

**WATSCO CENTER**  
COOLING THE AMERICAS

# Promoter's Guide



**1245 Dauer Drive  
Coral Gables, FL 33146**

## **PROMOTER'S GUIDE**

TABLE OF CONTENTS	0
STAFF CONTACTS	3
GENERAL INFORMATION	4
VENUE INFORMATION	5
LOCATION	5
PRODUCTION/MEDIA OFFICES	5
DRESSING ROOMS	5
HOSPITALITY SUITE- HURRICANE 100 ROOM	6
EMERGENCY EQUIPMENT	6
FEATURES FOR PATRONS WITH DISABILITIES	6
FORKLIFTS	6
HEADSETS	6
LOADING DOCK	6
PYROTECHNICS	6
SCOREBOARD	7
SPOTLIGHTS	7
STAGING	7
VIDEO SYSTEM	7
FIRST AID	7
SEATS	7
GENERAL ADMISSION	8
POLICIES & PROCEDURES	8
ALCOHOL	8
CAMERAS & RECORDING DEVICES	8
GENERAL RULES	8
BROCHURES/HANDOUTS	8
RE-SELLING OF TICKETS	8
SELLING OF MERCHANDISE OUTSIDE	8
RE-ENTRY	9
SMOKING	9
PROHIBITED ITEMS	9
BOOKING PROCEDURES	10
ASSIGNMENT OF DATES	10
DEPOSITS	11
STATEMENT AND PAYMENT POLICY	11
LIABILITY INSURANCE	12
EVENT PLANNING	13
SERVICES PROVIDED FOR BASIC RENTAL	13
FLOOR PLANS	14
PHYSICAL ARRANGEMENTS	14
DECORATIONS	14
AIR CONDITIONING & LIGHTING POLICY	15
BOX OFFICE	15
PROGRAMS, NOVELTIES, ETC.	16
OPERATIONS	16
HOUSE STAFFING SERVICES	16
SECURITY	17
FREIGHT DELIVERIES AND CRATE STORAGE	17
PARKING	17
FOOD AND BEVERAGE POLICY	18
CATERING	18

MARKETING & SALES	19
MEDIA	20
RATES	21
ARENA RENTAL RATES	21
SERVICE RATES	21
EQUIPMENT RATES	22
STAFFING RATES	23-24
TIMELINE CHECKLIST	25
TECHNICAL SPECIFICATIONS (QUICK GLANCE)	26
SEATING CHART	27
VENUE EVENT PICTURES	28-29
HOTELS/ACCOMODATIONS	30-31

## Staff Contact List

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Executive Chef	Sandra Bedoya	305-284-8350	<a href="mailto:s.bedoya@miami.edu">s.bedoya@miami.edu</a>

## **GENERAL INFORMATION**

### **Watsco Center at the University of Miami**

1245 Dauer Drive

Coral Gables, FL 33146

Telephone: 305.284.8244

Fax: 305.284.6547

Website: [www.WastcoCenter.com](http://www.WastcoCenter.com)

### **Facility Description**

The Watsco Center (WC) is located on the Coral Gables campus of the University of Miami, giving the local communities a venue to enjoy some of the best acts out there. The WC, which opened its doors in January 2003, has an area of 22,000 square feet and has a maximum seating capacity of 7,792.

The Watsco Center is home to the University of Miami Hurricanes Men's and Women's basketball programs. In addition to hosting UM collegiate basketball, the Watsco Center is host to concerts, trade shows, touring theater shows, student events, conventions, and special events. Furthermore, the building has also been host to bar mitzvahs, charity galas and other smaller, more private events.

In the few short years since its opening, the Watsco Center has hosted a number of sold out shows, including Green Day, Coldplay, Andre Rieu, Drake, Bryson Tiller, Ruben Blades, Hillsong United, Hot 105's R&B Groove, and Fall Out Boy. As well as being the setting for televised events, such as Hurricane Basketball, MTV Unplugged featuring Ricky Martin, Premios Juventud, X-Factor and the Latin Billboard Awards.

The mission of the WC is to provide quality entertainment and exceptional service to every artist, promoter, client and guest. Our 7,000+ seat venue, staffed by professional, customer service oriented employees, is driven to provide the benchmark in the delivery of service to the University, City of Coral Gables, and the South Florida community. Every decision made and action taken is designed to foster a profitable revenue stream for the facility and promoter, a perfect event for the artist, and an enjoyable experience for each guest. Our philosophy is to provide our guests with the highest quality of service and an unforgettable experience.

## **Venue Information**

### **Location**

Located in the heart of Coral Gables on the University of Miami campus, the WC is easily accessible from points north and south. The WC is one block west of Ponce de Leon Blvd and two blocks from US1. The University station of the Miami-Dade Metrorail system is directly across from the main entrance of the WC giving easy public transportation access to the building. Downtown Miami is a little over 5 miles to the north and Homestead is approximately 25 miles to the south.

### **Production/Media Offices**

The WC has two office spaces located adjacent to the loading dock. One room is equipped with countertops around the perimeter of the room with phone/internet connections available. The second room has many options for set up and use. The layouts of both rooms are included in the diagrams in the package.

