



MEETING PLANNERS' GUIDE TO PRIVATE EVENTS

American Airlines Center

MAKE YOUR MEETING AN EVENT. SCORE BIG.



About

AMERICAN AIRLINES CENTER

With unparalleled experience in live entertainment and sports, proximity to downtown Dallas, award-winning catering and state-of-the-art services, American Airlines Center and AT&T Plaza make you the MVP. Your event will benefit from:

EXPERIENCED STAFF

- 250 events annually for 3 million guests, including home games for the Dallas Stars, Dallas Mavericks and Dallas Desperados.
- Professional service for annual conferences, sales meetings, seminars, receptions, reunions and corporate parties.
- Ranked #9 in the world for arena ticket sales.*

IDEAL LOCATION

- Central to downtown.
- Located in the heart of the 75-acre Victory Park urban development featuring distinctive retail, dining, entertainment and residential spaces.

STATE-OF-THE-ART SPACE & SERVICES

- Spaces ranging from 140 to 10,000 square feet.
- Capacities of 12 to 20,000 guests.
- Flexible room options, ranging from luxury dining to classrooms with stages, flat-panel HDTVs and microphones.
- Access to sporting events and live entertainment before or after your event.

OUTSTANDING CATERING

- Managed by Levy Restaurants, an industry-leading, passionate family of restaurateurs.
- Thirty years of experience offering award-winning cuisine, hospitality and superior attention to detail.

Levy Restaurants



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Front page picture courtesy of Jason Wynn
*Source: Pollstar

AT&T Plaza



Providing a grand entrance to American Airlines Center, AT&T Plaza is the place to be before and after events in Victory Park. It has previously hosted the 2007 NHL All-Star pre-game activities, national press conferences, watch parties, concerts, a variety of festivals, and Big D NYE!

AT&T Plaza is perfect for your event of 100 to 3,000 people. Its 28' X 51' high-definition screen delights guests with digital artwork, entertainment and sports. Impress your guests by showing personalized logos, messages or live broadcasts of your next event!

Whether you are hosting a fundraising walk or a wine tasting, you'll be thrilled with the unique ambiance of AT&T Plaza! This venue is ideal for a variety of other outdoor events as well, such as – concerts, fashion shows, movie nights, press conferences, sporting events, watch parties, and live-action gaming events.



Jeremy Woodhouse



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Private Events

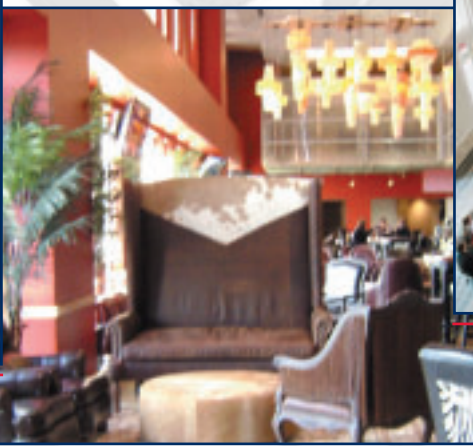
Step up your game and host your next event with us!

American Airlines Center brings you a variety of flexible layouts and unique spaces suitable for meetings, receptions, banquets and more.

With state-of-the-art meeting rooms, American Airlines Center has all the added touches to make your next event memorable and stylish. No matter the venue, you'll discover it's the perfect setting for virtually any occasion!



