



# RIVERWALK OUTLETS

Event Space Rentals & Advertising Opportunities

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# Why Riverwalk?

- Conveniently located near several popular attractions including the French Quarter, Audubon Aquarium of the Americas, Caesars Casino, and Bourbon Street, making it a great option for event rentals.
- Attractive views of the Mississippi River, viewable from the Food Court Balcony and Spanish Plaza, which create memorable moments for visitors to cherish.
- Parking validation program allowing guests to receive a discounted rate of \$8.00.
- Dynamic blend of shopping, dining, entertainment, and cultural experiences, Riverwalk Outlets is a must-visit destination for both locals and tourists.



- Nearly 20,000+ hotel rooms within walking distance.
- Steps away from the Convention Center, Cruise Terminal, Caesars Casino, Audubon Aquarium, French Quarter, CBD and Warehouse District.
- Minutes away from the Superdome, Smoothie King Arena and Saenger Theater.

# Key Features

- Iconic Riverfront Views and Ideal Proximity to Hotels, Venues, and Shopping
- Newly Renovated Fountain with Customizable Lighting Features
- Secure Egress and Regress: Public, Private, or Semi-Private Setup
- No Exclusive Venue Sponsors, Vendors or Concessionaires
- In-House, Security Available



# Permitting

## City of New Orleans Permitting:

- Events held on Spanish Plaza require a Special Event permit from the City of New Orleans which the Organizer is responsible for obtaining.
- City of New Orleans event permit and application info can be found at: <https://onestopapp.nola.gov/>
- If alcohol is being served at your event the beverage vendor must also carry a permit from The Louisiana Office of Alcohol and Tobacco Control.
- Permit type needed varies by vendor. For more information visit <http://www.atc.rev.state.la.us/>

## Port of New Orleans Permitting:

- Events wanting to use the Lower Wharf (Zone 4) portion of the Event Space must submit an event application to the Port of New Orleans.
- The Port of New Orleans has an event application form available by request from [eventpermits@portnola.com](mailto:eventpermits@portnola.com). Please submit the form at least four weeks prior to the event.

## EMS:

- EMS service requirements vary by event. For more information or to schedule coverage for your event visit <https://www.nola.gov/ems/services-we-provide/special-events/>

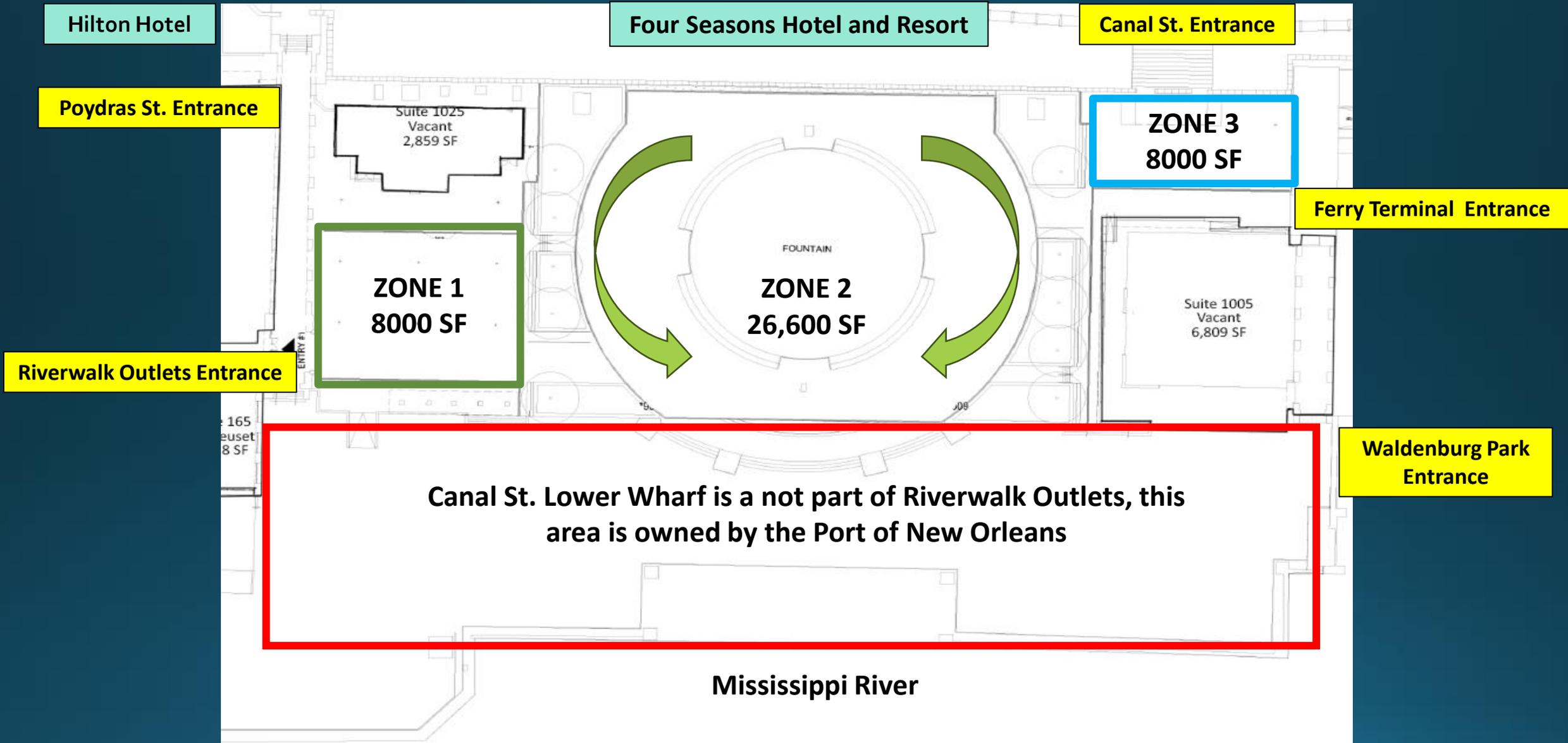


# Venue Regulations

- Amplified sound must be cutoff at 10PM unless otherwise approved.
- Event elements or vehicles on the Lower Wharf must not exceed 150 psf.
- If a food truck is being used at the event, they must place a mat under any generators or exterior equipment that could stain the Plaza pavers.



