It’s not just a convention center. It’s a relationship building.
Welcome to Guest Services!

The Guest Services department at the Minneapolis Convention Center (MCC) works side-by-side with the Event Services department to make your event a success. While Event Services oversees the internal logistics involving show managers and exhibitors, Guest Services focuses on staffing and safety issues. You will find a list of Guest Services team members on the last page of this section.

With over 100 security cameras and a 24-hour security team, a high-functioning Command Center has always played a vital role at the MCC. The security and guest services team receive continuous training by public safety agencies and reputable safety and security training programs.

HOW GUEST SERVICES WILL WORK WITH YOU

To facilitate functions held at the MCC, a GUEST SERVICES COORDINATOR will be assigned to each event that occupies rental space in MCC’s Exhibit Halls, in Ballrooms A and/or B, and in the Main Auditorium. The Guest Services Coordinator will work with the client to provide expertise about the following essential services:

- Fire code compliance, open flame permit, and floor-plan review
- A customized event-staffing schedule/plan and a preliminary quote
- Our role as primary liaison between the client and the MCC’s EMS and security service partners as well as fire and police first responders
- Staffing for coat and luggage check services, as well as additional staff that may be required
- Emergency response and crowd management

In addition, the following event-staffing services are provided exclusively by the MCC and are coordinated by our Guest Services staff. A four-hour minimum booking is required for each of the following:

- A dock marshal and yard guard
- Emergency Medical Technicians and on-site ambulance (paramedics)
- Event staffing, which includes a supervisor, security officer, and fire watch
- Police officers
- Coat and luggage check

Updated April 2023
Event Staffing Guidelines

EXHIBITOR MOVE IN/OUT

Dock marshal and yard guard personnel are available to help with the coordination to manage marshaling yard access, exhibitor parking, and exhibitor move in/out activity. During move in, each exhibitor is issued a 30-minute pass to unload items; exhibitors may also purchase parking for the marshaling yard.

From October 15 to April 15, a security officer must be present to manage and operate exhibit hall roll-up doors during exhibitor move in/out times. During the warm off-season months, a security officer may need to be present to operate roll-up doors during exhibit move in/out times if the MCC’s HVAC cooling system is on or during serve weather conditions.

SUPERVISORS

One supervisor will be required for every ten staff personnel that are scheduled. For particularly complex events, including those with elaborate production requirements, rover security officers may be required to assist the supervisor. Additional supervisors may also be necessary to help with executive details, crowd management, and event-staffing logistics. If more than two security officers are scheduled for overnight security shifts, one supervisor will be required to oversee shift activity.
ACCESS CONTROL & CREDENTIALS

Staffing requirements will vary depending upon the MCC space you choose:

• **EXHIBIT HALLS**: Two security officers and a supervisor are required for each hall.
• **BALLROOMS A & B**: Two or more security officers and a supervisor will be required for each ballroom; the requirement remains the same if ballrooms are combined into one space.
• **AUDITORIUM MAIN**: Six security officers and one supervisor are required for the main auditorium; up to six hours of this labor cost are included in the main auditorium rental base fee.
• **MEETING ROOMS**: Your Guest Services coordinator will help you determine staffing needs, if necessary.

**ADDITIONAL STAFF MAY BE REQUIRED** in anticipation of large crowd movements through public corridors and occupied rental spaces. Staffing needs may also increase depending upon credentialing requirements, projected attendance, and rental spaces being occupied; your Guest Services coordinator will consult with you regarding this possibility.

The MCC event personnel will greet guests, check credentials, monitor access, track and report suspicious activity, and facilitate emergency response procedures. Enhanced access control services are offered if your event will have metal detector hardware for screening and detection (rental and set-up fees will apply).

POLICE OFFICERS

Off-duty police officers from the City of Minneapolis will be required if armed (firearm) security is needed for cash transports, or as an alternative option for executive details or for securing and protecting equipment. Police services may also be required if there is a shared or known threat intelligence associated with your event or if your event is serving alcohol. Traffic control issues will fall under the jurisdiction of the police officers as well.

