

BALLY'S
ATLANTIC CITY

CAESARS
ATLANTIC CITY

CAESARS ENTERTAINMENT

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Harrah's
RESORT
ATLANTIC CITY

BALLY'S[®]

ATLANTIC CITY



WELCOME TO BALLY'S ATLANTIC CITY

Located at the famed intersection of Park Place and the Boardwalk, Bally's Atlantic City is a world-class destination for meetings and events.

Chic and stylish with a cosmopolitan elegance, Bally's offers top-notch dining, spa experiences, entertainment and nightlife, all in a central prime location.

We excel at delivering extraordinary meetings and events, with our highly accommodating staff, customer-first philosophy and versatile meeting space conveniently located on one level. At the end of the day, enjoy premier accommodations with inviting interiors and a wealth of amenities designed to make your stay a luxurious one.

For the planner, we hope the choice is simple. Host your next event at Bally's Atlantic City and create an experience your guests will never forget.

"The Bally's Atlantic City team is the BEST! From the minute I stepped foot on property to the minute I left, it was a wow experience for me, our team, our members and our guests. When I say you are the BEST...I mean it from inside and out!"

– Marilyn Kleinberg
Executive Managing Director
eWomen Network





ACCOMMODATIONS

LEGENDARY LUXURY

Bally's Atlantic City offers two towers with 1,245 guest rooms and suites, many featuring spectacular ocean views. Each room offers a spacious retreat with enduring style, rich décor and the finest appointments you expect from Bally's. Best of all, our accommodations are just a short elevator ride away from our meeting facilities, restaurants, shopping and entertainment.

STANDARD AMENITIES

At Bally's, we set the standard for luxury and convenience. That's why our guest rooms are outfitted with everything you need to make your stay comfortable, productive and enjoyable.

- High-speed Internet access
- Phone with voicemail
- In-room safe
- Iron and ironing board
- Alarm clock radio
- Coffee maker
- Hair dryer
- TV with Pay-Per-View movies and On-Demand games
- Room service
- Refrigerator
- Dry cleaning and laundry service available
- In-room check out



CLASSIC ROOM

Our Classic guest rooms are spacious and beautifully appointed, making them the perfect retreat after a busy day. Relax surrounded by traditional décor in an appealing color palette of green and gold hues.

Classic Room Facts at a Glance

- 300 square feet
- Writing desk
- Sitting area

DELUXE ROOM

Our elegantly appointed Deluxe Rooms are big on comfort, so you can awake refreshed and ready for the day ahead. You'll find these extraordinary quarters incorporate all the right touches, in addition to other contemporary upgrades.

Deluxe Room Facts at a Glance

- Up to 320 square feet
- 32-inch flat-screen TV
- Granite bath vanity



LUXURY ROOM

What makes this room so luxurious is the grand amount of space, along with traditional decor with wood accents and a granite bath. Our Luxury Rooms are the perfect place to prepare for tomorrow's presentation or relax after a successful event.

Luxury Room Facts at a Glance

- 400 square feet
- Granite bath vanity
- Bay window



JULIBEE ROOM

Imagine an ultra-modern and sleek room with modern conveniences and there you have a luxury Jubilee guestroom at Bally's. These luxury Jubilee rooms are distinguished by well-appointed decor and the most spectacular views on the boardwalk.

Julibee Room Facts at a Glance

- 450 square feet
- Separate sitting area with table and two chairs
- Ocean or city views

SUITES

Luxuriate in the finest surroundings after a productive day in our beautifully appointed one- and two-bedroom suites.

Suites May Feature

- 436-1,028 square feet
- 1-2 bedrooms
- 2 baths, one with a sunken tub and shower combination
- Jacuzzi tub
- Flat-screen TVs
- Wet bar
- Separate sitting area



MEETING FACILITIES

DESIGN AND TECHNOLOGY

At Bally's Atlantic City, we make meetings and events effortless. Our highly accommodating staff will guide you every step of the way, from finding just the right space to providing the best in audio-visual technology and support. We put the spotlight on you to ensure that your meeting or event runs flawlessly.

