



## EVENT PLANNING GUIDE

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## **BOOKING & SCHEDULING**

All reservation requests are booked directly with the Dixie Center. Upon approval of availability, a contract will be executed between the client and the Dixie Center.

### PRIORITY BOOKING

State, regional, national, and international conferences, conventions, and trade shows will receive priority-booking status.

### LOCAL BOOKING

Local events will be confirmed no sooner than 6 months prior to event.

## **CONTRACTING**

There is a 30-day deadline to sign the contract. Failure to sign may result in loss of reservation.

## **PAYMENT**

The first deposit is due 30 days after the contract is sent. Additional payment may be required prior to move in. Please speak with the marketing manager or assistant if you have additional questions.

## **CATERING & CONCESSIONS**

### EXCLUSIVITY

Heritage Catering is the exclusive on-site food and beverage contractor for all catering and concessions at the Dixie Center. No outside food and beverage is permitted without the express written consent of the Dixie Center.

For food and beverage requirements, please contact catering (435) 628-7003 x175 to discuss your event needs.

### FINAL FOOD GUARANTEE

Final food guarantees are required at least five business days prior to the start of the event.

If the actual number served exceeds 5% of the guaranteed amount, a fee for the extra servings equal to 125% of the original per serving cost will be added to the bill.

### EXHIBITOR FOOD & BEVERAGE

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 Heritage Catering. Food services will operate concession stands in exhibit halls when estimated attendance is sufficient. Outside food and beverages to consume, sell, or give away are prohibited at the Dixie Center.

## **EVENT LABOR**

The event requirements determine labor costs. This includes, but is not limited to, coordinator fees, room changes, banner hanging, and short-notice adjustments.

## GUEST SERVICES/EVENT COORDINATOR

Guest Services is an hourly charge of \$15 while the event is in the building, including move-in and move-out times. A fee for your Event Coordinator may also be included in the contract.

## SECURITY

The Dixie Center is secured daily and provides a minimum of one nightly check on buildings and perimeter. Should the event require additional event security, we can help you make those arrangements. If our Operations team determines the security plan for the event is inadequate, security will be increased at the event's expense.

## **BASIC RENTAL SERVICES**

### INCLUDED WITH RENTAL

#### MEETING ROOM RENTAL

- One standard meeting room set-up per day, including theater, classroom or banquet style
- One wired microphone and podium
- Standard stage set (24' x 8')
- Draped head table, if requested (not to exceed 8 people)
- Water service for speaker's platform
- Registration table
- 5 easels for meeting rooms
- Cleaning of public areas
- Maximum of 8 additional draped tables in pre-function space for event usage (Equipment provided is limited to availability)

#### BANQUET RENTAL

- Banquet seating at rounds of 8
- One wired microphone and podium
- Standard stage set (24' x 8')
- Draped head table, if requested (not to exceed 8 people)

### ADD-ONS

- Event Coordinator Fee
- Ushers and/or ticket takers
- Guest Services/Event Labor
- Staging beyond standard set
- WiFi
- Table Linens
- Technical labor
- Booth set-up/Decorating
- Audio-visual equipment and labor
- Additional equipment rental
- Meeting room keys and locks
- Water service for attendees
- Food & Beverage
- Taxes and Gratuities
- Riser seating set-up (exhibit hall availability only)
- Liability Insurance
- Additional Security or EMT Services
- Excessive trash haul fees (trade shows)
- Damages to building
- Room change fees
- Other not specified elsewhere

## FLOOR PLANS

Your Event Coordinator will help you determine the best layout for the event. All floor plans require approval for function and safety prior to your event. Please see our [website](#) for images of room layout options and suggestions.

## FIRE & SAFETY REGULATIONS

Your attendees' safety is important to us! Please [click here](#) for information on the Dixie Center safety policies and procedures. Additional information can be found at the [uniform Fire Code](#) and [Life Safety Code](#) websites as well as on our site under [Exhibitor Information](#). The St. George City Fire Marshall has ultimate responsibility and enforcement power within the facility and makes the final determination on compliance. If the Fire Marshall determines that a firefighter is required during your event, you will be billed at the prevailing hourly rate.

