



accesso

ShoWareSM

Production Guide



Worldwide Entertainment and
Convention Venue Management

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Production Guide

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Facts & Contact Information

Building Attributes	
<i>Cost</i>	\$84.5 Million
<i>Funding</i>	City of Kent Public Facilities District
<i>Sustainability</i>	Certified as LEED ® GOLD - 1st arena in North America
<i>Management</i>	SMG, Contracted by City of Kent
<i>Project Developers</i>	Mortenson Construction, LMN Architects in association with PBK Architects
<i>Intimate Seating - One Bowl</i>	Height from floor to highest row only 28'
<i>Scoreboard - Center Hung</i>	Eight-sided, four 6'6"x11' video screens & four LED Displays
<i>Exterior Marquee</i>	Two-sided, 9'x17' full color video board w/18,000 vehicles per day
Guest Amenities	
<i>FREE Parking</i>	2,200 stalls - FREE
<i>Luxury Suites</i>	20
<i>Club Seats w/ Club Lounge Access</i>	Approximately 500
<i>Seat Style</i>	Cushioned, 19"-22" width
<i>Restroom Fixtures - Women</i>	51
<i>Restroom Fixtures - Men</i>	48
<i>Restrooms - Family</i>	3
<i>Concession Points of Sale</i>	62 including permanent, portables & Club Lounge

SMG Staff:

Tim Higgins, General Manager:
Joshua Holmes, Director of Operations:
Dave Nyikos, Box Office Manager
Jennifer Rubin, Assistant Box Office Manager:
Arletta Voter, Director of Finance:
Kate Anderson, Accounting:
Erin E. Buck, Director of Sales & Marketing:
Brad Olson, Director of Food & Beverage:
Vivien Sanchez, Food & Beverage Manager:
Tamilah Necita, Human Resources/Admin Asst.:
Kit Williams, Operations Manager:
Josh Delozier, C/O Ops Manager:
Dennis Stewart, Facility Maintenance Manager:
Scott Trisler, Event Coordinator:

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253.856.6714 dstewart@accessoShoWareCenter.com
253.856.6721 strisler@accessoShoWareCenter.com

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Address:

625 W. James St.

Kent, WA 98032

www.ShoWareCenter.com

Facebook.com/accesso ShoWare Center

Instagram.com/accessoShoWareCenter

Twitter.com/ShoWareCenter

SMG Main:

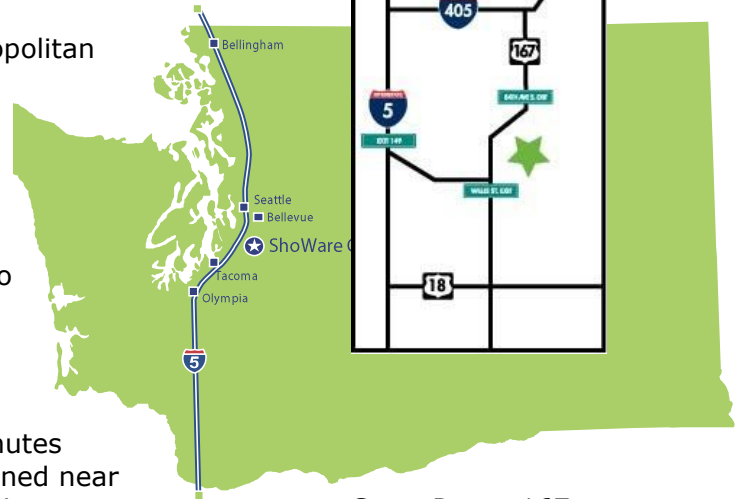
253-856-6777

SMG Fax:

253-856-6713

Market Facts & Location

Seattle/Kent/Tacoma is the country's 14th largest metropolitan area (US Census 2007) with over 4.1 million residents. The cultural capital of the northwestern US, the Seattle/Kent Puget Sound region is the largest concentration of population north of San Francisco and west of Chicago. The growth of the Pacific Northwest has helped propel Seattle/Kent to its current stature, and the economic expansion of the Pacific Rim is likely to sustain the region's growth well into the future.

**Average Household Income: \$74,424**

accesso ShoWare Center is centrally located only 15 minutes from Seattle, Tacoma and Bellevue, conveniently positioned near Interstate 5, just south of Interstate 405 and directly adjacent to

State Route 167.

