



FACILITY MANUAL





SECTION I – GENERAL INFORMATION FACILITY OVERVIEW

For over 25-years, the SMG managed DCU Center in Worcester, Massachusetts has been recognized as the gathering place for people to experience the finest in entertainment, sporting events and public functions. As a multi-purpose facility and proven leader in the entertainment and convention industry, the DCU Center is uniquely designed to accommodate the needs of any size group from 15 to 15,000.

THE ARENA

Boasting an active concert schedule, the DCU Center has provided the opportunity for artists of all musical genres to take to the stage and play in front of enthusiastic crowds. From rock to rap, country to contemporary, millions of fans from all over the world have come to the DCU Center to see their favorite performers. In addition artists such as Neil Diamond, Billy Joel, Bruce Springsteen, and Hilary Duff have chosen Worcester as the location to "kick-off" their world tours.

The arena features annual appearances of the top family shows including Ringling Bros. and Barnum & Bailey Circus, Sesame Street Live, Disney On Ice, Harlem Globetrotters, The Wiggles plus new touring products that delight fans of all ages. Audiences have witnessed a wide variety of memorable sporting and entertainment events including pre-season games by the Boston Bruins and Boston Celtics, World Championship and Olympic Boxing, Holy Cross College Basketball, Professional Bull Riding, MIAA State High School Basketball Championships, Stars On Ice, and Monster Trucks. The DCU Center has hosted the First and Second Rounds of the NCAA Men's Basketball Championships twice providing significant exposure for the facility, its partners, the City of Worcester and the region. In addition, the DCU Center has hosted NCAA Men's Ice Hockey regional tournaments more times than any other arena in the country and has already been selected as the host facility for 2010.

In addition, the facility is proud home to two professional sports franchises. The Worcester Sharks, the American Hockey League franchise owned, operated and affiliated with the San Jose Sharks, hosts 40 regular season home games. The Continental Indoor Football League's New England Surge is locally owned and operated and boasts a 6 game home schedule.

With a capacity of up to 14,802 seats, the DCU Center has consistently been recognized as a top-grossing arena as well as for its ability to draw crowds by international industry publications. In 2006, the DCU Center was ranked as the #7 highest grossing arena in the United States by *Billboard Magazine* and ranked #44 for ticket sold by arenas in the United States by *Pollstar*.

THE CONVENTION CENTER

The DCU Center expanded in 1997 with the opening of an attached state-of-the-art \$39.5 million Convention Center, which has been described as an architectural gem. Adding over 50,000 square feet of exhibit space the facility now features a total of 100,310 square feet of exhibit space. The convention center includes 11 meeting rooms, a 12,144 square foot ballroom (the largest in Central Massachusetts), superb in-house catering provided by SAVOR... Catering by SMG, sophisticated communication services including high speed internet service with dedicated T-1 lines, video conferencing capabilities the Convention Center accommodates a wide array of consumer shows, trade shows, conventions, conferences, high school and college graduations and other functions year-round. With its sweeping panoramic views of downtown Worcester, the Convention Center has far exceeded all anticipated projections in activity and attendance.

SMG

Continuing to provide the best possible experience for the promoter, performer and patron, the DCU Center is owned by the City of Worcester and managed by SMG, the world's leading private management and developing firm for public assembly facilities. Headquartered in Philadelphia, SMG provides management services to over 200 public assembly facilities including arenas, stadiums, performing arts centers, theatres and convention, conference and trade centers. As the recognized industry leader since 1977, SMG provides construction and design consulting, pre-opening services, venue management, sales and marketing and event booking and programming. SMG also offers food and beverage operations through our in house catering company, Savor...catering by SMG, currently servicing 65 accounts worldwide. With facilities across the United States, and in Puerto Rico, Mexico, Canada, Europe and the Middle East, SMG controls over 1.5 million entertainment seats worldwide and manages more than ten million feet of exhibition space.



