

DIXIE CENTER *at St. George*

1835 Convention Center Drive • St. George, UT 84790

(435) 628-7003 Fax (435) 628-1619

www.dixiecenter.com



EVENT PLANNING GUIDE

HISTORY

The Dixie Center at St. George opened November of 1998. The Center features 46,500 s. f. exhibit hall, 21 meeting rooms of approximately 1,000-13,205 s. f. each (includes ballroom & garden room), two boardrooms, and five suites (each overlooking the exhibit hall). The capacity of the center will enable St. George to well accommodate larger meetings, conventions and trade shows on a state, regional as well as national basis.

BOOKING & SCHEDULING

All reservation requests will be booked directly with the Center. Requests must be submitted in writing, explaining in detail overall dates and areas required. State, regional, national conventions and trade shows will receive priority-booking status. Local events will be confirmed no sooner than 12 months prior to event. Upon approval of space availability a contract will be executed between the client and Center.

INSURANCE REQUIREMENTS

Lessee shall obtain, insurance coverage at their own expense, and keep it in effect during entire Dixie Center at St. George occupancy, including move-in, event days, and move-out.

A Certificate of insurance complying with the following requirements is due in our office at least thirty (30) days in advance of your event:

Minimum public liability policy shall be a minimum of \$1,000,000 combined single limits covering injury to persons or damage to property in or about the leased space including parking lots, approaches and sidewalks, or occurring in the course of or as a result of the privileges granted by Center and including liquor liability (if applicable).

Worker's Compensation insurance covering Lessee's employees. The Certificate of Liability policy described above must include the Dixie Center as additionally insured.

A minimum of thirty- (30) day's advance written notice of cancellation or changes of coverage must be given to the Center.

BUSINESS LICENSE REQUIREMENTS

Any individual or groups putting on performances, exhibitions, concerts or other entertainment activities, including but not limited to: concerts, circuses, carnivals, rodeos, fights, displays, public trade shows, exhibitions, and live shows and entertainers of any kind, shall obtain a St. George City Special Event License. Depending on the type of event there may also be an insurance requirement, bond requirement or other such requirements that may be imposed by the City.

If the event consists of a type of show in which booths or space is rented or used for the sell, offer, or exhibit of any good, wares, services, franchises, or business opportunities each individual renting space must also obtain a sublicense under the license of the event. (Lessee Sublicense).

Please contact the City of St. George Business Regulation Office at (435)634-5800 for further information.

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BMI FEES/ASCAP

Lessee will be responsible and agrees to pay all royalty license fees or other charges (as may be required) due by reason of any music, either live or recorded used upon or within the premises covered by Lease Agreement, including but not limited to, royalties or licensing fees.

EVENT LABOR SERVICES

The Dixie Center at St. George offers in-house labor services to all Center lessees. All services required for your event **MUST** be provided through the Center. For any services **NOT** available through Center inventory and requiring an outside contractor, that provider must be approved by the Center and insurance certificates naming the Dixie Center at St. George as additionally insured must be supplied before outside supplier is allowed to operate within the facility.

EVENT SERVICES COORDINATOR

The Event Services Coordinator will be your primary contact, after your event is contracted. All information regarding your event should be processed through the Event Coordinator. Please be sure to communicate regularly with the Event Services Coordinator during the planning process in order to insure a most successful event. By planning well in advance your event coordinator will make all the necessary arrangements for your event, and alert you to any potential problems to help you avoid unnecessary charges.

SECURITY

The Dixie Center complex is secured daily and provides a minimum of one nightly check on buildings and perimeter. Should your event require additional event security, the Center will arrange for additional security. The Event Coordinator will assist you in determining your security needs. The Center reserves the right to determine if security planned is inadequate, and increased coverage will be scheduled at your expense.

USHERS

Ushering Services are available to include ushers, ticket takers, badge checkers and doorpersons. Staffing levels and costs can be discussed with the Event Coordinator.

TECHNICAL / PRODUCTION PERSONNEL

The Center provides technical assistance to include sound and lighting technicians, electricians and spot operators to assist you with the production of your event. The Event Coordinator can provide rates and more information on technical personnel.

EQUIPMENT RENTAL / AUDIO/ VISUAL SERVICES

The Dixie Center maintains an inventory of equipment (tables, chairs, draping, carpeting, etc). A listing of available equipment and rental rates is available from the Center. *All audiovisual costs are plus tax.*

AIR CONDITIONING / HEATING

Air Conditioning and heating is provided in the meeting rooms and Exhibit Hall during show hours only. If you desire climate-controlled rooms during move-in/move-out days, you will be charged an additional fee. During event days temperature in meeting rooms may be cool – a jacket or sweater is recommended for comfort.

SIGNS / BANNERS

Prior to the hanging or display of any exterior or interior signage or banners, Center Management must give approval. Event Coordinator will provide sign policy.

SMOKING

By order of Utah State Law **no smoking** is allowed in any public building.

FLOOR PLANS

Prior to the final sale of any exhibit space, the Center requires copies of the exhibit / event floor plan for approval by Center Management and Fire Marshall. Please refer to the Center fire and safety regulations included with your contract.

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DAMAGES

Lessee will be responsible for any damages to the Center beyond normal wear and tear. You will be notified of damage during or shortly after your event with written reports and pictures (if needed) as soon as damage is discovered. A fee will be charged for any remaining residue marks from tape on the floor or walls of the Center.

