

ISF&EC PROMOTER GUIDE

INDIANA FARMERS COLISEUM



INDIANA STATE
FAIRGROUNDS
& EVENT CENTER



Indiana Farmers

COLISEUM

INDIANA STATE FAIRGROUNDS

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Contact Information

INDIANA FARMERS COLISEUM

Indiana State Fairgrounds & Event Center
1202 E 38th Street
Indianapolis, IN 46205
317.927.7623
IndianaFarmersColiseum.com

General Manager	Bruce Sigmon	bsigmon@indianastatefair.com
Event Manager	Jensen Swaim	jswaim@indianastatefair.com
Box Office Manager	Susan Truex	struex@indianastatefair.com
Production Manager	Andy Jones	ajones@indianastatefair.com
In-House Catering	Uricks Catering	urickconsessions@gmail.com
Chief Marketing & Sales Officer	Anna Whelchel	awhelchel@indianastatefair.com
Dir. of Sales & Business Development	John Rasmussen	jrasmussen@indianastatefair.com

BOOKING CONTACT
Jensen Swaim | jswaim@indianastatefair.com

Buildings/Facilities

The Indiana State Fairgrounds & Event Center offers modern event facilities with the ability to host conventions, consumer shows, conferences, sports, concerts, fairs, exhibitions, meetings, weddings, banquets, retreats and more. Laid out over 250 acres, the Indiana State Fairgrounds & Event Center is home to more than 1,000,000 square feet of event space and offers the most flexible event venues in the state of Indiana.

COLISEUM

- Indiana Farmers Coliseum – seating capacity approx. 6,500

OUTDOOR FIXED STAGE VENUES

- Celebration Park – 4 acres with 40' x 40' permanent stage
- DNR Amphitheater – permanent seating for 157 with 22' x 26' permanent stage
- Hoosier Lottery Grandstand – seating capacity of 13,650

OVER 100,000 SQ. FT.

- West Pavilion – 171,000 ft²
- South Pavilion – 104,000 ft²

50,000 – 100,000 SQ. FT.

- Exposition Hall – 74,000 ft²
- Blue Ribbon Pavilion – 69,000 ft²
- Ball State University Champions Pavilion – 66,500 ft²
- Centennial Hall (3 levels) – 55,000 ft²

25,000 – 50,000 SQ. FT.

- Agriculture/Horticulture Building – 43,000 ft²
- Northwest Pavilion – 31,800 ft²
- Pop Weaver Youth Pavilion – 29,000 ft²

10,000 – 25,000 SQ. FT.

- 4-H Exhibit Hall (3 levels) – 21,300 ft²
- Harvest Pavilion – 18,000 ft²
- Purdue Extension Building – 15,000 ft²
- Southwest Pavilion – 10,500 ft²

UNDER 10,000 SQ. FT.

- Grand Hall – 8,000 ft²
- Discovery Hall 3rd floor – 2,900 ft² in main lobby; plus 9 dorm rooms
- Normandy Barn – 2,400 ft²
- Covered Bridge – 1,750 ft² - capacity for up to 150 people

PARKING LOTS

There are several parking lots that vary in size along with the Infield that are ideal for automotive events.

Special Events

Indiana Farmers Coliseum is a one-of-a-kind multipurpose facility that hosts over 150 events and 1 million guests annually. The flexibility of the Coliseum allows you to transform the venue into the remarkable event space you envision, whether it be a gala, fundraiser, staff retreat, company kick-off, or group luncheon!

The venue can accommodate intimate gatherings of 30 – 200 people, or you have the freedom to craft the layout of the venue to host upwards of 5,000 people. Let our onsite staff help you design your perfect event, from layouts and décor to audio and visual needs; we can do it all!

The Coliseum is equipped with an in-house catering service provided by Spectrum Catering. Spectrum is here to create a unique culinary experience for all guests by providing anything from simple, delicious box lunches to elegant, formal meals for your guests to enjoy.

Guests are bound to have an unparalleled experience at this first-class venue. The versatility of the facility, the professionalism of the staff and the convenience of the services provided make the Indiana Farmers Coliseum the perfect venue to host your event!



Promoter Guide

Indiana Farmers Coliseum is a multipurpose sports and entertainment center. A 290,000 Square-Foot premier venue with 6,300 fixed seats for hockey and ice shows, the Coliseum is expandable up to 8,000 seats for concerts, sporting events, and family entertainment.

Indiana Farmers Coliseum is a first-class facility located in the heart of Indianapolis. Indiana Farmers Coliseum is easily accessible via Fall Creek Parkway. and 38th street, just minutes from I-70 and I-65.

The Indiana Farmers Coliseum team is experienced, professional, and creative. We care about our Guests – not only those coming through the front doors, but event planners, performers, and exhibitors coming through the back doors. We look forward to welcoming you to Indiana Farmers Coliseum and making your event a success!



CONTRACTING

RENTAL RATES

To receive pricing on rental rates, marketing charges, and any labor or equipment needs for your event, please contact the Coliseum Event Manager at **jswaim@indianastatefair**.

