



Cabarrus Arena & Events Center

Event Planners' Handbook **2011-2012**

A Logistics & Management Resource



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Welcome!

We offer you a warm welcome to the Cabarrus Arena & Events Center and look forward to the coming months when **we will work together as a team**. It is our goal to help you to plan and produce your most successful event, convention or tradeshow here in Concord.

In order to deliver the kind of successful meeting and exhibit activities your attendees, guests and exhibitors expect, **a smooth and well-coordinated relationship between our staff and yours is essential**. In helping establish just this kind of link, we assembled this handbook, which you should think of as a short course in making it all happen.

Don't think of this booklet as just another piece of required reading. Think of it as a friendly primer, designed to make your job easier. It will answer your questions, prompt you by suggesting timeliness and deadlines throughout the planning process, offer definitions which should help us speak the same language along the way, introduce you to those rules and regulations intended to protect us both, and offer helpful advice at each step in the process.

You may be a veteran, having already worked with us or you may be planning your first event in Concord. Perhaps this is the first time you have worked with a venue such as this. Regardless, we hope you find this handbook helpful. It's based on the premise that we can never provide too much information and supports the "there's no such thing as a dumb question" philosophy. If you have questions not addressed here, please call us. We will make sure you get a prompt, complete answer.

Once the space in our facility has been reserved and you have signed a license agreement and have paid your rental deposit, our **Event Services Department becomes your primary source of information**. You will be assigned an Event Manager to work with you on every aspect of the planning process. If you have questions prior to that time, we encourage you to call our Events division at (704) 920-3987. A staff member is always here to talk with you.

In the meantime, read on. Remember, this handbook is intended to be a friendly guide to our successful working partnership.

Meet Your Team

Now it is time to meet the members of your team...on paper at least. These are the key players (you will eventually meet) who will be working on your behalf with the rest of our staff before and during your event.

Your Event Coordinator

Think of your Event Coordinator as **the number one player on your team**. This individual is assigned to work with you and your staff from initial planning through move-out. **He or she is crucial to the success of your event as any member of your own staff.**

Your Event Coordinator is your **principal source of information** during the planning process and a valuable "right hand" once you arrive on-site. He or she answers your questions, conveys information to our operations departments and takes full responsibility for our role in the smooth functioning of your activities in our facility.

Perhaps most important of all, your Event Coordinator is responsible for receiving all the event requirements well in advance of your arrival, assuring your event is well-planned and smoothly executed. This is so important we're going to repeat this in a different way – just to make sure it's perfectly clear.

We will need you to provide us with the following critical items. Later in this handbook, you will find a timeline and series of due dates for providing them to your Event Coordinator:

- Floor plans for exhibit areas and registration lobbies
- Meeting room diagrams, capacities, and use schedules
- Information for scheduling first aid services, traffic and crowd control.
- Information to be coordinated with your other service suppliers such as audio-visual, food service, theatrical services and your general serviced contractor.

In short, your Event Coordinator is the **key player** on your team here in Concord and the **link to all our operating departments**. He or she communicates your needs and event requirements to the following members of your team so we can all give you our very best!

Engineering / Operations

Our Operations Department ensures that heating, ventilating, air-conditioning, lighting, and other critical building systems work correctly for the comfort and safety of your staff, attendees and exhibitors.

They rely on your Event Coordinator for information as to event hours, special lighting and HVAC needs. Providing our engineers with the information they need is just another important way in which your Event Coordinator is working for you, again, reinforcing how crucial it is to provide clear, concise and timely information.

Housekeeping

Our facility has a spotless reputation for cleanliness. Maintaining such a reputation rests with our Housekeeping Department – the men and women who take exceptional care of the facility to keep it looking beautiful and new.

We will keep the restrooms, lobbies, corridors, and other public areas clean and tidy during all of your event hours and we will also refresh your meeting rooms between sessions.

Event Services / Changeover Team

Working through your Event Coordinator, our Changeover Team (Conversion crew) sets all of our tables, chairs, lecterns, staging, trash receptacles and other equipment where and when you need it. They will move the meeting room air walls and handle your changeover requirements with dispatch.

Food and Beverage Team

While your Event Coordinator holds the single key to delivering our facilities and services for your use, **you have a “team of two” planning and coordinating all of your food service needs**. Together, they plan and execute everything necessary for your food and beverage activities – whether it is as simple as opening a concession stand or as intricate as producing your most elaborate banquet.

