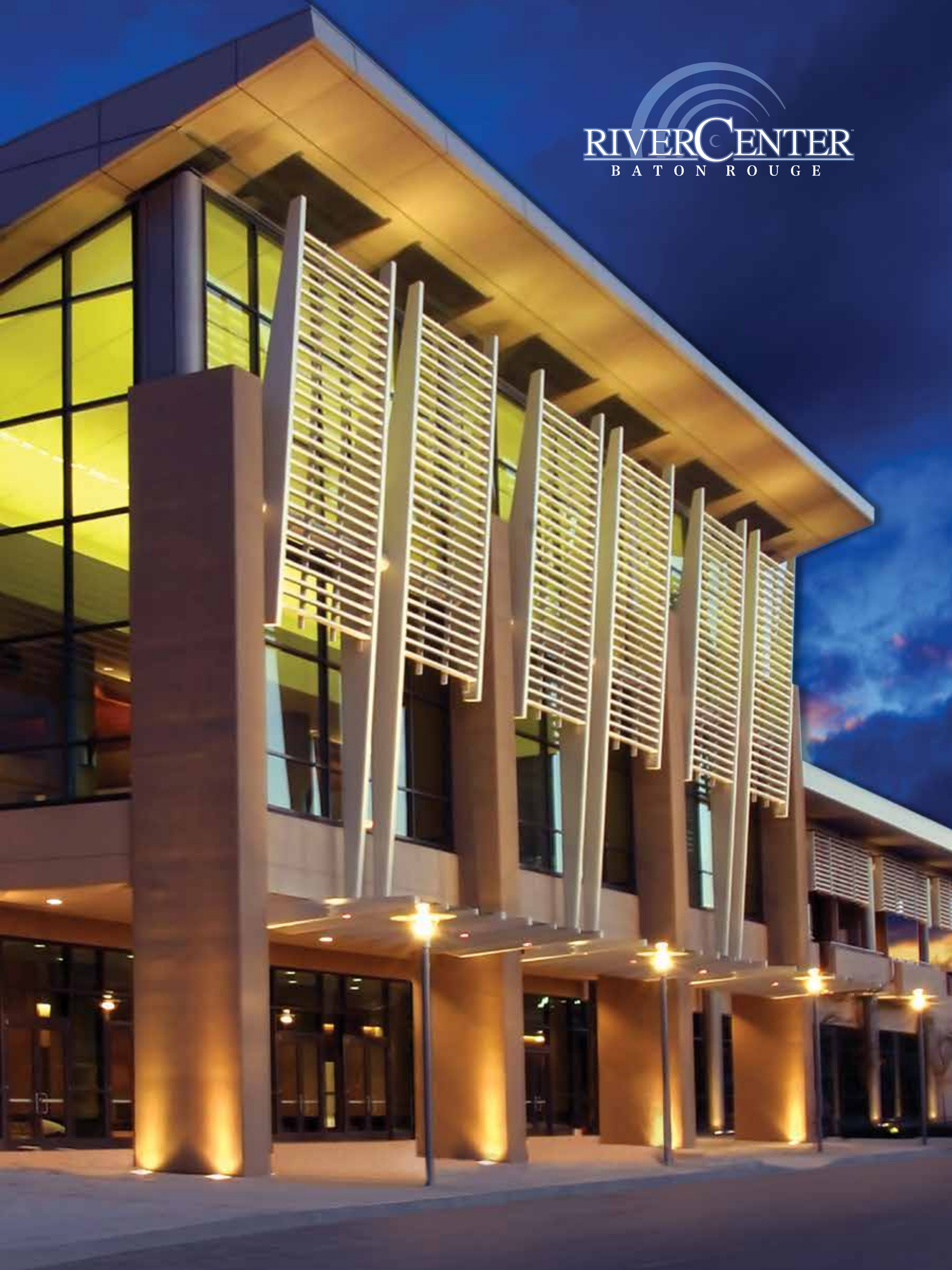




RIVERCENTER  
BATON ROUGE

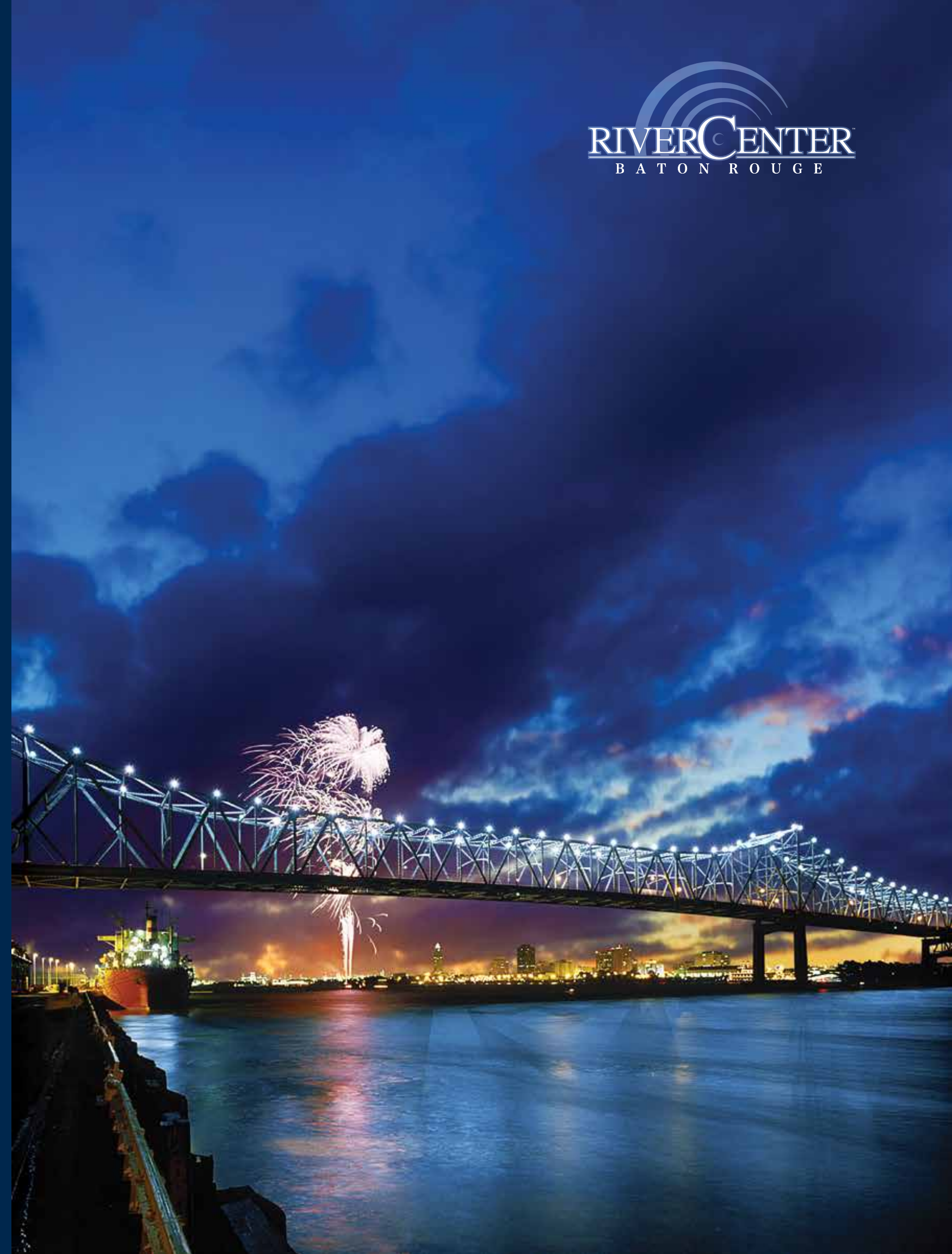




**Baton Rouge** overlooks the mighty Mississippi River and is home for the River Center, Shaw Center for the Arts, Louisiana Art & Science Museum, USS Kidd and numerous hotels, restaurants, retail spaces, riverboat casinos and fantastic entertainment and nightlife options.

Other attractions within easy walking distance from the River Center include the Old State Capitol, Galvez Plaza, North Boulevard Town Square, Louisiana's State Capitol, Old Arsenal Museum, Pentagon Barracks, and the Louisiana State Museum. All together, these varied attractions offer one of the most exceptional downtown experiences in the South.

Located in the political, educational, and business "heart" of Louisiana are all the amenities, entertainment venues and cultural attractions that any visitor could hope to find. This is our Downtown Baton Rouge.





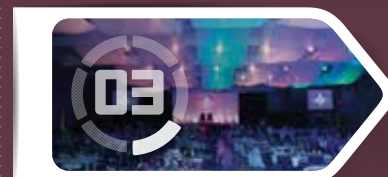
# River Center Venues



**Exhibition Hall** Encompassing 70,000 square feet of contiguous exhibit space, the Baton Rouge River Center Exhibition Hall can host a wide variety of events including conventions, tradeshows, meetings, banquets and concerts.