If deemed necessary by the Coliseum Event Manager, 100% of the rental or other fees are due and payable in advance of use of the Facility. The Coliseum Event Manager may require a security deposit and/or bond in the amount equal to the risk and expense involved with the event. For events where ticket monies are collected by the Ticket Office, payment for rental and expenses will be deducted from the Ticket Office receipts before the balance, if any, is transferred to the User.

Should ticket sales be insufficient to cover rental and expenses, User may be required to pay additional deposits, prior to the event, equal to the estimated total expenses.

BOOKING AN EVENT

The event promoter must first contact the Coliseum Event Manager and make an available date inquiry. A “First Hold” or tentative reservation will be given to the individual requesting specific dates. If another group desires to lease the building for any portion of the tentative dates, the first group will be required to pay the standard non-refundable deposit and to sign and return a Use Agreement within 5 business days of notification.

Failure to complete these requirements in the allotted time will result in a release of the date being held. Event dates are confirmed only upon execution of a Use Agreement by the event promoter and Indiana Farmers Coliseum, specifying all details of the commitment.

CONTRACTING (cont.)

CONFIRMATION OF INSURANCE

The Indiana State Fair Commission requires all clients to obtain their own insurance, within the below guidelines, stating the ISFC, and the State of Indiana as additional insureds. If insurance is not obtained within 10 business days prior to an event, the event is subject to cancellation.

Bodily Injury	\$1,000,000 per occurrence
Property Damage	\$1,000,000 per occurrence
General Aggregate	\$2,000,000

AGREEMENT EXECUTION

A user agreement outlining deposit, insurance and other pertinent requirements will be issued after receipt of confirmation that the show promoter is ready to confirm the event. The agreement must be executed, deposit paid, and returned within a specific time to secure date(s) with the Indiana Farmers Coliseum.

EVENT ADMINISTRATION

LICENSES & PERMITS

The event promoter must obtain and pay for all necessary permits and licenses. Permit information may be obtained by contacting the Coliseum Event Manager.

EVENT MARKETING COORDINATION

Indiana Farmers Coliseum offers a full-service marketing department staffed by experienced professionals who offer a wide range of marketing, advertising, promotions and public relations expertise for any event. The marketing department can develop and execute a comprehensive marketing plan for your event, including pricing strategies, media buying, promotions and publicity campaigns.

EVENT ADMINISTRATION (cont.)

Available Services

- Advertising planning and implementation
- Development of advertising schedules, based on analysis and selection of appropriate media
- Coordination of design and production of print, radio, television and outdoor ads
- Placement of all advertising, utilizing Indiana Farmers Coliseum contract rates where available
- Promotional planning and execution
- Development of promotional ideas for media and third parties
- Coordination and implementation of all promotional elements, including discount coupon production and distribution, register-to-win programs, point-of-purchase materials, third-party advertising tags, etc.
- Public relations services
- Writing and distribution of standard press releases
- Development of feature story ideas with pitches to appropriate media
- Development and execution of media “drops”
- Creation, staging and coordination of publicity events
- Comprehensive media follow-up
- Coordination of press credentials (if appropriate)
- Coordination and set up of press box, press row and press workroom (if appropriate)

