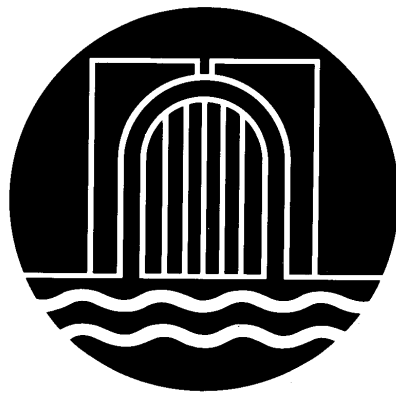


SEAGATE CENTRE



GUIDE BOOK

SeaGate Convention Centre

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Toledo, Ohio 43604

(419) 255-3300 FAX (419) 255-7731

E-mail: www.toledo-seagate.com

Convention Centre Guide Book

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Scott Shook, Chairman of the Board
James E. Donnelly, President & CEO
Carol DuPuis, Director Sales & Marketing
James Thielman, Director Operations
Terry Dachenhaus, Director Finance
Colby Richard, Senior Event Coordinator

10/05

Welcome

Hello and welcome to what we believe is one of the most enjoyable places to live, work and play. Toledo and the SeaGate Convention Centre. We are a wonderful, modern facility; but we are much more. We are people. People who care. People who understand that we are in the people business and our personality and attitudes reflect our commitment to total customer service. We would be pleased and honored to host your event.

*Sincerely,
The SeaGate Professional Staff*

ABOUT OUR FACILITY/STAFF

Our facility, Built in 1987, is located in the heart of downtown Toledo. We have 19 meeting rooms and 75,000 square feet of column free exhibit space. Built, owned and operated by a 501(c) 3 non-profit corporation, we employ 30 full time and up to 75 on call, on demand part time staff. Approximately 30% of our footprint is owned by the University of Toledo and is operated by University College and works in a partnership with us. We host some 500 plus events annually including over 50 conventions, a number of industry trade shows, local consumer shows, concerts and other entertainment events.

We have two hotels that are part of our complex, (the Presidential Award Winning Radisson Toledo and the newly renovated Ramada Inn & Suites) having a combined total of 622 guest rooms; offer 380 underground parking spaces and another 220 spaces in our surface lots. There are almost 6000 spaces within easy walking distance of the Centre.

Our professional staff is here to serve you, our customers and guests.

SALES AND MARKETING

Our sales department is your first source of contact with our facility. Our staff will guide you through the booking and contracting phase of your event. Initial details and financial agreements are established at this point. Your salesperson is available for your service before, during and after your event.

EVENT COORDINATOR

Our facility offers a full service booking, marketing and sales department.

An Event Coordinator will be assigned to your event and will be your primary contact from your initial planning through the successful culmination of your event. All information regarding your event is to be communicated to your Event Coordinator, and we encourage you to fully utilize this important resource.

Please be sure to schedule meetings well in advance and communicate regularly with your Event Coordinator during the planning process. By receiving information as early as possible, your Event Coordinator will make all necessary arrangements for the successful production of your event, alert you to potential problems and help you avoid unnecessary expenses. Your Event Coordinator will provide you with an estimate of all SeaGate or vendor charges once all of your event requirements have been received.

EVENT LABOR SERVICES

The SeaGate Convention Centre offers the following in-house services to all licensees utilizing the Centre. While you may not need or require all of the services listed, they are offered for your convenience to assist you in producing a quality, successful event. Any of the listed services required for your event **must be provided through the SeaGate Convention Centre**. Please contact your Event Coordinator for hourly rates.

- **Event Set Up/Tear Down Labor - Exhibit Hall-**

The SeaGate Convention Centre has an experienced event set up and tear down labor team. **Our event labor must be utilized, (and paid for at prevailing labor rates) by service contractors or any Licensee operating in our facility on a one-for-one basis.** Any outside labor must be employees of the service contractor or Licensee and cannot be “contract labor”. Please contact your Event Coordinator for additional information and rates.