If four or more police officers are scheduled, one lead officer must also be scheduled. Any K-9 or bomb-detection needs can be coordinated and ordered through your Guest Services coordinator.
A security officer may be required to secure and protect equipment such as laptops, printing machines, and AV equipment. Additional security officers may also be necessary to provide enhanced security if there is a shared or known threat intelligence associated with the event.
COAT & LUGGAGE CHECK

Two ambassadors are required to staff a coat/luggage check stand; additional ambassadors may be needed if the number of checked items is projected to be more than 200 per day. This service can be handled in one of three ways:

CASH/CREDIT CARD

This is a public coat check service that will not be exclusive to your event. Available primarily October 15 through April 15, our cash/credit card coat check service is set up at the discretion of Guest Services based upon weather, expected combined attendance for all events occurring at MCC, and other historical information. If a public coat check is scheduled during your event, attendees will pay per checked item, with no charge to you, the client.

HOSTED

This service is available at the request of the client or show manager. Within building limitations, show management has discretion on the location and hours of the hosted coat/luggage check stand. Attendees do not pay to check items. The client is billed for the total cost of the number of items checked at a per item fee, or for the total labor bill at a per hour fee for each ambassador attendant, whichever figure is greater. Overtime rates will apply during recognized holidays. Charges will be placed on the client’s master bill.

GUARANTEED

Available at the request of the client or show manager, a guaranteed coat check is a good way to offer this convenience to attendees without bearing the entire cost; it also allows you control over the hours and location of the coat check. Each day, the show pays for labor, and attendees pay per checked item. At day’s end, Guest Services subtracts any revenues from the daily labor bill. If revenues exceed labor costs, the client is charged nothing; if labor costs exceed revenues, the difference is charged to the client on their master bill.
GUEST SERVICES TEAM MEMBERS

**MARCUS TRAVIS**  
Guest Services Manager  
Marcus.Travis@minneapolismn.gov  
612-335-6257

**ROB VILLANUEVA**  
Guest Services Senior Supervisor  
Rob.Villanueva@minneapolismn.gov  
612-335-6057

**GRANT SIMMONS**  
Guest Services Event Coordinator  
Grant.Simmons@minneapolismn.gov  
612-335-6238

**DAN SMOLIAK**  
Guest Services Senior Supervisor  
Dan.Smoliak@minneapolismn.gov  
612-335-6113

**LEILA ABOUJOUDA**  
Guest Services Event Coordinator  
Leila.Aboujouda@minneapolismn.gov  
612-335-6177

**COMMAND CENTER**  
Staffed 24/7  
MCCcommandcenter@minneapolismn.gov  
612-335-6040

**VISITOR INFORMATION CENTER**  
Concierge Services, Scooter/Wheelchair Rental  
Monday-Sunday 8:00 a.m.-4:30 p.m.  
MCCconcierge@minneapolismn.gov  
612-335-6337
This Emergency Procedures section is a resource for show managers and exhibitors. We at the Minneapolis Convention Center (MCC) encourage you to read and share this information with your show management team and event partners. The more you are aware of your surroundings, the better we can partner with you to create a safe and rewarding guest experience. Please contact your Guest Services coordinator with questions or for more information.

THE COMMAND CENTER - YOUR FIRST POINT OF CONTACT

The MCC’s Command Center is committed to your safety and is staffed 24/7 to provide surveillance, safety response, and emergency or non-emergency communication services. Located on Level One near the Main Lobby, the Command Center oversees:

- Fire code compliance, open flame permit, and floor plan review
- Surveillance of security cameras and Life-Safety systems
- Monitors inclement weather warnings
- Maintains a Lost and Found service
- Documents, reports, and investigates incidents
- Collaborates with security, fire, medical, and police personnel

In the event of an emergency, the Command Center will use the building paging system, portable radios, and security/police/fire/EMT personnel to alert clients, show managers, exhibitors, and guests of the incident.
If you need emergency assistance during your visit, please call the Command Center first. We will immediately communicate with 911 to direct first responders exactly where they are needed.

You can CONTACT THE COMMAND CENTER:
- On your cell phone at 612-335-6040. We encourage show managers to save this number in their contacts lists
- On one of our beige house phones, located in public corridors, lobbies, and fire-hose cabinets on various pillars in exhibit halls. The number (EXT. 2013) is posted by each phone
- Through uniformed security officers, who are posted at security podiums 24/7 and who will also respond to any safety concerns you have that we should be aware of.