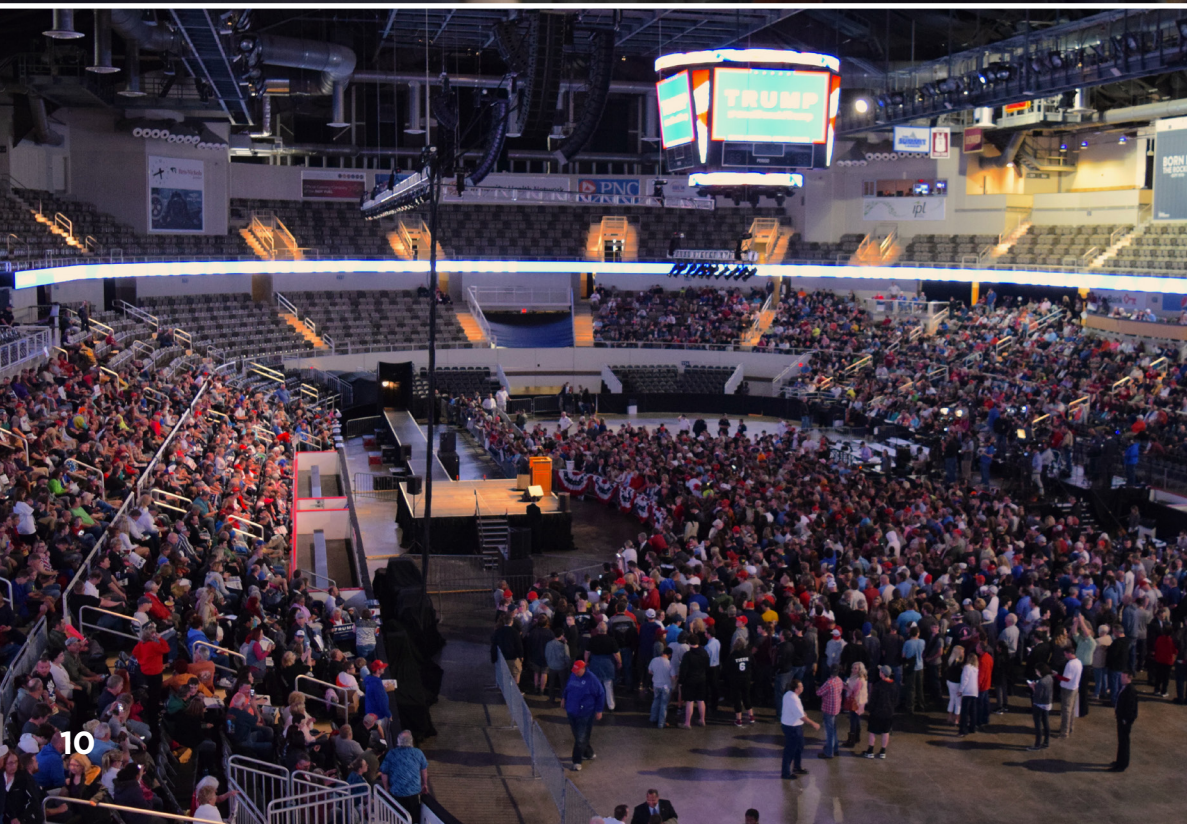
EVENT LABOR

From guest services staff to camera operators, Indiana Farmers Coliseum has the resources needed for your event. Event staffing is an exclusive service of the Indiana Farmers Coliseum.

Determination of the number of personnel and the hours worked will be at the discretion of the Coliseum Event Manager after consultation with the Renter.

A minimum level of security personnel is required for all events. Security levels for non-public events are determined jointly by the Renter and the Indiana Farmers Coliseum. Security levels for consumer and public ticketed events are determined by Indiana Farmers Coliseum.

Please note that emergency staff and fire watch are required for all events and that union labor is also required (IATSE Local 30). For further details regarding labor for your event, please contact the Coliseum Event Manager.



EVENT ADMINISTRATION (cont.)

BOX OFFICE/TICKETING

The Indiana Farmers Coliseum ticket office has an exclusive arrangement with Ticketmaster and offers full-service ticketing and marketing options. The ticket office has (5) ticket windows located in the main lobby. All tickets for admission at the Indiana Farmers Coliseum must be sold or distributed through the box office.

There is a 3.5% fee for credit card sales at the Indiana Farmers Coliseum Box Office.

Facility Fee – The ISFC assesses an additional charge of \$5.00 per paid ticket, which is incorporated into the price of each ticket, and is taken off the top at settlement.

There is no State or Local Amusement tax on ticket sales. Convenience charges are assessed against ticket purchases made via Ticketmaster (except at the Indiana Farmers Coliseum Box Office). The fee structure for convenience charges is available upon request.

The Indiana Farmers Coliseum Box Office is open Monday-Friday, 10AM - 5PM, as well as 2 hours prior to events on Saturday and Sunday. Box Office phone number **317.927.7601**.

Tickets may be purchased 24/7 at **ticketmaster.com**
or charge by phone at **800.745.3000**