- **Security -**

The SeaGate Convention Centre maintains 24-hour building security and a state of the art camera and alarm system. Should your event require additional event security personnel, **the Centre’s security contractor must be employed.** Your Event Coordinator can assist you in determining your anticipated security needs. If Center management determines that security as planned is inadequate to protect your guests, based on past experiences, increased coverage will be scheduled at your expense.

- **Guest Service Ushers -**

Guest Services/Ushering services are available at the convention center, including ticket takers, badge checkers, coat check and doormen. All licensees **must employ the SeaGate Convention Centre Guest Services/Ushering Staff.** Staffing levels should be discussed with your Event Coordinator for rates and additional information.

- **Technical/Production Personnel -**

The center provides technical professionals, including sound technicians, electricians, stagehands, riggers and spot operators, to assist you with the production of your event. Your Event Coordinator will provide you with rates and additional information.

INSURANCE REQUIREMENTS

Licensees using any part of the facilities of the SeaGate Convention Centre are required to have insurance coverage in effect during their entire occupancy, including move-in, event days and move-out. Your event bears the full cost of insurance coverage. A certificate of insurance complying with the following requirements is due in our office at least thirty (30) days in advance of your event. Usually, a simple phone call to your existing insurance carrier can take care of this quickly. Fax copies are acceptable.

- Comprehensive general liability insurance with limits not less than \$1,000,000.00 each occurrence, combined single limit, for bodily injury or death and property damage including coverage for personal injury, contractual operation of mobile equipment, products and liquor liability (if applicable).
- Workers Compensation insurance covering Licensee's employees.
- Employer's Liability insurance with limits not less than \$1,000,000.00 each accident, covering injury or death to any employee which may be outside the scope of workers compensation insurance.
- Automobile Liability insurance with limits not less than \$500,000.00 each occurrence, combined single limit for bodily injury and property damage including loading and unloading operations.

Both the Comprehensive and General Liability and Comprehensive Automobile Liability insurance policies described above must include the Toledo/Lucas County Convention & Visitors Bureau, University of Toledo, and respective Board of Trustees, officers, employees and agents, as additional insured.

EQUIPMENT RENTAL

The SeaGate Convention Centre maintains a limited inventory of equipment available for rent. A listing of the equipment and rental rates are available through your Event Coordinator. Equipment fees are charged per item for a one-time set; sound & audio visual equipment fees are charged at a daily or run of show rate. Please communicate your equipment needs to your Event Coordinator as early as possible to ensure availability. Additional equipment required for your event will be rented on your behalf at prevailing rates.

CONVENTION CENTRE GUIDELINES

AIR CONDITIONING/HEATING

Air conditioning and heating are provided in the meeting rooms and exhibit halls during **show hours only** and up to three hours before actual door opening. Should you desire air conditioning or heating for 24 hours or during move-in or move-out days, **you will be charged a fee**. Please contact your Event Coordinator for more information.

FLOOR PLANS

An accurate floor plan is an integral part of your event. SeaGate Centre Staff use it as a reference during the set up of your event, and it is required by the Toledo Fire Department to determine compliance with Life Safety Codes. You may supply the SeaGate Centre with scale drawings of your event or your Event Coordinator will help in developing your ground plan using our in-house CAD system. An approved, signed ground plan is required; no later than 30 days out from the event. Signature on final hall set up is required by the client 72 business hours prior to event; signature on final meeting room set up is required 48 business hours prior to event.

FREIGHT DELIVERY

The SeaGate Convention Centre will not accept any freight or materials **more than two (2) days prior to your contracted date** (any exception upon approval of your Event Coordinator). All freight must be delivered to the Centre by your general service contractor, a recognized common carrier, UPS or Federal Express. The freight must indicate the name of the event, exhibiting company and booth number. Your Event Coordinator can assist you in obtaining a local drayage company if you require early Toledo delivery.