Telephone service for show offices are provided by the Watsco Center for \$150 per line per show payable by the tenant. *Lessee is responsible for any additional charges including long distance calls that may apply. Event Manager must be notified of the exact number of phone lines requested no less than five (5) days prior to the event.*

Internet service, wireless or hard wired, is also available for \$150 per hard wired line and \$300 for wireless. *Event Manager must be notified no less than five (5) days prior to the event if internet is desired as well as whether it is wireless or wired.*

### **Dressing Rooms**

There are two (2) small star dressing rooms located immediately stage left. There are two (2) official's dressing rooms that are located backstage, as well as two (2) visiting team locker rooms.

### **Security Features**

Each of the dressing rooms, along with the offices, are equipped with personal safes. Each safe has the ability to have a new code for each user. The dressing rooms are locked using a key card system. Key cards can be signed out at the beginning of the day and are the responsibility of that person to return at the conclusion of the event. Each key card has a replacement value of \$500 for lost or damaged cards.

### **Hospitality Suite – H100 Room**

The Hurricane 100 Room's atmosphere is sophisticated, traditional and always welcoming. Whether planning a simple breakfast meeting, an intimate dinner party for 30, or a VIP cocktail reception for 200, the Hurricane 100 Room can accommodate your every desire. The facility is a spacious room suitable for business meetings and functions, elegant parties and receptions.

For more information and details on use of the H100 Room, please contact Chartwells at (305) 284-2444.

### **Emergency Equipment**

Smoke detectors, fire sprinklers and fire extinguishers are located throughout the building.

### **Features for Patrons with Disabilities**

The WC is fully accessible to guests who may have physical, hearing, or visual disabilities. The WC has been designed to meet ADA requirements. It is our intention to provide a complete range of accessibility services to guests with disabilities.

### **Forklifts**

The WC owns two (2) 5,100 lb. capacity forklifts that are available for use. They are propane fueled and are equipped with a side shifter. A certified operator is required to operate the forklifts.

### **Headsets**

The WC is equipped with four (4) wireless headsets and belt packs, as well as nine (9) wired headsets. For each event requiring use of headsets our houselights operator will distribute, set-up, test and then collect post-event all headsets.

### **Loading Dock**

Show load-in is through the loading dock, which is on the southwest side of the building. Located there are two truck bays, as well as a drive up ramp. There is ample parking for production trucks and buses located in our loading dock parking lot. This lot has two (2) sets of security gates and is staffed from load-in through the end of load-out.

### **Pyrotechnics**

Any and all pyrotechnics require a permit from the City of Coral Gables. All paperwork requesting a permit must be submitted to the city *no less than six (6) weeks* in advance. On the day of the event, the fire department will be in the building to inspect the pyrotechnics and see a sample of each effect prior to giving approval.

### **Scoreboard**

The WC has a 25' x 25' Daktronics scoreboard. When the scoreboard is raised to trim height, it is 42' from the bottom of the scoreboard to the floor. Use of the scoreboard is available for events.

### **Spotlights**

The WC has four (4) Super Trouper II's (2kw) available for use. These spotlights are located in prime locations along the catwalk around the bowl to meet the needs of events.

### **Staging**

The WC uses Stage Right staging and has the ability to construct a 60' x 40' or larger stage. The stage height can vary from 4' to 6' using ME-500 legs. Available accessories are stage wings, FOH platforms, stage rails, skirting and 80' of blow-through stage barricade. Each stage will be built to the specs set in advance by each event.

### **Video System**

There is a video room located in proximity to the loading dock with access to the truck parking via a private door. There are tie-ins to this system located in the four corners of the arena bowl, two sides of the arena floor, as well as in our sound control room. This allows for easy transmittal from the arena to the live trucks. The WC also has the ability to use these tie-ins to create an in-house feed to the televisions located on the concourse and in the suites.

### **First Aid**

For all events a Medical Services team is present from the time doors open and will stay throughout the event until the building is cleared of guests. They are located on the event level below Section 119. All incidents requiring medical treatment are to be handled by the medical services team before 911 is called.

### **Seats**

General fixed seating is made up of plastic chairs, molded backs and bottoms. Floor seating, as well as the ADA section seating, is portable, interlocking, padded chairs.

#### **Retractable Seating**

*The first 9 rows of each section are retractable. The first row of these sections are made up of the same portable, interlocking padded chairs as the floor and ADA sections.*

## **General Admission**

General admission or “festival” style seating is allowed. Capacity on the floor in this configuration is 1700-1800 guests.

### **Rules specific to General Admission Events:**

*All moshing and crowd surfing is prohibited and grounds for immediate ejection from the WC.*

*Stage barricade must be used along the stage for crowd control.*

## **POLICIES & PROCEDURES**

### **Alcohol**

Guests are not permitted to bring alcohol into the facility, nor are they permitted to leave with it. Alcohol may be served at select concerts and events. Florida State laws prohibit the consumption of any alcoholic beverage by any persons under the age of 21. We reserve the right to refuse service to anyone without proper identification.

### **Cameras & Recording Devices**

The camera policy varies on an event-by-event basis, however, as a general rule these items are prohibited. If a guest brings a prohibited item to the doors they will be asked to return that item to their vehicle.

### **General Rules**

The WC does *not* allow the use of adhesive tape, except for gaff tape or painter’s tape. *Helium balloons are not permitted within the building.* No changes to the physical structure of the building are allowed to be made without the express permission of the General Manager.

### **Brochures/Handouts**

Any printed materials that are distributed in or around the WC must be approved by the Director of Marketing in conjunction with show production and the General Manager.