FACILITY CONTACTS

Facility Address: 50 Foster Street
Worcester, MA 01608

Website: www.dcucenter.com

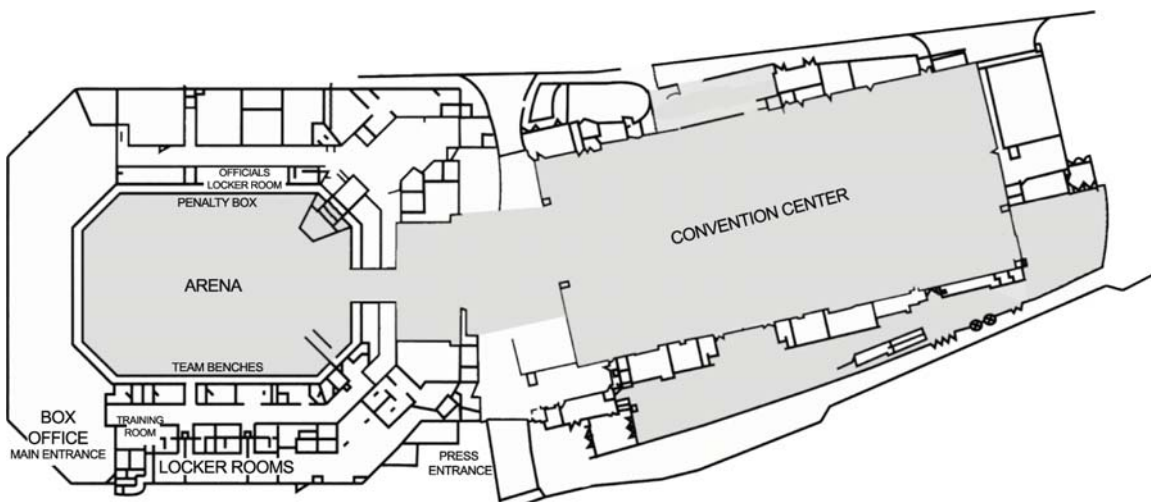
Main Number: (508) 755-6800

Fax Number: (508) 929-0111

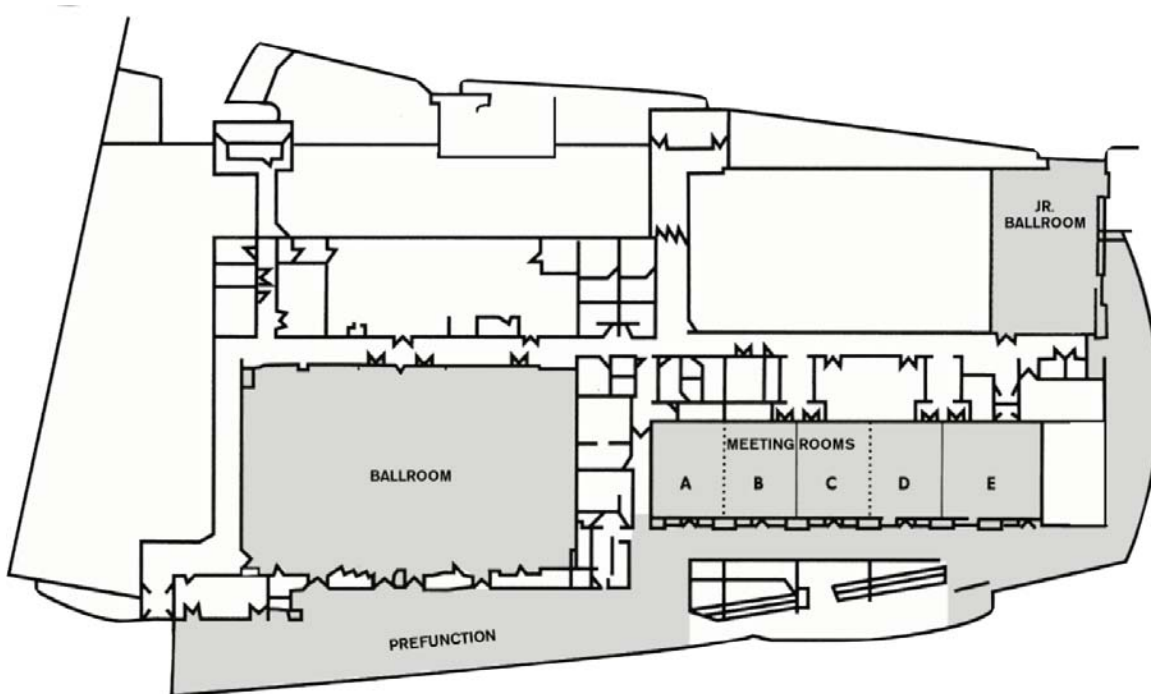
<u>Department:</u>	<u>Contact:</u>	<u>Extension #</u>
GENERAL MANAGER	Sandy Dunn	2106
Executive Assistant	Paige Williamson	2106
SALES DEPARTMENT		
Asst. G.M./Director of Sales	James Moughan	2118
Sales Manager	Anne Kruse	2124
EVENT SERVICES		
Director of Events	Mike Bouley	2123
Event Manager	Shari O'Connor	2115
FINANCE DEPARTMENT		
Director of Finance	Julia Iorio	2117
Accounting Manager	Melissa Bishop	2112
OPERATIONS DEPARTMENT		
Director of Operations	Rob Hornbaker	2152
Operations Manager	George Sedares	2150
Security Manager	Trudy Sheeran	2145
FOOD & BEVERAGE DEPARTMENT		
Director of Food and Beverage	Jason Grayson	2132
Banquet Sales Manager	Lisa Racine	2134
Concessions Manager	Joanne Staruk	2135
MARKETING DEPARTMENT		
Director of Marketing	Amy Peterson	2126
Marketing Manager	Kristy Clark	2105
AUDIO-VISUAL SERVICES (PT Technologies)		
Director of AV Convention Services	Jon Fitchet	2189

