

# ShoWare CENTER

## Production Guide



*Worldwide Entertainment and  
Convention Venue Management*

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# **ShoWare Center**

## Production Guide

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### Facts & Contact Information

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

**SMG Staff:**

Tim Higgins, General Manager:	253.856.6701 <a href="mailto:thiggins@ShoWareCenter.com">thiggins@ShoWareCenter.com</a>
Joshua Holmes, Director of Operations:	253.856.6702 <a href="mailto:jholmes@ShoWareCenter.com">jholmes@ShoWareCenter.com</a>
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Scott Trisler, Event Coordinator:	253.856.6721 <a href="mailto:strisler@ShoWareCenter.com">strisler@ShoWareCenter.com</a>

# ShoWare Center

## Production Guide

**Address:**

625 W. James St.  
Kent, WA 98032

[www.ShoWareCenter.com](http://www.ShoWareCenter.com)

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

[Twitter.com/ShoWareCenter](https://twitter.com/ShoWareCenter)

**SMG Main:**

253-856-6777

**SMG Fax:**

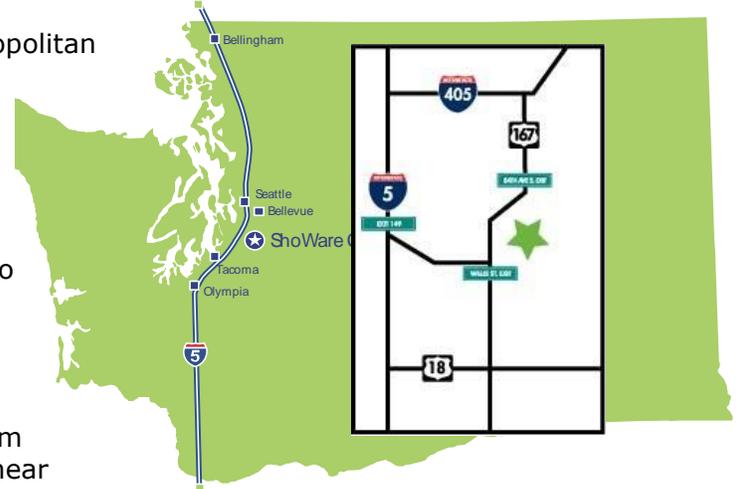
253-856-6713

## 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**

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 184<sup>th</sup> ST. Turn SLIGHT LEFT onto S KENT DES MOINES RD/WA-516 E. Turn LEFT onto WASHINGTON AVE S/W VALLEY HWY/68<sup>th</sup> 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 INTERRUBN 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 84<sup>th</sup> Ave S exit toward N CENTRAL AVE. Turn LEFT onto 84<sup>th</sup> 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 321<sup>ST</sup> ST/SE 232<sup>ND</sup> ST. Continue to follow SW 232<sup>ND</sup> ST. Turn LEFT onto 196<sup>th</sup> AVE SE. Turn RIGHT onto SE 240<sup>th</sup> ST which becomes 148<sup>TH</sup> AVE SE. Turn LEFT onto SE 240<sup>th</sup> 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.

# ShoWare Center Production Guide

## 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@ShoWareCenter.com](mailto:thiggins@ShoWareCenter.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

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 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 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 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.