Emergencies may involve a single individual, a medical event, or a large building-wide situation, perhaps even requiring an evacuation.

HERE’S WHAT TO DO IN THE EVENT OF...

A MEDICAL EMERGENCY
Please contact the Command Center and tell the operator the person’s name and location, the nature of the emergency, and if he or she is conscious. The Command Center will immediately dispatch a uniformed patrol officer and/or an EMT to respond.

DO NOT TRY TO MOVE A SEVERELY INJURED PERSON; if possible, stay with the person until help arrives. The EMT and/or patrol officer will send for an ambulance if they determine that one is needed. All uniformed patrol officers are trained and certified in First Aid, CPR, and AED; EMT’s are on duty for public shows and are usually scheduled for private events with an expected attendance of 1,000 or more.

- **AUTOMATED EXTERNAL DEFIBRILLATORS (AED’S)** are located throughout MCC in our public lobbies on each level, and at each exhibit hall drive-through located in the back of the halls. An AED can be used in case of a life-threatening cardiac event. Please contact the Command Center if this occurs.
- **THE FIRST AID STATION** is located on MCC’s ground level in Lobby C, near Dunn Bros coffee.

A BUILDING-WIDE POWER OUTAGE
For operational continuity, the MCC maintains uninterrupted power supplies for critical building systems. Our back-up generator will illuminate our emergency lights and exit signs in stairwells and lobby corridors; elevators will automatically go to the lower level, and escalators will be out of service.

The Command Center will coordinate with our Facilities Department as well as Xcel Energy to respond to the outage. In the event an evacuation is necessary, please listen for instructions through our public-address system as well as from security personnel (see page 11 for evacuation instructions).
A FIRE
If you discover smoke and/or a fire, please remain calm and contact the Command Center immediately, giving the operator your name, location, and specifying what is on fire.

Portable fire extinguishers are located throughout the MCC, and you can attempt to safely extinguish if the fire is a small contained fire i.e., waste basket size (see image to the right for instructions on the PASS technique). If the fire cannot be extinguished, you and others around you should calmly leave the area.

SEVERE WEATHER
The Command Center monitors severe weather advisories, watches, and warnings issued from the National Weather Service’s local office in Chanhassen, Minnesota.

In the event of an impending hazardous weather condition, the Command Center will communicate this information to show managers, exhibitors, and guests. We ask that everyone SHELTER IN PLACE for the duration of the weather event, observing these safety instructions:

- Move away from exterior windows, glass, lobbies, corridors, and entrances;
- Relocate to any meeting room or exhibit hall, or to the lower level;
- Sit down and put your head as close to your lap as possible, or kneel and protect your head;
- Listen for instructions through the PA system or from uniformed personnel.

SUSPICIOUS ACTIVITY OR A BOMB THREAT
Your Guest Services coordinator will provide you with a bomb threat checklist. If you receive a threat in any way—by phone, FAX, email, writing, verbally, or even as a rumor—please IMMEDIATELY REPORT IT TO THE COMMAND CENTER, relaying as much information as possible.

Also, please note our awareness campaign—“if you SEE something, SAY something”. If you see or experience anything that’s suspicious or out of the norm, or if you spot any unattended items, bags, or packages, please let the Command Center or a uniformed patrol officer know right away.

WHO did you see
WHAT did you see
WHEN you saw it
WHERE it occurred
WHY it’s suspicious

AN ACTIVE SHOOTER
Such an event is defined as an incident where one or more persons are actively engaged in harming, killing, or trying to kill people in a populated area, by means such as firearms, explosives, toxic substances, vehicles, edged weapons, fire, or any combination of these.

THESE EVENTS ARE OFTEN OVER WITHIN MINUTES, BEFORE LAW ENFORCEMENT ARRIVES, so it’s important for people to be prepared, mentally and physically, to deal with their circumstances in the interim—and to determine the most reasonable way to protect their lives:
Of course, any on-site law enforcement personnel will respond immediately, and the Command Center will contact 911 to respond to and manage the incident.

REMEMBER: During an extremely stressful event, others are likely to follow anyone’s lead. This could have a significant effect on the outcome, so TRY TO STAY AS CALM AS YOU CAN TO INFLUENCE THOSE AROUND YOU.

