



April 14–17, 2010
Bally's Atlantic City
1900 Pacific Avenue
Atlantic City, New Jersey 08401

Directions to Bally's Atlantic City

From New York

Take the New Jersey Turnpike south to the Garden State Parkway (Exit 11). Proceed south to Exit 38 (Atlantic City Expressway). Take the expressway east to its end. Turn left onto Pacific Avenue. Travel two blocks to Bally's on the right.

From Philadelphia

Cross the Benjamin Franklin or Walt Whitman Bridge, and follow the North-South Freeway (Route 42) to the Atlantic City Expressway. Take the expressway east to its end. Turn left onto Pacific Avenue. Travel two blocks to Bally's on the right.

From Baltimore/D.C. Area

Take I-95 north across the Delaware Memorial Bridge. Follow Route 40 east to the Atlantic City Expressway. Take the expressway east to its end. Turn left onto Pacific Avenue. Travel two blocks to Bally's on the right.

Upon Your Arrival

Parking

Self-parking is available for a flat rate of \$5 mid-week, \$10 weekends at "Bally's Parking Place," regardless of the length of your stay, until you move your vehicle. Self-parking is a 15-minute walk to the hotel lobby. Onsite valet parking service is available for \$10 mid-week, \$15 weekends. (Rates subject to change.)

Hotel Check-in

Hotel check-in is after 4:00 p.m.; if you arrive prior to 4:00 p.m., your room may not be immediately available. If checking into the hotel, you should use self-parking or Bally's hotel valet parking. As a hotel guest, Bell Services will assist you with your luggage. If you are an AROC exhibitor, Bally's Bell Services limits its assistance to luggage and no more than three small boxes. (If you have more than the three-box limit, refer to "Easy Load" on page 2.)

Directions to Hotel Lobby from the Self-parking Garage

From the self-parking garage, take the elevator to Floor 3. When you exit the elevator, take the moving walkway to the hotel. Turn left at the end of the walkway and continue past the Total Rewards Redemption Center, down the hallway and into the hotel lobby. Check-in at the hotel registration desk to your left.

Directions to Hotel Lobby from Hotel Valet Parking

From the hotel valet parking entrance, take the escalator or gold elevator to the hotel lobby and check-in at the hotel registration desk.

Ambulatory Assistance

Scooters are available to AROC attendees in need of ambulatory assistance. Scooters must be reserved by April 1, 2010 through NJAOPS at 732-940-9000, ext. 303. If you reserve a scooter through NJAOPS it will be waiting for you under your last name at the Bell Services Desk adjacent to hotel registration. Scooters should be returned to the same location at the end of your stay.

Day Visitors

If you are just spending the day at AROC, you can use Bally's self-parking or Bally's casino valet parking. From the casino valet parking entrance, take the gold elevators directly to the 6th floor convention level of the hotel. When you exit the elevator on the 6th floor, turn right and follow signs to the convention or exhibitor registration areas.

If you are an AROC exhibitor arriving Wednesday or Thursday, please note that Bally's Bell Services is available only through Bally's hotel valet parking and limits its assistance to no more than three small boxes. (If you have more than the three-box limit, use Bally's self-parking garage and be sure to bring a luggage carrier; drayage assistance through our convention services contractor is available Tuesday only.)

Easy Load

On Tuesday, April 13, if you are an exhibitor who has arranged "Easy Load" services with AEX, drive to the Michigan Avenue freight area, following "AEX Freight Drop-off" signs. Take your place in line, and AEX will unload your vehicle and take your display materials to your booth space in the exhibit hall. Once your vehicle has been unloaded, you should check into the hotel (refer to "Hotel Check-in"), giving AEX the time needed to move your display materials to your booth space in the AROC exhibit hall. It will take a *minimum* of 20 minutes to move your materials from Michigan Avenue to the 6th floor convention level, so please plan accordingly.

Finding the Convention Level

Once you complete your check-in at hotel registration, you will be directed to your room, which will be located in one of three areas of the hotel:

- The Bally's Tower
- The Dennis (or Main) section of the hotel
- The Claridge Tower

All daily AROC activities are conveniently located on the 6th floor convention level of Bally's. This includes convention registration, exhibitor check-in, educational sessions and the exhibit hall. The 6th floor is accessed by using the gold elevators in the hotel. That means:

- If you are staying in the Bally's Tower, you have direct access to the 6th floor through the Bally's Tower gold elevators.
- If you are staying in the Dennis (or Main) section of the hotel, you have direct access to the 6th floor through the Dennis section gold elevators.
- If you are staying in the Claridge Tower, take the Claridge elevator to the Bally's hotel lobby and access the 6th floor through the lobby's gold elevators.

A map of the 6th floor convention level is included on page 3.

Convention Level Map



Educational Sessions:
Marlborough Salons and
Garden and Park Rooms

Exhibit Hall:
Grand Ballroom, Dennis Salons,
Bally Room and Ocean Ballrooms

Alumni Luncheons:
Traymore and Park Rooms

Workshops:
Ocean Ballroom and Park Rooms