# Layout Map





# Spanish Plaza – Private Event



# Spanish Plaza – Lundi Gras



# Spanish Plaza – Past Events



# Food Court and Julia St Bridge



# Food Court and Food Court Balcony



# Advertising



## POYDRAS ST. SIGNS

(Hilton circle portal panels)

46" x 67"

**Specs:**

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Poydras St. entrance leading into Spanish Plaza beside the Four Seasons Hotel, and the Hilton Riverside Hotel entrance.



## CANAL STREET SIGNS

(2- on the portal facing each other by the steps to Spanish Plaza)

46" x 67"

**Specs:**

Add 1/8 inch Bleed

File Type: PDF

4 Exterior Ad Panels on Canal St. Entrance leading into Spanish Plaza next to the ferry terminal beside the Four Seasons Hotel.



## POYDRAS ST. SIGNS

(2- Stairs by train track panels)

26" x 42"

**Specs:**

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Poydras St. entrance leading into Spanish Plaza Four Seasons Hotel entrance, and the Hilton Riverside Hotel entrance.



## QR CODE - FOOD COURT TABLE ADS

100+ Tables

**Specs**

4x4

Material: Weather proof Vinyl Sticker

File Type: JPEG or PNG

**Locations**

Food Court and Balcony

# Advertising



## JULIA ST. SIGNS

(2 - Portal facing toward convention center Blvd. - Outdoor)

46" w x 67" h

### Specs:

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Julia Street entrance beside the Convention Center, leading into Level C - Food Court. (2 - Portal facing toward convention center blvd)



## OVERHEAD SEMI-CIRCLE WALKWAY BANNERS

5'h x 10'w

"Half Moon"

5 locations/ 10 faces

### Specs:

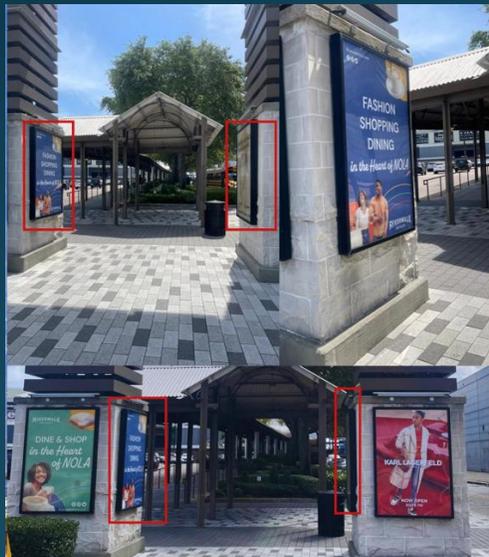
Full Panel Size: 48" x 96"

Double sided

Template to be provided

File Types: PDF

\*Locations: HM1, HM2, HM3, HM4, HM5



## JULIA ST. SIGNS

(2 - Portal facing each other - Outdoor)

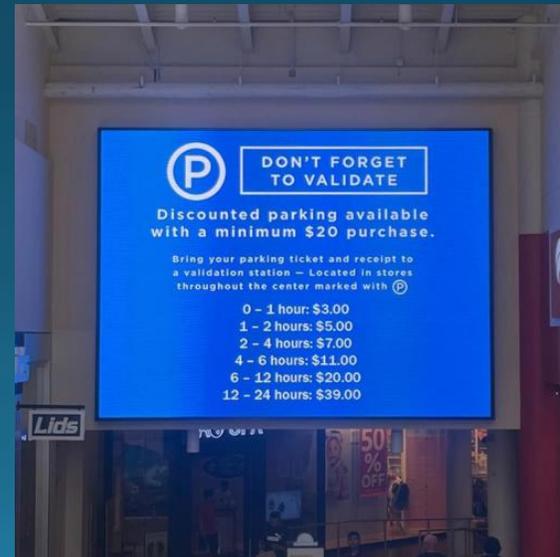
46" x 67"

### Specs:

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Julia Street entrance beside the Convention Center, leading into Level C - Food Court. (2 - Portal facing each other)



## LED SCREEN

180" x 240"

15 Second Spots

16 Spots Per Loop

8 Min Loop

(4 min ads/4 min content)

### Specs:

912 x 672 px

File Type: JPEG

# Advertising



## BACKLIT WALL FRAMES

**48" x 72"**

5 Commercial Faces across the center

**Specs:**

Full Directory Panel Size: 47" x 69"  
single sided

Add 1" bleed - 3" offset. All Sides for Content  
File Types: PDF

**\*Locations: W1, W2, W3, W4, W5**



## COLUMN WRAP

**47" x 69"**

21 Commercial faces across the center

**Specs:**

Full Directory Panel Size: 47" x 69"  
single sided

Add 1" bleed - 3" offset. All Sides for Content  
File Types: PDF

**\*Locations: C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, C11, C12, C13, C14, C15, C16, C17, C18, C19, C20, C21**



## HANGING BANNERS

**120" x 168"**

5 Locations on Concourse Level C  
2 - Sided

**Specs:**

Standard full banner size: 10' x 14'  
double sided

Add 1" bleed  
File Type: PDF

**\*Locations - B1, B2, B3, B4, B5**



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