A BUILDING EVACUATION
The Command Center makes the decision to evacuate MCC in the event of a building-wide or event-specific emergency or hostile situation. Everyone will be directed to evacuate from the safest and nearest exit or to relocate in specific rental spaces. There are no designated assembly areas for exhibitors and guests.

A PARTIAL EVACUATION may be required because of a localized incident in an event space. Partial evacuations are temporary in nature, and everyone will be directed to an alternate location within MCC.

A RELOCATION occurs if the partial evacuation evolves into something permanent. If possible, the event space would be relocated to an alternate rental space within the building.

A SECURE IN PLACE may happen while an incident is being dealt with in another rental space. If necessary, your attendees would be instructed to stay in your venue, or “secure in place”.

A FULL EVACUATION will be implemented only if necessary, such as in the event of a hostile situation or another significant, building-wide emergency that might result in injury or loss of life. If this occurs, everyone should:
• Leave the MCC through the safest and nearest exit, cross the street and remain a safe distance away from the MCC, as instructed. DO NOT take time to retrieve personal or booth property
• Remain calm, courteous, and quiet
• Do not attempt to use elevators or escalators
• Assist elderly and disabled persons
• Do not loiter or wait for others
• Do not try to re-enter the building
• Listen for instructions via the PA system and uniformed staff

When it is safe to return, an “all clear” signal will be issued by MCC management.
ANY OTHER SAFETY CONCERNS
If you receive a personal or verbal threat, try to stay calm and contact the Command Center. Please provide your name, location, type of threat, number of persons involved, and if there are weapons. DO NOT confront the perpetrator(s) yourself; the Command Center will dispatch uniformed patrol officers and law enforcement to respond to the incident.

If the incident escalates to a civil disturbance, please let the Command Center know about any changes, such as weapons observed or punches thrown.

FIREARMS
Minnesota’s Personal Protection Act is a permit to carry law, not a conceal and carry law. The handgun does not need to be concealed, but can be concealed. Under the Minnesota Personal Protection Act, MCC cannot prohibit the lawful carry or possession of firearms in its public spaces. However, under Minnesota Statutes, clients can treat their rental space as a private establishment and prohibit firearms within its boundaries. Should you choose to prohibit firearms, you can exercise a reasonable request, in which case:

- Your Guest Services Coordinator will provide you with signs, saying “(YOUR BUSINESS OR EVENT) BANS GUNS IN THESE PREMISES!” These signs will be readily visible and posted prominently at every entrance to your event.
- Observations of attendees carrying a firearm within rental spaces. Per direction by show management, event security, or uniformed patrol officer can make a reasonable request for attendee(s) to leave the premises with their firearm.

SAFETY IN DOWNTOWN MINNEAPOLIS
MCC takes great pride partnering and collaborating with show managers to ensure their exhibitors and guests feel safe while at our facility. We want them to feel equally safe as they explore downtown Minneapolis, enjoy our restaurants and shops, navigate our skyways, and use our public streets and transportation.

To help with effort, the city has a staff of friendly Ambassadors who rove the streets and skyways. These folks are part of the MINNEAPOLIS DOWNTOWN IMPROVEMENT DISTRICT (DID), and you’ll know them by their neon-lime green summer shirts or their winter blue jackets, all with the DID logo. Approachable and welcoming, Ambassadors can answer questions, give directions, and help with security issues.

Visitors should also know about 311, the number to dial for non-life-threatening events such as lost property, vehicle break-ins, or reporting suspicious activity. And of course, 911 is the number to call for medical emergencies or to report crimes in progress.

MEDICAL ASSISTANCE
The Hennepin County Medical Center (HCMC) is a Level 1 Trauma Center located in downtown Minneapolis near the US Bank Stadium. From the Convention Center, HCMC is .08 miles away—a six-minute drive or a 16-minute walk. This hospital-based clinic is owned by Hennepin Healthcare.

HCMC is located at 730 8th Street, Minneapolis, MN 55415; phone number 612-873-3000.
For Show Managers that have not contracted with an outside decorator for their event, the Guest Services department is pleased to offer inbound services to accept, store, and deliver packages to your rental space.