MERCHANDISE SALES

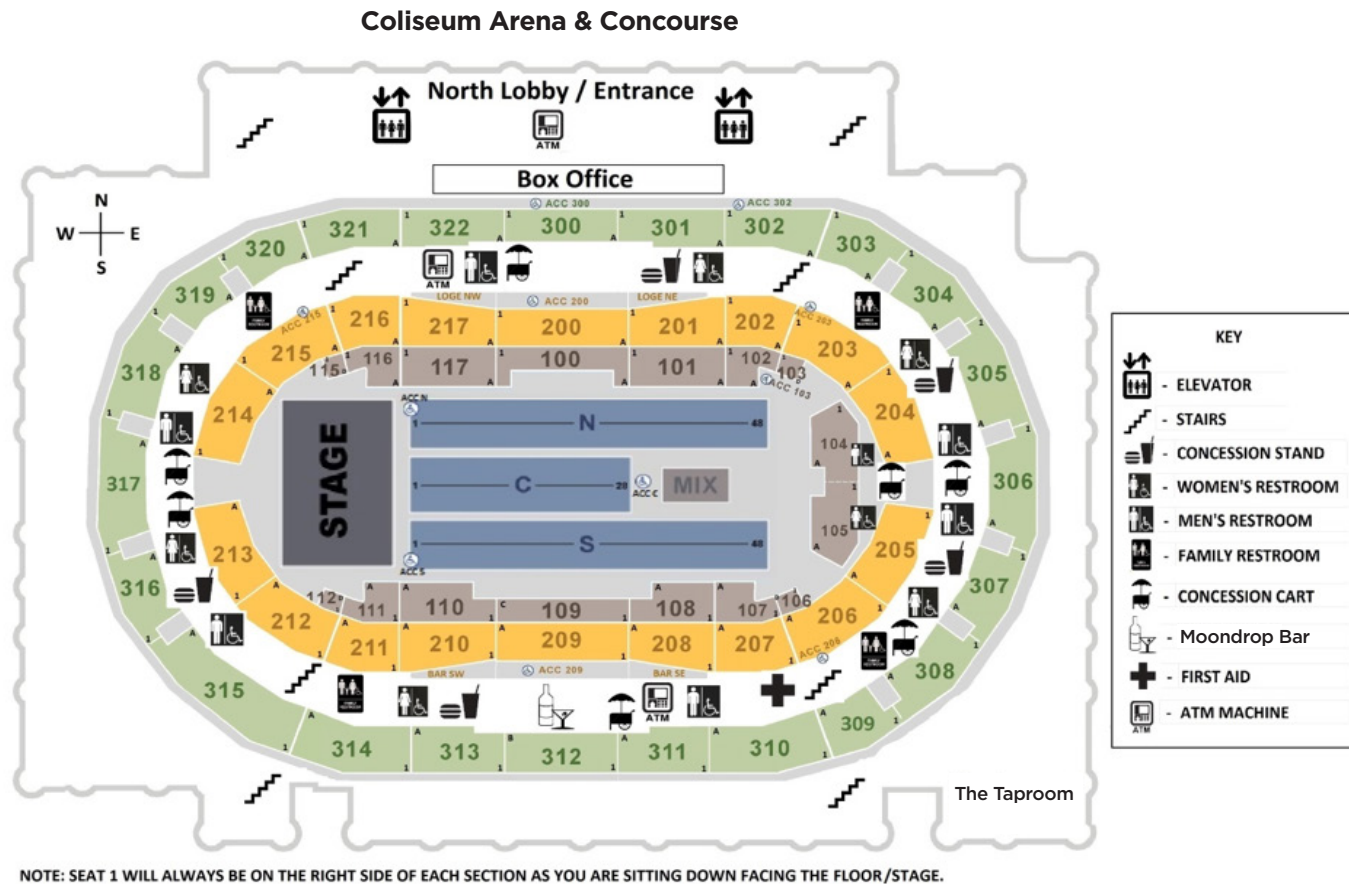
Indiana Farmers Coliseum retains 20% of soft merchandise sales and 10% of hard items. Net sales are gross receipts minus 7% state sales tax. Sales are on a cash basis. Credit Card sales are available at a cost to the event of 4% of credit card sales.

Merchandise should be advanced with the Coliseum Event Manager at least 7 days before the scheduled event. Indiana Farmers Coliseum uses its own sellers, and is responsible for compensating said sellers.

Security for bootleg t-shirt patrol requires off-duty law enforcement officers, and can be arranged through the Coliseum Event Manager.



BUILDING & SEATING LAYOUTS



ARENA LEVELS

Event Level (Level 1)	Back of House/Production, Lobby-Public Entrance, Floor Seats, The Taproom
Main Concourse (Level 2)	Access to All Seating Sections (Floor, 100, 200, 300)
North Deck/South Deck (Level 3)	300 Level Seating

BUILDING & SEATING LAYOUTS (cont.)

CONFIGURATION	SEAT COUNT
Hockey	6,488
Basketball	6,501
Livestock/Rodeo 360	6,145
Livestock/Rodeo 180	4,536
Livestock-Wall	4,981
End Stage 180	6,628
Center Stage 360	8,085
End Stage (Half House)	4847

Seat counts are estimates only, and are subject to change based on individual show requirements. The floor plans are unique for each event. Please contact The Coliseum Event Manager for the specific event floor plans.

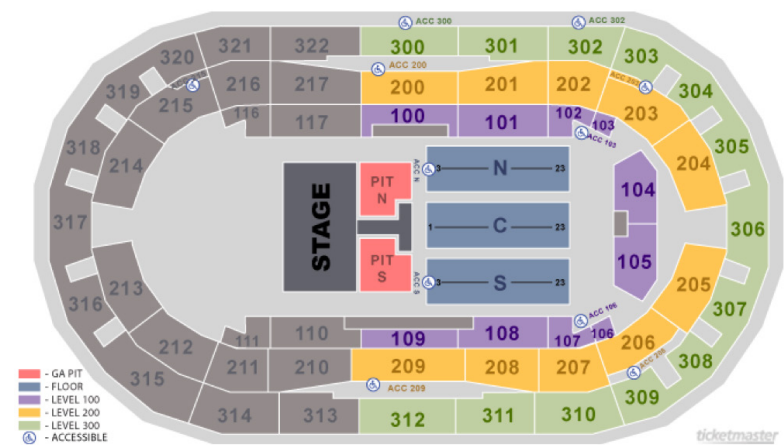


BUILDING & SEATING LAYOUTS (cont.)