GOODS LEFT ON PREMISES AFTER EVENT

The Licensees Agreement states the earliest “time-in” and “latest-out” that must be observed by the Licensee for the contracted areas. If materials, goods and merchandise are not removed in accordance with the Agreement, the Centre will remove all such materials, goods and merchandise at the expense of the Licensee. The Centre will not be responsible for any claims for damages or loss should this action become necessary.

LOADING DOCK

Each exhibit hall has access to the loading dock, which offers a ramp to each hall as well as three (3) truck height dock bays. Our staff will make every effort to maintain a safe and effective loading dock operation. You are encouraged and may be required to engage your own **dock master** to coordinate scheduling of materials and movement of exhibitors, decorators, florists, etc. The dock area is for move-in/move-out purposes only. Parked vehicles are not permitted and subject to tow at the owner’s expense. Please supply your Event Coordinator with all information regarding your move-in/move-out activities in order to facilitate a smooth operation of your event.

GRATUITIES

SeaGate Convention Centre employees **are not allowed to accept individual gratuities**. It is against SeaGate Convention Centre policy for any employee of the Centre to accept gratuities or gifts from a licensee, so

please refrain from making offers to individual employees. **This policy does not apply to food & beverage service employees.**

HANDICAPPED ACCESS/ADA

The SeaGate Convention Centre is fully accessible to the physically challenged. This includes elevators to all levels, exterior doors accessible for wheelchair ingress and accessible restrooms with fixtures. In addition, SeaGate Convention Centre parking garage and lot have specially marked and reserved spaces for disabled patrons.

PUBLIC AREAS (LOBBIES/HALLWAYS)

Safety regulations dictate that public space in the SeaGate Convention Centre be kept clear of obstructions for exiting exhibit halls and meeting rooms. Due to limited public space available for exhibits, service desks, registration counters, product sales, space for these purposes must be included on all floor plans for approval of Centre.

HOUSE LIGHTING

Meeting rooms are equipped with fluorescent and dimmable incandescent lights. **Full house lighting (100% power) in the exhibit halls is available one half hour prior to show time through show closing (during show hours) at no additional charge.** Work lights at 50% power are provided in the exhibit halls for all move-in and move-out hours at no additional charge. **Full house lighting is available for these periods for an additional fee.** Please contact your Event Coordinator for rates.

PARKING

Your Event Coordinator can provide you with up to three (3) Event V.I.P. parking permits for our underground parking garage for use during your contracted hours. The Centre has 380 underground parking spaces and additional parking in our newly renovated Summit Street Parking Lots. In addition there are over 6000 spaces in numerous public lots/garages within easy walking distance of the Centre. Parking on the loading docks, ramps or on the exhibit hall floor is not allowed and the vehicle will be in violation

and subject to tow at owner's expense. This includes move-in, move-out and show days.

RIGGING

Rigging in the SeaGate Convention Centre is subject to approval by Centre management and must meet industry standards. Contact your Event Coordinator for additional information/assistance.

SIGNAGE/BANNERS

SeaGate Convention Centre management recognizes that the placement and display of exterior signs and banners is a useful tool in promoting events. We want your event to be successful and will make every effort to assist you with your signage and banner requests. Contact your Event Coordinator for signage/banner information. The Centre maintains an in-house electronic marquee system for our local sponsors in the exhibit halls. We will offer a welcoming frame and up to five (5) additional frames at no charge for your show. Additional frames are available at prevailing rates. Exterior Marquee may be utilized to promote your up-coming event. Information must be received in our office at least 30 days in advance of your event.

SMOKING

By direction of the President/CEO of the SeaGate Convention Centre, smoking is prohibited within the Centre. However, under some circumstances, show management can request designated sections for "private social functions" as per Toledo City's Clean Indoor Air Ordinance 509-03. Please check with your Event Coordinator for details.