### **Re-Selling of Tickets (Scalping)**

Re-selling of tickets is prohibited on the property of the University of Miami. Anyone caught re-selling tickets will be asked to leave the property and their tickets will be confiscated.

### **Selling of Merchandise Outside the Venue**

All sales of merchandise and/or concessions outside of the venue is strictly prohibited. Anyone caught selling merchandise/concessions will have the items confiscated and they will be asked to leave University property.

### **Re-Entry into the Watsco Center**

Re-entry to the WC is not permitted without the purchase of a separate ticket with the exception of an emergency situation.

### **Smoking**

Smoking (including electronic cigarettes) and the use of smokeless tobacco products is not permitted in the arena at any time. The University of Miami is a smoke-free campus.

### **The following items are not permitted in the Watsco Center**

- 1) Aerosol cans
- 2) Air horns, noisemakers
- 3) Alcoholic beverages, coolers or illegal drugs
- 4) Animals (except certified service dogs for the disabled)
- 5) Backpacks
- 6) Balloons
- 7) Bullhorns or noise makers
- 8) Confetti
- 9) Fireworks, firearms, pepper spray/mace, or other weapons
- 10) Laser pointers, Laptops, 2 way radios, flashlights
- 11) Masks
- 12) Outside food or beverage
- 13) Pamphlets, product samples
- 14) Recording devices: audio or video
- 15) Skateboards or roller blades, bicycles, beach balls
- 16) Signs/Flags/Banners/Posters
- 17) Sticks or clubs (including signs attached to sticks)
- 18) Stools or folding chairs
- 19) Selfie Sticks

# **BOOKING PROCEDURES**

## ***ASSIGNMENT OF DATES***

All prospective Lessees must contact the General Manager to determine availability of dates. The Watsco Center will tentatively reserve the requested dates after completion of the License Application by the Lessee and accepted by OVG Facilities.

- Name of Lessee
- Company/Organization
- Type of Activity Proposed
- Name of Artist (If Applicable)
- Requested Date
- Expected Attendance
- Address, Phone and Fax Number
- Email
- The individual or organization who will be financially responsible for all costs

A date **is not** considered firm until a signed contract **and** required deposit are returned to the facility.

The General Manager of The Watsco Center may deny the use of any or all of the facility to any individual, group, organization, or event that in his/her professional judgment would result in an unfair degree of competition or is not in the best interest of The Watsco Center. If the contract and deposit are not received, the General Manager will release the dates without notice.

*Information regarding availability of dates can be obtained by calling (305)-284-8244.*

## **DEPOSITS**

An initial deposit of \$5,000.00 of the base rent is required upon the signing of the contract. This amount may be adjusted at the discretion of the General Manager in compliance with the University Policies and Procedures. For events that are assigned dates over one year in advance, a 25% deposit is due upon the signing of the contract. An additional 25% is due six (6) months prior to the event and the full balance is due ninety (90) days prior.

IN THE EVENT THAT THE PROSPECTIVE LESSEE CANCELS THE USE OF A RESERVED DATE, DEPOSITS FOR DATES ARE NOT REFUNDABLE UNLESS THE DATE(S) CAN BE REBOOKED FOR ANOTHER EVENT(S).

The General Manager reserves the right to require a deposit to cover all estimated expenses, including but not limited to rent, set-up, staffing, damages, utility charges, advertising, and electrical services.

- A building inspection will be conducted within 24-hours after the event has vacated the building to determine the extent of damage, if any.
- The Lessee will be charged at the time of settlement for any damages, and it will be the responsibility of the Lessee to recover such charges from the tenant's insurance carrier.
- Submitting an advance damage deposit in no way relieves the Lessee of the obligation to provide a Certificate of Insurance for coverage as outlined in the rental agreement in Section 4, nor does it limit the right of The Watsco Center to charge the Lessee for the full amount of damages incurred even if the amount exceeds the advance damage deposit.

## **STATEMENT AND PAYMENT POLICY**

All charges due to The Watsco Center are payable on demand. Any balances over thirty (30) days will be charged at 2% monthly finance charge until payment is received.

The Watsco Center will pay net proceeds due from ticket receipts, less rent and other charges in a timely manner after the conclusion of the event. Settlement will be performed in no less than three (3) business days after the conclusion of the event.

*For further information, please contact the Office Manager at (305) 284-8244.*

## ***LIABILITY INSURANCE***

The Certificate of Insurance must provide general liability coverage for the following items:

1. "Comprehensive",
  2. "Premises-Operations", and
  3. "Contractual".
- The limits of this insurance should not be less than \$2,000,000/2,000,000/2,000,000.
  - High-risk events must carry insurance in the amount of \$5,000,000/5,000,000/5,000,000, and coverage must include riot insurance.

Prior to the show going on sale, the Lessee must provide proof of insurance to the General Manager of the Watsco Center.

Thirty (30) days prior to the event, the Lessee must provide the General Manager of The Watsco Center with a Certificate of Insurance certifying the following parties as additional insured:

- University of Miami and their trustees, directors, officers and employees
- Pinnacle Venue Services, LLP and their directors, officers and employees.

In addition to the above-required coverage, if a Lessee or exhibitor distributes or sells any items at an event, the Lessee must also provide liability coverage for "Products/Completed Operations Hazard".