FACILITY FLOORPLANS

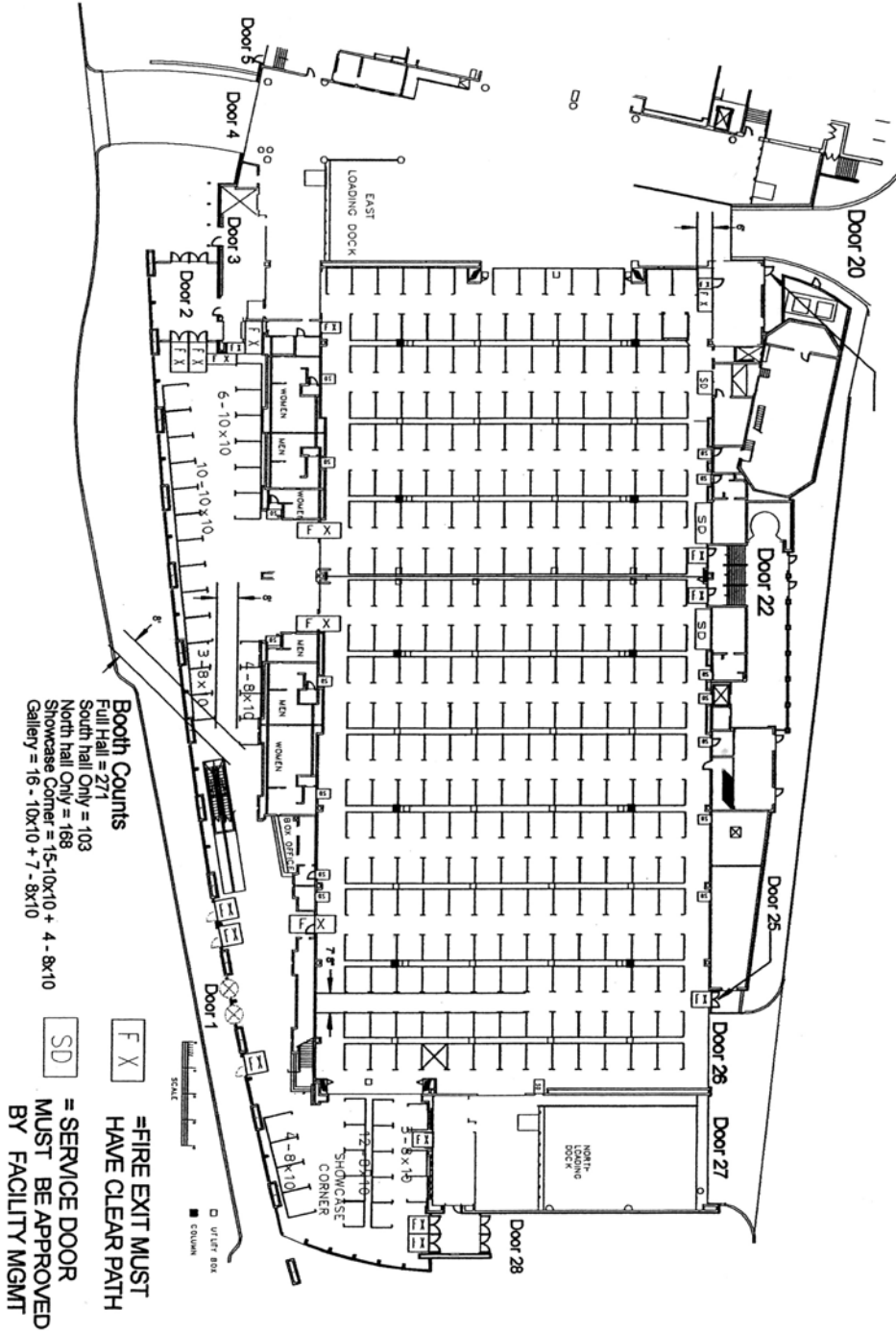
ARENA & CONVENTION CENTER EXPO HALL – LEVEL ONE