**ACCEPTANCE**

- The first 200 lbs fees are waived. **Fee per 100 lbs** for freight that is over >200 lbs.
- Two days of storage fees are waived. Each added night will incur a storage **fee per night**.
- Complimentary trip to one (1) rental space. Each added trip will incur a **fee per trip**.
- Forklift labor **per hour fee** (1 hr Minimum) + Trip Charge.
- Outbound services are available. Show Management must schedule courier service and pick-up from the Exhibit Hall A dock.

**BILLING**

- All charges will be tracked and applied to the master invoice.
- If you would like to calculate and figure out estimated drayage costs please email quantity, weight, and estimated storage days and number of trips to MCCSHIPPING&RECEIVING@MINNEAPOLISMN.GOV and we’ll generate a proforma invoice for you to review.

**EXHIBITOR**

Exhibitors are responsible for accepting their inbound package or coordinating shipment with the event decorator. Exhibitor shipments from carriers may be refused and not accepted. Additional fees for time and labor will apply if the shipping/freight carrier leaves packages at MCC without confirmation and approval from MCC Shipping & Receiving.
PACKAGING/LABELING

- Pack your materials properly in sturdy shipping crates or containers
- Label your shipments with the following information:
  - Company Name
  - Name of the Event
  - Name of your assigned MCC Event Coordinator
- Shipments can be delivered to:
  MINNEAPOLIS CONVENTION CENTER
  1301 2ND AVE. S.
  MINNEAPOLIS, MN 55403
- Direct couriers to our marshaling yard main entrance that is on East 16th Street. Couriers will need to check-in with our guard shack and will be directed to the Exhibit Hall A dock to unload shipments. Please reference the map below.

MARSHALING YARD MAP

![MARSHALING YARD MAP](image)

GENERAL REMINDER

- Insure all shipments from the time they leave your company until they return from the event. Your present insurance company can add a rider to your current policy.
- Please inform your assigned MCC Event Coordinator on all shipment logistics – arrival date, quantity, weight, and delivery to your rental space.
- MCC is not responsible for unpacking and reloading freight and processing freight shipments.
- Shipments may not be accepted if they are not properly labeled.
- If couriers need help finding our marshaling yard main entrance, couriers can contact our 24/7 COMMAND CENTER AT 612-335-6040.

HOURS OF SERVICE

Shipments will be accepted during these listed days and times:
- Monday – Friday: 7:00 a.m.-3:00 p.m.
The Visitor Information Center (VIC) is conveniently located on Level One in the main lobby of the Minneapolis Convention Center. Concierges can provide directions, building information, wheelchair/scooter rental and accessibility information, and other Minneapolis hospitality and tourist information including:

- Hospitality opportunities, convention facility information and tourism attractions
- Historic, cultural, and educational resources
- Convenience and traveler services
- Brochures, maps, magazines and other hospitality publications are available for guests to collect and reference

Hours of Operation: The VIC is open **DAILY FROM 8:00 A.M. - 4:30 P.M.**
The 3rd Avenue Parking Ramp is owned, operated, and monitored 24/7 by the Minneapolis Convention Center. This ramp is located across the street from the MCC on the East side of the building:

ADDRESS
1401 3rd Ave. S.
Minneapolis, MN 55043

RATES

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Early Bird
(In by 6:00-8:00 a.m., Out by 5:00 p.m.)

VEHICLE ENTRY & EXIT
3rd Avenue

CLEARANCE
8 feet 2 inches

PARKING VOUCHERS
For Clients
$11.00 per validated voucher

PAYMENT
Cash & Credit Cards
(American Express, MasterCard, Visa)

ADDITIONAL PARKING OPTIONS

MPLS PARKING: OFF-STREET OR METERED PARKING
MPLS Parking offers convenient, affordable, and safe off-street parking options close to the Minneapolis Convention Center (MCC).

You can find parking options at mplsparking.com. Click on the Metered Parking or Off-Street Parking tab. MPLS Parking also offers the MPLS Parking app, allowing guests to begin and extend parking sessions remotely.

PLAZA PARKING RAMP
The Plaza Parking Ramp is located across the MCC at 117 South 12th Street, Minneapolis, MN 55403.

This ramp is not owned by MCC but is connected via the skyway system.