If a Lessee uses an outside contractor (i.e. decorator), "independent contracts" liability coverage must be provided for each contractor used.

Lessee who fail to provide the required coverage **will not** be allowed in the building until all such insurance requirements are met. Any event canceled due to non-compliance with Insurance requirement as set forth will forfeit any deposits to date and all actual expenses will be immediately due and payable.

Lessee will be required to maintain Worker's Compensation Insurance covering its players, performers, and other employees.

LESSEE SHOULD REFER TO LICENSE AGREEMENT FOR SPECIFIC REQUIREMENTS FOR INSURANCE COVERAGE.

## **EVENT PLANNING**

### ***SERVICES PROVIDED FOR BASIC RENTAL***

The Watsco Center shall provide the following to the Lessee at no additional cost:

- Office space as available for use of show management during move-in days, show days, and move-out days, and
- Use of lobbies, vestibules, and hallways.

The Lessee will be responsible for extra utility charges before and after this specific time as well as extra labor at prevailing overtime rates.

Not included in the basic rental are charges for labor necessary to accomplish the event set-up requirements for items such as staging, platforms, supplemental lighting and sound, audio/visual, tables, chairs, etc. Charges for these set-up services will be in accordance with the prevailing labor and equipment rates as defined in this guide. This does not apply where an "All-In" deal has been agreed upon wherein specific charges have been identified and included.

The Lessee is responsible for obtaining any applicable animal permits, ride permits, pyrotechnics permits, and in compliance with local, state or federal ordinance.

THE LESSEE IS REQUIRED TO PROVIDE THE GENERAL MANAGER A MINIMUM OF TEN (10) DAYS BEFORE THE SHOW DATE ALL SET-UP REQUIREMENTS SO THAT SET-UP MAY BE ACCOMPLISHED AS EFFICIENTLY AS POSSIBLE AND SO THAT SET-UP CHARGES TO THE LESSEE MAY BE KEPT AT AN ABSOLUTE MINIMUM.

The Watsco Center Event Manager will contact Lessee at least thirty (30) days prior to move-in for the purpose of setting up a PRODUCTION MEETING to review in detail the various set-up requirements and other necessary arrangements and services for the event.

LESSEE SHOULD REFER TO LICENSE AGREEMENT FOR EXACT PROVISIONS OF BASIC RENTAL.

### **FLOOR PLANS**

All events with exhibit booths are required to submit two (2) copies of the proposed floor plan to the Event Manager at least thirty (30) days prior to the event. This plan must be approved by the Coral Gables Fire Department and the Watsco Center.

LESSEE ARE INSTRUCTED NOT TO ASSUME THAT THE FLOOR PLAN IS ACCEPTABLE UNTIL THEY HAVE RECEIVED A COPY OF THE PLAN FROM THE FIRE DEPARTMENT BEARING THE OFFICIAL APPROVAL OF THE FIRE DEPARTMENT.

THIS APPROVED FLOOR PLAN MUST BE SUBMITTED ONE (1) WEEK PRIOR TO THE PRODUCTION MEETING WHICH IS HELD APPROXIMATELY ONE (1) MONTH PRIOR TO THE EVENT.

### **PHYSICAL ARRANGEMENTS**

All physical arrangements and set-up must be presented to the Event Manager a minimum of four (4) weeks prior to the event.

The Lessee is urged to provide this information as far in advance as possible in order to help insure maximum efficiency and economy.

### **DECORATIONS**

Decorations are not permitted on ceilings, painted surfaces, columns, fabric, portable folding partitions, decorative wall, or fire sprinklers.

All decorative materials must be flameproof in accordance with the Coral Gables Fire Department regulations and valid fire certifications of same available upon request.

Upon request, the Watsco Center personnel will install large decorations, banners, etc., for which the Lessee will be charged in accordance with the prevailing rates.

NO HELIUM BALLOONS OR ADHESIVE BACKED DECALS, SIGNS, ETC., ARE PERMITTED ON THE PREMISES

Decorations cannot obstruct or block exits, doorways or fire extinguishers in the facility.

*Details and guidelines are available upon request from the Event Manager at (305) 284-2221.*

### ***AIR CONDITIONING & LIGHTING POLICY***

The Watsco Center joins the International Association of Auditorium Managers in endorsing the following energy saving guidelines:

1. Minimum lighting (work lights) will be utilized during the move-in and move-out periods.
2. If there is no other activity in the building, minimum lighting following prevailing safety codes will be in effect in all common areas during move-in and move-out.
3. On show days, lights and power will be cut to a minimum level within a reasonable time after the event closes unless show management makes special arrangements.
4. Minimum levels of heat or cooling will be maintained during move-in and move-out periods.

A waiver from these guidelines must be obtained from the General Manager. If such a waiver is granted, additional charges for air conditioning, lights, and fans during non-show hours may be imposed.

### ***BOX OFFICE***

The Watsco Center has a fully computerized Box Office through the Ticketmaster Inc. system with many convenient remote ticket outlets in South Florida, and throughout the East Coast.

All tickets for admission to any event(s) scheduled for presentation in The Watsco Center must be sold in advance or distributed through the Watsco Center Box Office unless otherwise approved by the General Manager.

Consignment of tickets to a Lessee is prohibited unless secured by a certified bank check or the cash equivalent of the value of the tickets consigned.

Tickets will not be put on sale until at least six (6) days after receipt of the signed contract, deposit, and certificate of insurance.