UNCOVERING "HIDDEN" COSTS

CLEANUP/TRASH REMOVAL

The production of most exhibit hall events generates a high volume of trash and debris. The Centre exclusively, provides trash removal and cleaning services from move-in through move-out at **the sole expense of the Licensee**. These charges will include the cost of compactor pulls during pre-

show, show and post-show trash removal. Your Event Coordinator will provide you with the fees associated with this service. If your event does not warrant extra trash compactor pulls, then no additional fees are accessed.

DAMAGES

The Licensee is responsible for any damages to the Centre beyond normal wear and tear. You are encouraged to schedule a “walk-through” appointment with your Event Coordinator to verify condition of the SeaGate Convention Centre prior to your event move-in and again after your event.

HELIUM BALLOON REMOVAL

Helium balloons are permitted in the Centre only when they are securely anchored to exhibits. If, at the conclusion of your event, one or more balloons are found drifting in the ceilings of the Centre, you will be charged a fee for their removal.

PHOTOGRAPHY

All outside photographers hired to service events at the Centre for the purpose of taking photos **for a fee**, (dances, proms, etc.) must pay, in advance, a novelty fee. Please contact your Event Coordinator for further information and rates.

ROOM CHANGEOVERS (CONVERSIONS)

All non-exhibit events (meeting rooms), general sessions, meal functions, seminars, offices, etc. are set to your specifications **one time per day at no charge. Any change or conversion different from the approved, signed set up (Pg. 6) will be charged to you on a cost-of-labor basis.** Your Event Coordinator will provide you with an estimate of changeover charges once your schedule and set-up requirements have been received.

TAPE

Tape is not allowed to hang signs at the SeaGate Convention Centre. The use of double-face tape and cloth tape is permitted on concrete floor surfaces only.

ELECTRICAL/UTILITIES

Your event might require electrical or utility services for general session audio/visual, show offices, press rooms, production offices, dances, parties, etc. All power utility connections must be performed by SeaGate Convention Centre staff. Please coordinate your utility requirements with your Event Coordinator early in your planning. Your Event Coordinator will provide you with an estimate of your utility/electrical connection charges (see SeaGate Centre “Electrical Utilities Connection” Form for further details).

AUDIO/VISUAL SERVICES

The SeaGate Convention Centre has the capability of providing many aspects of sound reinforcement. Our technicians must be used for in-house hookups. Audio/visual authorized contractors are:

B & J Video

Zollars

All other audio/visual companies operating in our facility must furnish the Centre with proof of insurance, naming the Toledo/Lucas County Convention & Visitors Bureau, University of Toledo, and respective Board of Trustees, officers, employees and agents, as additional insured. Your Event Coordinator would be happy to furnish you with the telephone contacts for our approved providers.

BOX OFFICE SERVICES

- **Public ticketed event policy -**

All ticket sales will be handled through the SeaGate Centre Box Office. If the promoter would like to use alternative methods of ticket distribution, he/she may do so only with the prior authorization of the SeaGate Centre management.

Staffing will be determined based on the number of tickets out one week prior to the event, plus an allowance for walk-up. Staffing levels are at the sole discretion of the SeaGate Centre.

There will be no re-entry allowed during the event without the prior approval of the SeaGate Management.

- **Public ticketed events - TicketMaster events -**

A performance fee will be charged for Box Office use. Ticket fees are \$.10 per Box Office, Complimentary and Pre-Box Printed tickets printed by facility box office and any other charges, which create a fee to the SeaGate Centre by TicketMaster. There is a 3.25% charge for all credit card sales.

In the event of a show cancellation, the promoter will be charged the normal credit card charge for all credit card sales and the normal sales fees. No customer convenience charge will apply to tickets for SeaGate Centre events purchased at the SeaGate Convention Centre Box Office. Tickets for events purchased at the outlets or over the phone will be assessed a customer convenience charge.

- **Public ticketed events (non-TicketMaster events) -**

A performance fee will be charged for Box Office use. All ticket sales through the SeaGate Centre Box Office for an event are to be cash only. Tickets may only be purchased on the day of the event unless other arrangements are made. Only tickets provided through our Box Office may be sold to the general public.