Savor, our in-house food & beverage service, provides for all your food service needs as our exclusive caterer. Savor has earned a reputation to be proud of for its fresh and inventive menus, the quality and presentation of its food, the professionalism and courtesy of its staff, and most importantly, for repeat performances, in satisfying hungry attendees and exhibitors.

We encourage you to get to know Savor as soon as you are ready to begin thinking about your food and beverage needs. Savor will provide you with a standard package if that meets your requirements, or develop custom menus that play to any theme you select

Food and Beverage Manager

During the planning process (before arriving on-site for your event), your **Savor Food and Beverage Manager is your single source for planning your food service needs.** He or she works alongside your Event Coordinator as another member of your team, but don't think of them as interchangeable. Tell your Event Coordinator how and when you will use the space but leave all of the following details to your Food & Beverage Manager:

- Catered meals and banquets
- Coffee and refreshment service
- Water service in meeting areas (other than head tables)
- Concessions and cafeterias
- Booth catering
- Food & Beverage sampling or booth promotion
- Information on health permits

Sales and Marketing

By now, we have become familiar faces. In fact, I was probably the first friends you made here, as we have worked with you since the beginning by booking your event and administering your contract.

In case you are reading this handbook before all of the contracting details have been wrapped-up, we offer a few reminders:

Your License Agreement is our legal commitment to each other. **Until it is signed by you, accompanied by the required down payment or deposit, and executed by us, the deal is not yet done.** If you are now less than 18 months from your event (6 months for events other than conventions) and do not yet have an executed contract, call our Sales and Marketing Department, and let's talk about what remains to be accomplished.

Assume your contract has been executed and you are working with your Event Coordinator. You have since decided to change the way you are using the space – perhaps you originally booked a banquet in the Cabarrus Rooms but your attendance outgrew the space and your event had to be moved into an alternate space, or a move-in day has become an event day (or vice versa). That kind of change in usage affects your contract. So, what should you do?

Let the Sales and Marketing Department know when you have made changes that affect your contract. They will prepare an addendum for your signature.

When it is time to think about future dates at the Cabarrus Arena, call our Sales and Marketing Department. There is nothing we would enjoy more than having you return to Concord. If you are interested in exploring future dates, please call us directly at (704) 920-3988.

Timeline of Important Dates and Deadlines

Months Prior (at least)	Action	Track Your Status (Note your progress here)
6	Sign and return your license agreement	
5 -6	Event Coordinator and Food & Beverage Manager are assigned to your event.	
4-5	<p>Include your Event Coordinator and Food & Beverage Manager on your mailing list</p> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;"> <p>Remind your service contractor to submit 6 copies of your preliminary floor plans to your Event Coordinator for review and submission to the Fire Marshall for approval.</p> </div>	
4	Savor Food & Beverage Manager to contact you regarding your food and beverage needs	
3 – 4	Meet with the marketing department to discuss your marketing plans and how the facility might assist you toward that effort.	
2	Send your Event Coordinator an exhibitor service kit and exhibitor list.	
1	Insurance certificate is due to your Event Coordinator	
1	Savor Food & Beverage Manager to forward to you a contract for your event.	
1	Signed Savor Contracts along with your deposit is due.	
1	<p>Final rental payment is due</p> <p>All event specs, with diagrams, are due to your Event Coordinator</p> <p>Final floor plans and a list of approved Exhibitor Contractors are due to your Event Coordinator</p>	

“What Do You Mean I Have to Pay for That?”

(Uncovering Those “Hidden Costs”)

After hearing the occasional bouts of grouching concerning the so-called “hidden costs” not included in the basic rental fee, we decided some straightforward help was in order. It is just one of those pesky realities that not all of the services a meeting or event planner needs can be included in the rental fee. It is an unmistakable fact that there will be charges billed to you as part of your final invoice that you need to plan for now. We include these on your invoice as equipment, utilities, labor and miscellaneous expenses.

You may wonder why we charge for these services in addition to what is covered by your rental fee. In fact, there are two **perfectly good reasons** for this:

- We try to keep the basic rental rate as low as possible for the widest range of event sizes and types and still cover our basic costs.
- Events differ widely in their needs for these services and increasing the rent to help recover the labor costs would place an undue cost burden on those events requiring fewer services.

Thus, we can most reasonably assure that actual costs relate directly to service needs by separating such variable costs and billing them in proportion to their use.