*For further information, contact the Box Office Manager at (305) 284-8336.*

***PROGRAMS, NOVELTIES, ETC.***

The Watsco Center or its authorized representative must sell all programs, novelties, t-shirts, souvenirs, etc.

All such merchandise must be consigned over to the Watsco Center or its authorized representative before the event. The Watsco Center or its authorized representative will perform a beginning and ending inventory, handle the financial settlement, and pay the Lessee or the tenant's authorized representative. Immediately upon reconcile/settlement of the event.

The sale of these items is subject to commission specified in the license agreement. Commission is calculated after deduction of all applicable taxes.

**OPERATIONS**

***HOUSE STAFFING SERVICES***

The Watsco Center provides at tenant's cost the services of all staff required to stage an event.

This personnel includes full box office services, ticket sellers, ushers, ticket-takers, stagehands, medical, security, technical lighting, sound and audio/visual personnel, custodians, and forklift operators.

The Watsco Center has an agreement with EPIC Productions to provide stagehands. This provider will have jurisdiction over certain lighting, sound, stage, and audio/visual work. No Lessee may use volunteer labor or any other type of labor for work that falls under this contract.

Lessees are instructed not to make any other staffing arrangements for their events at the Watsco Center without first obtaining the written permission of the General Manager.

All Lessees are, therefore, required to provide the Watsco Center well in advance of the event with a detailed, written outline of all set-up and show-related requirements so that house staffing can be scheduled as efficiently and economically as possible.

## ***SECURITY***

The Watsco Center provides and the Lessee must pay for all guards, police, firemen, ticket-takers, and ushers to properly staff each event.

All security-staffing requirements are subject to the approval of the General Manager and will be set in a manner which is fair and reasonable to the Lessee, but also protects the interest of The Watsco Center.

The Lessee may be required to provide security in the following areas:

- Loading dock areas,
- Emergency exits,
- Registration areas or other entrances from the time of initial occupancy until the completion of move-out

Lessee will provide all badges for all personnel, exhibitors, service contractors, and subcontractors; otherwise, additional security will be added at the tenant's expense.

The Watsco Center provides 24-hour security for shipping and receiving access points as well as closed circuit television monitoring. These precautions, however, do not constitute a guarantee on the security of personal property of the tenant, the tenant's exhibitors, or other parties.

The Lessee should secure valuable items, or the Lessee should request additional 24-hour security.

## ***FREIGHT DELIVERIES AND CRATE STORAGE***

The Watsco Center will not accept advance freight shipments for exhibitors or Lessee, unless otherwise agreed to in writing.

## ***PARKING***

The WC has over 3,500 parking spaces immediately in front of and adjacent to the building. Parking lots will open a minimum of 2 hours in advance of an event's scheduled time. The surrounding parking lots use PayByPhone, the cashless smart app, to pay for parking. Fees are \$1.50/hourly, plus a .27 cents transaction fee. Parking sessions of 5-hours or more convert to all day parking at \$8 plus a .27 cents transaction fee. On-foot pay stations are available and require no transaction fee. Doors to the WC open one (1) hour prior to event start time.

## ***FOOD AND BEVERAGE POLICY***

The University of Miami has entered into an agreement with Chartwells that retains exclusivity over all food and beverages served and consumed throughout the facility.

Exhibitors and their representatives are specifically excluded from selling and distributing any food or beverages.

- The General Manager reserves the right to utilize reasonable available space for the sale of concession items on the floor of the facility.

Exhibitors for the purpose of distribution may not bring food and beverages onto the premises of the Watsco Center to patrons without the prior and expressed written permission of the General Manager.

Patrons may not bring food or beverages onto the premises of the Watsco Center at any time.

**In accordance with the rules and regulation of Florida, it is against the law for a tenant exhibitor, or patron to bring alcoholic beverages into the building for any purpose.**

All arrangements for alcoholic beverages must be made through The Watsco Center.

Under no circumstance will alcoholic beverages purchased or distributed by a tenant, exhibitor, or patron be permitted to be taken off the premises of the Watsco Center.

## ***CATERING***

The Watsco Center has exclusivity over all catering services provided on the premises.

The Watsco Center has the capacity to seat approximately 1,000 people for a catered function within the facility.

Arrangements for catered functions are made through the Watsco Center.

Fifty percent (50%) of the total estimated bill is due two (2) weeks prior to the event date.

*For more information and details on Catering Services, please contact Chartwells at (305) 284-2444.*

## **MARKETING & SALES**

### ***THE WATSCO CENTER ADVERTISING***

The Watsco Center can assist event promoters in all marketing needs. Specifically, the Marketing Department can recommend print and broadcast advertising outlets, assist in developing promotions with outside sponsors, and aid in writing and releasing publicity to local and regional news outlets through press releases and media advertisements.

*For further information, contact the Office/Marketing Manager at (305) 284-8244.*

### ***USE OF THE WATSCO CENTER LOGO***

The Watsco Center logo must be included in each and every newspaper, magazine, and/or television ad and all printed materials such as brochures and posters.

The Watsco Center will supply the necessary camera-ready artwork upon request.