END STAGE



END STAGE - HALF HOUSE

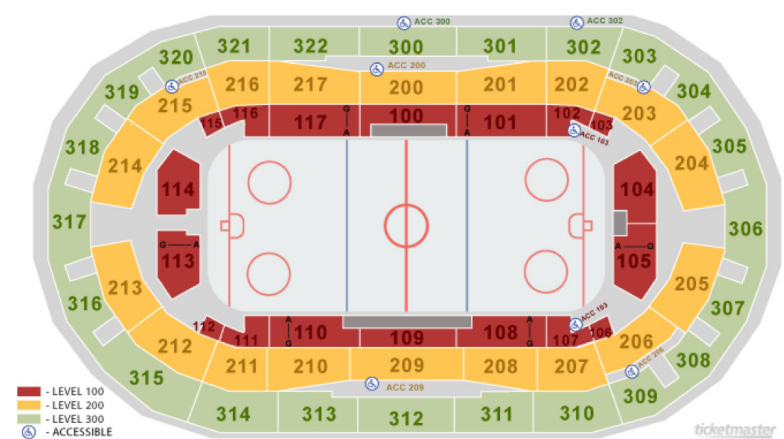


BASKETBALL



PLEASE NOTE THE SEATING IS GENERAL ADMISSION ONLY WITHIN THE SECTION

HOCKEY



CONFIGURATION

SIZE

Hockey	200' x 85'
Basketball	157' x 85'
End Stage 180	211' x 85'

CONFIGURATION

SIZE

Open Floor (with end dashers out)	266' x 85'
Open Floor (with parquet's out)	266' x 120'

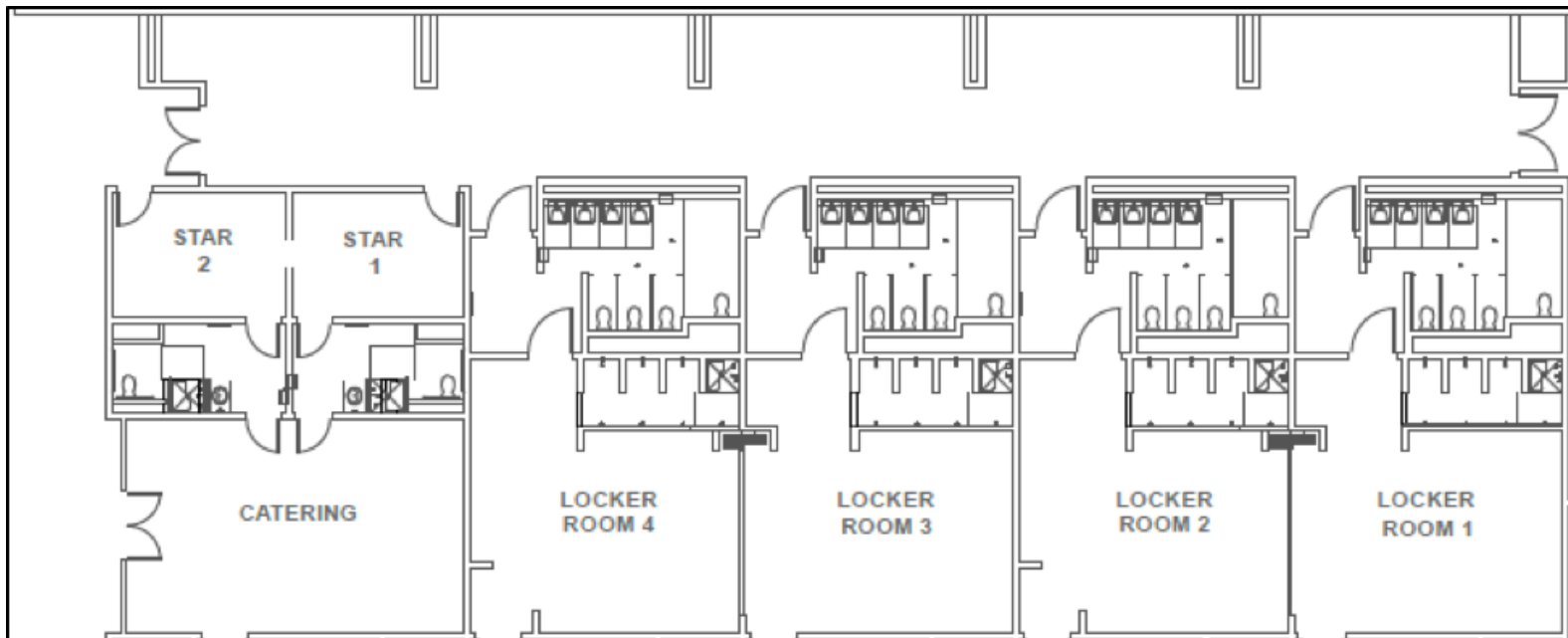


EVENT LEVEL ROOM INVENTORY & LAYOUT

DRESSING/LOCKER ROOM	SQUARE FEET	BATHROOMS	SHOWERS
Star 1	290	Personal	Personal
Star 2	290	Personal	Personal
1*	865	Community	4 Showers
2*	865	Community	4 Showers
3**	865	Community	4 Showers
4**	865	Community	4 Showers
Catering	590	None	None
Basketball Locker Room	720	Community	6 Showers

*Rooms can be combined | **Rooms can be combined

All rooms subject to availability



TECHNICAL INFORMATION

LOADING

The Indiana Farmers Coliseum does not have a raised loading dock. The Loading/Unloading area is covered, and is wide enough to fit 2 trucks side by side, on either side of the breezeway, for a total of 4 dock spaces total.