COAT CHECK/COAT RACKS

The Centre will operate a fully staffed coat check for your event in a convenient and appropriate location for the use of your attendees. A negotiated fee will be accessed attendees utilizing this service. Self check for meeting room events are available, please contact your Event Coordinator for arrangements. Non-attended coat racks are available at a fee. See your Event Coordinator for details.

HOUSEKEEPING

The Centre provides housekeeping services for continuous cleaning of all public areas including hallways, lobbies, rest rooms and association or manager offices. These services are included as part of your rental. For exhibit events, booth and carpet cleaning services are available through the Centre for an additional fee. Please contact your Event Coordinator for rates.

KEY CARDS

One key card for meeting rooms you wish to secure will be provided free. There is no deposit required. However, you will be billed \$25.00 for a lost key card. Contact your Event Coordinator for additional information.

LOST & FOUND

All articles are placed in the Centre's security office. To inquire about lost items contact the security office at (419) 321-5001. Open 24 hours a day.

MEETING ROOMS

Maximum capacities for meeting room facilities may be obtained from your Event Coordinator or from your booking and sales representative. Capacities may decrease with the addition of staging or audio/visual equipment. Please check with your Event Coordinator prior to preparing your room specifications for your event.

The University of Toledo's University College, our partner in the facility, has 16 meeting rooms including a computer lab with 15 hands-on workstations for training and a distance-learning studio. Both of these are state-of-the-art facilities and are available on a rental basis.

A meeting room standard set is provided in each room **one time at no charge**. The "Standard Set Up" includes tables and chairs for a banquet, theater, classroom or conference set-up, a skirted head table, a head table riser if needed, podium, one corded microphone w/room sound system, daily cleaning and room refreshing once per day. Any additional equipment will be charged to you at the prevailing rates. A changeover to a different set after the initial set will be charged on a per-hour labor basis (Pg. 10).

TELECOMMUNICATIONS/INTERNET/WIRELESS SERVICE

Arrangements for multi media service for all areas of the Centre can be made with your Event Coordinator.

CONCESSIONS/CATERING

CONCESSIONS

The SeaGate Convention Centre maintains an exclusive on-site food and beverage contractor for all concession services in the SeaGate Convention Centre. They will operate concession stands in the exhibit halls when estimated attendance is sufficient, for most all events. They will operate concession stands during move-in periods if sufficient exhibitors are present. **The SeaGate Convention Centre will not allow outside food or**

beverages to be carried into or sold at the Centre. An exception to this rule is the sale or sampling of food by show exhibitors. Examples include:

- **Sale:** If an exhibitor in their normal course of business sells a food product, and if that product is appropriate to that particular show, and they have a city vendors license, then the product may be sold in a package intended for off-premise consumption and with a minimum retail price of \$8.00.
- **Sampling:** All samples must relate to the primary product of the exhibitor and must be of sample size (2 oz. toothpick portion).

These are general guidelines only. Each item must be pre-approved by the Event Coordinator/food & beverage operator prior to sale or sampling.

CATERING

The SeaGate Convention Centre maintains an exclusive on-site contractor for all food & beverage (catering services). Whether your event requires a small continental breakfast or a full-catered meal service for groups of 2 - 3,000, SeaGate Centre will service all your catering needs. Their expertise and award-winning cuisine will make your event a successful and memorable occasion. Please contact our Food & Beverage Department at (419) 321-5038.

CONCERTS/DANCES

Concerts and dances will be booked in the SeaGate Convention Centre subject to the following policies and conditions:

- An approved rental application must be on file before any date will be held, on either a tentative or definite basis. Approval is based on references, prior history of promoting in similar facilities, financial standing and appearance history of the act.
- Promoters must submit written confirmation from the talent agency to the President/CEO of the SeaGate Convention Centre

stating that they are the promoter of the act in question. Licensee Agreements will not be issued without such confirmation.