Directions:**From SeaTac Airport:**

Start out going SOUTH on PACIFIC HWY S/WA 99 S toward S 184th ST. Turn SLIGHT LEFT onto S KENT DES MOINES RD/WA-516 E. Turn LEFT onto WASHINGTON AVE S/W VALLEY HWY/68th AVE S/WA-181. Turn RIGHT onto W JAMES ST. End at 625 W James.

From North I-5:

Head SOUTH on I-5, Take the INTERURBAN AVE exit, EXIT 156, toward TUKWILA. Turn LEFT onto INTERURBAN AVE S which becomes W VALLEY HWY/WA-181. Turn LEFT onto W JAMES ST. End at 625 W JAMES.

From North I-405:

Head SOUTH on I-405. Merge onto WA-167 S/VALLEY FWY via exit 2A toward KENT/AUBURN. Take the 84th Ave S exit toward N CENTRAL AVE. Turn LEFT onto 84th AVE S which becomes CENTRAL AVE N. Turn RIGHT onto E JAMES ST. End at 625 W JAMES ST.

From East on I-90:

Take the WA-18 W exit, EXIT 25, toward AUBURN/TACOMA. Turn LEFT onto WA-18 W. Take the exit toward WA-169/SE 231 ST ST/MAPLE VALLEY. Turn RIGHT onto SE 321st ST/SE 232nd ST. Continue to follow SW 232nd ST. Turn LEFT onto 196th AVE SE. Turn RIGHT onto SE 240th ST which becomes 148th AVE SE. Turn LEFT onto SE 240th ST which becomes E JAMES ST. End at 625 W JAMES ST.

From South I-5:

Head NORTH on I-5. Take EXIT 149B onto S KENT DES MOINES RD/HWY 516. Turn LEFT onto WASHINGTON AVE ST. Turn RIGHT onto W JAMES ST. End at 625 W JAMES ST.

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Rental Structure & Booking Procedures

BOOKING PROCEDURES

Scheduling Date

Those with questions regarding the availability of dates should contact the General Manager, Tim Higgins, at (253) 856-6701, thiggins@accessoShoWareCenter.com.

Rental Expense

Rental Structure is based on established rental rates and determined by the type of event and space used. Further information can be obtained from the General Manager.

Contract Execution

All arrangements are considered to be tentative until a license agreement has been fully executed and returned. A deposit may be required upon execution of license agreement to secure your date.

Financial Settlement

At the conclusion of the event, the licensee is responsible for settling all outstanding facility expenses. Any questions regarding the settlement procedure should be directed to the General Manager.

Event Management

From the moment your event becomes contracted, an Event Coordinator will be assigned to be your primary contact with our facility. Your Event Coordinator is your principal source of information and will be your "right hand" once you have arrived on site. The Event Coordinator will take the information provided by your team and disseminate it to the appropriate facility personnel. With as much information as you provide, your Event Coordinator will work with our entire team to insure your event is a success.

Marketing Services

accesso ShoWare Center will provide a wide variety of media, promotion and advertising services for all events booked at the facility. Our staff has a wealth of experience in media planning and production, local sponsorship sales and activation, promotions, public and media relations. Each event booked at accesso ShoWare Center will receive significant exposure through facility programs:

- :30 spot (provided by promoter) to run on interior 8-sided center hung scoreboard (4 video screens measuring 11' wide by 6'6" tall; 4 LED displays) at all arena events when video boards are in use.
- Event message added to venue website calendar of events.
- Inclusion on 9'x17' exterior marquee on accesso ShoWare Center's plaza, with traffic of over 18,000 vehicles per day.
- Press release sent to all regional media to announce on-sale information.
- Email campaign sent to building's opt-in email database, SpotLight accesso ShoWare Center.
- Social media promotion, including Facebook, Twitter, and various local blogs and online calendar tools.
- Event information included in all "Upcoming Events" material produced and distributed throughout the market, with flyer/poster distribution available if requested (materials provided by promoter.)
- Seasonal in-game promotional inventory available in conjunction with anchor tenants.