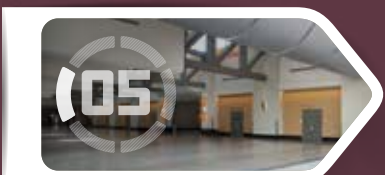
**Arena** With seating for over 10,000 "in-the-round", the Baton Rouge River Center Arena has hosted some of the most exciting entertainers and performers for over 35 years.



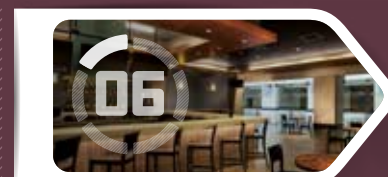
**Ballroom** Situated off of our expansive pre-function Galleria space, the Baton Rouge River Center Ballroom is the perfect venue to host your tradeshow, speaking engagement, banquet or meeting.



**Theatre** Serving as the heart of the Baton Rouge cultural community for over 30 years, the Baton Rouge River Center Theatre hosts a variety of events including symphony performances, ballet, dance recitals and Broadway shows.



**Meeting Rooms** With 17 Meeting Rooms the Baton Rouge River Center can comfortably accommodate everything from the largest of conferences and tradeshows to the most intimate of meetings.



**Pelican Room** The newest addition to the Baton Rouge River Center offers planners an informal, fun type of meeting space or simply a comfortable place to relax with clients or friends.



The Baton Rouge River Center's Exhibition Hall opened in 2005 to great success by hosting the United States Bowling Congress' Open Tournament, which returned in 2012.



## Exhibition Hall

With a dramatic two-story lobby entrance space incorporating regional architectural elements that include exterior shutters, sunlight filtering exterior spaces and a veranda overlooking the Mississippi River, the Baton Rouge River Center Exhibition Hall offers a true "taste of Louisiana culture" for potential clients and guests. After passing through the striking entry spaces, visiting meeting planners, clients and guests will find 70,000 square feet of column-free exhibition space that can host a variety of events. This space is outfitted with state-of-the-art amenities, concessions areas, and kitchen facilities which allow the flexibility to host tradeshows, conventions, conferences, consumer shows, and banquets. The

Baton Rouge River Center's inventive design allows this space to be combined with the Arena floor into 100,000 square feet of contiguous exhibit space, making it the largest exhibition space in Louisiana outside of New Orleans.

- 70,000 square feet of exhibit space
- Space can be split into 45,000 and 25,000 square foot halls
- Two-story pre-function lobby space of 12,000 square feet
- Full electrical, water and high speed data connections
- Complimentary wireless internet service
- Six-bay loading dock





02

The flexible functionality of the Arena allows the Baton Rouge River Center to host an amazing variety of events for the community and potential clients.



## Arena

Since 1977 the Baton Rouge River Center Arena has played host to the biggest names in entertainment including Elton John, The Jacksons, Jeff Foxworthy, Fleetwood Mac, George Clinton and Parliament Funkadelic, Larry the Cable Guy, Neil Diamond, The Commodores, AC/DC, and Prince. The venue yearly hosts such family favorites as Ringling Bros. & Barnum and Bailey Circus, Sesame Street Live, and Disney on Ice. The Baton Rouge River Center has also been home to professional hockey, indoor football and soccer teams along with such sporting exhibitions as professional boxing, wrestling, and sanctioned MMA events. The flexibility of the Baton Rouge River Center Arena allows us to not just host

entertainment and sporting events. For example, for over 35 years, we have hosted numerous graduations, church services, conferences, Mardi Gras balls, keynote speakers, and banquets. The Baton Rouge River Center Arena is truly where South Louisiana comes together.

- Seating for over 10,000 "in-the-round"
- 30,000 square feet of column-free exhibit space
- Eight (8) dressing areas including two (2) locker rooms
- Two (2) production offices
- State-of-the-art sound system and scoreboard
- Five (5) full service concessions areas



The Baton Rouge River Center Ballroom regularly plays host to a wide variety of events including Mardi Gras Balls, Banquets, Concerts, and Sporting Events.

## Ballroom

In addition to the 70,000 square feet of exhibit space found in the Exhibition Hall, the Baton Rouge River Center also boasts a 25,000 square foot Ballroom. This adaptable space is perfect for hosting banquets, tradeshows, consumer shows, conferences, speaking engagements, and even concerts! With 27-foot high ceiling clearances, the Ballroom can easily be decorated to create a dramatic space to host your special event. This highly functional space is connected to the rest of the campus by a striking 25,000 square foot air-conditioned,

pre-function common space called the Galleria which easily ties all of your event's elements together. The proximity of the Ballroom created by our unique layout of space allows an event planner to incorporate a wide variety of functions into one multi-purpose facility.