In order to help you plan your budget so there are **NO** surprises, the **Sales Manager will prepare an estimate** for each of the following services you plan to use. You will need to provide sufficient information so estimates will be accurate. By working closely with your Sales Manager, you will minimize any surprises.

The information on the next few pages is intended to help you plan and budget for each of these services. Please understand that these rates are per hour, per person and are subject to change as fiscal conditions warrant. We suggest you consult with your Sales Manager before establishing a final budget.

Room Sets and Changeovers

This is one topic that you need to **read carefully** to ensure the success of your event.

We provide your initial room set up at minimal cost to you, assuming your set-up requirements have been submitted to your Event Coordinator in final form at least 30 days before your first day of move-in. This includes all of your non-exhibit areas (Ballrooms, meeting rooms, offices, general sessions, meal functions, etc) Please note that **you will be charged additional labor costs for any changes to these initial set ups.**

If we do not receive this information on time, or if substantial changes are requested after we have scheduled our labor or after we have already set the room(s), **you will be charged for the labor to re-set and/or change these areas.**

First Aid Services

The health and safety of your attendees and exhibitors is as important to us as it is to you. Since this is a mutual concern and responsibility, we strongly suggest providing licensed Emergency Medical Technicians (EMT). The cost for their services will be billed to you on your final invoice. The EMT's are specifically trained to respond to public health and safety conditions in our active environment.

EMT's staff the first aid center in the lower level of the Arena (or other pre-determined location as would place the EMT's most conveniently to your event) during all hours your attendees are in our facility. This schedule starts one-half hour prior to the time attendees arrive on-site and extends at least 15 minutes beyond closing hours to allow for adequate set-up and closing time for the first aid facility. In addition, we recommend that you consider

staffing the first aid center during your move-in/out periods when your exhibitors and general contractor are working on-site, as this is when injuries requiring medical assistance are most likely to occur.

Sound System

In planning for your audio visual needs, your Event Coordinator is most happy to make available the audio visual equipment we have on-site, however, this inventory is quite limited and may not be adequate for large meetings and/or events having more than “basic” requirements. Should more A/V equipment be needed than that which we can provide in-house, you are welcome to contract with an outside vendor of your choice or we will provide you with a list of preferred audio visual companies in our area that you might want to contact for those services.

Telecommunications

When you are here in our facility, we are your full-service telecommunications company. We can install telephone and high speed internet service for your meeting space as well as your exhibitors in their booths. We want you to know that “Our services are your services.” But, in order for us to be able to guarantee that these services will be available during your event, ordering in advance is crucial.

In order for your exhibitors to order their telephone and internet services prior to arriving on-site, be sure to include an order form in your exhibitor service kit. The forms are available from your Event Coordinator, from your Sales Manager or on the information CD you may have been given. Or call (704) 920-3976.

Trash Removal

Unfortunately, trash removal is an inescapable cost item. For removal of all compactors and open top trash bins, we will pass on to you the charges that we incur. **Trash removal is not a profit center for us.** We charge you just what the service costs us. These charges include use of compactors for normal trash and open top trash bins for oversized or non-compactable items. When turnover time between events is severely limited, there will be charges for the use of garbage trucks. Talk to your Event Coordinator about specific charges you are likely to incur. An estimate of your costs can be prepared for you based **on the information you provide.**

Exhibit Floor Lighting

Full exhibit floor lighting can be provided 30 minutes prior to the scheduled opening of your exhibit program and 15 minutes following closing. Our energy conservation commitment does not allow for exceptions to these limits. Work light levels will be maintained during move-in and move-out hours, as well as before opening and after show closing.

Do's, Don'ts and Reasons Why

(Official “No-No's”, Limitations and Reminders)

Now, don't turn the page just because you think this is a chorus of NO, NO, NO! Actually, it is one of those **good news/bad news** situations. The good news is that there is a perfectly good reason for every “no” and the best news is your Event Coordinator often has solutions that can turn what seems like a “no” into a “yes” provided you take our advice. The only bad news is you may regret not reading this section.

Some of these rules apply in a general sense to all of the activities occurring in our facility. Others apply primarily to exhibit activities. So, we have divided this section into “General Rules and Policies” and “Policies Pertaining to Tradeshows and Exhibitions.”

Some policies apply to exhibitors, some to service contractors, some to your staff and others to speakers at your meetings. Please pass the information along as appropriate. We hope you will care enough about the beauty and serviceability of our facility to share the message.

