



# VENUE TECH PACK

HOSPITALITY FIRST | PROFESSIONAL EVENTS ALWAYS



# OUR TEAM

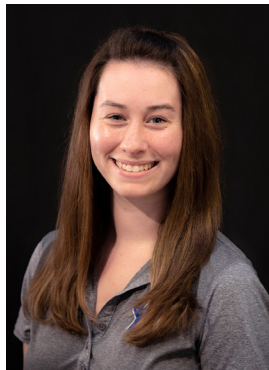


**Rob Underwood**  
**General Manager**  
269.226.0364  
runderwood@  
wingseventcenter.com

We are Wings Event Center.

We believe we are a hospitality company first and professional event venue second, a concept which sets us apart from many other event venues throughout the country. We are proud to deliver great service in addition to our expertise in event management.

As a venue we offer entertainment options such as concerts, professional hockey, family shows, leadership conferences, recreational activities, expos, and much more. We are able to host events of any size in our three full size arenas featuring unique and flexible spaces. With strong connections fostered with local businesses and media partners, we are your ideal partner in creating successful events. **We want you to bring your vision to life.**



**Melissa Janecke**  
**Special Events Manager**  
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**Facilities & Operations**  
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**Michael Kiel**  
**Group Sales**  
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mkiel@  
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**Hailey Underwood**  
**Food & Beverage Supervisor**  
hunderwood@  
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## BOX OFFICE TEAM

**Ryan Westra**  
**Controller**  
269.226.0362  
rwestra@  
wingseventcenter.com

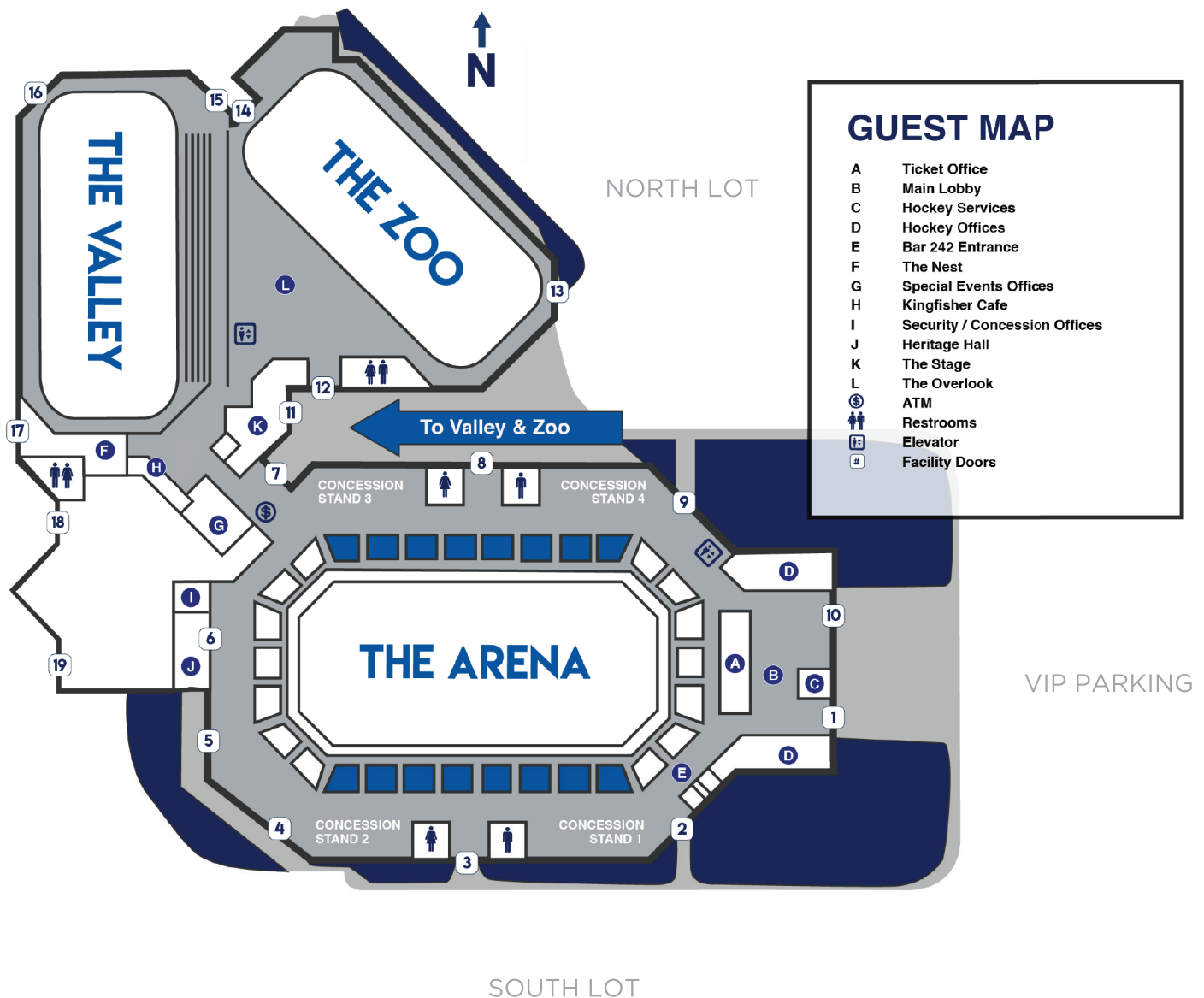
**Callie Kruggel**  
**Box Office Manager**  
269.226.0388  
ckruggel@  
wingseventcenter.com