HELIUM BALLOONS

Helium balloons are permitted only when they are securely anchored to exhibits. If at the conclusion of your event, some balloons remain drifting in the ceilings, you will be charged a fee for their removal. For safety purposes any containers used to inflate balloons must be securely fastened to a support cart or other stable support.

FIRE PREVENTION/SAFETY REGULATIONS

A copy of the Center Fire and Safety Rules and Regulations will be provided. These rules and regulations are incorporated into, and are considered a part of the Lease Agreement. These guidelines are applicable to all events held at the Center. The St. George Fire Marshal has ultimate responsibility and enforcement power within the facility and will make the final determination on compliance. If the Fire Marshal determines that a fireman is required during your event, you will be billed at the prevailing hourly rate.

REGARDING PAYMENT

A 25% non-refundable advance deposit shall be submitted with signed Lease Agreement. An additional 25% required thirty days prior to event with balance due prior to event move in. Any incidental charges will be billed and due upon event move out. Interest will be assessed at 1 1/2% on balance due thirty days after date of billing.

SERVICE BOOTH

During event days scheduled in the Exhibit Hall a service booth will be open for the convenience of patrons, exhibitors, show managers and meeting planners. Services include information, message taking, photocopying, fax capabilities, equipment and materials needed for event.

MARQUEE

One event listing per cycle is authorized on the outside electronic marquee at no cost to Lessee. The event listing shall not begin more than two weeks prior to ticket sales or the event itself. Center will have final determination of reader board content.

ADVERTISING PUBLICITY PROMOTION

The Center's in house Marketing Department can assist you with the placement of print, television and radio, news releases, publicity, and special promotions. ***For additional information please contact the Dixie Center Marketing Office.***

GENERAL SERVICE/DECORATING CONTRACTOR

The Dixie Center at St. George will provide all in house decorating services to include exhibitor general contractor and decorating services for your event and exhibit.

PARKING

Parking is allowed in designated areas only. All no parking zones and fire lanes will be strictly enforced. No overnight or RV parking is allowed in any Dixie Center at St. George parking lot. **There is no charge for parking.**

CONCESSIONS / CATERING

Fairway Catering is the exclusive on-site food and beverage contractor for all Concessions and Catering at the Dixie Center at St. George. No outside food and beverage will be allowed inside the Center without the express written consent from Fairway Catering. Any food and beverage that may be part of a trade show or exhibitor's booth will not be allowed unless consent is given in writing by Fairway Catering. Food services will operate concession stands in exhibit halls, when estimated attendance is sufficient. The Center will **not allow outside food or beverages** to be carried into or sold at the Center. The Dixie Center requires a percentage of all hard concessions sold.

For food and beverage requirements please contact Fairway Catering (435) 628-7003 X 170 to discuss your event requirements and any alcoholic beverage licenses, if applicable.

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SERVICES AND FACILITIES INCLUDED IN BASIC RENTAL

With Meeting Room Rental

- ❖ General room lighting, heat/or air conditioning
- ❖ One standard meeting room set-up per day, including theater, classroom or banquet style
- ❖ One standard microphone and podium
- ❖ Speaker's platform, draped head table, if requested (*not to exceed 8 people at head table*)
- ❖ Water service for speaker's platform
- ❖ Registration Table
- ❖ Easels for meeting rooms – if Center makes signs (*ask for signage price quote*)
- ❖ Cleaning of public areas

(Equipment provided will be limited to inventory on hand and availability)

With Banquet Rental

- ❖ General room lighting, heat/or air conditioning
- ❖ Banquet seating at rounds of 8
- ❖ One standard microphone and podium
- ❖ Head table on risers if requested (*not to exceed 8 people at head table*)
- ❖ Food and beverage costs plus current tax and gratuity (*See menus*)

SERVICES AND FACILITIES NOT INCLUDED IN BASIC RENTAL

Event Coordination	(per event fee)	Usher and/or ticket taker services
General Labor	(hourly fee)	Box offices services
Technical Labor	(hourly fee)	Damages to building equipment
Audio-visual equipment and labor	(per a/v rate sheet)	Additional equipment rental
Changeover fees		Meeting room keys and locks
Water service for attendees		Food & Beverage
Janitorial and cleaning for arena setting events		Taxes and Gratuities
Trash Haul fees (trade shows – Arena events)		Insurance
Security or EMT services		Table linens
Fire Extinguishers		Other not specified above

Move-In and Move-Out

Events using the Exhibit Halls will be charged 50% of rental amount for each move-in and move-out day. Air conditioning and/or heating is provided during show hours only. Air conditioning and/or heating are not provided on move-in or move-out days. Additional charges will be assessed for air conditioning and/or heating requested during non-show periods.

Event Administration Fees (Applies to all groups)

\$150 per day per event for Event Coordination

Labor

Charged per event. Price determined by event requirements

Booth Set Up

\$60 per 10' x 10' space...rental includes 8' back and 3'side drapes, (1) draped table, wastebasket, and (2) chairs. All other items are additional to exhibitor.

Booth Decorating

The Dixie Center will provide an exhibitor kit for each exhibitor that will include the information on additional rental items. Please note that all booth signage, electrical, additional booth equipment, and receipt of shipped items will be additional to each exhibitor. The Dixie Center has the availability for the carpeting of booths and aisles at a reasonable rate. If you want a color that is not one we have in stock, we can provide it for you at an additional fee.

This Dixie Center Event Planning Guideline is provided to assist you with your event planning needs. Should you have any questions please give us a call and we will be happy to discuss any item with you.