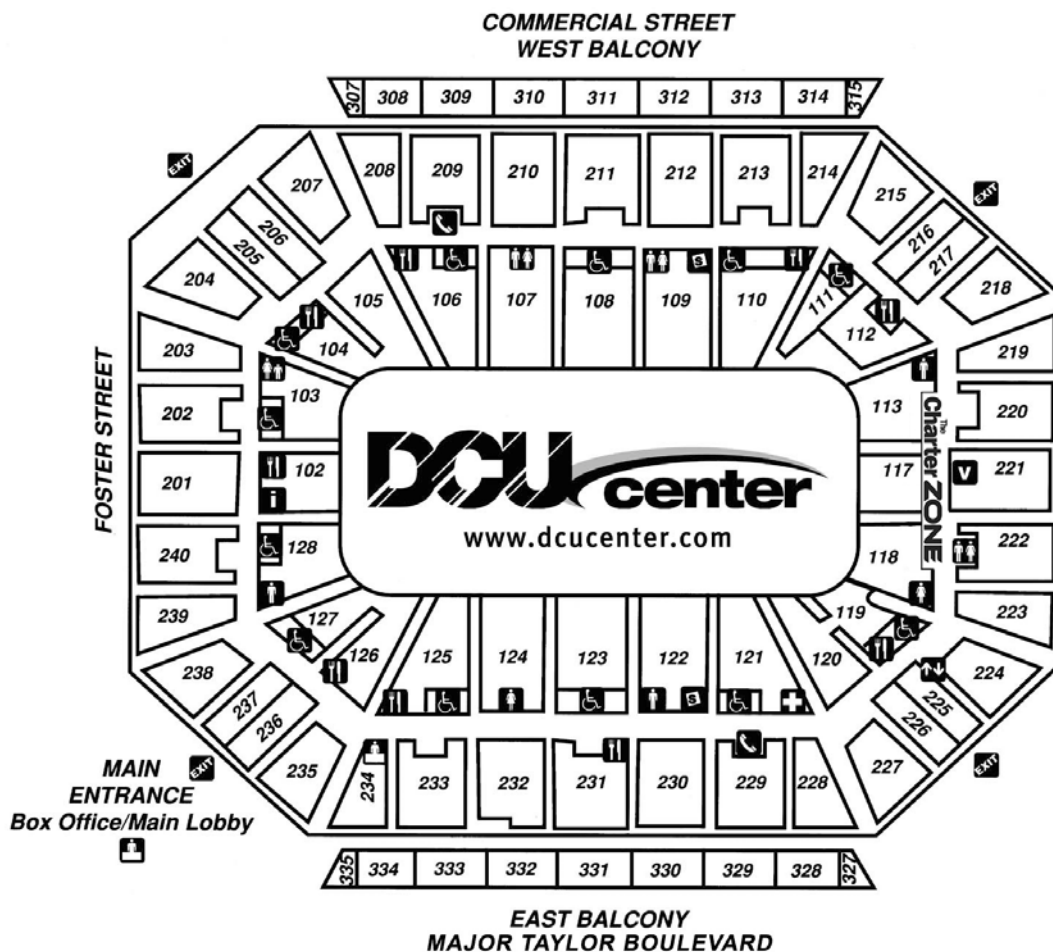
CONVENTION CENTER BALLROOMS AND MEETING ROOMS – LEVEL THREE



CONVENTION CENTER EXHIBITION HALL, DETAILED - LEVEL ONE



ARENA – GENERAL FLOORPLAN



- | | |
|------------------------------------|---|
| Mezzanine/VIP Room | Women/Children Interchangeable Restroom |
| Elevator | Concession Stand |
| Handicap Accessible Seating | First Aid |
| Pay Phone | Guest Services |
| Men's Restroom | Box Office |
| Women's Restroom | Exit |
| Men/Women Interchangeable Restroom | Superbox Suite |



DCU CENTER RENTAL RATES AND CAPACITIES

Area	Gross Square Feet					Gross 10 X 8 Booths	Minimum Daily Rate *	Additional per hour rate - Social events only
		Banquet	Classroom	Theater	Reception			
GRAND BALLROOM	12,144	960	756	1,628	1,285	74	\$4,000	\$225
SOUTH BALLROOM	3,960	270	198	408	421	27	\$1,450	\$175
CENTRE BALLROOM	3,520	240	180	368	368	21	\$1,350	\$175
NORTH BALLROOM	4,664	300	198	437	484	28	\$1,550	\$175
BALLROOM LOBBY	6,500					20	Included with full Ballroom rental	
BALLROOM SOUTH HALF	5,720	450	297	644	611	34	\$2,400	\$175
BALLROOM NORTH HALF	6,424	510	297	667	674	41	\$2,500	\$175
SOUTH/CENTRE BALLROOM	7,480	540	504	1,056	790	42	\$2,600	\$175
NORTH/CENTRE BALLROOM	8,184	670	588	1,118	842	48	\$2,700	\$175
JR. BALLROOM	2,924	240	180	320	305	14	\$1,200	\$150
MEETING ROOM A	1,200	80	72	120	126	6	\$400	\$100
MEETING ROOM B	1,200	80	72	120	126	6	\$400	\$100
MEETING ROOM A-B	2,400	200	156	260	253	12	\$800	\$125
MEETING ROOM C	1,200	80	72	120	126	6	\$400	\$100
MEETING ROOM D	1,200	80	72	120	126	6	\$400	\$100
MEETING ROOM C-D	2,400	200	156	260	253	12	\$800	\$125
MEETING ROOM E	1,648	120	105	182	175	8	\$450	\$100
ENTIRE EXHIBIT HALL	48,640	2,520	2,076	4,828	5,100	see below	\$6,500	
SOUTH EXHIBIT HALL	18,392	920	816	2,000	1,950	see below	\$2,750	
NORTH EXHIBIT HALL	30,248	1,720	1,320	2,828	3,150	see below	\$3,750	
SHOWCASE CORNER SHOWCASE	3,840	200	180	222	400		\$800**	
OVERLOOK	720						\$500	