**LESSEES ARE REQUIRED TO SUBMIT ALL ABOVE ADVERTISING COPY TO THE MARKETING MANAGER PRIOR TO RELEASE TO INSURE ACCURACY.**

## **Radio**

### **FM**

- 89.3 (Religious)
- 89.7 (Christian Contemporary)
- 90.5 (University of Miami College Station)
- 90.9 (Religious)
- 91.3 (Public Radio)
- 92.3 (Spanish Pop)
- 94.9 (Spanish Pop)
- 95.7 (Tropical)
- 96.5 (Top 40)
- 98.3 (Spanish Pop)
- 99.1 (Hip Hop)
- 99.9 (Country)
- 100.7 (Top 40)
- 101.5 (Adult Contemporary)
- 102.7 (Classic Hits)
- 103.5 (Hip Hop)
- 104.3 (Alternative)
- 105.9 (Classic Rock)
- 106.7 (Spanish Pop)

### **AM**

- 560 (Sports Radio)
- 790 (Sports Talk)

## **TV**

- WTVJ NBC 6
- WSVN Fox Channel 7
- WPLG ABC Channel 10
- WFOR CBS Channel 4
- WLRN (Public Broadcasting Station)
- WLTV Univision Channel 23
- WSCV Telemundo Channel 51

## **Print**

- Miami Herald
- El Nuevo Herald
- Sun-Sentinel
- Miami New Times
- Coral Gables Gazette

## RATES

### ***ARENA RENTAL RATES***

#### **Commercial Rate:**

Full Arena:  
\$5,000 per day

All labor, supplies and equipment are considered additional expenses and will be charged at rates in the **Equipment, Staffing and Services** rate sheets.

#### **Move In/Move Out:**

Calculated at 50% of the daily rental rate.

Move In/Move Out rates include work lights and air conditioning.

*Rates are effective June 1, 2017 and are subject to change.*

### ***SERVICE RATES***

Credit Cards:	3.75% on gross amount of all tickets purchased with a credit card through the Watsco Center Box Office.
Admission Tax:	Seven percent (7%) of ticket price.
Novelty/Souvenir Sales:	Seventy-thirty split (70%/30%) of gross sales between the promoter and the Watsco Center, after the deduction of taxes.
Telecommunications:	Phone/data line activation, \$150 per line. Long distance not included. Wireless SSID, \$300 per network. <i>Telecom tax is 16.16%</i>
ISDN Line (through AT&T):	\$150 installation, \$97.72 usage Long distance not included.
Event Cleaning Fee:	0 – 2500 Attendance - \$2000 2501 – 4500 Attendance - \$3500 4501- 8000 Attendance- \$4500
Catering Services:	Exclusive - Chartwells
Facility Fee:	\$4.00/ticket

*Rates are effective June 1, 2017 and are subject to change.*

***EQUIPMENT RATES (all rates are for in-house equipment, any outside rental charges will be passed directly to tenant)***

Forklift:	\$250.00 per forklift per day
Spotlights:	\$150.00 per day per spotlight
Genie Lifts:	\$150.00 per day
Dumpster Pull	\$1000.00
Propane	\$50.00 per day
Origination Fees	\$3,000.00

*Rates are effective June 1, 2016 and are subject to Florida Sales Tax and change.*

## STAFFING RATES

*Rates are effective August 2018 and are subject to change.*

<b>EMPLOYEE CATEGORY</b>	<b>RATE (PER HOUR UNLESS NOTED)</b>
<b>FRONT OF HOUSE:</b>	
Security Officer	\$22.50
Wanders	\$22.50
Bag Checkers	\$22.50
Event Staff Supervisor	\$25.75
Event Staff	\$22.50
Usher	\$17.50
Usher Supervisor	\$22.50
Ticket Taker	\$17.50
Ticket Taker Supervisor	\$22.50
First Aid Attendants	\$40.00
ADA Coordinator	\$40.00
Manager	\$400.00 FLAT RATE
Coral Gables EMT	\$45.00/hour/person minimum 3 people 4 hours
Ticket Seller	\$18.25
Ticket Printing Cost	\$.20
Credit Card Fees	3.75%
<b>SECURITY:</b>	
Coral Gables Police	\$41.00, \$51.00, \$59.00, \$59.50 +\$10 surcharge per officer +7% admin service charge per officer
Fire Watch	\$45.00 per hour with a 4 hour minimum
<b>PARKING:</b>	
UM Officer	\$30.00
UM Supervisor	\$30.00
Non-UM Attendant	\$30.00
Non-UM Supervisor	\$30.00
<b>OPERATIONS:</b>	
Engineer	\$32.50
Set up/tear down Supervisor	\$26.50
Set up/tear down	\$18.25
Custodian	\$18.25
Custodian Supervisor	\$26.50
House Sound/Lights	\$32.50
Event Manager	\$225.00
Electrician	\$32.50
Scoreboard Operator	\$300.00 FLATE RATE

<b>STAGEHANDS:</b>	<i>AFTER 8 HRS LABOR IS BILLED AT TIME &amp; A HALF</i>
Account Rep	\$44.75
Stewart	\$42.85
Crew Chief	\$41.25
Stage Manager	\$44.25
Stagehand	\$29.75
Head Rigger	\$48.50
Riggers	\$44.75
Spot Operator	\$32.50
Truss Operator	\$37.25
Loaders	\$29.75
Forklift Operator	\$32.25
Wardrobe	\$31.75
Carpenters	\$44.00
Seamstress	\$39.25