GENERAL RULES AND POLICIES

Damage to the Facility

Rule: As the Licensee who has contracted for the use of the facility, you are responsible for any damage caused by your staff, contractors, exhibitors, speakers or attendees. This is intended to help us recover costs for repairing damage to the facility (which exceeds reasonable wear and tear) caused by anyone connected with your event.

To make certain this rule is applied fairly, your Event Coordinator will schedule a “walk-through” on the first move-in day. A second “walk-through” will be scheduled at the conclusion of your event to compare conditions and determine responsibility for any damage or repairs. You will be kept informed of any damage occurring during your event via written reports and photographs.

Perfectly good reason: Since you are the one with whom we have a formal Agreement, we have no choice but to hold you responsible. Our goal is to keep our facility in good repair so every client enjoys a well functioning and attractive center.

Helpful advice: We know you cannot possibly oversee everything that happens when you are on-site, and know you cannot control the actions of your contractors. Here are a couple of ways to minimize your risks:

1. Make sure your exhibitors and the speakers at your meetings know the rules that apply to them, and review with your contractors the fact that you will hold them responsible, in turn, for any damages which they cause.
2. Repeat all rules that apply in your exhibitor guide and in the materials you provide to speakers. You CAN expect people to do things correctly **if you have told them** what they need to know.

Freight Deliveries

Rule: We cannot accept any freight or materials (including overnight freight services) prior to your contracted move-in date. Your official service contractor, freight carrier, or authorized signor must be present unless pre-arranged with your Event Coordinator.

Perfectly good reason: There are events taking place in the building before you begin your move-in, and their needs will occupy our freight system prior to your arrival. In addition, we have no warehousing facilities on-site. Thus, anything delivered to our facility prior to your contracted dates must be sent directly to your service contractor.

Floor plan Approval

Rule: Before you finalize the sale of your exhibit space and sign contracts with your exhibitors, you must submit your floor plans and receive approval from the local Fire Department. In signing your contract with us, you have agreed to submit six (6) copies of the exhibit hall and lobby floor plans in advance of finalizing space sales with your exhibitors. These plans must be prepared by your general service contractor and sent to our offices, along with a self-addressed, stamped envelope for return. This includes floor plans for general sessions held in exhibit halls or banquet rooms as well.

Perfectly good reason: So you do not find yourself in the awkward position of selling exhibit space and later discovering the floor plan must be changed to conform to fire and life safety codes, you must first get fire department approval. For example, aisles must be located to provide direct access to emergency exits. Laying out your exhibit program or large general sessions can be complicated, as each building has different safety

requirements based on local regulations. It is best not to take chances – get everything officially approved in plenty of time to deal with changes.

Helpful Advice: There are certain absolute and non-negotiable “NO-No’s” when it comes to approvable floor plans. Review these with your Event Coordinator ahead of time, so when you make changes to the floor plan, your final version can be approved.

Signs and Banners

Rule: *No signs, banners, or flags may be displayed on the exterior of the building.*

Perfectly good reason: We retain complete control over our exterior, thus limiting event-related signage and decoration to the interior spaces. Also, our flagpoles are reserved solely for our flags. This not only helps us in maintaining an orderly exterior setting, it prohibits unauthorized advertising or other messages being installed by individual exhibitors or other events who may be occupying portions of the facility.

Also, if you plan to place signs throughout the city or the county, you will need to get permission and/or permits to do so. Call our office at 704.920.3976 for the applicable County and City governmental office telephone numbers which will be able to help.

Smoking Policy

Rule: *Under State and County law, the Cabarrus Arena and Events Center is a non-smoking facility.* Smoking is strictly prohibited in indoor all public areas (lobbies, exhibit floor, arena, meeting rooms) as well as back-of-house areas at all times. Smoking is only permitted at areas located at least 30’ from buildings or at areas designated by ash receptacles throughout the grounds.

Perfectly good reason: It’s the law.

Carpeting

Rule: *When installing carpeting in the Cabarrus Arena and Events Center, your service contractor must use a specific type of tape, which has been approved for use on these surfaces. Your Event Coordinator can provide specifications for the approved tape.*

Perfectly good reason: Ordinary types of carpet tape may damage the floor surfaces when they are removed. We have tested various types of tape and have identified those least likely to cause damage.

Exhibits in Permanently Carpeted Areas

Rule: *There are specific limitations on exhibits in our banquet room.* There are limitations on our ability to install electrical or telephone services to individual exhibits in these areas, and there is no provision for other utilities such as plumbing.