For parking vouchers at this ramp please contact:

Farhan.Kahm@mplsparking.com 612-369-3162

GENERAL QUESTIONS & DIRECTIONS
parking.minneapolisconventioncenter.com 612-335-6040

VOUCHER COORDINATION
Rob.Villanueva@minneapolismn.gov 612-335-6057
RATES

COST
See Rates

VEHICLE TYPE
Car, minivan, SUV, pickup truck, & trailers that are less than 16 feet
Vehicles larger than pickup trucks (including buses & box/straight-rig trucks)
Semi Truck + Trailer

CLEARANCE

Hall A  18’ h x 19’ 11” (East)
Hall B  18’ h x 20’ w (East)
Hall C  24’ 8” h x 20’ w (East)
  18’ h x 19’ 8” w (West)
Hall D  18’ h x 20’ w (East & West)
Hall E  18’ h x 19’ 8” w (East)
  24’ 8” h x 20’ w (West)

VEHICLE ENTRY & EXIT

Main Entrance:  16th Street
Secondary Entrance:  1st Avenue

MAP
See page 14

GENERAL QUESTIONS & DIRECTIONS
                 marshalingyard.minneapolisconventioncenter.com  612-335-6040

PARKING RESERVATIONS
                 Rob.Villanueva@minneapolismn.gov  612-335-6057
The MCC is highly accessible for people with disabilities and limited mobility. The facility includes locations for easy curbside drop-off along 2nd Ave., automatic building entrances, automatic 3rd Ave. Parking Ramp doors, and wheelchair-accessible elevators and bathrooms. To view our Accessibility 360° Album visit ACCESSIBILITY360.MINNEAPOLISCONVENTIONCENTER.COM

GENERAL ACCESSIBILITY & MOBILITY RENTAL

MOBILITY RENTAL: Mobility equipment is available to rent at our Visitor Information Center located on Level One at the main entrance. We have both power-operated vehicles (scooters) and manual wheelchairs. Currently, pre-registration is not available, though you can call us ahead of time at 612-335-6040 to check on availability.

Equipment should be returned to the Visitor Information Center each day. After 4:30 p.m. please contact The Command Center to return your mobility equipment.

Payment | All transactions must be processed with Visa, MasterCard or Discover. Checks and cash cannot be accepted.

Rates | Scooters are $50 per day, Wheelchairs are $20 per day

SERVICE ANIMALS: The MCC welcomes working guide and service animals into all public areas of the building. For the safety of our visitors, comfort animals, therapy animals, companion animals, or emotional support animals are only allowed at the MCC if they are trained to perform a specific task for an individual with a disability.

LACTATION LOUNGES & FLEX ROOMS: There are two designated lactation lounges available. For access we ask attendees to please call our Command Center at 612-335-6040 for assistance. If your event requires additional lactation rooms, please arrange designated event space with your Sales Representative.
**PHYSICAL ACCESSIBILITY**

**PARKING:** Accessible parking is available at both the 3rd Ave. Parking Ramp and the Plaza Parking Ramp. Curbside drop-off locations are also available along the front of the building on 2nd Ave.

**BATHROOMS:** All bathrooms include accessible stalls. There are gender-neutral bathrooms located on Level Two, Level One, and the Lower Level. All of our bathrooms have the ability to change genders or become gender neutral. If you need to make these changes please discuss with your Event Coordinator.

**AUDITORIUM SEATING:** The Auditorium and Auditorium Rooms offer seating areas for people using wheelchairs. There are also options for size inclusive seating if arranged ahead of time. Please work with your Guest Services Coordinator if you will need size inclusive seating for your event.

**AUDIO TRANSLATION ACCESSIBILITY**

Hearing devices and ASL interpretation services are specific to each event and are not provided by the MCC. If you need assistance arranging this for your event please discuss options with your Guest Services Coordinator.

**SENSORY ACCESSIBILITY**

**LIGHT:** Common areas at the MCC are lit with accent lighting and natural light. All Meeting Rooms and Exhibition Halls have high-efficiency LED lighting. The Ballroom and Meeting Rooms’ lighting can be dimmed. Lighting in the Ballroom and Exhibition Halls have the potential to have color lighting applied. Digital displays throughout the building show various graphics which may include quick movements or bright colors.

**SOUND:** The sound levels at the MCC vary depending on the amount of events in the building at once and which types of events are being held. Below is a map with general areas, highlighted in green, where you will find potentially reduced noise. Please note that access to Level Two may be limited and that the noise level in these areas may not be reduced depending on which type of events are being held.