# VENUE INFORMATION

## WINGS EVENT CENTER

3600 VANRICK DRIVE, KALAMAZOO MI 49001



## PARKING

**Total Capacity:** 1552

**Total Handicap:** 41

**North Lot:** 784 Capacity, 777 Regular, 7 Handicap

**South Lot:** 707 Capacity, 697 Regular, 10 Handicap

**VIP Parking:** 61 Capacity, 37 Regular, 12 Handicap, 12 Temporary Handicap

# EQUIPMENT

## BARRICADE

8' Bike Rack (x31)

Blow Through (x29)

## CHAIRS

Silver Folding Concert Chairs (x1200)

Padded Banquet Chairs (x200)

## FLOORING

IceCap® Professional Flooring in Black

PortaFloor Pro in Green

Wood Floor (x2)

Homosote

Sport Court (x2)

Regulation Basketball Floor w/ Nets

## PIPE & DRAPE

3'H Pipe & Drape (1000')

8'H Pipe & Drape (1000')

95' Black Curtain & Truss w/ Motors

## STAGING

4x8' Stage Decking (x106)

Stage Staircase (x2)

Staging Steps (x2)

Staging Legs (x34)

Staging Rails (x20)

## TABLES

8' Mity Lite (x160)

6' Round Mity Lite (x8)

8' Wood (x32)

6' Wood (x5)

## MISCELLANEOUS

A-Frame Signs (x20)

Stanchions (x85)

Cornhole Game Sets (x6)

Shuffleboard

30'x30' Wrestling Mats (x15)

Fork Lift

Snorkel Lift



# AUDIO / VISUAL INFORMATION



## HOUSE SOUND SYSTEM

The main arena house sound system consists of a distributed line array configured with 12 arrays of 3 speakers per array along with four dual 18 subwoofers. Our state of the art system is controlled and monitored with digital processing. A Midas M32R digital mixing console, located in the control room, handles mix duties for the arena.

To support a client carrying their own mixing console, we have installed a balanced line input (XLR) port in the PA booth, located at ice level between the penalty boxes for your convenience. This input connects the main out of your console directly to the house digital processing system, bypassing the arena console. Additional microphone inputs and a music input are located at ice level in the PA booth.

Our Arena concourse and most private event spaces have the ability to play arena audio or separate music. Ability to bring your own sound content available in most spaces via 3.5mm and XLR connections to house sound system. To add impact to your event, we can create a custom greeting to play on our outdoor speaker system that will greet your guests as they arrive at Wings Event Center.

