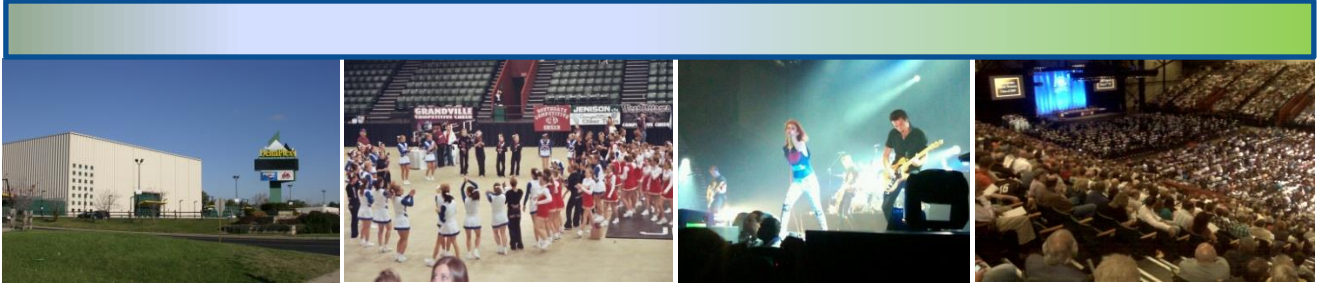


# Event Planning Guide



The DeltaPlex Arena & Conference Center



## Welcome!

Thank you for choosing the DeltaPlex Arena & Conference Center to host your event and look forward to working with you. We strive to provide a superior and satisfying experience for both you and your guests. Our event team is here to assist you in creating a stress-free experience and successful event.

It's never too early to start planning your event. Enclosed are helpful building information and guides to orient you to the facility. You will find detailed building policies, available services, an introduction to our staff and departments, helpful checklists, and other valuable materials designed to make your job easier.

## Hours

The administrative offices of the DeltaPlex are open Monday through Friday 9:00 AM to 5:00 PM and are located on the second floor of the facility. During the week, the box office is located inside the administrative offices and is open 10:00 AM to 5:00 PM. Box office hours during the weekend vary.

## Marquee

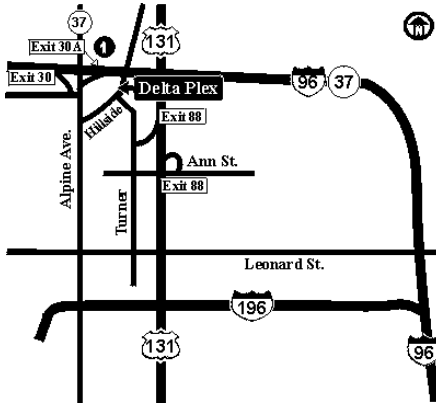
Our digital marquee, located at the main entrance to the parking lot, provides the opportunity to identify your event to your attendees and advertise your event 30 days prior to the event day. Please provide your Event Coordinator with the exact copy of what you would like on the marquee for your event. Keep in mind, the simpler the better. If you do not provide us the copy we will come up with it for you.

We will also list your event and information on our event calendar and social media with general information free of charge. Please provide any artwork, forms, and other information you would like us to post.



## Location & Directions

The DeltaPlex is located just minutes from downtown Grand Rapids and is easily accessible from US-131, I-96, and I-196.



### From the North

Take 131 South to the Ann Street Exit (Exit 88) and turn Right at the light onto Turner Ave. Go about a half mile to venue.

### From the South

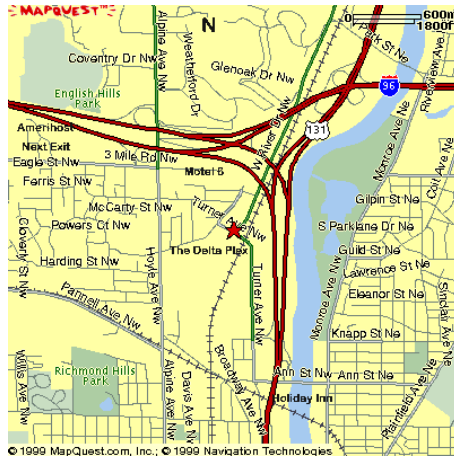
Take US-131 North to Ann Street (Exit 88) and turn right at the light. Turn right at next light on Turner and follow for 0.8 miles to the DeltaPlex.