TRADE SHOW RATES

Area	Gross Square Feet	Gross 10X10 Booths	Up to 5 Days	Rate for Additional Days	Minimum	
					Guarantee	Daily Rate
SOUTH EXHIBIT HALL	18,392	99	\$.80/NSF	\$.10/NSF per day	6,500 NSF	\$2,750
NORTH EXHIBIT HALL	30,248	166	\$.80/NSF	\$.10/NSF per day	12,000 NSF	\$3,750
FULL EXHIBIT HALL	48,640	265	\$.80/NSF	\$.10/NSF per day	18,500 NSF	\$6,500
GALLERY	7,500	22	\$.80/NSF	\$.10/NSF per day		\$750**

Net square feet (NSF) is defined as total display area less aisle space and in-house concession/catering provided food service area. For the calculation of rent, aisle space shall not exceed 10 feet in width unless required by fire and safety code. All capacities are quoted at maximum numbers prior to event needs.

A 50% discount off the daily rate for a second, smaller space may apply.

A 15% net food catering rebate may apply. Qualified rebates will only be issued if payment schedule is met and the final balance is received 5 business days prior to the start of the event.

* Social events are quoted for a 5 - hour period. ** Rate applies when this space is used as exhibit space.

Additional ancillary expenses may apply. Rates subject to change without notice. Rates applicable as of Dec.1, 2008

SECTION II – EVENT PLANNING

EVENT CHECKLIST

<u>ITEM</u>	<u>DEADLINE</u>	<u>DATE COMPLETED</u>
Two contracts are mailed and 2 signed contracts must be returned with a deposit	14 days after mailing	_____
Executed contract is mailed to client when deposit and signed contracts are returned	1 week later Schedule reminders for future deposits	_____
Review Event Planning Guide	Pre-Planning Stage	_____
Select Service Contractor: Decorator	Pre-Planning Stage	_____
Submit preliminary floor plans to Event Coordinator	Prior to sale/lease of exhibit space	_____
Request Exhibitor Service Forms <i>(See Addendum)</i>	Prior to mailing of exhibit kits	_____
<input type="checkbox"/> Electrical Order Forms <input type="checkbox"/> Air/Water Order Forms <input type="checkbox"/> Telephone Order Forms <input type="checkbox"/> Audio-Visual Order Forms		
Finalize Plans with Event Coordinator	30 days prior to event	_____
<input type="checkbox"/> Security/Ticket Taker Schedules <input type="checkbox"/> Box Office <input type="checkbox"/> Event Cleaning <input type="checkbox"/> E.M.T./First Aid <input type="checkbox"/> Final Floor Plans <input type="checkbox"/> Meeting Room/Ballroom Specs <input type="checkbox"/> Signage Requirements <input type="checkbox"/> A/V Requirements <input type="checkbox"/> Catering Requirements		
Submit Certificate of Insurance to Facility	30 days prior to event	_____
Final Rental Deposit	1 month before show	_____
Return Signed Event Services Estimate Form with Deposit	20 days prior to event	_____
Final Event Settlement	T.B.D.	_____

SECTION III – EVENT PLANNING SERVICES

EVENT MANAGEMENT / COORDINATION

Following the execution of the license agreement for your event, the DCU Center will assign an Event Coordinator to work with you on event planning and implementation. The Event Coordinator will contact you as soon as assigned and will remain as your primary DCU Center liaison through the conclusion of your event.

The major function of the Event Coordinator is to gather all event information, and disseminate that information to our operating departments. These departments include engineering, security, housekeeping, set-up, audio-visual, medical, electrical and other utilities, telecommunications and other technical services.

Additionally, your Event Coordinator will introduce you to a representative of our food services department. Your catering representative will coordinate all food and beverage requirements.

ELECTRIC/UTILITIES (exclusive in-house)

Electrical and utility services are offered exclusively through the Convention Center. Your Event Coordinator will supply copies of electrical and utility services order forms that should be included in your exhibitor kits (See Appendix). Floor orders, changes and problems will be addressed at the DCU Center's service desk that will be open throughout the duration of your show, including move-in/out.

The main exhibit hall provides electric services in floor ports located on 30' x 30' centers. Detailed DCU Center technical specifications can be found in Section V of this guide. Water service is conveniently available through access points located in the exhibit hall column supports and conduit is available for sub-floor routing. Conduit is in place providing access to most floor ports for compressed air lines. Electrical service is available, upon request, in all meeting rooms and the Grand Ballroom. Utilization of permanent wall or column electrical outlets requires prior written approval of DCU Center management.