## MAIN SOUND SYSTEM

Console - Midas M32R

Digital Processing - Media Matrix NION Nx Dante

Speakers - 36 RCF P4228

Subwoofers - 4 DAS WRS218DX

Power Amplification - Powersoft Ottocanali, K2 and X4

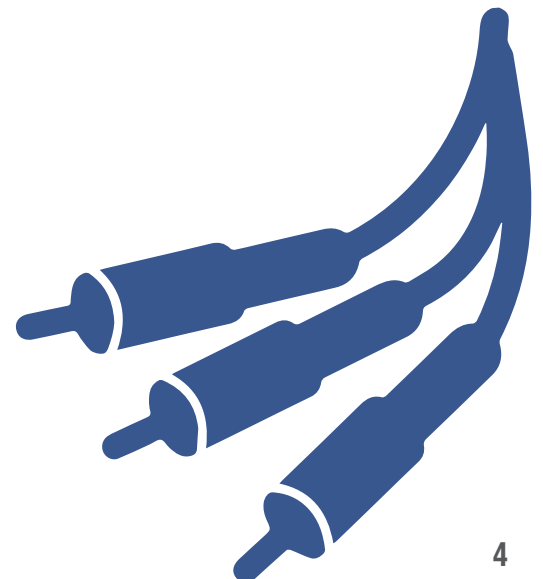
Sennheiser G Series Wireless System with active antenna distribution Sennheiser e835 Wireless Hand-held Microphones (qty 3)

Shure Beta 58 Hand-held Microphone

Shure SM58 Hand-held Microphone

## HOUSE CLEAR-COM

The house clear-com headset system is a 2-channel, fully-matrixed hard-wired system to many locations throughout facility: PA booth, control room, all four (4) spot lights and one (1) wireless pack.



# AUDIO / VISUAL INFORMATION *(cont.)*

## LIGHTING

### *House Lighting*

House lighting is controlled by a breaker panel in the control room. Spots over the seats and fluorescence over the floor.

### *Spotlights*

The Arena has (4) spotlights available for use two (2) are located in the control room and broadcast booths, the other two are on platforms at the south end.

### *Lycian Stage Lighting*

Model #1275 | Super Star 1.2

Features: Long Life Metal Halide Lamp, 5600K Color Temperature, Automatic Self-Canceling Color Boomerang, Automatic Single Lever Zoom Lens System, Balanced for Perfect Weight Distribution at Any Angle, Horizontal Trim Shutters, Heavy Duty Nichrome Steel Iris, Template Slot Pattern (Gobo) Projection Furnished as Standard, Folding Three-Legged Base with Locking Caseters and Leveling Jacks

## SCOREBOARD / JUMBOTRON

4-sided center-hung, 40'x12'x12' LED scoreboard in Arena with over 89,000 square inches viewing area. Full 1080p 29.94fps videos, still images, custom images, slideshow and presentation modes available. Ability to direct-connect laptop or other device to scoreboard for presentations.

## INTERNET SERVICES

Fiber Internet connectivity to the building provides 1GBps total bandwidth available to guests and event staff. Upgradeable to 10GBps total bandwidth as needed.

## WIRELESS

Facility-wide wireless network using leading-edge 802.11ac 2.4GHz and 5GHZ technology available for both guests and event staff. Public and password-protected private wireless networks available. Wired Ethernet network ports available in most locations.

## DIGITAL SIGNAGE

Over 70 digital signs facility-wide available for custom content including still images, recorded video (with audio), and live-stream of Arena events.

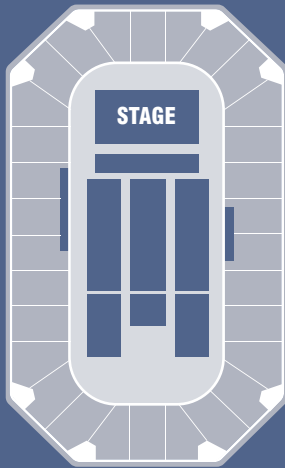
## SOUND / VIDEO PRODUCTION SERVICES

In-house video production services available including ability to produce and direct your show to the jumbotron and/or streamed to the Internet. Production uses Broadcast Pix switcher, four Sony Pro-HD cameras, including one wireless, and two Panasonic robotic overhead cameras. Highly-experienced in-house staff available for your event.