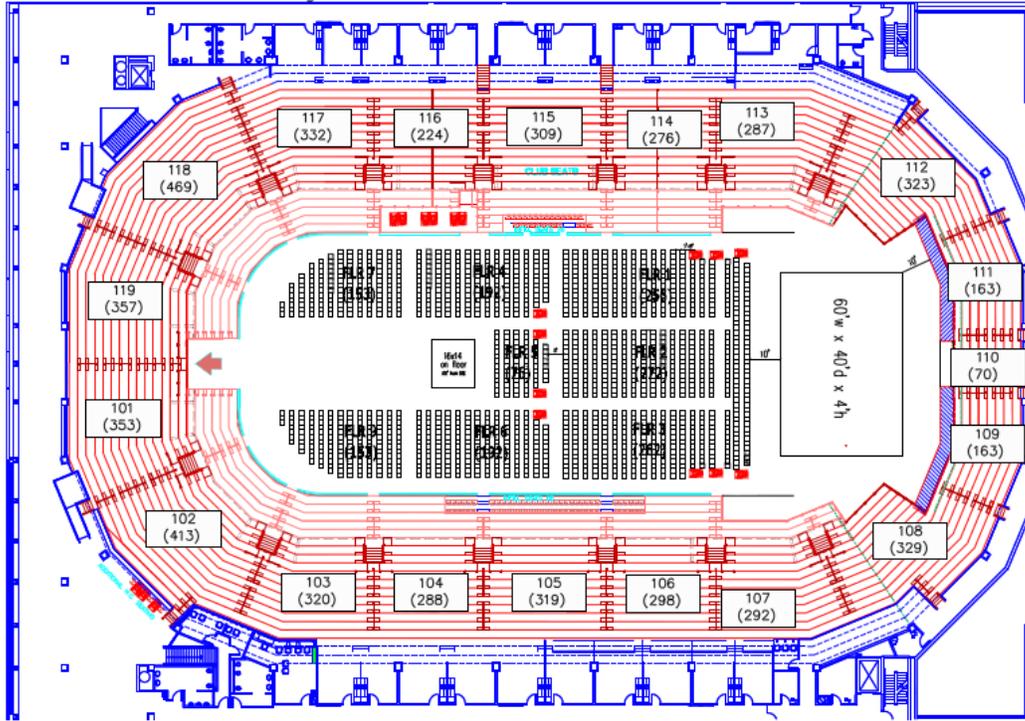
Other services offered if needed:



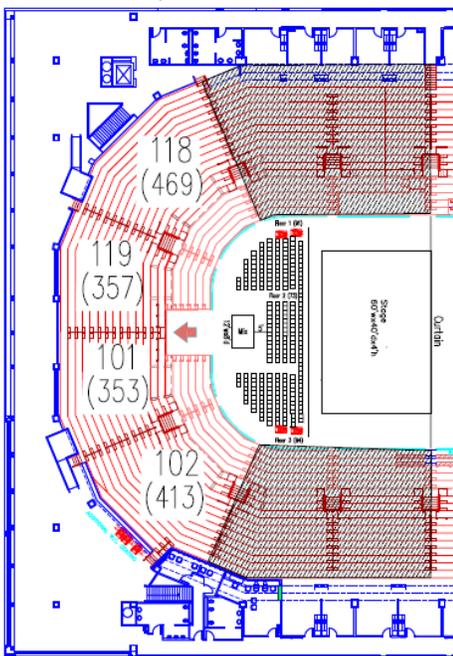
# ShoWare Center Production Guide

Bowl: 5585  
Floor: 1556  
Total: 7141

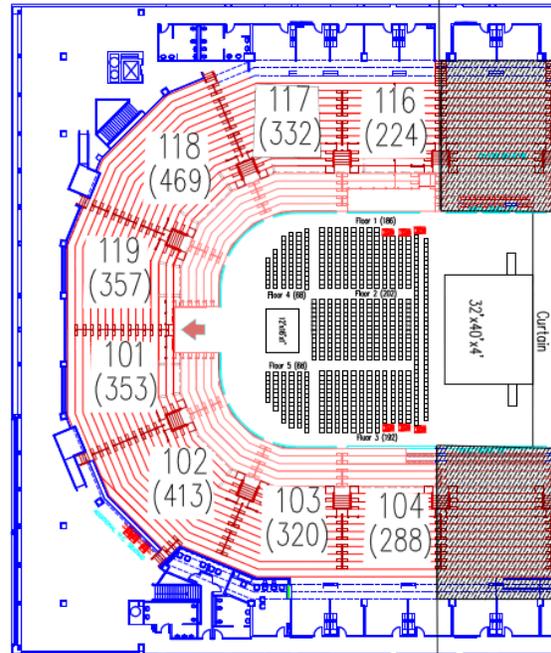
360 End Stage with Mix at 100' From the DSE