Meeting planners love the versatile layout of Bally's 80,000 square feet of meeting space, all located on one level. With 23 meeting rooms in all, we have a wide range of spaces for any size group, whether you need a boardroom for 20 or a ballroom for 1,900. In addition, we have everything you need to produce a successful event – from a convenient, self-service Business Center to in-house services and established relationships with event services providers.

To give your meeting or event polish and flair, we provide the latest equipment and top-notch professional services. Our technicians handle all of your communications and production needs, making sure everything is ready to go before your event starts.

FORM AND FUNCTION

Bally's excels at producing well-executed meetings and events, from the most intimate gatherings to major conventions, trade shows, banquets and receptions. Whatever your plans, our function space offers countless configuration options to meet your needs.

With three ballrooms, Bally's has the ideal venue for any meeting or event. The GRAND BALLROOM is the largest, featuring over 14,000 square-feet. Available in multiple configurations, it can be divided into as many as five smaller rooms, allowing you to host 45 to 1,950 guests. And with a ceiling that stands 16 feet high, the spacious Grand Ballroom can accommodate the most innovative event.





At 13,000 square feet, the Traymore Ballroom accommodates up to 1,200 guests, or can be divided into three separate rooms, each seating up to 400. The modern, Italianesque venue features warm hues that complement its elegant architecture, and the glow of the chandeliers enhances the inviting atmosphere.

In the Ocean Ballroom, presentations become memorable when delivered before a breathtaking backdrop: a wall of windows that overlooks the famous Boardwalk and the Atlantic Ocean. This 12,100-square-foot space is perfect for groups from 100 to nearly 1,200, and is divisible into two rooms for up to 520 or 625 attendees, respectively.

“I had a great experience at Bally’s Atlantic City. Everyone I worked with made the event excellent.”

– Christopher Daniele
Special Event Customer

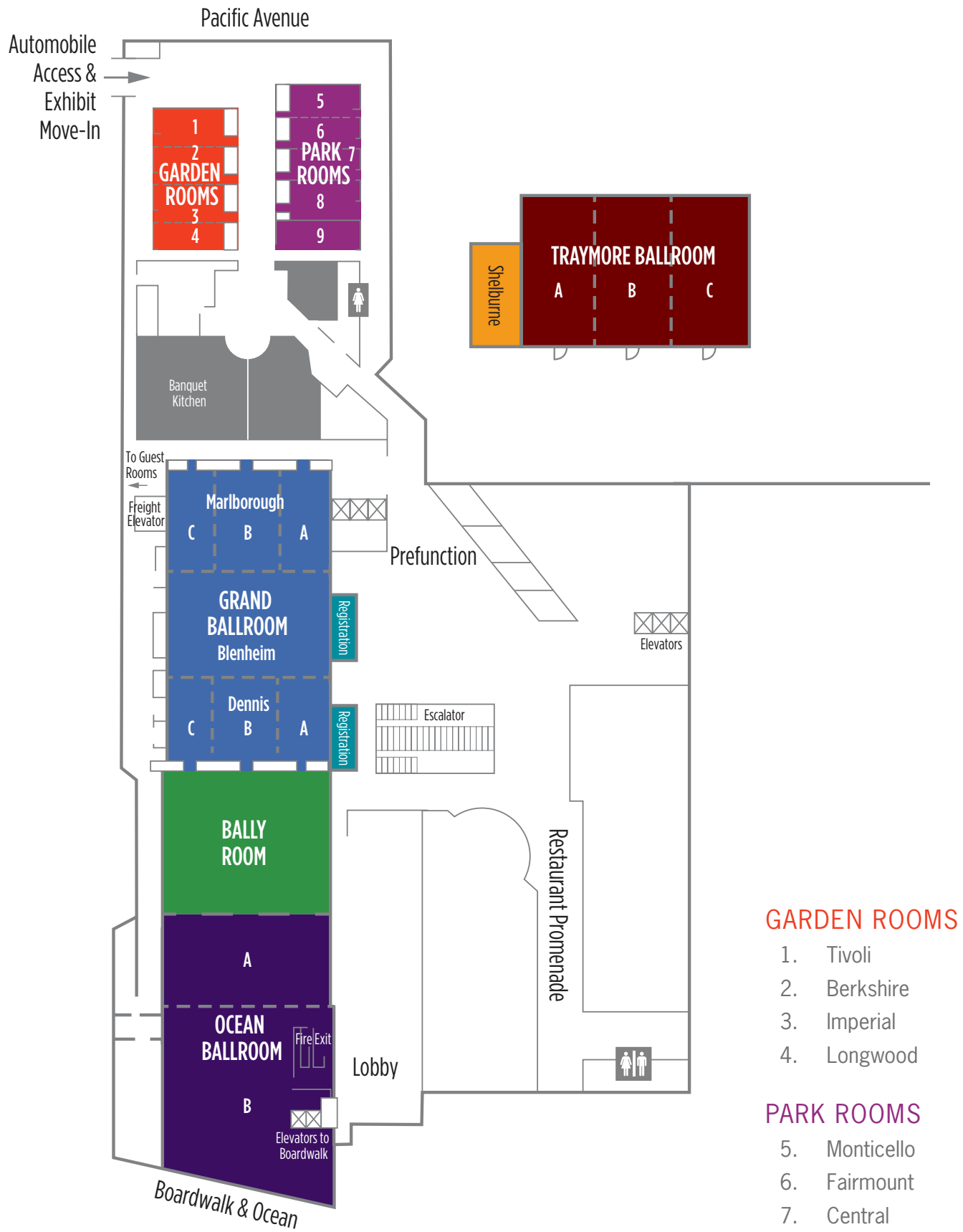
Bally's also offers a large selection of individual meeting rooms. Whether your event calls for 20 people or 300, the Park and Garden Rooms are highly configurable and perfect for breakouts. At 3,100 square feet, the combined Garden Rooms can accommodate up to 305 guests for a reception, or can be divided into four rooms ranging from 700 to 1,000 square feet each. Meanwhile, the combined Park Rooms, with 2,800 square feet, can seat up to 276 theater-style, or can be divided into four rooms of 700 square feet each. In addition, the Versailles Room is an exceptional boardroom for up to 20, with a boardroom table and executive-style leather chairs.