Rule: *When using permanently carpeted areas as exhibit space, your service contractor must lay heavy-duty visqueen and plywood over the permanent carpet before bringing freight or material-handling equipment into this area.*

Perfectly good reason: Your service contractor must take protective measures to avoid damaging permanently installed carpet. A combination of heavy-duty visqueen and plywood does the trick.

When installing exhibits in these areas, service contractors may not use tape to mark the carpeted floors, and all drapery systems must be supported through the use of sandbags or similar weights. The movement of equipment and material in these areas is limited to hand-carried items. No lifts, carts, or other devices are permitted on the carpet unless it is protected by suitable floor covering.

Perfectly good reason: These areas are designed as meeting and banquet space and not principally for exhibit purposes. When used as exhibit space, the above limitations apply and we also charge the exhibit rate for these spaces, as they are considered sold exhibit space.

Rigging

Rule: Rigging from hang points throughout the facility is subject to approval by our management staff, primarily by our Operations Manager, and is expected to meet industry standards. These are found in The Rigger's Manual by W.G. Newberry and are generally accepted as industry standards. It is best to discuss your requirements with our Operations Manager prior to installing any rigging equipment. Should no pre-event consultation with our Operations Manager take place and any rigging found not to meet with industry standards will be removed and re-rigged at your cost.

Perfectly good reason: It is our joint responsibility to be concerned for the safety of attendees, and maintenance of the facilities' built-in hang points. Incorrect rigging poses unacceptable risks to everyone on the floor below, and bridling can damage hang points, compromising their load-handling capacity.

Security

When you bring your event to our facility, we accept some specific responsibilities for the security and safety of people and property.

We are responsible for providing information concerning suggested security for public events and for making these arrangements for you. We are a County owned facility, therefore, any armed security must be arranged through our local Sheriff's Department and you will be billed at the prevailing rate for off-duty deputies.

You are responsible for determining the need for any over-night security you believe is necessary for protecting your articles during non-event times.

If you wish to arrange for unarmed security to supplement the deputies, you may select a private security company that has been approved to work in our facility and must be licensed to conduct business in Cabarrus County. Their personnel must be assigned to security posts at access points to all of your function areas. This can include your exhibit, meeting, food service, office, registration and storage areas.

We review the staffing levels you establish with your security contractor to assure that, based on our experience, adequate coverage will be provided. If you have questions, speak with your Event Coordinator, who can help you make the right decisions.

If you contract security for your event, you are solely responsible for their performance, breaks, and briefing them as to your needs. We will monitor them to make sure they follow our policies and procedures for your benefit as well as our own.

You may, however, choose to have us contract the private security company on your behalf. By doing so, we would be responsible for briefing, posting, and monitoring their performance. We would also be responsible for giving them breaks as prescribed by law.

Decorative Materials

Rule: Nothing may be taped, nailed, tacked or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric or decorative walls. This goes for surfaces throughout the facility, not just in the exhibit hall – so you will see this rule again as it applies to meeting rooms and ballrooms. Please pass the word along to your staff and speakers, as well as exhibitors.

Perfectly good reason: Doing any of the above spoils the finishes of these surfaces. This in turn, requires us to make repairs at your expense. As you know, there is seldom time between events to perform this kind of maintenance on straight time.

Remember, if your speakers or exhibitors disregard this message – either because you did not inform them or because they chose to ignore us both – **we have no choice but to hold you responsible.**

Rule: All decorative materials must be flameproof in accordance with the Life Safety and Fire Regulations. This includes drapes, banners, all decorative fabrics, poster paper, foam core board, as well as all hangings, curtains, and drops, Christmas trees, projection screens, plastics and all other decorative materials.

Perfectly good reason: Once again, we are all responsible for maintaining a fire-safe environment and decorative materials are notoriously flammable. Preventing an emergency through careful materials management is infinitely preferable to dealing with an emergency, which could have been avoided.

Food and Beverage (Some General Guidelines)

Rule: Talk to us and to Savor Cabarrus before you plan any activities, which involve alcoholic beverage consumption.

Perfectly good reason: Remember, it is our alcoholic beverage license “on the line” when you are here. Thus, we are liable for compliance with North Carolina’s strict laws governing the use and consumption of alcoholic beverages on our site. You must secure proper authorization from our Food & Beverage department before planning any on-site promotion, which includes alcohol consumption.

NOTE: We have limited refrigerated storage space on-site for food & beverage products. Contact the Food & Beverage Manager for availability and rates, should you require cold storage.