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

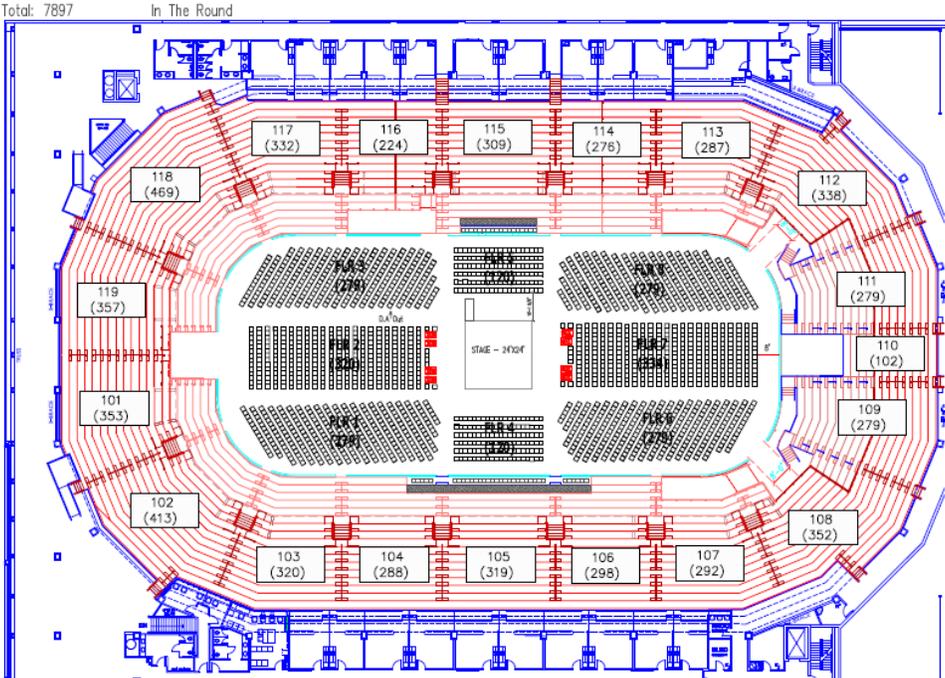


Bowl: 2756  
Floor: 716  
Total: 3472 Half House



# ShoWare Center Production Guide

Bowl: 5887  
Floor: 2010  
Total: 7897

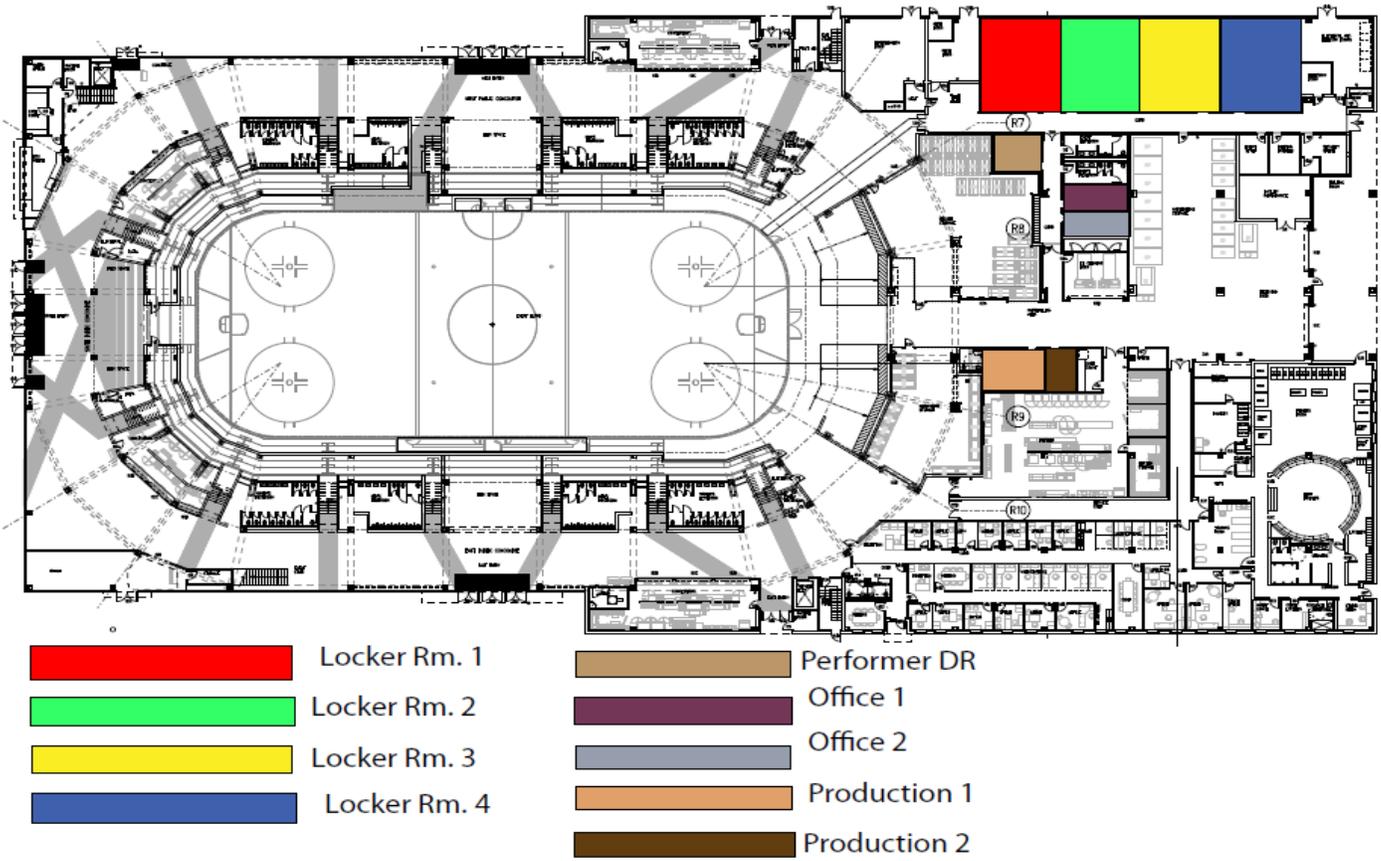