## EVENT DETAILS

### AUDIO/VISUAL SERVICES

The Dixie Center offers an inventory of A/V equipment. If needed, we can provide resources for production personnel to make your vision come to life. Your Event Coordinator can provide more information concerning using your own equipment as well.

### PRESENTATIONS

With A/V rental of a projector and screen for a presentation, the use of a SurfacePro is included. Please bring a flash drive with the presentations or plan to download the presentation from the cloud to ensure a quality A/V experience for your event.

### INTERIOR DIGITAL SIGNAGE

The Dixie Center provides digital room signs with your event branding at no charge. For a fee, additional signage, including our room monitors for scheduling and our triple display monitors at the registration desk are available. Please request assistance from the Marketing Department to assist you to make the best selections for the event.

### EVENT DAY BANNERS & SIGNS IN AND AROUND THE DIXIE CENTER

Any banners or signage you would like to use during the event need to be approved by our Operations team prior to being placed. Our staff will hang the banners (fees apply). Adequate notice is required.

### EQUIPMENT RENTAL

Additional rentals of tables, chairs, draping, etc. are available to enhance the event. Please discuss these needs when booking and communicate with your Event Coordinator as plans evolve.

### WIFI

We have several configurations for WiFi usage. Please talk with Marketing at the time of booking or with your Event Coordinator for a complete list of options to accommodate your event needs.

## ATM

The Dixie Center does not have an ATM machine.

## MUSIC

Performance of music, whether live, streamed (e.g. Pandora) or recorded (e.g. CD, MP3), requires a license and is the responsibility of the Lessee. The Dixie Center does not supply any music licensing agreements. You or your exhibitors must obtain the appropriate licenses or we will be unable to offer our sound systems for playing music. The most common PROs (Performance Rights Organizations) offering licensing are [BMI](#), [ASCAP](#), and [SESAC](#).

For more information on music at the event, see [Vario Productions' Blog](#) and this [PCMA Article](#).

## COPIES

If you need copies during the event, please see the Guest Service Representative at the concierge desk. They will help to determine a printing location. The charges are added to the final invoice. Each copy is 10 cents/side for black & white and 25 cents/side for color.

## DECORATIONS/HELIUM BALLOONS

**Under no circumstances** may anything be hung (with tape, pins, Velcro, etc.) from any wall, window, ceiling or room divider (Air Wall). Please speak with your Event Coordinator about alternatives.

Helium balloons are permitted only when they are securely anchored to exhibits. If, at the conclusion of the event, balloons remain at the ceiling, a fee for their removal will be charged to the client's final invoice.

## AMERICANS WITH DISABILITIES ACT (ADA)

The Dixie Center complies with the Americans with Disabilities Act. Door widths, restroom access, and an elevator help all of your attendees have a comfortable experience.

Non-permanent event requirements, such as assistive listening devices and interpreters, are the Lessee's responsibility.

For more information, including parking areas and service animals, please visit our [Accessibility page](#).

## BABY CHANGING STATIONS

All of our lower level restrooms include a baby changing station.

## LOST & FOUND

There is a dedicated location for found items during the event. Items are held for a maximum of 14 days before either being donated or disposed. For anything lost or misplaced during the event, please speak with the Guest Service representative at the concierge desk. After the event, send a message through our website (<https://dixiecenter.com/about/contact/>) or call our main number: 435.628.7003.

## SMOKING POLICY

The Dixie Center is a smoke-free facility, including the use of electronic or e-Cigarettes. Utah State Code dictates smoking is **prohibited** [in any public building](#) or [within 25 feet of building entrances](#).

## MOVE-IN AND MOVE-OUT

Rental fees for move-in and move-out days are 50% of the space rental charges each day. There is an additional charge for air conditioning or heating during these times. Please talk with your Event Coordinator if it is needed.

## FINAL EVENT DETAILS

Final set-up information, equipment needs, and technical information are required at least two weeks prior to the start of the event. Short-notice changes will incur additional costs.

## **ADVERTISING THE EVENT**

You are responsible to advertise the event. We will support your efforts through our social media accounts and on our marquee at no cost to you.

## BANNERS

If you choose to advertise with banners within the city, you will need to fill out a [Temporary Advertising Banner Permit Application](#). Please see the city's [Sign Permit webpage](#) for more information.