There is a 75' push from roll up dock door to end stage

There is plenty of overflow truck parking on the Indiana State Fairgrounds.

SHOW POWER

West End (Stage End)

- 3 - 400A 3 Phase Cam-Lok
- 2 - 200A 3 Phase Cam-Lok
- 2 - 200A 3 Phase 208V

East End

- 2 - 200A 3 Phase 208V

OPERATIONAL EQUIPMENT

Indiana Farmers Coliseum can provide you with any equipment you may need for your event. Some of the available equipment include:

- Concert Stage/Risers
- Forklifts
- Bike Rack/Barricade
- Basketball Court and Basketball Equipment
- Chairs and Tables
- Pipe and Drape
- Dressing Room Furniture

Please contact the Coliseum Event Manager or the Production Manager for a current list of equipment and rental rates.



TECHNICAL INFORMATION (cont.)

TECHNICAL EQUIPMENT

ClearCom

(4) Channels Available - 8 wired and 4 wireless belt-packs

House Curtains

Blackout curtains at all vomitory locations

Remote Control Blackout Curtains on east and west end glass blacks

Production Phone Lines/Data

Please contact us to arrange

Spotlights

(6) Xenon Super Troopers

(2) Lycien 1295's

** Spotlights are located in fixed positions.*

House Sound — House sound is a zoned system with multiple clusters and flexible control to provide high-quality sound and even coverage. The system is comprised of the following components:

(46) JBL AE Series Loudspeakers in upper catwalk

(5) JBL Under Scoreboard

Amplifier, mixing, and signal processing electronics

Indiana Farmers Coliseum is also equipped with an **assisted listening system** for the hearing impaired that includes 20 wireless receivers that can receive a live feed up to 100 feet from the sounds source.

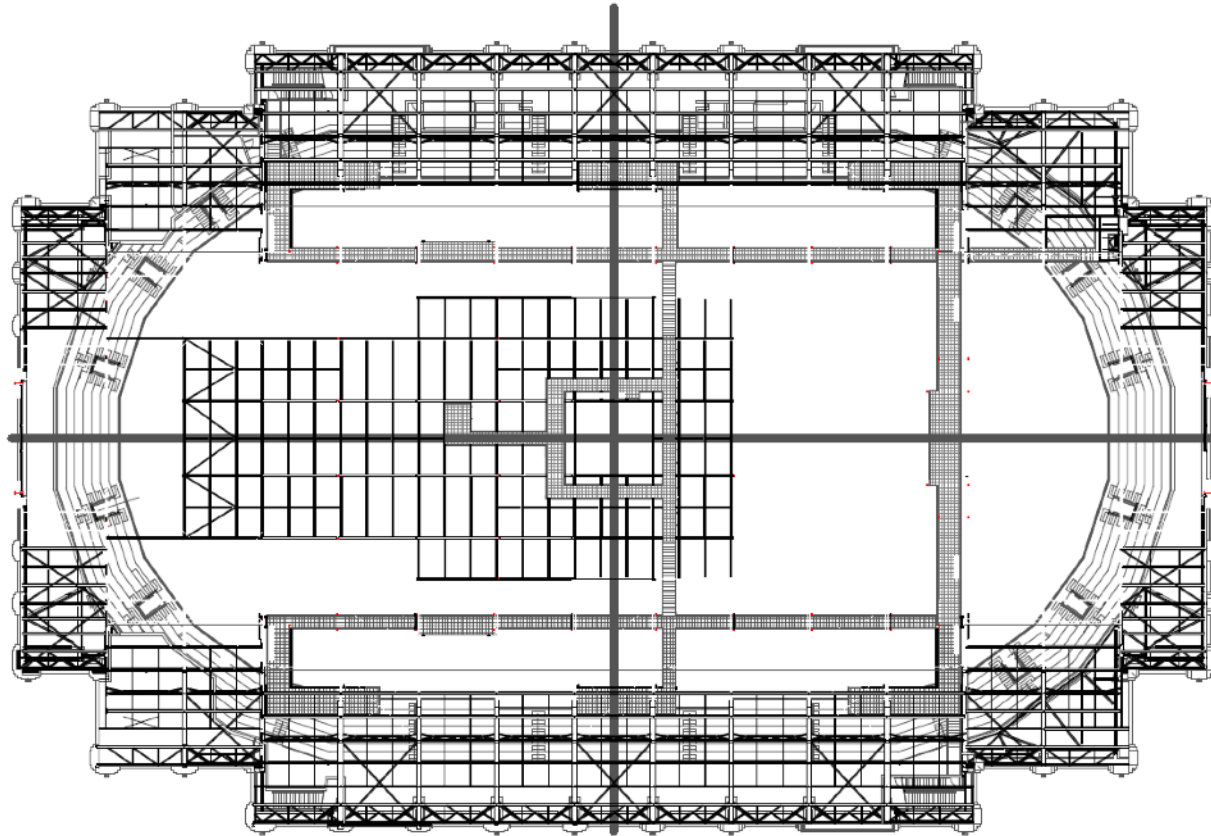
House Lights — Sports (Event) Lighting: Indiana Farmers Coliseum has (72) 1,000-watt metal halide fixtures. The fixtures are controlled via computer located in the video production room (300 Level).