### From the West (on I-96 East)

Take Alpine Ave. South (Exit 30). Turn left on to 3 Mile Rd for 0.1 mile and turn right on to Alpine Ave for 0.3 mile. At the first light take a left on to Hillside Drive and continue 0.2 mile to the DeltaPlex.

### From the East (on I-196 West)

(The Gerald R. Ford Freeway) - Follow US-131 North (Exit 77) to Ann Street (Exit 88) and turn right at the light. Turn right at next light on Turner and follow for 0.8 miles to the DeltaPlex.



## Parking

The DeltaPlex has plenty of on-site parking available. Parking prices vary from event to event. Contact your event coordinator for more information.

## Hotel Partners

Our local Hotel Partners offer discounted rates for you and your participants when mentioned they are working or attending an event at the DeltaPlex. See our current Hotel Partners on our website or ask your Events Coordinator for more details.



# Meet the Event Team

## **Event Director – Erin Bowen**

616 559-7927 – [erin@deltaplex.com](mailto:erin@deltaplex.com)

## **Event Coordinator – Christine Welsh**

616 559-7932 – [christine@deltaplex.com](mailto:christine@deltaplex.com)

The Event Director and Event Coordinator will be your main contacts in coordinating your event with the facility before, during, and after your event. They are here to assist you with anything you need during the process. They will work with you in organizing your event details with the building, floor plans, event staffing, box office, marketing, and more. In this guide you will find helpful checklists for information and schedules to provide the coordinators.

## **Food and Beverage Manager – Lindsey Langlois**

616 559-7914 – [lindsey@deltaplex.com](mailto:lindsey@deltaplex.com)

Coordinate all of your catering needs for your guests and staff with the Food and Beverage Manager. We pride ourselves on our excellent and competitively priced menu. Don't forget, no outside food or beverages are allowed to be brought into the facility by vendors, staff, or guests due to Health Department regulations and permits. Catering, concessions, or box lunches can be arranged for staff and exhibitors. Feel free to provide special requests for concessions food or beverage items that may be popular with your guests.

## **Operations Manager – Shirley Suttorp**

616 364-9000 – [operations@deltaplex.com](mailto:operations@deltaplex.com)

The operations department handles all event setup, equipment, Audio Visual Equipment, and housekeeping. Work through the Event Coordinators to organize all of your setup and equipment needs. The Operations Manager(s) are available during setup, the event, and load-out to assist you as needed.

### **Room Changes**

Most contracts will include event setup and teardown. The final layout and all equipment needs (including registration, electrical, AV, offices, etc) are required to be submitted at least 2 weeks prior to your event move-in. Additions and changes are subject to premium equipment pricing and/or additional labor charges.

## **Marketing Manager – Jeremy Quillan**

616 365-5758 – [jeremy@deltaplex.com](mailto:jeremy@deltaplex.com)

As a service to you we provide marketing assistance free of charge. Provide us with your artwork and we will post to our website and social media. Coordinate with Jeremy on creating a Facebook event page, Social networking, and marquee copy. Make sure to get us your flyers, posters, or postcards for our street team and to put out at upcoming events. Press release assistance and other marketing assistance is available through our Event Coordinators.

## Overall Facility

Size:	124,000 sq. ft.
Land Size:	24 Acres, Parking for 1,500 Plus
Renovated:	1998
HVAC:	100% Air Condition, Arena Also Humidity Controlled
Electrical:	2000 Amp 480v 3Phase, 208/Y & 120v
Loading Docks:	2 Centrally Located Loading Docks, 3 Drive In Doors

## Arena

Size:	20,000 sq. ft.
Seating:	4,500 Fixed Seats, Can Configure Up To 7,000
Floor:	Concrete Multipurpose
Ceiling Height:	52' Clear With Multiple Rigging Points
Staging:	60' x 56' Portable with Multiple Heights
Doors:	14' x 16' Drive In Door and 2 Loading Docks
Dressing/Locker Rooms	Dressing Rooms with Showers
Offices:	1 large, 1 small, 1 with facilities and shower
Ticket Area:	1 Ticket Booth with 4 Stations & 1 Ticket Booth with 2 Stations
Concessions:	2 Permanent and 4 Portable