## RADIO REMOTE BROADCASTING

For a usage fee, a radio vehicle may promote on the day of the event from the South Entrance wide sidewalk. This is the only permitted parking. Weight limits apply.

## **LIABILITY INSURANCE**

Most events require liability insurance coverage at the event's expense. Coverage must remain in effect during the event's entire occupancy at the Dixie Center, including move-in, event days, and move-out.

A Certificate of Liability Insurance is due in our office at least thirty days before the event. This is noted in the contract; additionally we'll remind you of the requirements approximately two weeks before it is due.

**[CLICK HERE FOR AN EVENT LIABILITY INSURANCE CHECKLIST](#)**

## PENALTIES

There is a daily penalty of \$25 for the certificate of insurance that is not received by the due date. This charge will be added to your final invoice.

## **PARKING**

### EVENT PARKING

There is no fee for parking at the Dixie Center. The Dixie Center offers 1,037 stalls, including 23 accessible spaces and 70 for vendors. Please see the [parking map](#) on our website.

### VENDOR PARKING

There are 70 designated spaces for vendors to park. [Please see this parking map](#) (vendor parking is in red). All vendor move-ins take place at the back and side of the Dixie Center. Vendors should not park at the front of the building or in drop-off zones.

### RESTRICTIONS

No parking zones and fire lanes are strictly enforced. Overnight or RV parking is **prohibited** in all lots.

## **DAMAGES/THEFT**

You are responsible for any damages to the Dixie Center beyond normal wear & tear, as well as theft of any item by your event staff or attendees. We will notify you of any discrepancies during or shortly after the event with written reports and pictures as soon as we discover the damage or theft and charge accordingly. This helps recover costs related to repairing facility damage.

### TAPE RESIDUE

There is a fee charged for any residue marks from tape on the floor or walls of the Dixie Center. Please talk to your Event Coordinator regarding best practices.

## **CANCELLATION**

While we would be disappointed if you need to cancel, we understand that sometimes it is inevitable. Due to the limited opportunities to book other events during the date block of your event, the following cancellation policy will apply:

Between 31 and 60 days prior to move-in date: 25% of the contracted fee

Between 0 and 30 days prior to the move-in date: 50% of the contracted fee

These fees will include estimated food & beverage costs. Deposit(s) previously made will be applied.



## TRADESHOWS & VENDORS AT THE EVENT

### BUSINESS LICENSE REQUIREMENTS

#### EXHIBITORS & VENDORS

Are you planning for exhibitors or vendors? For the sale, offering, or exhibiting of any goods, wares, services, franchises, or business opportunities, [City ordinance](#) requires each individual renting space to [obtain a sublicense](#) under the license of the event.

Please contact the City of St. George Business Licenses Office for more information. Call 435.627.4740 or drop by: 175 East 200 North, St. George.

### TRADE SHOW/EXHIBITOR FOOD & BEVERAGE REQUIREMENTS

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 Heritage Catering. Food services will operate concession stands in exhibit halls when estimated attendance is sufficient. Outside food and beverages to consume, sell, or give away are prohibited at the Dixie Center.

### VENDOR/EXHIBITOR SPACE

Exhibit move-in time is a maximum of eight (8) hours. Additional hours are billed at \$60/hr.

#### Full booth

##### \$60 per space rental includes:

10'x10' space: rental includes 8' back and 3' side drapes, (1) 6' draped table, (1) wastebasket, and (2) chairs. All other items, including shipping and drayage, are additional to the exhibitor.

#### Tabletop

##### \$48 per space rental includes:

8'x10' space: rental includes 8' back drape, (1) 6' draped table, (1) chair and (1) wastebasket. All other items, including shipping and drayage, are additional to the exhibitor. Add side draping for \$60 per space.

### BOOTH DECORATING

Each exhibitor will receive an email that will include information on additional rental items (including carpet, tables, electricity, WiFi, and material handling) and regulations. A list of the event exhibitors should be provided to us at least four weeks prior to move-in with final revisions no later than two weeks prior to move in.

### SERVICE BOOTH

For events with vendors in the Exhibit Hall, we have a service booth located in the northwest corner. During the move-in, the vendors may rent additional items not ordered in advance.