These fixtures are programmable and have a blackout shutter/shade that is individually controlled for maximum flexibility, from 0-100%.

4 Elation Platinum Spot 5R 400W Moving Lights under scoreboard with multiple colors and Gobo compatibility



RIGGING INFORMATION



Capacity — 120,000 lbs.
Floor to low steel — 69 ft.

All Rigging plans must be approved by the Indiana Farmers Coliseum Production Manager. If deemed necessary, an engineering review of the rigging plan may be required, at the users expense.

Please contact the Coliseum Production Manager for more detailed rigging information.

VIDEO/LED CONTENT CREATION GUIDE

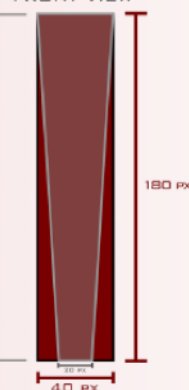
INDIANA STATE FAIRGROUNDS COLISEUM VIDEO DISPLAY SPECIFICATIONS



CENTER HUNG DISPLAY



CORNER
FRONT VIEW



VIDEO BOARD (384 H x 224 W)

- GRAPHICS W/O AUDIO DIMENSIONS 384 H x 224 W
- GRAPHICS WITH AUDIO DIMENSIONS 1080 H x 1920 W

TOP RING (20 H x 1200 W)

- GRAPHICS MUST BE SEAMLESS

BOTTOM RING (20 H x 1200 W)

- GRAPHICS MUST BE SEAMLESS

CORNERS 1 & 2 (180 H x 40 W)

- RESERVED FOR INDIANA FARMERS NAMING RIGHT SPONSORSHIP DURING ALL EVENTS
- TOP WIDTH: 40 PX / BOTTOM WIDTH: 20 PX (CENTERED)
- FOUR TOTAL CORNERS
- TWO DIFFERENT GRAPHICS CAN BE PLAYED SIMULTANEOUSLY IN OPPOSITE CORNER PAIRS

360° FASCIA ("RIBBON") DISPLAY

FULL FASCIA (40 H x 14624 W)

- STRETCHES AROUND MOST OF THE ARENA WITH THE EXCEPTION OF THE "CUERVO ZONE" DISCONNECT ABOVE THE JOSE CUERVO BAR

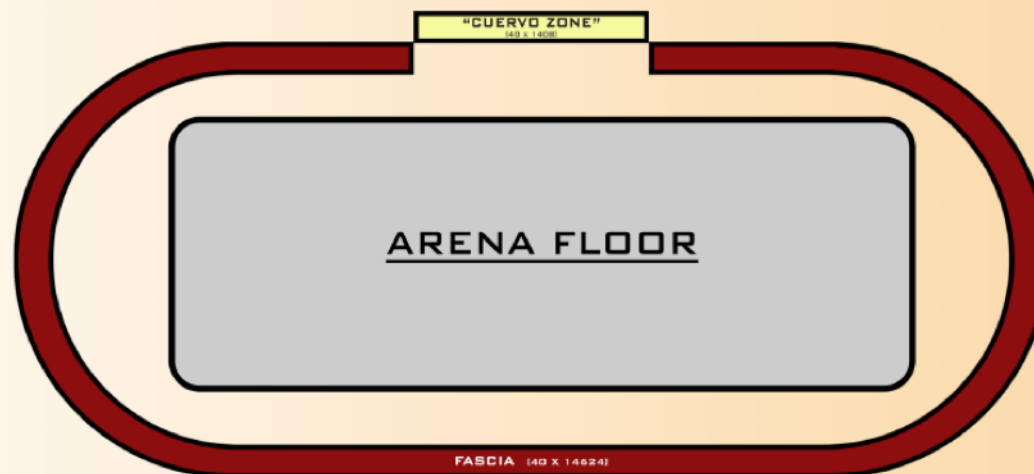
"CUERVO ZONE" (40 H x 1408 W)

- RAISED SECTION LOCATED ABOVE JOSE CUERVO BAR

ACCEPTABLE FILE TYPES (ALL DISPLAYS)