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## Load-In/Out & Production Parking

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

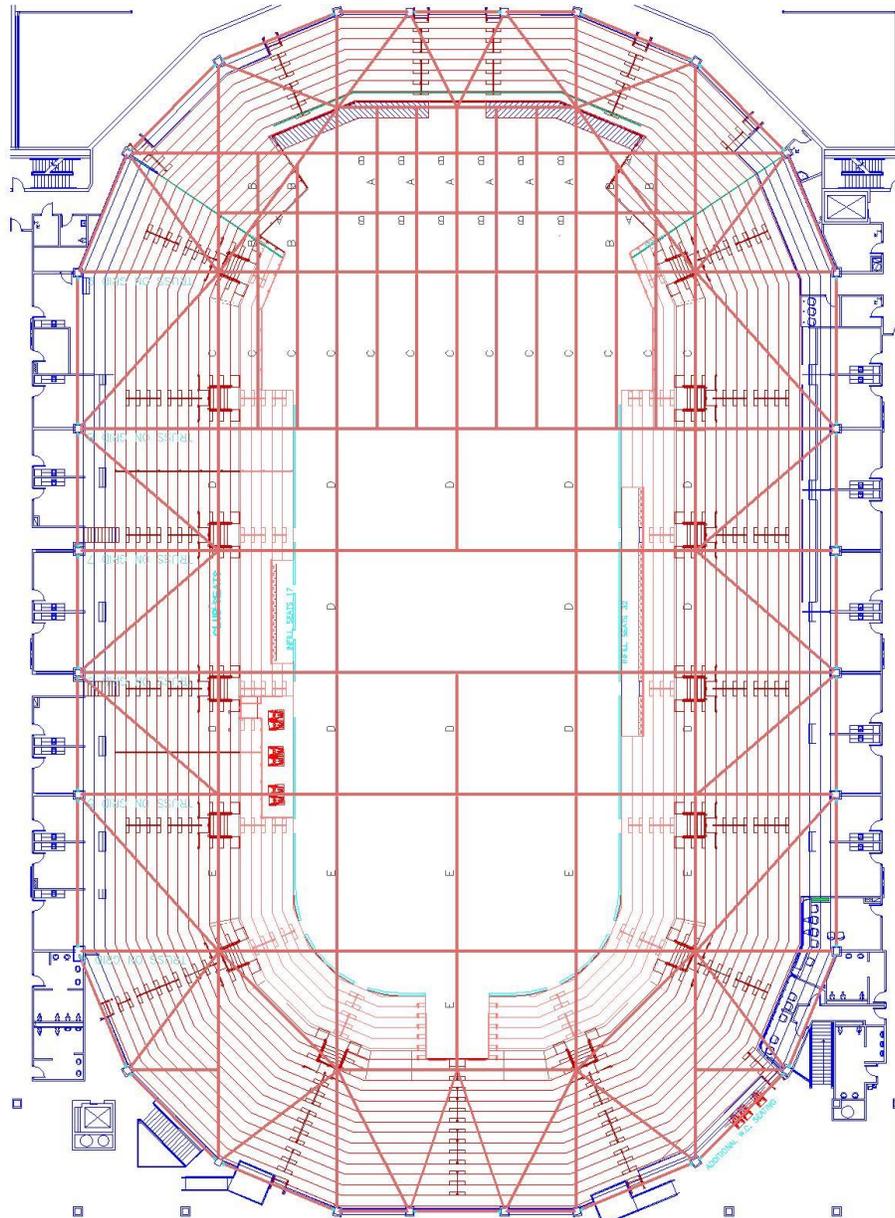
ShoWare Center has 200 ft of in-house, motorized curtaining truss and black backstage curtain, including wings.