Other services offered if needed:

- Event photography/videography
- Coordination of promotional ticketing and passes, meet & greet events
- Local site recommendations for off-site promotional events

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- Media & market research
- Digital marketing including but not limited to social platforms, website presence, email campaigns, online sweepstakes, etc.
- Promotional event planning, press conferences, performer appearances & interviews
- Coordination of charitable donations & community involvement

Group & Corporate Sales

accesso ShoWare Center will position your event to a very large number of groups that are primed to purchase event tickets en masse. From several local school districts, civic clubs, scouting organizations, other youth and faith-based groups to the region's largest employers, your message will be delivered personally to decision-makers. For more information, please contact the Group Sales Department, ebuck@accessoShoWareCenter.com, 253-856-6705.

Configurations & Capacities

Concert Configuration

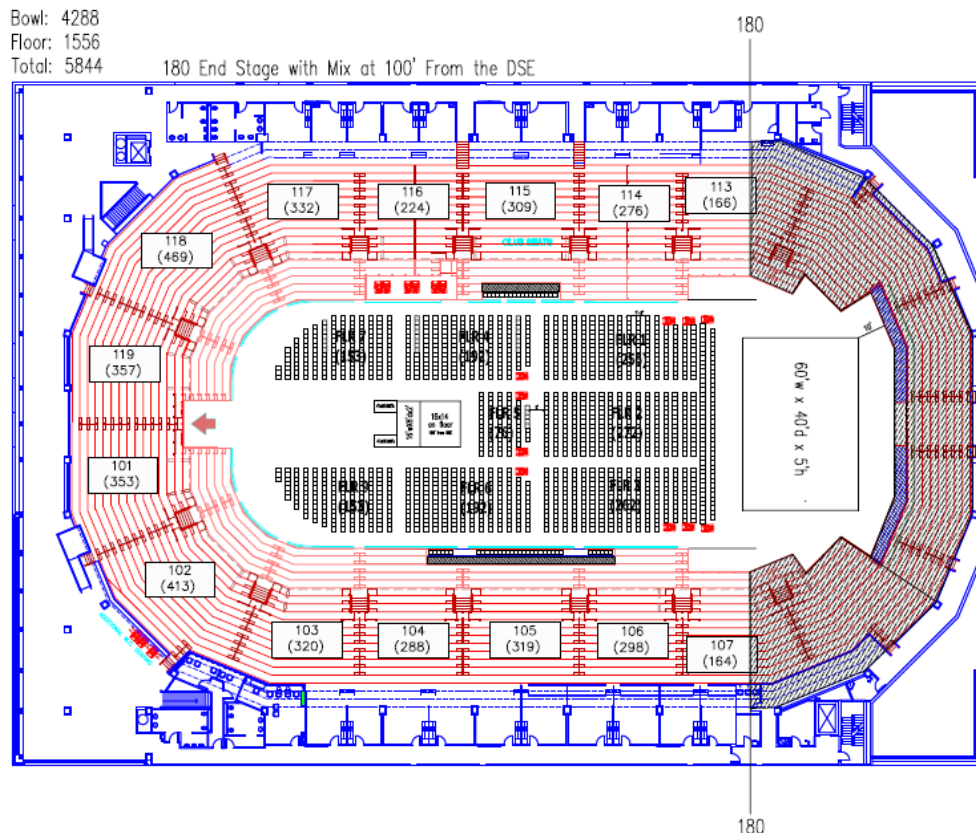
Concert End Stage - 180°
Concert End Stage / GA - 180°
Half-House
Quarter-House
In-the-Round