AUDIO-VISUAL SERVICES (in-house / non-exclusive)

The DCU Center's in-house audio-visual provider, PT Technologies, offers a full range of audio-visual services including sound reinforcement, stage and theatrical lighting, video production, data, video and slide projection, LCD, DLP and large venue projection, teleconferencing, satellite transmission, etc. Their trained technicians will assist you in the design of room layouts, equipment selection and development of budgets.

The design of the DCU Center provides some standard audio-visual services that will enhance the effectiveness of all meetings. Each of the DCU Center's meeting rooms is equipped with computer controlled PA and dimmer controlled lighting systems. The Grand Ballroom's design also provides rigging points for larger events. Your Event Coordinator will supply further details regarding audio-visual support, in-room features and will introduce you to a PT Technologies representative.

By choosing PT Technologies as your audio-visual provider, you will be supplied with one complimentary microphone per meeting room contracted, and any minor electrical or connection fees will be waived. Should you, however, decide to use another A/V company, extra charges for use of house sound, electricity, etc. may be incurred. Contact your Event Coordinator immediately should you contract the services of an outside supplier.

There are specific labor requirements for the set-up, operation and teardown of Audio-Visual equipment (see section IV, Labor Services).

TELECOMMUNICATIONS (exclusive in-house)

The Telecommunications Department provides exclusive telecommunications services that can be tailored to meet show management and exhibitor specific needs. Services available include single or multi-line telephones, analog dial-up lines, voice messaging and high-speed Internet access.

As a service for exhibitors and show management, our Telecommunications Department will staff a service desk during most events. Show management telephones are installed and billed per order specifications.

Your Event Coordinator will provide you with order forms for inclusion in your exhibitor kits (See Appendix).

EVENT CLEANING

The facility will be provided to the Licensee in "clean" condition. During your event, the DCU Center's Event Cleaning Department will maintain all public common areas; i.e., lobbies, hallways, restrooms, and meeting rooms.

The Event Cleaning department can provide services relating to bulk trash removal, exhibitor booth cleaning, aisle carpet vacuuming, and post-show clean up for a fee. Ask your Event Coordinator for details and estimated costs.

It is the responsibility of the Licensee and/or its subcontractors to leave the facility "broom clean", making sure that all trash, including tape residue, be removed. Post event cleaning done by the DCU Center will be billed to the Licensee. A deposit for these services is required for all events in the Exhibition Hall, any events using Ballrooms or Meeting Rooms as exhibition space and for ticketed events (i.e. concerts, job fairs).

The DCU Center maintains two compactors, one for bulk trash and a separate compactor exclusively for cardboard. The use of these compactors is included in your rental. Any event that produces trash or cardboard in excess of the capacity these compactors will be assessed an additional fee. Your Event Coordinator can provide details.

Certain types of bulk trash that are regulated by Government guidelines (i.e. Hazardous waste, animal waste, large volumes of metal) are not covered under these conditions and may incur additional charges. Your Event Coordinator can provide details.

MARKETING, ADVERTISING, AND PUBLIC RELATIONS (in-house / non-exclusive)

The facility offers a full-service marketing department to assist with the promotion and publicity of your event. Among the services offered are:

- ◆ Media and marketing consulting to determine the optimal media mix to reach your audience effectively and within a budget
- ◆ Advertising placement (Broadcast and Print) using your creative materials (in-house agency commission rates apply)
- ◆ Public relations, including press releases, event publicity, calendar listings, and story pitching
- ◆ Added value media opportunities to supplement your media buying and deliver better value
- ◆ Promotions that increase event awareness and help drive traffic
- ◆ Group Sales to market your event to local organizations and businesses
- ◆ Direct mail design, printing and mailing
- ◆ Reciprocal trade advertising for print and broadcast advertising

Your Event Coordinator can provide further details for these services including fees and estimates.



BUSINESS CENTER

Business Services including copying, faxing and printing are available on an "A la Carte" basis during normal show hours. The Business Service area is located on Level 2 directly off the passenger elevator near the Main Reception Desk.

We can assist in arranging any level of Business Service Center that you wish to provide for your clients. Your Event Coordinator can provide details.

COAT CHECK

The DCU Center coat check room is located on Level 3 directly outside the entrance to the North Ballroom. This area is available to clients on an event-by-event basis. Other coat check areas can be arranged to suit your specification.

Your Event Coordinator will provide further details for this service including estimates of hours of operation, space needs and associated costs.

BOX OFFICE (exclusive)

The DCU Center provides a box office for ticket sales to public events. Your Event Coordinator will schedule a meeting for you with box office personnel to review show hours, hall capacities, ticket prices, ticket ordering and box office charges. See the Appendix for a listing of box office charges.

All tickets must be approved by the DCU Center and ordered from a bonded ticket printing company. The box office will check all tickets against the show manifest to ensure accuracy prior to opening the sale of tickets to the public.

The DCU Center's box office will maintain control of ticket distribution, box office operation, ticket sales personnel and ticket sales revenue through the completion of final settlement.