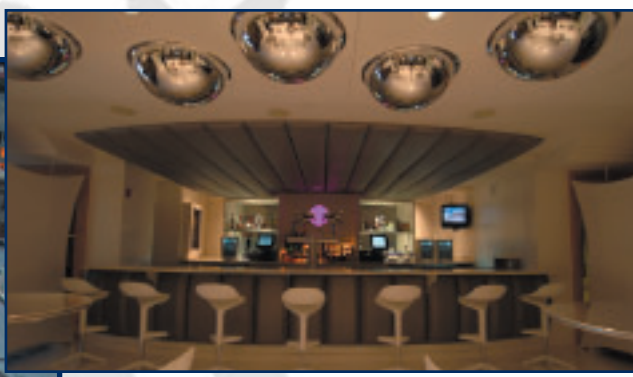
Clubs and Bars



Specialty Areas



AT&T Plaza



Meeting Rooms



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Bars & Clubs



The Platinum Club

The Platinum Club is a 6,000 square-foot luxurious venue of dark wooden tables and chairs under natural lighting. Versatile room configuration options give you the ability to plan a seated event for 300 people or a reception for up to 900. Two large full-service bars offer an array of specialty wines. The Platinum Club includes an outdoor balcony with magnificent views of the AT&T Plaza that can also provide a smoking area for guests.



The Dump Lounge

The Dump Lounge features casual handmade leather furniture, mansion-size Persian rugs, double-sided Chesterfield sofas and six HDTVs for up to 175 guests. The decor creates a unique but truly southern lounge atmosphere, with its own full-service bar with margarita machines. Two built-in food service areas serve a market-style selection of specialty foods, while an outdoor patio provides umbrella-shaded outdoor seating for 40.



The Jack Daniel's Old No. 7 Club

One of American Airlines Center's most popular destinations, Jack Daniel's Old No. 7 Club includes an upper level with patio as well as a lower level with parlor. The upper level sports venue features an industrial décor with 26 HDTVs and two full-service bars for up to 300 guests. The more intimate setting in the lower level offers 17 HDTVs, a full service bar and comfortable space for 366. The lower level also overlooks the Dallas Mavericks practice court and gives guests a sneak peek at the backstage area.



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Meeting Rooms

Admiral Meeting Rooms

The three Admiral Meeting Rooms at American Airlines Center are designed to host an array of functions and can be combined to accommodate even larger events.

These state-of-the-art, adjacent meeting rooms ensure comfort for an intimate group of 10 or a large group of 200 by simply removing or adding the dividing wall.

The three rooms are WiFi ready and are equipped with remotely controlled black-out shades and surround sound. Audio and visual equipment are also available upon request. A secured room is conveniently located next to the Admiral Meeting Room for meeting planner storage and preparation.



Specialty Areas

Dr Pepper Bottling Plant

This alcohol-free zone takes younger fans and kids-at-heart back to an old-fashioned soda shop and bottling plant. Fans walk through a giant soda bottle replica to enjoy foot-long hot dogs, cotton candy and Dr Pepper (of course.)

The space features five HDTVs and one big screen. Comfortable for up to 49 people.



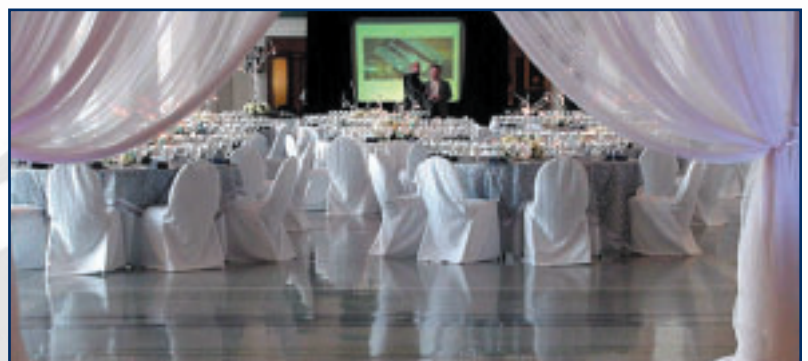
Good Call Bar

A regulation hockey bench, hockey net, basketball hoop and eight HDTVs make the Good Call Bar a fun sports atmosphere for hockey and hoops fans. Enjoy beer, wine and margaritas around the life-size Zamboni centerpiece bar, for up to 110 guests.



American Airlines Lobby

Offering direct access to AT&T Plaza, the American Airlines Lobby is an expansive area for 350 people decorated with 10 vintage American Airlines airplane replicas and two large video screens. The adjacent rotundas are ideal for catering placement.



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Service • Quality • Commitment •

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