Capacity

5,844
6,305
3,472
1,850
7,897

End Stage – Full House

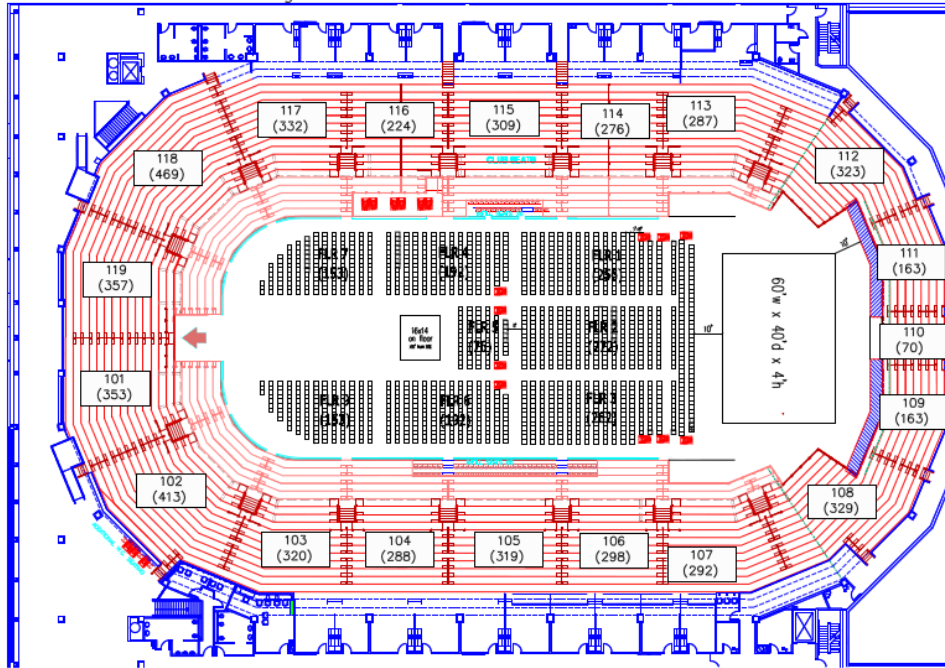
Capacities:	180°	220°	270°	360°
Floor	1,556	1,556	1,556	1,556
Bowl	4,288	4,554	5,057	5,585
Total:	5,844	6,110	6,613	7,141



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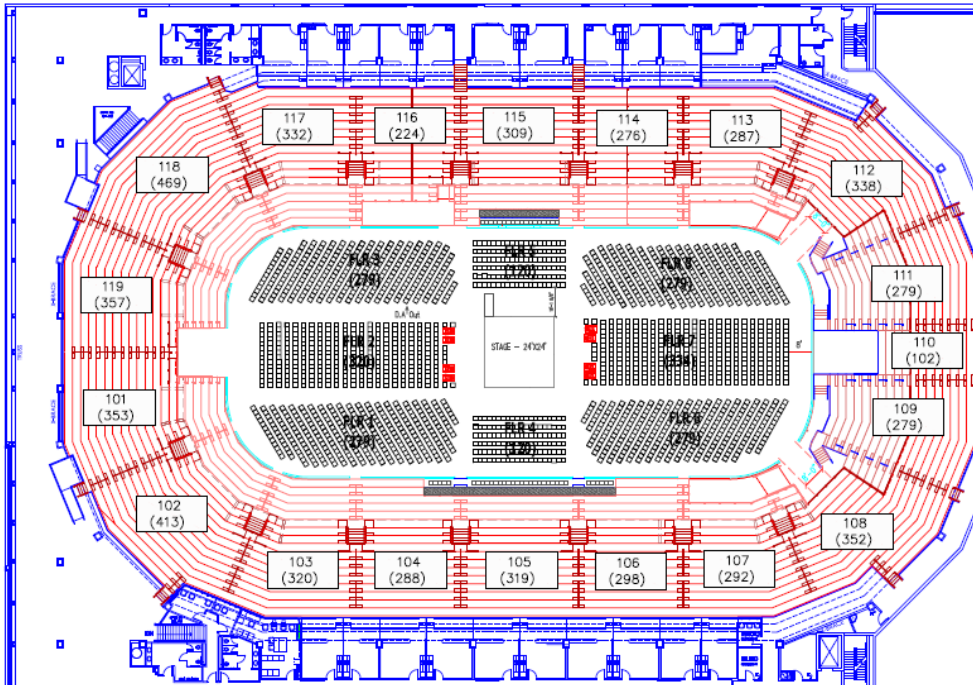
Bowl: 5585
Floor: 1556
Total: 7141