**The following days are observed by Oak View Group as holidays:**

New Year's Day	Martin Luther King, Jr. Day	Memorial Day
Independence Day	Labor Day	Thanksgiving Day
Black Friday	Christmas Day	

*Please note that any hourly employees contracted during the above referenced days will be billed at time and a half.*

## **TIMELINE CHECKLIST**

### *Sign Contract*

- 100% of Deposit is Due
- For Dates Scheduled At Least One (1) Year In Advance
  - 25% Payment Due Upon Signing Contract
  - 25% Payment Due Six (6) Months Prior to Event
  - Remaining 50% Balance Due 3 Months (90 Days) Prior to Event

### *Six (6) Months Before Show*

### *Three (3) Months Before Show (90 Days)*

### *Two (2) Months Before Show (60 Days)*

### *One (1) Month Before Show (30 Days)*

- Deadline for providing Certificate of Insurance to Watsco Center
- Deadline for providing all physical arrangements and set-up
- Deadline for providing two (2) copies of proposed floor plan
- Production Meeting

### *Three (3) Weeks Before Show (21 Days)*

### *Two (2) Weeks Before Show (14 Days)*

- 50% of total estimated catering bill is due

### *Ten (10) Days Before Show*

- Deadline for Providing all set-up requirements to Watsco Center

### *One (1) Week Before Show (7 Days)*

- Deadline for notification of exact number of phone lines needed

## ***DAY OF SHOW***

### *24 Hours After Show*

- Building Inspection To Assess Any Damages

## **Technical Specifications**

### **Seating Capacities**

Basketball: 7,972  
Concert (360 Degree): 7,972  
Concert (270 Degree): 7,817  
Concert (180 Degree): 6,121

### **Floor Area**

183' X 119' (Seats Retracted)  
168' X 68' (Seats Extended)

### **Trade Show**

24,125 sq. ft. seating retracted  
12,600 sq. ft. seating extended  
(35) Locations on floor with 110-volt power  
Voice, fax and data capability

### **Show Power:**

(3) 400A Cam Lock  
(4) 200A Cam Lock  
120/208 5 wire three-phase service with  
Reverse neutral and ground

### **Shore Power:**

(2) 200A Cam Lock  
(4) 150A Cam Lock

### **Rigging:**

120,000 lbs. Capacity  
52' to low steel  
58' to mid steel  
66' to high steel

### **Portable Basketball Floor:**

Connors 60' x 120' (Main Floor)  
104' X 168' (Overall Floor)

### **Load-In Info:**

(2) Loading Dock Entrances 8' X 10' with dock plates  
Dock Height: 47"  
10' X 12' Staging entrance with direct floor (drive-in) access

## **A Quick Glance**

### **Concession Stands**

10 Concession Stands  
1 Promotional Counter

### **Staging:**

Stage Right Portable Stage  
80' X 40' ME-500 with  
12' X 24' Sound wings  
80' Stage Barricade  
12' x 24' Mix Platform

### **Dressing Rooms:**

2 Star Dressing Rooms  
2 Officials Dressing Rooms  
2 Team Locker Rooms

### **Forklifts:**

Two - 5,100 lbs. LPG Forklifts with side  
shifters.  
One set - 6' fork extensions