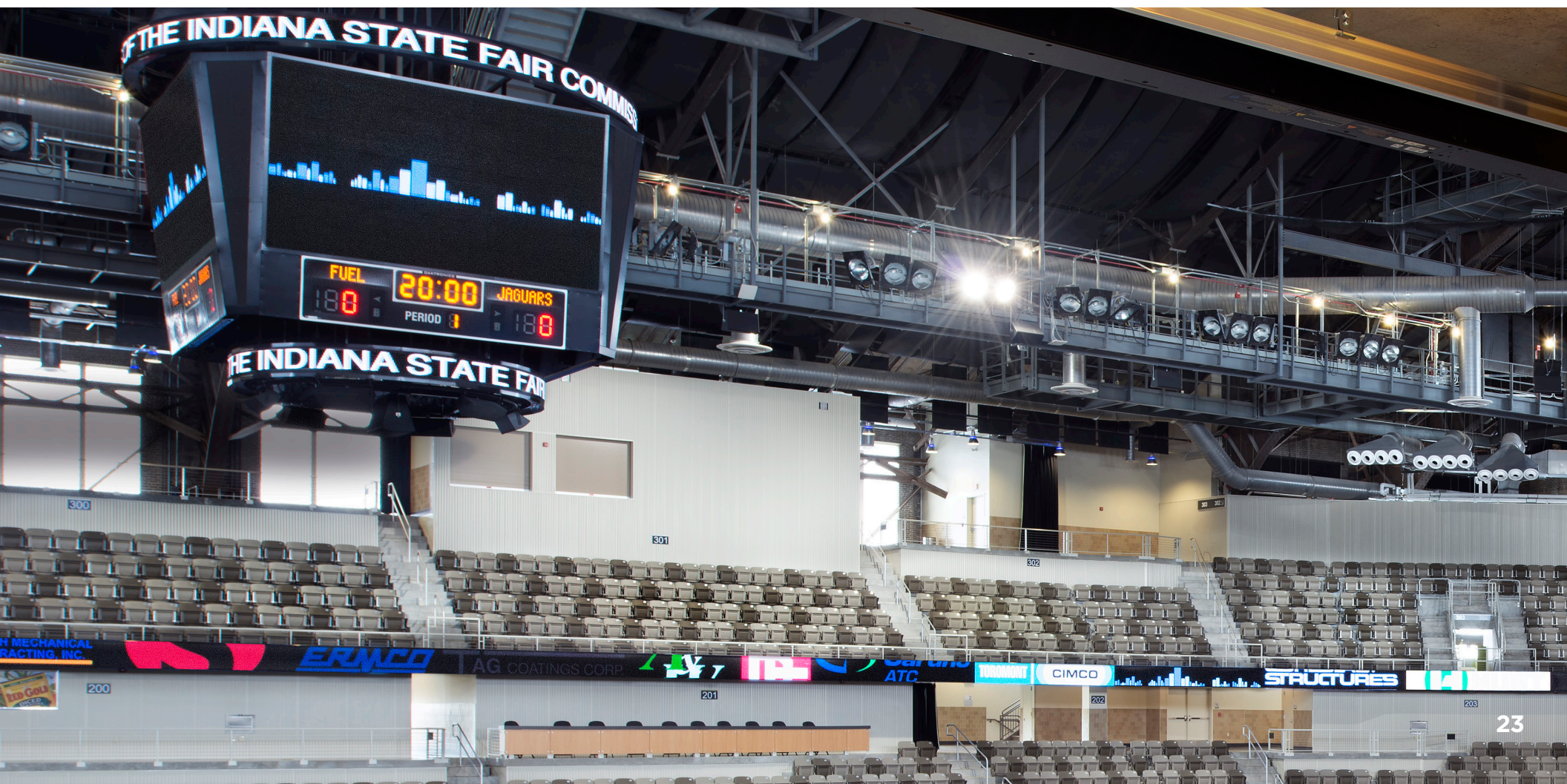
STILL: JPEG OR PNG

VIDEO: QUICKTIME MOV (HIGH QUALITY)



VIDEO/LED CONTENT CREATION GUIDE (cont.)

DISPLAY	RESOLUTION (pixels)	COMPATIBLE FILE FORMATS
Top Ring	20 x 1200	Still: Jpeg or PNG Video: Quicktime MOV
Video Board	224 x 384	
Bottom Ring	20 x 740	
360 Ribbon Board (Fascia)	40 x 14624	





FOOD & BEVERAGE

Uricks Concessions & Food Service is the exclusive in-house supplier for all Food & Beverage purposes at the Indiana Farmers Coliseum. Their staff of experienced chefs and caterers oversee the details of each event, including menu planning.

Food and beverage service includes, but is not limited to, the sale of beverages (alcoholic or otherwise) and any food items.

NO FOOD OR BEVERAGE MAY BE BROUGHT INTO THE INDIANA FARMERS COLISEUM UNLESS OTHERWISE AGREED UPON IN WRITING.

Exhibitors or groups are not allowed to sell, give away or distribute samples of any food or beverage items without written permission from Indiana Farmers Coliseum and Uricks.

Uricks follows and strictly adheres to the Alcoholic Beverage Laws established by the State of Indiana. Uricks reserves the right, in its sole discretion, to suspend alcoholic beverage sales at any time during your event.

Bringing alcoholic beverages into the Indiana Farmers Coliseum is strictly prohibited, unless purchased from Uricks.

HOSPITALITY SPACES

Level	Location	Capacity*
Event	The Taproom	50
Concourse	Moondrop Bar	200
North Deck	North Deck Hospitality	60
South Deck	East Hospitality	100
	West Hospitality	100

** Capacity is based on an empty room. Capacity may decrease based upon room setup.*



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