## West River Hall

Size:	24,000 sq. ft.
Ceiling Height:	12' Clear and 14' Overall
Doors:	14 Entry Doors, 1- 12 x 12 Drive In Door and 2 Loading Docks
HVAC:	100% Air Conditioned
Electrical:	480v, 280/Y and 1

## Hillside Hall

Size:	19,000 sq. ft.
Ceiling Height:	12' to 16' Clear
Doors:	10 Entry Doors, 1- 12' x 12' Drive In Door and 2 Loading Docks
HVAC:	100% Air Conditioned
Electrical:	480v, 280/Y and 120v

## Walker Ballroom

Size:	2,300 sq. ft.
Seating:	Serves up to 225 People
Ceiling Height:	16' Clear
Doors:	Standard Double Wide Doors
HVAC:	100% Air Conditioned
Electrical:	120v



## Radio Rental

One radio is provided to you during move-in, during the event, and move-out. A limited number of additional radios may be requested and are an additional charge. All persons who check-out a radio are responsible for any damages and/or loss of the radio. Please do not leave radios unattended at any time. Return your radio to the Manage on Duty at the completion of the day so that it may be charged overnight.

## House Sound System

The Arena, West River Hall, and Hillside Hall are equipped with an overhead house sound system suitable for announcements and paging. The system is available for rental along with microphones and other sound equipment.

## Media

We are happy to welcome any media you may be working with. Any equipment, electrical, or AV needs need to be ordered 2 weeks prior to the event. You may have them contact the Events Director directly if needed. Please ask media to only use masking, painters, or gaff tape to hang any pictures, banners, or decorations.

## Decorating

Please see Building Information Packet provided from your Event Coordinator for more details. Please do not use duct tape on any wall, floor or surface. Approved types of tape include: masking, painters, or gaff tape. All decorations must be taken down and cannot cause any permanent damage to the facility.

Due to liability reasons our ladders are not available to use. Please bring your own ladders to decorate. You may choose to have a DeltaPlex employee with a ladder assist you with decorating at a charge of \$20/hour (1/2 hour increments). For your safety and the safety of our equipment to do stand on chairs, tables, or other equipment to decorate.

## Sign Hanging

Make sure all signs have grommets, if needed, and bring zip-ties and/or sign hooks. We have a limited supply and any equipment needed will be charged to the event settlement. Any signs hung from the walls with tape must be with approved types of tape only. A DeltaPlex staff member and lift is available to rent to help with any sign hanging and must be arranged at least 2 weeks in advance. Contact your Event Coordinator for more information.

## Freight

We are happy to assist with any freight you or your exhibitors/vendors may need to ship to the building. Make sure all Freight Handling Forms and fees are turned into the DeltaPlex at least 1 week in advance. It is your responsibility to make sure your exhibitors, sponsors, and vendors are aware of freight handling policies and turn in any applicable forms and fees. See the Freight Handling form for more important freight information.





## Floor Plans

A final floorplan including any electrical drops must be turned into the Event Coordinator or Events Director no later than 2 weeks prior to the event. Any adjustments to the floor plan must be notified prior to event setup. Any adjustments require after the event setup will be subject to additional labor fees and premium rates. More details floor plans including electrical are available. Assistance is available and happily provided in creating your floor plan.

## Fire Safety

It is very importance to us that your event be safe for participants, staff, guests, and all others involved. The Events Director and Operations Manager are familiar with The Fire Marshall's guidelines. The Events Director will review and approve your floor plan once submitted. It is also your responsibility to have your floor plan approved by the Fire Marshall. The Fire Marshall may choose to do a walk-through of your event before or during your event and could show up unannounced. You should have your floor plan approved before doing any booth sales in case any changes are required by the DeltaPlex or Fire Marshall. Take the following into consideration when creating your Floor Plan:

### Aisles

At a minimum all aisles are required to be at least 6' wide but, may vary depending on location. You may want to consider larger aisles to allow for better traffic flow during busy events.

### Emergency Exits

All doors with an Emergency Exit sign may not be blocked or obstructed.