360 End Stage with Mix at 100' From the DSE



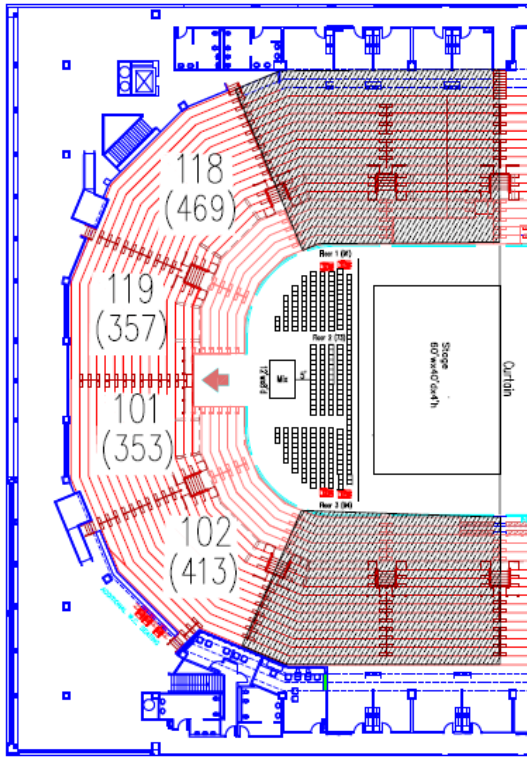
Bowl: 5887
Floor: 2010
Total: 7897

In The Round

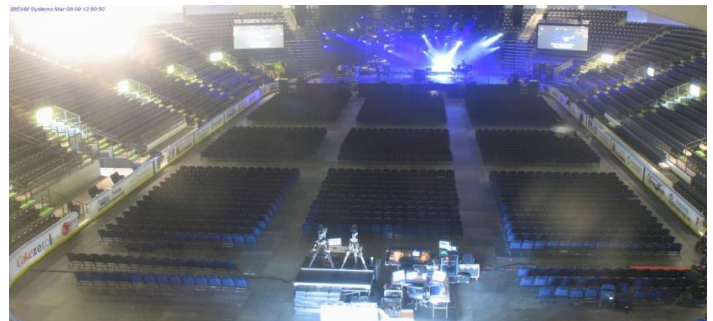
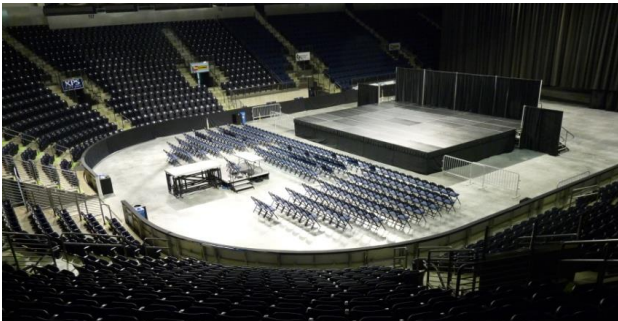
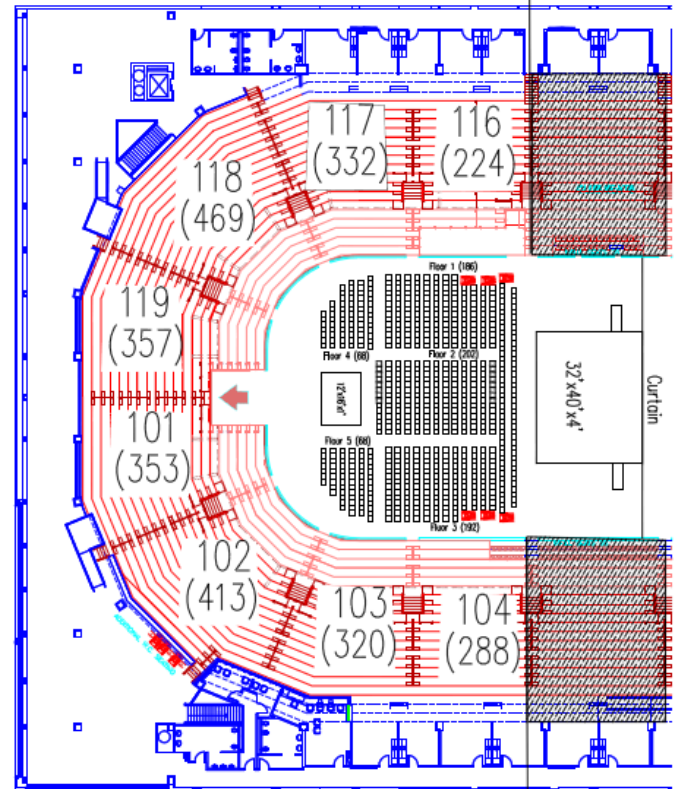


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Bowl: 1592
Floor: 258
Total: 1850 1/4 House