- Dates will not be held for talent agencies or groups without a specific promoter. All tentative dates are held on a 24 hour right of first refusal basis.
- Total payment is due prior to the event date. The President/CEO has the right to request from the promoter the total rental balance and all other charges upon signing of the contract.
- All event labor including **security, ushers, ticket takers and sellers will be contracted through the Centre.** Note: The Centre may require the use of uniformed Lucas County Deputy Sheriffs for your event, depending on the expected attendance and special security need.
- No tickets will go on sale until all the above conditions are met.

NOVELTY & PROGRAM SALES

The Centre has the exclusive rights to sell all novelties at the Centre; thus all novelty and program sales are subject to control by the Centre. The procedure is as follows:

- The Centre will take a beginning and ending inventory of all merchandise brought into the facility.
- The Centre will provide sellers, assign merchandise and make payment to sellers. The number of sellers assigned will be determined by the Centre based on anticipated attendance and volume of merchandise offered. No person will be allowed to sell other than those assigned by the Centre.
- Upon conclusion of the event, the Centre will receive a negotiated percentage of gross sales (total gross sales less Ohio sales tax).

The sales tax will be remitted by the Centre to the Ohio Department of Taxation.

There will be no exception to the above rules without the specific consent of the Centre's President/CEO. Please contact your Event Coordinator for further details on selling merchandise within the Centre.

GENERAL SERVICE PROVIDERS

Listed below are general service contractors you may wish to contact for bids on your event. These firms have operated within the Centre and comply with all rules and regulations regarding certificates of insurance, worker's compensation and wage and hourly rules.

ACT
NEC
George Fern Company
GES
MCS Event Services
SeaWay Display

Your Event Coordinator will be happy to put you in contact with these contractors.

TIME LINE

- 18 Months prior to event:** Centre Management to mail license agreements for signatures.
- 17 Months prior to event:** Licensee signs/returns License with initial 25% of rental fee. Centre executes contract and copy sent to Licensee.
- 12 Months prior to event:** Initial contact with Event Coordinator.
- 3 Months prior to event:** The second 25% deposit is due. Detailed planning meeting with Event Coordinator.
Meet with Food & Beverage Department (if food & beverage is required).
- 60 Days prior to event:** Copy of Insurance due in Centre.
- 30 Days prior to event:** Final deposit (50%) due.
Final diagram completed for approval of the Toledo Fire Inspector.
- 14 Days prior to event:** Any changes due to Event Coordinator.
- 72 to 48 Business Hours prior to event:** Signed Hall or Meeting Room Set up required.

Note: Events contracted within the 18 month time frame will necessitate a schedule modification. Deposits are non-refundable.

FIRE PREVENTION/GENERAL SAFETY

An appointed Toledo Fire Inspector has ultimate responsibility and enforcement power within the facility and will make the final determination on compliance. If the Fire Department, at its sole discretion, determines that an Inspector will be required during your event, you will be billed at the prevailing hourly rates of the department. Any and all required permits are the responsibility of the show manager. Copies of permits must be furnished to the Event Coordinator.

NON-EMERGENCY TELEPHONE NUMBERS

Fire Department.....	419-245-1911
Toledo Police Department.....	419-245-3100
SeaGate Convention Centre Security Department (Open 24 hours).....	419-321-5001
Greater Toledo Convention & Visitors Bureau...	419-321-6404
SeaGate Box Office.....	419-321-5007
Gladioux Catering.....	419-321-5038
Colby Richard, Senior Event Coordinator.....	419-321-5013
Jeff Smith, Event Coordinator.....	419-321-5020
Lauri Rettinger, Event Coordinator.....	419-321-5029
Carol DuPuis, Director of Sales/Marketing.....	419-321-5021
Colleen Dandar, Sales Manager.....	419-321-5019

EMERGENCY TELEPHONE NUMBERS

Lucas County Sheriff's/Toledo Police.....	911
Emergency Medical Services.....	911