### Candles

Candles and open flames must approved by the Events Director in advance. Some guidelines include:

- Must be in a container with a wide base.
- The container must adequately tall.
- The container must be in a location where it could not ignite flammable objects.
- It/they cannot be located in a high traffic area.
- Flammable gas or fluids will not be permitted.

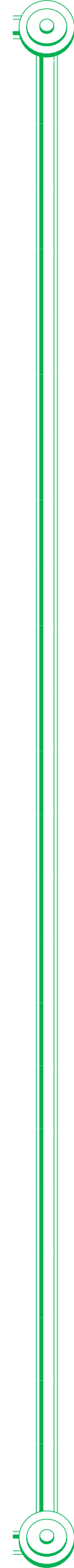
## Lighting

All rooms are furnished with overhead lighting systems and can be provided 30 minutes prior to the scheduled opening and closing times. Half lighting will be available during move-in and move-out hours. Spotlights, par cans, and other lighting is available for rental and will be coordinated through your Events Coordinator, at least 2 weeks prior to the event.

## HVAC

During event hours, general ventilation, heating and cooling will be provided. During move-in, move-out, rehearsals, and non-event hours it is generally not provided. Requests for additional hours or temperatures may be available for additional fees. Contact your Events Coordinator for more details.





## Backstage areas

Staff and exhibitors will be allowed to use approved load-in areas during move-in and move-out. During show hours all show staff and exhibitors are to use public areas only unless otherwise authorized by DeltaPlex Management. Doors indicated as 'Employees Only' are strictly for the use of DeltaPlex personnel. For safety reasons, other areas of the building that are not part of the show and/or lights are off are not to be used by show personnel or exhibitors without permission.

## Vehicles

With permission of your Events Coordinator you may be allowed to pull vehicle(s) into the building to load and/or unload but, vehicles must immediately be removed from the building. No vehicles may be left in the building unless they are for display purposes. If for display purposes, the vehicle must have a very minimal amount of gasoline in its tank and the battery detached or removed.

## Staff & Exhibitor Parking

The following is important to maintain efficiency and fire code.

*Move-in:* After vehicles have unloaded, prior to setting up, they must immediately move out of the loading areas and into the parking lot.

*Event:* All event staff, exhibitors, and participants are required to park outside of loading areas and in the main parking lots.

*RVs & Camping:* Camping is prohibited on the DeltaPlex property. RV camping and electrical hookup may be authorized through your Events Coordinator (fees apply). If authorized, RVs are required to be completely self-contained.

## Security

The DeltaPlex houses a small Customer Service Personnel team and works with Elite Security. During events where alcohol is served and depending on the type of event a minimum number of security will be required. The Events Director and Events Coordinator will work with you in coordinating security needs. The final security plan and schedule must be submitted at least 2 weeks prior to the event.

## EMTs

We may require EMTs and/or Doctor(s) to be present during sporting and other events and can arrange this for you. The Events Coordinator can go over pricing and options with you.

## Credentials

You will want to make sure your staff, exhibitors, and participants have credentials to be able to get in and out of the building without admission. Also, make sure to get a copy of these to the Events Coordinator.



# Information Schedule and Due Dates

## To do at booking:

- Read contract thoroughly and make note of important policies and due dates
- Return signed contract
- Initial deposit turned in with contract
- Walk through of building with Events Coordinator to plan layout

## To do 6 months prior to event:

- Meet with DeltaPlex team to discuss marketing and other information
- Floor plan approval by Fire Marshall

## To do 3 months prior to event:

- Marketing materials and graphics sent to Events Coordinator and [jeremy@deltaplex.com](mailto:jeremy@deltaplex.com)
- Press release sent to Events Coordinator
- Coordinate Box office information with Events Director

## To do 1 month prior to event:

- Remaining balance for rent due
- Meet with Deltaplex team to go over event details
  - Staffing schedule
  - Event times and schedule
  - Equipment needs and placement
  - Tentative Floor Plan
- Additional marketing materials in (postcards, posters, etc)
- Supply estimated attendance number
- Floor plan approved by Fire Marshall (if haven't already)

## To do 2 weeks prior to event:

- Copy of insurance due
- Final approved floor plan sent in
- Final event times submitted
- Last date to update equipment needs, setup, staffing, and other event details
- Food and beverage orders submitted to F&B Manager