Beyond Bally's, planners can expand their options with Harrah's Conference Center, which will offer 100,000 additional square feet of world-class meeting space when it opens 2014, bringing the total meeting space at Harrah's to 125,000 square feet. Modeled after its counterpart at Caesars Palace in Las Vegas, Harrah's Conference Center will offer the largest and most flexible meeting space on the East Coast.



BALLY'S ATLANTIC CITY

Meeting Facilities Map



GARDEN ROOMS

1. Tivoli
2. Berkshire
3. Imperial
4. Longwood

PARK ROOMS

5. Monticello
6. Fairmount
7. Central
8. Lincoln
9. Versailles
- Boardroom

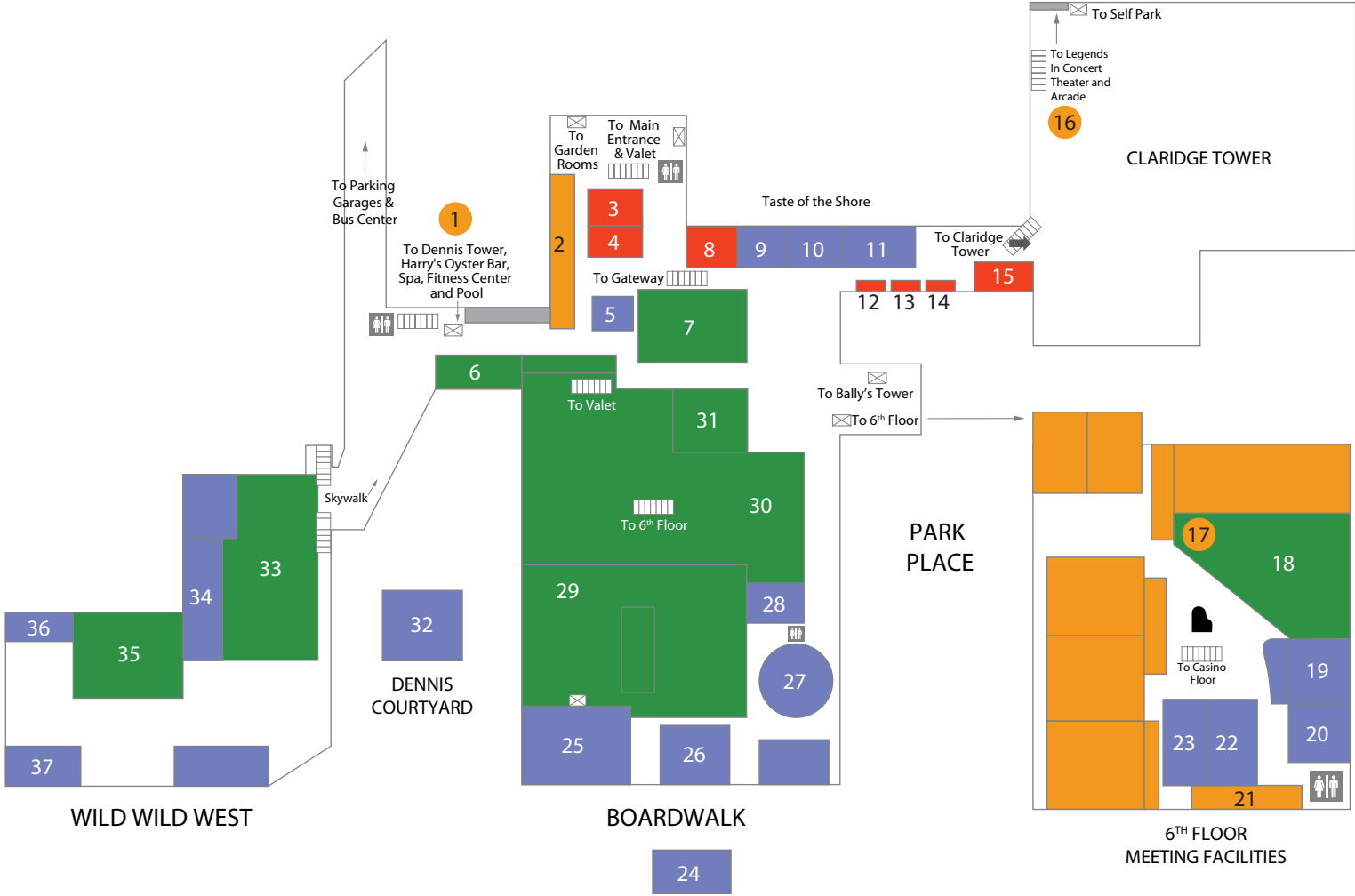
BALLY'S ATLANTIC CITY

Capacities and Dimensions

| MEETING ROOMS | SQ. FT. | WIDTH | LENGTH | CEILING | CLASSROOM | THEATER | RECEPTION | BANQUET | EXHIBITS | U-SHAPE | H-SQUARE |
|--------------------------|---------------|-------------|------------|--------------------|--------------|--------------|--------------|--------------|---------------|-----------|------------|
| Grand Ballroom | 14,432 | 164' | 88' | 16' | 1,029 | 1,760 | 1,950 | 1,120 | 103/77 | — | — |
| Marlborough | 5,104 | 58' | 88' | 16' | 408 | 648 | 500 | 350 | 38/28 | 102 | 126 |
| Marlborough A | 1,508 | 58' | 26' | 16' | 96 | 190 | 150 | 100 | 9/8 | 57 | 64 |
| Marlborough B | 2,088 | 58' | 36' | 16' | 135 | 264 | 200 | 150 | 15/10 | 62 | 72 |
| Marlborough C | 1,508 | 58' | 26' | 16' | 126 | 198 | 150 | 100 | 10/10 | 57 | 64 |