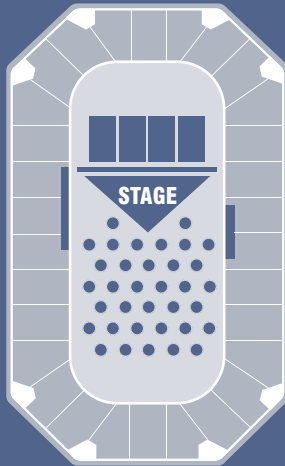


# FACILITY RENTAL SCALABILITY

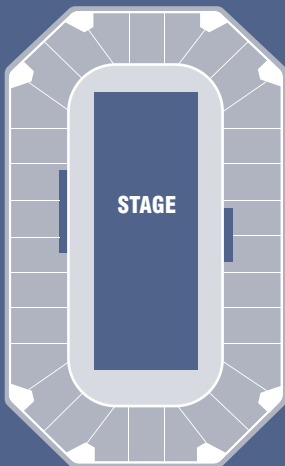
Gabriel Iglesias Capacity: 5200



Catalyst University Capacity: 2000



MYWA Wrestling Capacity: 5000





# FACILITY RENTAL: THE ARENA

## Dimensions:

- The NHL-sized ice surface is 17,000 square feet (85' wide by 200' long).
- Maximum capacity: 6,400
- The Concourse has over 9,000 square feet with an additional 4,200 square feet in the Lobby.

## Arena Seating:

- Wings Event Center has 5,113 permanent seats for hockey and similar events.
- Seating for special events is flexible and varies by event type.

## Loading Area:

- Two loading docks  
Both 10' high by 8' wide.
- One ground level entrance  
14' high by 12' wide.
- Access to arena floor through Zamboni tunnel 9'6" by 12".

## Power Services:

- 3-Phase 600 amp and 200amp in Zamboni tunnel.
- 3-Phase 600 amp additional auxiliary.
- 3-Phase 100 amp behind arena.

## Ceiling Height:

- 33' to low steel; 43' to high steel.

## Other Features:

- Multiple food and beverage stands; two concourse level full service bars.
- 40' x 12.5' x 9.5' video board.
- LED highway marquee on Interstate 94.
- Full complement of event staff including ushers, security, EMT, parking, housekeeping and building services.
- Two premium dressing rooms with an additional four locker rooms.
- Two production offices equipped with Wi-Fi.
- Catering room with a 30-person capacity.





# FACILITY RENTAL: THE VALLEY

## Dimensions

- The NHL-sized ice surface is just under 17,000 square feet (85' wide by 200' long.)
- Maximum Capacity: 2,850
- The space overlooking the ice is 779 square feet.
- The bleacher area is retractable, creating additional floor space of 22' wide by 150' long.
- The Nest is 2,600 square feet of private bar space overlooking the Valley.

## Arena Seating

- The Valley has bleacher seating capacity of approximately 800.
- For general admission events and festival style setup, the Valley can accommodate up to 2,800 people.

## Loading Area

- Two loading docks, both 10' high by 8' wide.
- One ground level entrance, 14' high by 12' wide.
- Access to arena floor through Zamboni tunnel, 8'8" high by 12' wide.
- Northwest entrance, 14' high by 12' wide.

## Power Service

- 3-Phase 200amp in Zamboni tunnel.
- 3-Phase 100 amp near dressing rooms.
- Single phase 400 amp in arena.
- 600 amp auxiliary mobile transformer.

## Ceiling Height

- 23' to low steel.

# FACILITY RENTAL: THE ZOO

## Dimensions:

- The NHL-sized ice surface is 17,000 square feet. (85' wide by 200' long)
- Maximum capacity: 1,800
- The Overlook (with overhead view of the ice) is 5,093 square feet.

## Arena Seating:

- The Zoo has limited seating capacity. Seating for special events is flexible and varies by event type.
- Temporary bleacher rental optional.

## Loading Area:

- North entrance
- 8'8" high by 10' wide.

## Power Services:

- 3-Phase 200 amp in Zamboni tunnel.
- 3-Phase 100 amp.
- Single phase 400 amp in arena.
- 600 amp auxiliary mobile transformer.