Bowl: 2756
Floor: 716
Total: 3472 Half House

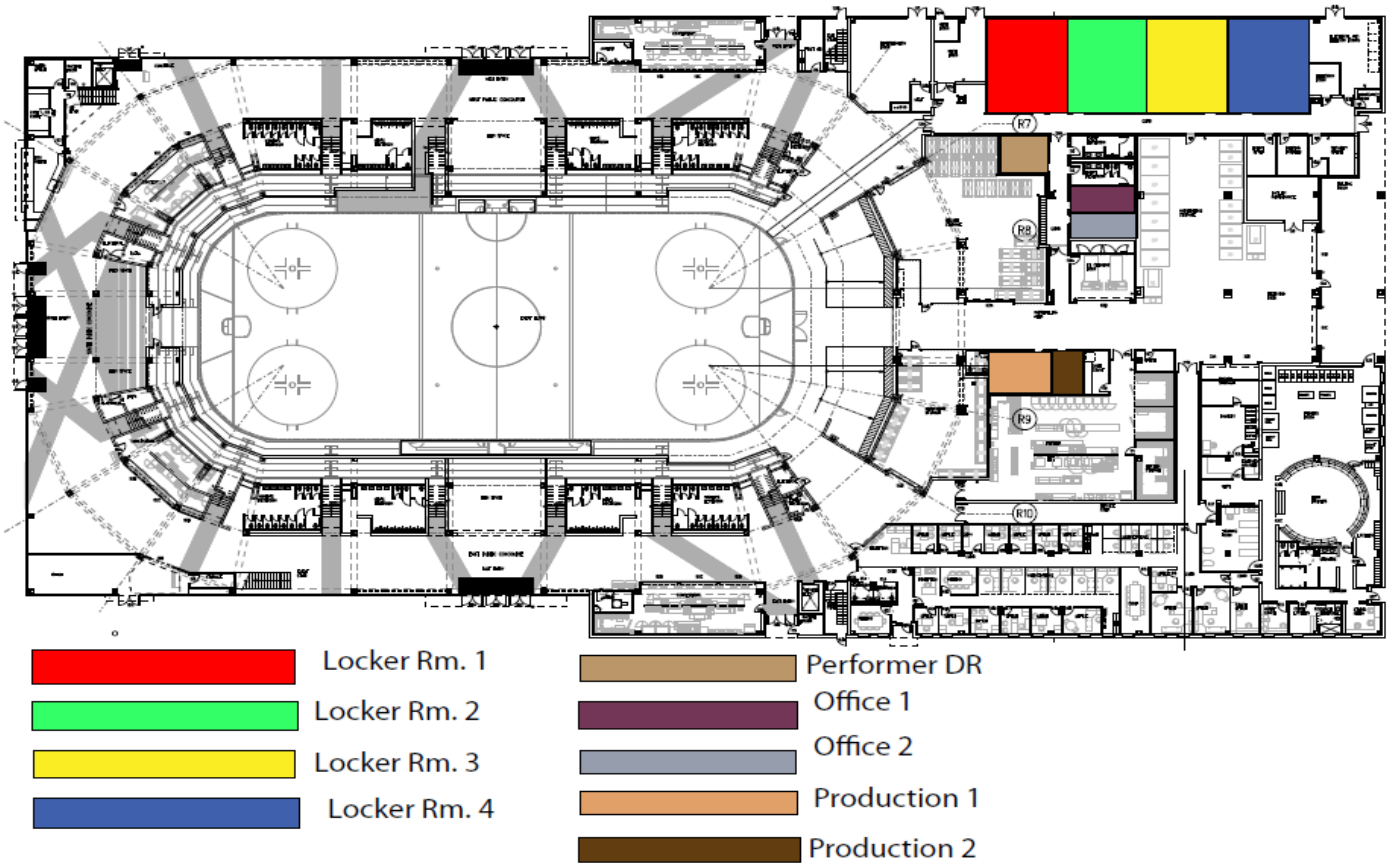


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Load-In/Out & Production Parking

Docks: 2 levelers + 1 Elephant Door / ramp off capability. **Overflow Show Parking:** On-Site

Dressing Rooms



All of the support space is on event level. Each room has voice and data capabilities.