The Convention Center's box office is open only during show days. For all advance ticket sales, the Arena Box Office, which is affiliated with the Ticketmaster network, is available. Arrangements for the inclusion of your event on the system must be made with your event coordinator. The DCU Center may offer tickets for sale at all of its approved ticket outlets, thus providing multiple locations for the sale of your event's tickets.

For events with rental calculations based on gross ticket sales, the issuing of complimentary tickets to events will be limited to five (5) percent of capacity or as dictated by prudent business practice. For all public events, the DCU Center will retain a minimum of thirty (30) tickets for each show day/performance for its own use.

DIRECTIONS & PARKING

From R 495 or points East or from Rt 190 points North

Rt 290 West to Exit 16

Turn Right at lights at end of ramp

Straight through lights at Summer St

Enter Garage right before lights at Major Taylor Blvd.

From Mass Pike or Points West

Rt 290 West to Exit 16

Turn left at lights at end of ramp

Straight through next set of lights

Straight through lights at Summer St

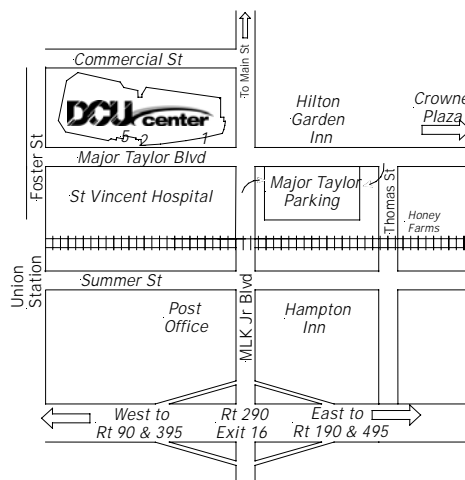
Enter Garage right before lights at Major Taylor Blvd.

DIRECTIONS & PARKING (continued)

From Rt 146 and points South
 Rt 146 North to Rt 290 East
 Follow directions from **Points West**

From Rt 395 Connecticut
 Rt 395 North to Rt 290 East
 Follow Directions from **Mass Pike or Points West**

Worcester Municipal Parking Garage
 30 Major Taylor Blvd.
 Worcester, MA 01608
 508-792-0314



EQUIPMENT INVENTORY AND RENTAL (additional charge)

A listing of the DCU Center's standard equipment inventory and rental costs can be found in the Appendix. Equipment is available as inventory permits, although the DCU Center will make its best effort to accommodate the needs of all events. Rental equipment to supplement our inventory is available locally. The costs for supplemental equipment may vary based on quantity, availability, etc. Your Event Coordinator can provide details on supplemental equipment.

FIRST-AID/EMERGENCY MEDICAL SERVICES (exclusive)

Based upon event type and attendance, a mandatory Emergency Medical Technician will be employed during show hours to administer emergency first-aid treatment. All staffing, supplies, and supplemental emergency medical equipment are supplied exclusively by the Convention Center. Your event coordinator will schedule an EMT as required. The current hourly rate is listed in the Appendix.

FOOD AND BEVERAGE SERVICE/CONCESSIONS (exclusive in-house)

The DCU Center maintains a full-service, in-house Food & Beverage Department. Our on-site kitchen facilities can provide the full spectrum of services whether your event calls for a continental breakfast, a hospitality suite, or a black-tie ball. Your Event Coordinator will introduce you to a Food and Beverage representative early in the event planning process to ensure that you benefit from their inventory of products, services and ideas. Your Food and Beverage representative will generate a separate catering contract or Banquet Event Order (BEO) for all of your catering needs.

Concession operations are also available to provide cash-sales of food and beverages to event attendees from permanent concession stands, coffee carts, and a variety of portable themed carts. The DCU Center reserves the right, but is not required, to open and serve concessions on a cash basis at all public events. The Food and Beverage Department will work with show management to ensure that menu selections will satisfy the tastes and budgets of attendees for your particular event. Booth catering delivery service is available to exhibitors during show hours. Exhibitors may pre-order items directly from our Food and Beverage Department. Ask your Event Coordinator to include a Booth Catering Order Form in your Exhibitor/Show Packets.

INFORMATION DESK GUEST SERVICES

For your event, the Convention Center Information Desk may be available and is coordinated with the Central Mass/Worcester County Convention & Visitor's Bureau. This location provides information for restaurants, shopping areas, entertainment, and attractions that are located within the Worcester County area. The Information Desk is located in the Convention Center on Level one in the Main Gallery. Many levels of Guest Services can be arranged



INFORMATION DESK GUEST SERVICES (continued)

including dinner reservations, sightseeing tours, and taxi calls. Your Event Coordinator can provide details regarding this service.

The Convention Center has a number of services available for the convenience of everyone attending a function or show, including a DCU Automated Teller Machine (ATM) located in the Convention Center on the first floor.