## Ceiling Height:

- 23' to low steel

# PRIVATE EVENT SPACES

Space	Room Length (ft.)	Room Width (ft.)	Room Height (ft.)	Room Area (sq. ft.)
Heritage Hall	47	15	9.5	705
The Nest	62	20	9	1240
Bar 242	44	34	8	748
The Stage	86	22	8	1892
The Overlook	105	97	8.5	5093
Coach's Room	23	23	8.5	529
Annex Loft	41	19	9	779
Wings Lobby	46	92	22	4232
Concourse	X	X	X	9000



# VENUE MARKETING

We want you to sell out your event, and have a number of platforms to help you do just that. From physical signage to digital avenues, we will work with you to get the word out. Take a peek at our statistics and specifics for show artwork, and we will proudly display the message around our venue and all its platforms.

## OUR DIGITAL PRESENCE

*(updated August 2018)*

### Website

37,000 visitors monthly

### Email Database

51,604 active emails

### Social Media

17,971 Facebook fans

1,238 Twitter followers

920 Instagram followers

## OUR TEAM

Sarah Olszowy

**VP of Marketing**

269.226.3102

solszowy@

wingseventcenter.com

Allie Lochart

**Marketing Manager**

269.226.3125

alochart@

wingseventcenter.com

## SPECIFICS FOR OUR PROMOTIONAL PLATFORMS

### Stadium Digital Signage Graphics

24 Concourse Monitors

Optimized at 72 dpi PNG format

1215 x 690px

### Digital Scoreboard

*Video*

1920 x 1080px

29.97fps

.mp4 format

*Still Images*

1920 x 1080px

PNG format

### Website Graphics

Optimized at 72 dpi PNG format

Main Feature: 726x 402px

Event Images: 330 x 330px

Thumbnail Icon: 150 x 150px

### Facebook Graphics

Optimized at 72dpi

JPEG or PNG format

Newsfeed Post: 472 x 394px

Cover Photo: 851 x 315px

### Email Blast Graphics

Optimized at 72dpi

PNG or JPEG format

600 x 700px

### Digital Highway Sign Graphics

60,000 weekly impressions

Optimized at 72dpi

JPEG format

1152 x 729px





# MEDIA MARKETING

We are proud to be your marketing partner in supporting the success of your show. Our local market relationships and knowledge of the area makes us the ideal extension of your team. We provide you access to our promotional avenues as well as our preferred media vendor partners in the area. Some of our partnerships include...