- 25,000 square feet of exhibit space
- 27' high ceiling clearances
- Full rigging capabilities for shows
- Separate lobby and registration area for stand-alone events
- Freight elevator and rollup doors for heavy load-ins



03



# Theatre

For many years the Baton Rouge community has looked to the Baton Rouge River Center Theatre for the Performing Arts as the premier location for great entertainment. Home for the Baton Rouge Symphony, Baton Rouge Ballet, and the annual Broadway in Baton Rouge Series, the Baton Rouge Theatre for the Performing Arts is the epicenter for cultural events in Baton Rouge. Built in 1979, the theatre is a 2,000 seat, state-of-the-art, acoustically tuned venue that has hosted everything from symphony performances to comedians and concerts to

keynote speakers. Having recently received a multi-million dollar refurbishment and upgrade, the Baton Rouge River Center Theatre for the Performing Arts continues to be the perfect venue for any type of event.

- Seating capacity of 2,000
- Maple stage
- 57.5 foot x 28 foot proscenium
- Five (5) electric line sets and forty-three (43) counterweight line sets
- Five (5) dressing rooms



Over the years many fabulous and exciting entertainment offerings have delighted fans from the stage at the Baton Rouge Theatre for the Performing Arts.



With 17 state-of-the-art Meeting Rooms, the Baton Rouge River Center can meet the needs of any conference or meeting planner.



## Meeting Rooms

From a lunch for 40 to a reception for 700 and everything in between, the Baton Rouge River Center Meeting Rooms can accommodate any type of event a meeting planner can dream up. Every full-scale conference and tradeshow requires support spaces to be its most successful. Each Meeting Room is outfitted with full-featured audio connections, free wireless internet service, and fully dimmable and programmable lighting systems. Multiple air walls allow the flexibility to host anything from the most intimate meeting to the largest lecture or speaking engagement. The Baton Rouge

River Center Meeting Rooms offer all the support a meeting planner requires.

- Riverview Room space overlooking Mississippi River encompassing over 3,000 square feet
- State-of-the-art audio capabilities
- Four (4) Meeting Rooms that overlook the exhibition floor
- Meeting spaces ranging between 1,000 and 6,000 square feet
- Free Wi-Fi service throughout the Meeting Rooms





06

The Pelican Room is the newest addition to a host of spaces that help any meeting planner make their event into a special occasion.



# Pelican Room

The newest amenity offered at the Baton Rouge River Center is the multi-purpose bar/dining/meeting space we call the Pelican Room, with a nod to the state bird of Louisiana. Created during a recent \$20 million expansion, the Pelican Room allows the Baton Rouge River Center the opportunity to offer both guests and meeting planners a unique space to complement any event. Guests can relax with a beverage and take in a game on the 12 high-definition televisions spread throughout the space while taking a break from a concert, meeting or

tradeshow. Meeting planners can use this one-of-a-kind area for receptions or intimate food functions. Whatever the occasion, the Baton Rouge River Center has a new jewel to top off its crown as the finest exhibition space and entertainment center in the Capital City.

- Host functions up to 200 guests
- Twelve (12) HD televisions
- State-of-the-art audio capabilities
- Full service bar space



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 web: brrivercenter.com



Bike & Jogging Path to LSU







Voted as one of the 15 “Southern Hospitality Cities” as well as “The South’s Best Foodie Cities” by *ConventionSouth* magazine in 2013, Baton Rouge offers many unique accommodations and attractions. From old to new, the avant-garde to the antebellum, that’s the beauty of the capital city. It’s a perfect mix of work and play with opportunities everywhere to explore the history, culture, music, and cuisine of Louisiana. Definitely bring your appetite!

From award-winning local dives and hangouts to a booming restaurant and nightlife scene in the thriving Downtown Arts & Entertainment District, Baton Rouge is a culinary hot spot that’s sure to impress!

Just steps away from the Baton Rouge River Center, visitors can explore our walkable downtown and enjoy open views of the Mississippi River, historic architecture and relaxing green parks.

Getting to Baton Rouge is easier than ever with the newly expanded Baton Rouge Metropolitan Airport and major interstate systems. ***GoBR and Get Connected!***

*VisitBatonRouge.com*