| Blenheim | 4,928 | 56' | 58' | 16' | 342 | 558 | 480 | 400 | 38/28 | 100 | 124 |
| Dennis | 4,048 | 46' | 88' | 16' | 285 | 450 | 400 | 300 | 31/23 | 88 | 106 |
| Dennis A | 1,242 | 46' | 27' | 16' | 60 | 108 | 120 | 90 | 8/7 | 45 | 54 |
| Dennis B | 1,564 | 46' | 34' | 16' | 105 | 162 | 160 | 120 | 8/8 | 48 | 60 |
| Dennis C | 1,242 | 46' | 27' | 16' | 75 | 108 | 120 | 90 | 8/8 | 45 | 54 |
| Prefunction Space | 10,000 | — | — | — | — | — | 800 | — | — | — | — |
| Traymore Ballroom | 13,000 | 160' | 72' | 18' | 800 | 1,200 | 1,200 | 850 | 90 | — | — |
| Traymore A | 4,300 | 50' | 72' | 18' | 300 | 400 | 400 | 275 | 30 | 100 | 125 |
| Traymore B | 4,300 | 50' | 72' | 18' | 300 | 400 | 400 | 275 | 30 | 100 | 125 |
| Traymore C | 4,900 | 60' | 80' | 18' | 300 | 400 | 400 | 275 | 30 | 100 | 125 |
| Ocean Ballroom | 12,103 | 148' | 80' | 14' | 780 | 1,065 | 1,180 | 800 | 82/69 | — | — |
| Ocean A | 5,301 | 57' | 93' | 14' | 378 | 486 | 520 | 350 | 39/30 | 101 | 122 |
| Ocean B | 6,402 | 104' | 66' | 14' | 450 | 579 | 625 | 450 | 43/38 | 95 | 124 |
| Bally Room | 6,231 | 67' | 93' | 9'9"-15'11" | 180 | 348 | 610 | 340 | 31/27 | 90 | 102 |
| Garden Rooms | 3,108 | 37 | 84 | 12 | 204 | 300 | 305 | 200 | 15 | 90 | 102 |
| Longwood | 703 | 37 | 19 | 12 | 42 | 72 | 65 | 30 | — | 18 | 30 |
| Imperial | 703 | 37 | 19 | 12 | 42 | 72 | 65 | 30 | — | 18 | 30 |
| Berkshire | 703 | 37 | 19 | 12 | 42 | 72 | 65 | 30 | — | 18 | 30 |
| Tivoli | 999 | 37 | 27 | 12 | 60 | 100 | 98 | 60 | — | 18 | 30 |