### **Spotlights:**

(4) Super Trouper II's – 2kw

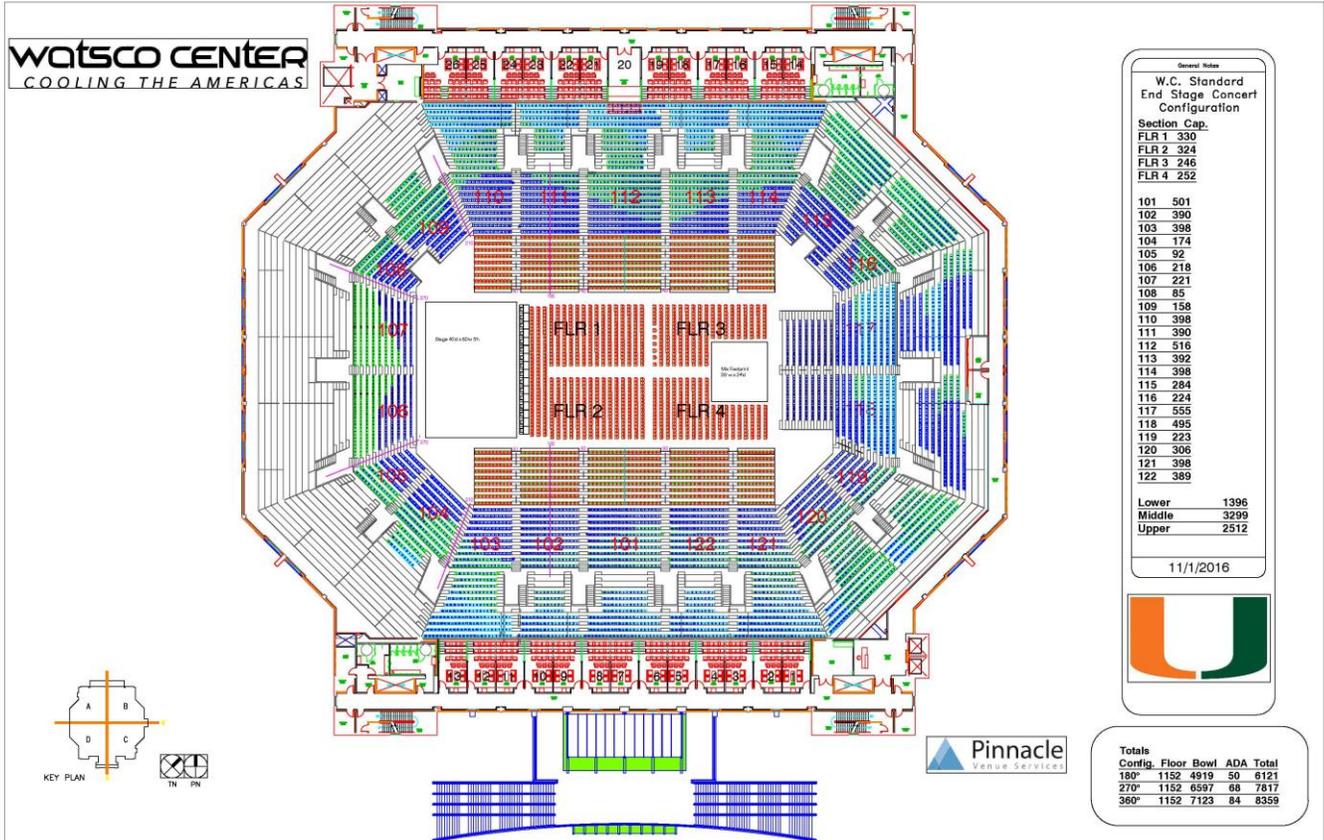
### **Scoreboard/Sound System:**

10' x 20' Daktronics with hoist  
Trim height for concerts is 42' from base of  
scoreboard to floor.  
(8) Yamaha In-House PA Speaker Stacks  
ClearCom system with drops in multiple  
locations.

### **General Info:**

(25) private suites  
(1) On-site first aid  
Production Office  
Media Work Room

# SEATING CHARTS



**VENUE EVENT PICTURES**



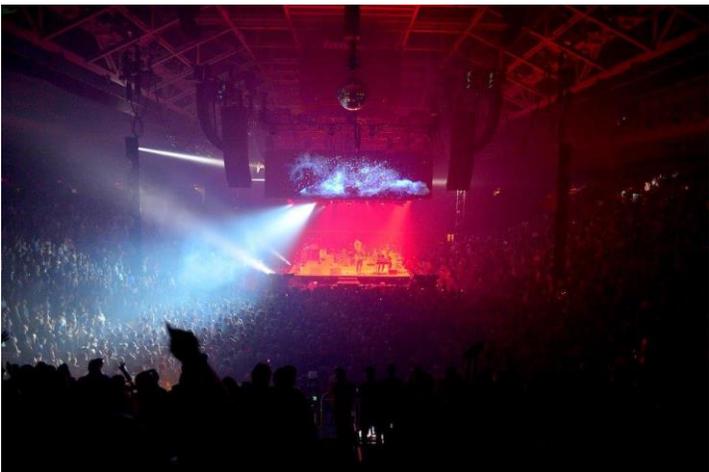
MTV Unplugged featuring Ricky Martin '06



Fall Out Boy '06



Billboard Latin Music Awards '07



Arcade Fire '17

**VENUE EVENT PICTURES** *(cont.)*



Hot 105 R&B Groove '16



Premios Juventud '17



Billboard Latin Music Awards '17



Bryson Tiller '17

## **Hotels/Accommodations**

### **Miami Marriott Dadeland**

9090 South Dadeland Blvd.  
Miami, FL 33156  
Corporate Code: UOM  
Reservations: (800) 228-9290

### **Courtyard Miami Dadeland**

9075 South Dadeland Blvd.  
Miami, FL 33156  
Corporate Code: UOM  
Reservations: (800) 228-9290

### **Aloft Miami Dadeland**

7600 North Kendall Dr.  
Miami, FL 33156  
Telephone: (877) 846-3446

### **Biltmore Hotel**

1200 Anastasia Avenue  
Coral Gables, FL 33134  
Telephone: (305) 445-1926  
Corporate Code: UNIMIA  
Reservations: (800) 727-1926 or [reservations@biltmorehotel.com](mailto:reservations@biltmorehotel.com)

### **Hotel Colonnade**

180 Aragon Ave.  
Coral Gables, FL 33134  
Telephone: (305) 441-2600  
Corporate Code: UMIAMI  
Reservations: (305) 569-6588

### **Hyatt Regency Coral Gables**

50 Alhambra Plaza  
Coral Gables, FL 33134  
Telephone: (305) 441-1234  
Corporate Code: UNVM CR#18235  
Reservations: (800) 233-1234

### **Courtyard Marriott Coral Gables**

2051 South Lejeune Rd.  
Coral Gables, FL 33134  
Telephone: (305) 443-2301  
Corporate Code: QHQJ  
Reservations: (800) 449-0228 or (305) 443-2301

**Sonesta Coconut Grove**

2889 McFarlane Rd.

Miami, FL 33133

Telephone: (305) 529-2828

Corporate Code: WATSCO CENTER AT UM

Reservations: (305) 529-2828 or (800)-SONESTA

**Hampton Inn by Hilton Coconut Grove**

2800 SW 28th Tr.

Miami, FL 33133

Telephone: (305) 448-2800

Corporate Code: 0560021712

Reservations: (305) 448-2800