## **Radio**

Townsquare Media

*WRKR - Rock*

*WKFR - Top 40*

*WKMI - News*

*K-102.5 - Greatest Hits*

*WGRD - Rock*

Midwest Communications

*WNWN - Country*

*WQLR - Sports*

*WZOX - Alternative*

*WKZO - News, Talk, & Sports*

iHeartMedia

*WBCT - Country*

*WSRW - Adult Contemporary*

*WSNX - Top 40 & Pop*

*WMAX - Sports*

Mid-West Family Broadcasting

*WQLQ - Top 40*

*WSBT - Sports*

*WIRX - Rock*

*WNSN - Adult Contemporary*

*WYTZ - Country*

Pandora Online Radio

## **Cable/Television**

Spectrum Reach

Comcast

WWMT Newschannel 3/CW7/CBS

FOX 17 News

WOOD-TV8/ABC/NBC

## **News Print/ Online**

MLIVE/Kalamazoo Gazette

MiBiz

## **Magazine**

Encore

KZOO Kids

Women's Lifestyle

## **Billboards**

Adams Outdoor Advertising

Outfront Media

## **Destination Marketing**

Discover Kalamazoo

West Michigan Tourism Association

# MEDIA



## RADIO

**Deb Young**  
Townsquare Media  
269.978.2112  
debby.young@townsquaremedia.com

**Cindy Ireland**  
Midwest Communications  
269.209.5595  
cindy.ireland@mwcradio.com

**Krista Jackson**  
iheartMedia  
616.308.8766  
kristajackson@iheartmedia.com

**Sarah McHugh**  
Mid-West Family Broadcasting  
269.934.5199  
sarah@sunny1015.com

**Nick Kwasny**  
Pandora Radio  
510.844.0443  
nkwasny@pandora.com



## CABLE/TELEVISION

**Trey Warren**  
Spectrum Reach  
269.353.0904  
trey.warren@charter.com

**Toni Finelli**  
WWMT CBS Affiliate  
269.388.3389  
tfinelli@sbgvtv.com

**Joe Teague**  
FOX 17 News  
616.447.5229  
fox17online.com

**Nate Harte**  
WOOD-TV8 NBC Affiliate  
616.771.9661  
nathan.harte@woodtv.com

**Andrew Addy**  
Comcast Spotlight  
616.219.5521  
andrew\_addy2@comcast.com

# MEDIA



## NEWS PRINT / ONLINE

Shanee Marvin  
MLIVE Media Group  
smarvin@mlive.com

Shelly Keel  
MiBiz  
248.996.7364  
skeel@mibiz.com



## MAGAZINE

Celeste Statler  
ENCORE Magazine  
269.569.4723  
celeste.statler@gmail.com

Ruth Ann Dibert  
Womens Lifestyle Magazine  
269.271.1032  
radibert@wlskazoo.com

John Bowman  
Great Deals Magazine  
269.720.1946  
john@  
greatdealsmagazine.com

Kelli Belanger  
REVUE Magazine  
616.706.8196  
kbelanger@revuewm.com

Joe Amat  
269 Magazine  
269.364.1783  
joeamat269@gmail.com



## OUTDOOR ADVERTISING

Karen Evans  
Adams Outdoor Advertising  
269.342.9831  
kevans@adamsoutdoor.com

Steve Arnest  
Outfront Media  
269.217.0228  
steve.arnest@  
outfrontmedia.com

Andy Tavernier  
Ads-N-Motion  
269-816-2463  
andytavernier@gmail.com



# AREA INFORMATION | KALAMAZOO



## WE LOVE OUR CITY!

Located 147 miles from Chicago, and 139 miles from Detroit, Kalamazoo is a thriving metropolis of 75,000 residents. The city is easily accessible from both I-94 and U.S. 131, which span across the state East to West and North to South. Kalamazoo is home to a vibrant downtown with things to do, see, and explore. For more information, visit [DiscoverKalamazoo.com](http://DiscoverKalamazoo.com).

## RESTAURANTS | OUR FAVORITES

### **Zazios**

100 W. Michigan Ave.  
Kalamazoo, MI 49007  
269.384.2650

### **Old Burdick's Bar & Grill**

100 W. Michigan Ave.  
Kalamazoo, MI 49007  
269.226.3192

### **Webster's Prime**

100 W Michigan Ave.  
Kalamazoo, MI 49007  
269.343.4444

### **Old Burdick's Bar & Grill at Wings West**

5076 Sports Dr  
Kalamazoo, MI 49009  
269.488.4500

Zazios, Old Burdick's Bar & Grill - both locations, and Webster's Prime are all a part of our organization. Ask us about the unique and convenient dining experiences available while traveling acts are in Kalamazoo!