Backstage Curtain

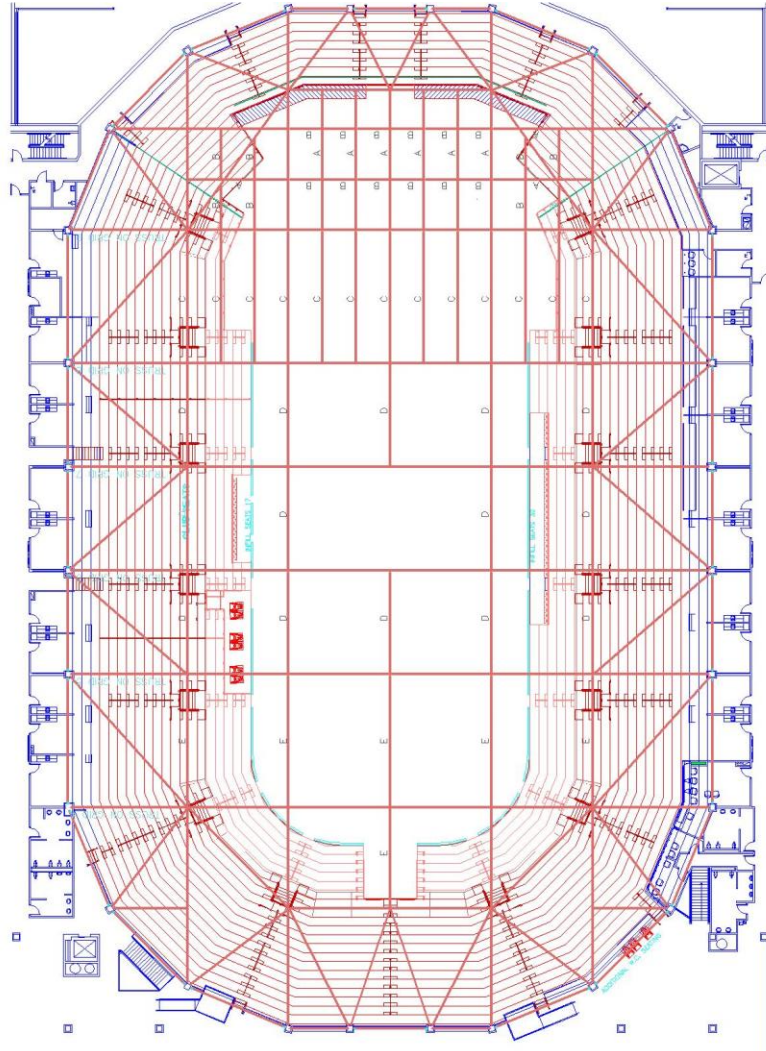
accesso ShoWare Center has 200ft of in-house, motorized curtaining truss and black backstage curtain, including wings.



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Rigging

50' to steel. Load = 60,000 lbs. each main truss member with vertical hangs, after which the angle of bridles determine the loads.

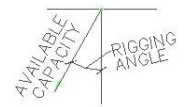


RIGGING GRID MEMBER CAPACITY TABLE

MEMBER TYPE	CAPACITY	NOTES
A	5500#	TOTAL MEMBER VERTICAL CAPACITY, REDUCE PER TABLE FOR ANGLED RIGGING.
B	1000#	TOTAL MEMBER VERTICAL CAPACITY, REDUCE PER TABLE FOR ANGLED RIGGING.
C	6500#	TOTAL MEMBER CAPACITY, NO REDUCTION REQUIRED FOR ANGLED RIGGING.
D	6000#	TOTAL MEMBER VERTICAL CAPACITY, REDUCE PER TABLE FOR ANGLED RIGGING.
E	4000#	TOTAL MEMBER VERTICAL CAPACITY, REDUCE PER TABLE FOR ANGLED RIGGING.

RIGGING GRID ANGLED RIGGING CAPACITY REDUCTION TABLE

RIGGING ANGLE (DEG)	% AVAILABLE CAPACITY
0	100
15	75
30	50
45	25



NOTES:

1. ACCEPTABILITY OF TOTAL LOAD TO EACH TRUSS MUST BE DETERMINED PER THE "RIGGING CAPACITY EVALUATION" WORKSHEETS. TYPICAL MAXIMUM SINGLE VERTICAL LOAD TO TRUSS BOTTOM CHORD IS 6000 POUNDS PER PANEL, (APPROXIMATELY 10 FEET). ADDITIONAL LIMITS AND RESTRICTIONS APPLY.