## To do 1 week prior to event:

- Update expected attendance

## To do at move-in:

- Walk through with Events Coordinator

## To do after the event:

- Secure next event dates
- Post event meeting and/or notes
- Let out a big sigh of relief and re-cooperate



# EVENT PLANNING CHECKLIST

Name of Event: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Time(s) of Event: \_\_\_\_\_

## BRAINSTORMING

- What does it take to make the event successful?
- How many people do you need to make the event happen?
- Do we have the resources (man power, budget, facilities) to make it happen?
- What is the purpose/goal?
- What is the anticipated attendance?
- What venues would work for this type of event? Check for availabilities
- Dates/Time of year appropriate for this event?
- Are there any conflicting events that will compete with your idea/event?

## 6-8 MONTHS OUT

- Create a Budget
- If not already completed, talk with appropriate room/space scheduler:
  - What size room do you need?
  - What kind of tech needs do you have?
  - What can you afford?
- If not already done, and complete required paperwork for space/venue requested (contract signed, deposits sent)
- Have you received your event/space/building information packet? If not, contact the DeltaPlex Event Management Team.
- Schedule a meeting to go over your technical needs and room setup/needs. Request table(s), tent(s), chair(s), etc.
- Request catering/food needs.
- Discuss Public Safety/Security needs with venue event coordinator.
- Work with Venue Event Coordinator to determine fire code capacity and develop plan for headcount and crowd control issues as necessary.
- Determine ticket distribution/sales options
- Schedule the travel arrangements for your performer (if necessary), including ride to/from the airport and/or hotel.
- Book hotel and/or make dinner reservations for your performer.
- Determine needs for VIP/distinguished guests and flag etiquette (if applicable).
- Determine staff and security access/credentials
- Put together advertising budget/plan
- Again, review for any competing events



### 3 MONTHS OUT

- Marketing
  - Press Release
  - Posters/Fliers/Postcards
  - Billboard
  - Facebook Event Page
  - MLive
  - Google Search
  - Twitter
  - DeltaPlex Website
  - WoodTV
  - Fox 17
- Confirm Ticketing information
- Obtain Event Insurance
- Confirm Vendors/Sponsors (If applicable)

### 1 MONTH OUT

- Finalize Vendors/Sponsors
- Finalize Staff
- Finalize Floor Plan
- Obtain Estimated Attendance
- Send out Vendor Information Packet
- Meet with DeltaPlex Event Management

### 2 WEEKS OUT

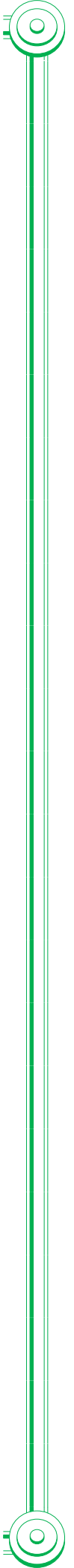
- Insurance to Event Management
- Finalize Food & Beverage Needs
- Finalize Tech Needs
- Media Coverage/Marketing

### 1 WEEK OUT

- Confirm Estimate Attendance
- Confirm Event Details/Needs (Floor Plan, AV/Electrical, Event Times, etc)
- Confirm all deliveries/supplies
- Confirm any travel arrangements

### DAY PRIOR/MOVE-IN

- Do a walk-through with Event Management
- Arrive early for event setup
- Obtain a radio from DeltaPlex Management
- Meet vendors and service providers at event and assist as needed. Greet guests at the door/ticket takers
- HAVE FUN!
- Take photos and document event
- Clean up, remember that your venue may have special clean up regulations or costs.



**POST EVENT**

- Settle with the DeltaPlex
- Event Analysis
- Post Event Meeting
  - How to improve for next year
- Next year dates/contract

**EVENT CONTACTS**

Venue Coordinator: \_\_\_\_\_

Performer's Agent: \_\_\_\_\_

Performer: \_\_\_\_\_

Production: \_\_\_\_\_

Event Security: \_\_\_\_\_

Catering: \_\_\_\_\_

Other services/deliveries: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

Volunteers/Staff: \_\_\_\_\_

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**NOTES**

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