## RESTAURANTS | IN THE AREA

### **Bell's Eccentric Cafe**

355 E. Kalamazoo Ave.  
Kalamazoo, MI 49007  
269.382.2332

### **Food Dance Cafe**

401 E. Michigan Ave  
Kalamazoo, MI 49007  
269.382.1888

### **Erbelli's Gourmet Pizza**

6214 Stadium Dr.  
Kalamazoo, MI 49009  
269.375.0408

### **Crow's Nest**

816 Westnedge Ave.  
Kalamazoo, MI 49008  
269.978.0490

### **Kalamazoo Beer Exchange**

211 E. Water St.  
Kalamazoo, MI 49009  
269.532.1188

### **Gonzo's Biggdogg Brewing**

140 S. Westnedge Ave.  
Kalamazoo, MI 49007  
269.382.2739

### **Bravo! Restaurant & Cafe**

5402 Portage Rd.  
Kalamazoo, MI 49002  
269.344.7700

### **Shwarma King**

1441 S. Drake Rd.  
Kalamazoo, MI 49006  
260.375.3000

### **The Studio Grill**

312 W. Michigan Ave.  
Kalamazoo, MI 49007  
269.341.4100

### **One Well Brewing**

4213 Portage St.  
Kalamazoo, MI 49001  
269.459.9240

### **Saffron**

1710 W. Main St.  
Kalamazoo, MI 49006  
269.381.9898

### **Olde Peninsula Brewpub**

200 E. Michigan Ave.  
Kalamazoo, MI 49007  
269.343.2739

### **Ray Ray's Italian Beef & Sausage**

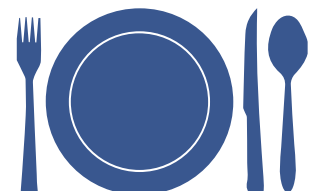
1715 Miller Rd.  
Kalamazoo, MI 49009  
269.381.6138

### **Arcadia Ales**

701 E. Michigan Ave  
Kalamazoo, MI 49001  
269.276.0458

### **The Morning Dish**

100 W. Michigan Ave  
Kalamazoo, MI 49007  
269.226.3155



# AREA INFORMATION | KALAMAZOO

## PREFERRED HOTEL



100 W. Michigan Ave.  
Kalamazoo, MI 49007  
269.343.3333

As our sister property, the Radisson Plaza Hotel is able to offer competitive group rates to promoters for traveling acts and crew members. Located a short drive away in the heart of Downtown Kalamazoo, the Radisson is a great option for promoters as well as event goers traveling to the area.

## HOTELS | NEAR WINGS EVENT CENTER

### Holiday Inn Express

3630 E. Cork St.  
Kalamazoo, MI 49001  
877.859.5095

### Four Points by Sheraton

3600 E. Cork St.  
Kalamazoo, MI 49001  
269.385.3922

### Candlewood Suites

3443 Retail Place Dr.  
Kalamazoo, MI 49048  
877.859.5095

## HOTELS | IN KALAMAZOO

### Hampton Inn & Suites - Oshtemo

5059 S 9th St  
Kalamazoo, MI 49009  
855.605.0317

### Red Roof Inn - West

5425 West Michigan Ave.  
Kalamazoo, MI 49009  
269.375.7400

### Microtel Inn & Suites

5597 S. 9th St.  
Kalamazoo, MI 49009  
888.293.6798

### Comfort Inn

1550 E Kilgore Rd  
Kalamazoo, MI 49001  
269.344.7774

### Baymont by Wyndham

2203 S 11th St  
Kalamazoo, MI 49009  
269.372.7999

### Best Western

2575 S. 11th ST.  
Kalamazoo, MI 49009  
800.568.8520

### Country Inn & Suites by Radisson

1912 E. Kilgore Service Rd.  
Kalamazoo, MI 49002  
866.522.8891

### Red Roof Inn East

3701 E. Cork St.  
Kalamazoo, MI 49001  
269.382.6350

### Staybridge Suites

2001 Seneca Lane  
Kalamazoo, MI 49002  
877.859.5095

### Delta Hotels by Marriot

2747 S 11th St  
Kalamazoo, MI 49009  
269-375-6000

### Homewood Suites

500 Trade Centre Way  
Portage, MI 49002  
844.394.9582

### Towneplace Suites

5683 S. 9th St.  
Kalamazoo, MI 49009  
269.353.1500

### Courtyard by Marriott

400 Trade Centre Way  
Portage, MI 49002  
269.382.5808

### Residence Inn

1500 Kilgore Rd.  
Kalamazoo, MI 49001  
269.349.0855

### Fairfield Inn

6420 Cracker Barrel Dr.  
Kalamazoo, MI 49009  
269.353.6400

### Baymont Inn & Suites

3800 E. Cork St.  
Kalamazoo, MI 49001  
800.337.0300



# THANK YOU.



## WINGS EVENT CENTER

3600 Vanrick Drive  
Kalamazoo, MI 49001

269.226.0364  
[wingseventcenter.com](http://wingseventcenter.com)

[Facebook.com/WECKzoo](https://www.facebook.com/WECKzoo)