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LOS ANGELES MEMORIAL COLISEUM COMMISSION

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March 19, 2008

Gregg H. Talley, CAE
AA Convention Manager
President
TALLEY MANAGEMENT GROUP, INC.
19 Mantua Road
Mt. Royal, NJ 08061-1006

Dear Mr. Talley,

We appreciate your consideration of the Los Angeles Memorial Coliseum for the AA 2020 International Conference. The Coliseum has a long standing history of hosting significant events of many types, and I am confident that we can put this history, and even more important, the experience garnered from it, to work for you.

If, as you review this proposal, any questions or the need for additional information present themselves, please feel free to give me a call.

Sincerely,

Jonathan Lee
Marketing Director
Los Angeles Memorial Coliseum
and Sports Arena
213/765-6357
jlee@lacoliseum.com

THE LOS ANGELES MEMORIAL COLISEUM

1. History

One of the most historic sports monuments in America today, the Coliseum was constructed in the early 1920's, opening its doors to Los Angeles in June of 1923. Some 5 months later, on October 6, 1923, the first football game was played in the stadium, with the University of Southern California hosting Pomona college before a crowd of 12,836. It was a modest beginning for a venue that would later play a very prominent role in college and professional football, as well as in a plethora of civic and religious events that would follow.

The celebrated history of the Coliseum occupies a unique position. It is the only facility in the world to play host to two Olympiads (X and XXIII), two Super Bowls (I and VII) and one World Series (1959). In 1984, the State of California and the United States Government declared the Coliseum a State and Federal Historical Landmark for its contribution to the historical makeup of California, as well as to that of the United States as a whole.

In addition to the numerous sporting events that have taken place here, the Coliseum has been the site of many other historic events, including civic and political rallies, such as Nelson Mandela's triumphant return to the United States and the 1976 Bicentennial Spectacular; religious events such as Billy Graham's record-setting appearance in 1963 that drew 134,254 to the Coliseum (still an all-time record) and the first ever Papal Mass by Pope John Paul II in 1987;.

Recent major events at the Coliseum have included the **Electric Daisy Festival** (6/30/2007) which drew nearly 30,000 people, an International Soccer match between **Chivas and Barcelona** that drew 92,650, shattering the Coliseum soccer attendance record and in fact setting a new all time high for soccer attendance in the United States, and a **USC Football** schedule that routinely sees sell out crowds for an entire season of home games.

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2. Features

a. Location

The Los Angeles Memorial Coliseum occupies a 17 acre plot in Exposition Park. We are located adjacent to the California Science Center, the IMAX Theatre, the California African American Museum, the Museum of Natural History and the EXPO Center.

The Coliseum is conveniently located near several major Los Angeles freeways, including the adjacent 110 Harbor Freeway (which runs directly through Downtown Los Angeles), the 10 Santa Monica Freeway and the 105 Freeway. Just 1 mile south of Downtown Los Angeles, it is also serviced by numerous public transportation routes.

b. Architectural Features

Likely the most distinctive feature of the Coliseum's renowned architecture is its Peristyle, a series of 15 arches located at the East end of the venue. It is also this area that houses the Olympic Flame, which was originally built for the 1932 Olympics. Standing 150 feet above ground level, the Torch is ignited by the flip of a switch located in an adjacent control room.

Also of note is the Coliseum's Court of Honor, which features plaques dedicated to luminaries in the civic and sports worlds, as well as other individuals who have had a direct effect on the history and development of this historic building.

c. Seating

The Coliseum features a maximum capacity of 92,000 people (82,140 permanent chairs and room for another 9,860 on bench seating) when in a football configuration. The actual capacity for any given event will vary depending on the seating plan chosen, as well as other factors. Assuming a standard east end stage, and conventional sightlines, the Coliseum will comfortably accommodate in excess of the 65,000 required by your event.

d. Disabled Seating

There are spaces available for 135 wheelchairs and 135 attendants at the West end of the Coliseum on row 43. An additional eight wheelchair sections have been added that will accommodate 200 wheelchairs. There are a total of eight ambulatory seating areas to accommodate disabled patrons who do not require the use of a wheelchair.

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e. Concession Stands/Hospitality

The Coliseum is serviced by 39 permanent and from 20 – 30 portable stands at street level, as well as an additional 23 permanent and 6 portable stands at Concourse level.

We feature an in-house Food and Beverage Department with substantial experience catering events of all kinds. Whether you need to feed logistical personnel in advance of the event, or require specialized catering during the event days, our Food and Beverage Department has the experience and ability to get the job done.

f. Dressing Rooms

The Coliseum features a home locker/dressing room that measures 120' x 68', a visitor's facility that measures 83' x 40', as well as a separate dressing Room that measures 44' x 50'. There are additional rooms in this same complex that can be used for a variety of purposes.

g. Entrances

There are seven entrances generally used for admission to the facility, spread Around the circumference of the Coliseum, and located at Gates 1, 4, 11, 16, 19, 23 and 28. These entrances provide a total capacity of 74 turnstiles.

h. Escalators

Three reversible escalators service the Coliseum. Located at Tunnels 4, 11 and 19, they are 48 inches wide and have a capacity of 10,000 patrons per hour.

i. Parking

Owned and operated by the State of California and contracted to Classic Parking, Inc., six lots service the Coliseum and Sports Arena on Menlo and Vermont Avenues, between Exposition and Martin Luther King, jr. Blvds. and on MLK between Menlo and Figueroa.

A total of 20,000 parking spaces are available in the Exposition Park area, including those at the neighboring University of Southern California, the Shrine Auditorium and in private lots located within walking distance of the complex.

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j. Press Box

The press box as it exists now made its official debut on September 9, 1995. Comprised of two main levels, it features a total of 18,400 square feet. The upper level is a wide open room, with three terraced rows of seating that provide optimal sightlines to the field. Level one is made up of individual rooms with capacities ranging from 5 – 13 occupants. The video control room, as well as the Public Address announcer's suite, is also located on this level.

Additionally, there are patios situated on both the east and west sides of the press box that can be used for separate seating areas.

k. Videoboard/Scoreboard

The Coliseum is currently in the process of constructing a brand new, state of the art LED video board. Featuring an industry standard exceeding 16mm resolution, the board will be capable of transmitting a high definition signal and will measure approximately 34 ft.x 44 ft. .

The LED scoreboard, measuring 42 ft. by 19', features excellent brightness and resolution. The board was designed and installed by Daktronics in July of 2003.

A fully-equipped television studio, located in the press box, Level 1, controls the entire scoreboard system. Complete with sophisticated state of the art broadcast capability, the studio can handle feeds from various sources, including live and closed-circuit broadcasts. Additional functions, such as slow-motion, further augment the system, as do three cameras that can be positioned to catch live action coverage directly to the system.

3. FINANCIAL

Rent for the Coliseum for the event days (July 2 – 5) would be \$25,000 per day. Move-in days as required would be rented at half-price (\$12,500). Rates are subject to change.

Event-related expenses including, but not limited to: security, ticket sellers and takers, uniformed police, ushers, supervisors, fire department personnel, etc. are not included.

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