| Park Rooms | 2,812 | 37 | 76 | 12 | 192 | 276 | 280 | 180 | 11 | 86 | 94 |
| Lincoln | 703 | 37 | 19 | 12 | 42 | 72 | 65 | 30 | — | 18 | 30 |
| Central | 703 | 37 | 19 | 12 | 42 | 72 | 65 | 30 | — | 18 | 30 |
| Fairmount | 703 | 37 | 19 | 12 | 42 | 72 | 65 | 30 | — | 18 | 30 |
| Monticello | 703 | 37 | 19 | 12 | 42 | 72 | 65 | 30 | — | 18 | 30 |
| Shelburne | 1,200 | 45' | 27' | 18' | — | — | — | 20 | — | — | — |
| Versailles Boardroom | 703 | 37' | 19' | 12' | — | — | — | 20 | — | — | — |

BALLY'S ATLANTIC CITY

Property Map





RESTAURANTS/BARS

5. Lobby Bar
9. Walt's Primo Pizza
10. Sack O' Subs
11. Dunkin' Donuts
19. Guy Fieri's Chophouse
20. Guy's Bar-B-Q Joint
22. Buca di Beppo
24. Beach Bar
25. AC Snack Shack
26. Johnny Rockets
27. Blue Martini
28. Noodle Village
32. Harry's Oyster Bar
34. Mountain Bar
36. Gold Tooth Gertie's
37. Boardwalk Cupcake

CASINO

6. Total Rewards
7. Diamond Pointe
29. Casino
30. Baccarat
31. Pennies in the Park
33. Slots
35. Coyote Kate's Slot Parlor

SHOPPING

3. Picks & Wicks
4. Park Place Jewelers
8. Studio Store
14. Best Buy Express

FACILITY

1. Spa, Fitness Center and Pool
2. Front Desk, Guest Services and VIP Services
17. Business Center
21. Diamond Lounge



CATERING & DINING

CATERING

At Bally's Atlantic City, we understand the importance of a beautifully catered event. Our talented culinary team will help you plan every last detail to design a menu that sets exactly the right tone. We are ready to deliver dynamic dining options for your meeting or event.