# ShoWare Center Production Guide

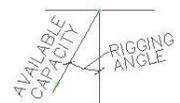
## Rigging

50' to steel. Load = 120,000 lbs. with vertical hangs after which the angle of bridles determine the loads the individual grid beams can handle.



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.

# ShoWare Center Production Guide

## 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

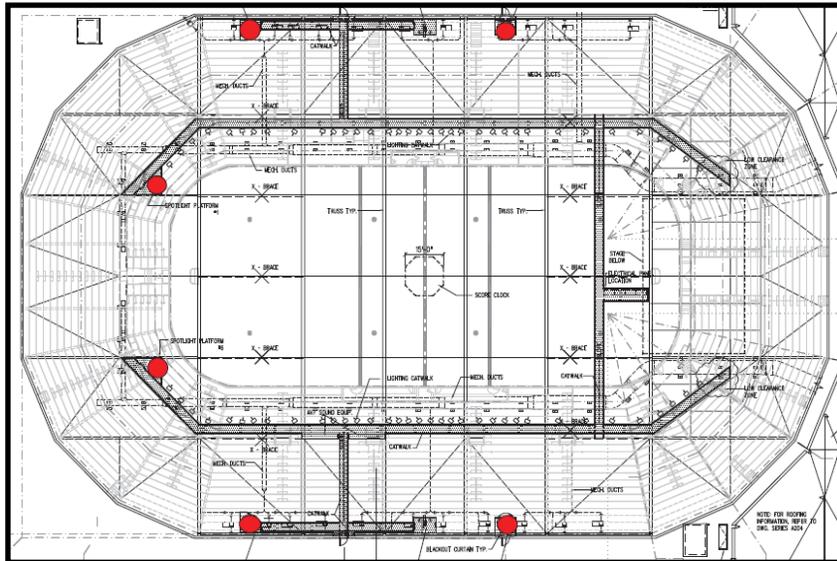
1-200amp/3ph

1-50amp range plug

\*Camlock receptacles

## House Lighting & Spotlights

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 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'.

# **ShoWare Center** Production Guide

## 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

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

## Stagehand Labor

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. ShoWare Center also has staging and legs for 24' x 24' mix position with heights ranging in size from 8" to 16"-24".

## Telecommunications

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

ShoWare by VisionOne is a full-service ticketing solution for venues, promoters and ticket buyers. 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. 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

ShoWare Center features exclusive, full-service catering by SAVOR....Kent. For menus and more information, please contact Brad Olson, Director of Food & Beverage, [baolson@ShoWareCenter.com](mailto:baolson@ShoWareCenter.com), 253-856-6716.