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Show Power

Upstage Center:

1-400amp/208v/3ph, 5 wire
1-1200amp/208v/3ph, 5wire

Stage Right:

1-200amp/208v/3ph, 5 wire

House Left:

1-200amp/208v/3ph, 5 wire

Catwalk:

2-100amp/208v/3ph, 5 wire

Stage Left:

1-200amp/208v/3ph, 5 wire

House Right:

1-200amp/208v/3ph, 5 wire

Television - Broadcast

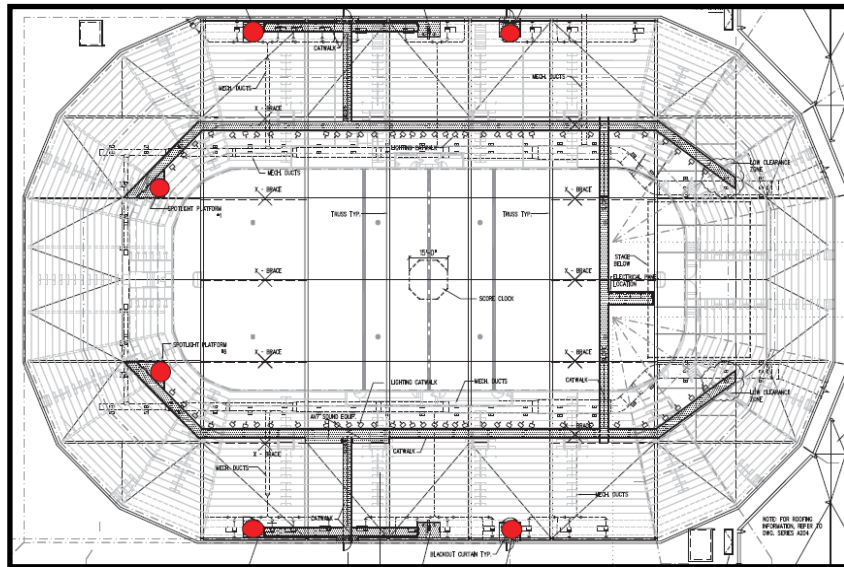
1-200amp/3ph

1-50amp range plug

*Camlock receptacles

House Lighting & Spotlights

accesso ShoWare Center has 6 permanent spotlight perches with 6 stationary 2,000 watt Lycian 1290 XLT Xenon spotlights. Power and intercom lines are hardwired to each location.



Scoreboard

The state-of-the-art Daktronics eight-sided scoreboard at accesso ShoWare Center is located in the center of the arena. Scoreboard design includes; four (4) Indoor ProStar Video Displays measuring 11' W x 6'6" H, four (4) Indoor ProStar Corner Displays, four (4) Indoor Tuff-Sport scoreboards with team name message centers, four (4) sets of Indoor Tuff-Sport statistic displays with electronic captions.

Scoreboard is 19'-7 1/4" high, 24' in diameter at its widest (top), and 13' at its lowest (bottom). Bottom of scoreboard trims 3' below center-low steel at 50'.

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Floor Specifics

In a hockey configuration, the arena floor is 85' W x 200' L with full ice making capabilities. The area of the floor is 17,000 square feet. An insulated floor covers the ice surface. A basketball court is available.

Fork Lifts

accesso ShoWare Center has two fork-lifts available for events with extensions available.

Stagehand Labor

accesso ShoWare Center is an open house where the show will decide the labor source for production use. Contact your Event Manager for accepted companies and conditions.

Stage

The facility features a StageRight rolling portable stage. The flexible design allows a maximum stage of 60'w x 48'd x 4-6'h (in 2" increments) with (2) 12'w x 24'd wings. Staging inventory also includes stage rail, skirting, stairs, and a wheelchair lift. accesso ShoWare Center also has staging and legs for 24' x 24' mix position with heights ranging in size from 8" to 16"-24".

Telecommunications

accesso ShoWare Center features in-house voice and data capabilities with VoIP technology. There is no need for you to call the local Internet or Telephone Company for service; all of your telecommunications needs will be facilitated in-house by your Event Coordinator.

Ticket Office

accesso ShoWare is a full-service ticketing solution for venues, promoters and ticket buyers. accesso ShoWare's user-friendly, online interface offers a "select-a-seat" feature that allows the buyer to choose their seat location prior to purchase, increasing customer satisfaction. accesso ShoWare Center features six exterior walk-up windows on the south end of the facility and one interior window as well. A built-in customer relationship management tool will be embedded in the ticketing process to improve data-mining and messaging to people most likely to purchase tickets to your event.

Food & Beverage

accesso ShoWare Center features exclusive, full-service catering by SAVOR....Kent. For menus and more information, please contact Brad Olson, Director of Food & Beverage, baolson@accessoShoWareCenter.com, 253-856-6716.