Our catering experts will work closely with you to create a menu that is sure to impress. Select from a long list of choices, including homemade pastries, freshly baked breads, hand-carved meats, and an astounding array of delectable desserts, or create a completely custom dining event. If you can dream it, we can make it happen.

DINING

No appetite goes unsatisfied at Bally's Atlantic City. We offer a meal for every occasion and any price range. From our award-winning chophouse to a fast and friendly noodle counter, we feature some of the most diverse dining selections available on the New Jersey shore.

Hosting a large group? You are always welcome in our restaurants. Try a dine-around arrangement, dividing into smaller groups to enjoy different restaurants. Or consider buying out a restaurant for the evening, so you can treat your guests to a private dining experience all their own.



Buca di Beppo

At Buca di Beppo, you'll find yourself swooning over Buca di Beppo's famous half-pound meatballs in marinara sauce, Penne San Remo and antipasto bar. But the lunch and dinner menus also showcase surprises like AC Style Clams Casino. And it's all served family-style, following the Italian tradition.

Gold Tooth Gertie's

Open in the summer, Gold Tooth Gertie's serves bagels and all your favorite sweets. The bakery fills the air with the delightful scents of baking bread, rising muffins and freshly brewed coffee. Seating up to 40.

Harry's Oyster Bar

Harry's Oyster Bar serves up the ocean's freshest fare in a fun and relaxed atmosphere, featuring a massive, multi-tiered raw bar display. The dining area overlooks a landscaped courtyard with its own bar and alfresco dining. Indoor seating up to 180. Outdoor seating up to 91.

Taste of the Shore

Located in the Gateway Shops at Bally's, our food court features quick-service eateries. At Corner Café, choose from a variety of doughnuts, bagels, muffins, and specialty sweet treats – all baked fresh daily – along with sandwiches, coffee, drinks and more. Sack O' Subs serves delicious submarine-style sandwiches made with the freshest Italian meats, cold cuts and USDA Choice Black Angus beef. At Walt's Primo Pizza, enjoy oven-baked, award-winning signature pizzas, always thin and crispy from dough and sauce made fresh daily, or enjoy Buffalo chicken tenders and wings. Total food court seating up to 373.



Johnny Rockets

Johnny Rockets brings the '50s malt shop back to the future. The casual restaurant serves juicy hamburgers, crisp American fries, freshly baked apple pies and frosty milkshakes in a friendly, diner-style setting – complete with table-top jukeboxes that play classic crooners for a nickel. Take a seat on a fountain stool or get Boardwalk-front takeout. Seating up to 86. Patio seating up to 40 (summer only).

Noodle Village

Noodle Village, our casual Asian noodle shop, offers fast, friendly service, and delicious, authentic Chinese and Vietnamese dishes. Seating up to 68.

AC Snack Shack

Take a ride on the Patty Wagon and build your perfect burger fit for a good time! Or Taco the Town with some crazy fun south of the border selections including the Mother Clucker and Upside Down Cowgirl (what?!). And if you can't choose just one, be sure to shack up a patty with any burger topping. The time has come to get on with that #snackswag!



Guy's Bar-B-Que Joint

Guy's Bar-B-Que Joint a variety of fresh flavors. The menu consist of sandwiches and platters featuring Championship Pork Butt, Bar-B-Que Beef, Blue Ribbon Chicken and Smoked Italian Sausage; three different styles of Guy Fieri's signature BBQ sauces; with classic sides and desserts.

Guy Fieri's Chophouse

Guy Fieri's Chophouse is a classic steakhouse with a twist, overlooking Atlantic City's famed boardwalk and beach. The restaurant offers Guy's signature dishes including a Java-Rubbed Ribeye Chop, Filet with Roasted Garlic and Brown Butter, Spicy Bloody Mary Jumbo Shrimp Cocktail, Jersey Shore Clams Casino and Cape May Fried Flounder.





SOLID PLANNING, FLAWLESS EXECUTION

Once you book your meeting or event, we will assign a dedicated Convention Services Manager (CSM) to oversee your program from start to finish. As your ultimate resource, this expert knows Bally's inside and out. Your CSM will lead you through all aspects of event planning, from meeting room set-up to audio-visual support, menu selection, rooming lists and more. Your CSM can also help with making restaurant reservations, booking group tickets to shows, finding entertainment and keynote speakers and even arranging functions at one of our sister properties. Whatever you need, just ask. Your CSM is sure to have the answer.

BUSINESS SERVICES

IN-HOUSE BUSINESS SERVICES

We offer a full complement of in-house services to support you throughout your event. Our concierge services team will attend to all your needs, from dinner reservations to show tickets, car and limousine service, directions and more.

Our self-service Business Center offers a range of capabilities to handle your printing, faxing and copying needs. It is also equipped with laptop ports and personal computers with Internet access. Conveniently located on the sixth floor near our meeting facilities, the Business Center is available 24 hours a day, seven days a week.

DÉCOR AND ENTERTAINMENT

Make your event extraordinary with striking décor and exciting entertainment. At Bally's, our expert team can help with all the finishing touches that your guests will remember long after they return home. Imagine the possibilities, from specially themed events to unique spouse programs. We have the resources, knowledge and ability to bring your vision to life.

KNOWLEDGEABLE BUSINESS PARTNERS

Beyond our in-house capabilities, we can connect you with professional services providers to help with key elements of your program. We have established strong relationships with a range of business partners – specializing in décor, transportation, event production and everything in between. To fulfill your needs, we can recommend destination management companies offering services such as meet-and-greet limousine transfers, shopping expeditions, golf outings, tours of local attractions and more.





HOTEL AMENITIES

ENTERTAINMENT

At Bally's, you can enjoy live music and entertainment every night of the week.

NIGHTLIFE

When you're ready to unwind after a productive day, Bally's has lots of options for after-hours entertainment. Start your evening in style at the Blue Martini, offering more than 100 variations of martinis, top-shelf liquor, live music and a bar with a built-in frosted ice rail.

Visit the Mountain Bar for a nightlife hot spot with drinks, dancing and live music. Or stop by the Lobby Lounge and relax with one of our specialty cocktails or cooling refreshments while watching your favorite televised sporting event. Open in the summer, Bally's Bikini Beach Bar is the place for fun and nightly entertainment.

PAMPERING

The Spa at Bally's offers 40,000 square feet of pure indulgence. The world-class spa features state-of-the-art fitness and relaxation facilities, as well as an extensive list of soothing massage and skin treatments. Take a dip in the indoor pool that lies beneath a large atrium with immense rooftop skylights and outdoor decks for sunbathing. The resort-style spa also has seven beautiful mosaic-tiled whirlpools set in a raised park-like setting of lit fountains and tropical plants. Or enjoy sport courts, a fitness studio, aerobic studio, weight resistance center and the spa café.



SHOPPING

Guests traveling to Bally's Atlantic City are advised to pack lightly. Our resort is so stocked with stores you'll need the extra room to take your favorite things home! Unique shopping experiences at Bally's include the Gateway Shops, as well as a gift shop, jeweler, spa pro shop and more. At the Studio, an upscale fashion boutique for men and women, you'll have your choice of designer brands like Cole Haan, Tommy Bahama, Cutter and Buck, Maxx NY, Prada and Dolce & Gabbana among others.

SWIMMING AND MORE

Refresh yourself in the inviting waters of our indoor pool, perfect for a brisk workout or a leisurely swim. Afterwards, relax pool side and take a well-deserved break.

GAMING

You'll find endless gaming excitement at Bally's, which features multiple theme casinos and slot parlors. Play all your favorite table games, including Blackjack, Craps, Baccarat, Mini Baccarat and Pai Gow Poker. Take a turn at the roulette wheel, and enjoy slots, video poker and more. Talk to your CSM to arrange gaming tournaments for your guests, and give your group an unforgettable experience.