KEYS – ROOM SECURITY

The DCU Center has the capability to change door locks to designated rooms. Your Event Coordinator can review the policies and costs associated with this service.

It is important to note that no doors may be locked, chained, etc. by show management without prior written approval of DCU Center management. The DCU Center, at all times, reserves the right to access any area if necessary.

SECURITY (exclusive in-house)

The DCU Center maintains an exclusive in-house security operation. Our trained building security personnel maintain 24-hour security coverage for the DCU Center's perimeter areas, internal corridors and life safety alarm system. Building security will also open and secure exterior and interior access doors and monitor internal traffic flow. At no time will the facility accept responsibility for promoter or exhibitor products or belongings. Special circumstances regarding the security of items brought onto the premises must be discussed with the Event Coordinator and the Security Manager. All items of concern should not be left on the premises unattended.

All incidents of injury, vandalism, fire, theft, etc. should be reported to the Central Security office immediately. Following notification of any incidents, security officers will initiate appropriate reports and investigations.

EVENT PERSONNEL

The DCU Center provides event personnel services on an exclusive in-house basis. Services available include show security, overnight security, badge checkers, ticket takers, etc. Security staffing is required for events during move-in, the exhibit, and move-out. These costs are in addition to your event rental agreement. Your Event Coordinator, along with the DCU Center's Security department, will develop a comprehensive event personnel plan catered to fit your specific event.

Minimal staffing will be at the discretion of DCU Center management as deemed appropriate after carefully considering the nature and character of event.

LOADING DOCK/MARSHALLING YARD

For the purpose of maintaining safe and efficient operations, the DCU Center will retain complete control over all loading dock and marshalling yard activities. All staff utilized for dock and marshalling yards will be scheduled through your Event Coordinator. Licensee is responsible for all associated labor and space costs.

SECURITY

Security services will be provided under the following guidelines:

1. There is a four (4) hour minimum per person per day.
2. Two or more assigned fixed positions will require a supervisor who will be considered a roamer and relief person.
3. On large calls (6 or more), an additional break person will be scheduled depending on shift length.
4. Additional positions including the loading docks and the service road may require coverage based upon the needs of the event.
5. Convention Center staff will man all ticket taking/badge checking positions as well as pass gate.
6. Any door utilized for ingress/egress or load-in/load-out must be manned during all hours of operation.
7. Overnight security is required on all events leaving materials in any area of the facility after business hours.

POLICE

Uniformed Worcester Police are the only armed security permitted in the facility. Any special security services regarding police must be arranged through your Event Coordinator.



SECTION IV – FACILITY OPERATING GUIDELINES

BUSINESS LICENSES / HEALTH PERMITS / ELECTRIC PERMIT & INSPECTION / TAXES

It is the licensee's responsibility to procure all necessary licenses and/or permits. The DCU Center will assist you in providing facility-related information necessary for submission, but the DCU Center will not secure such licenses/permits on behalf of licensee, except for electrical permits for facility provided power and City of Worcester entertainment licenses, which will be billed to you on the show settlement.

DAMAGES

Please notify your Event Coordinator of any damage that occurs throughout the course of the show. The DCU Center will make its best efforts to inform you of any damages as soon as discovered and will provide copies of damage reports and photographs when applicable. The cost of repair of damages is the licensee's responsibility, and the DCU Center will make all repairs.

EVENT SERVICES ESTIMATE

An Event Services Estimate will be issued to the Licensee by thirty (30) days prior to the event. One hundred percent (100%) of event services fees are due and payable at least twenty (20) days prior to the use of the facility. The facility will not be open for use until all deposits are received.

EXHIBIT AND REGISTRATION FLOOR PLAN APPROVAL

The DCU Center's exhibit and registration floor plan approval process incorporates policies mandated by the City of Worcester Fire Department. All floor plans must be approved by the Fire Department PRIOR to the sale or lease of any exhibit space.

Your Event Coordinator can provide guidelines for floor plan layout. Five (5) copies of your proposed floor plan, drawn to scale, should be submitted to your Event Coordinator before any space is rented, leased or assigned. The DCU Center will then submit a copy of the proposed floor plan to the Fire Department for approval. Non-approved floor plans will be returned to licensee with explanations. Licensee must submit five (5) copies of final floor plans for approval at least 30 days before your first contracted day.

Please remember that all NFPA Life Safety Code guidelines are observed by the DCU Center as well as all federal, state and local fire codes that apply to public assembly facilities. The decisions of the City of Worcester Fire Department will be considered final.

FREIGHT DELIVERIES

Due to limited storage space, the DCU Center will not accept advance freight deliveries. All freight must be shipped to your service contractor and delivered to the DCU Center during the designated move-in period. Any freight scheduled for delivery to the DCU Center during move-in periods must be to the attention of the service contractor. The DCU Center will not accept C.O.D. shipments under any circumstances nor will the DCU Center accept responsibility for costs associated with freight delivery/pick-up during non-assigned periods. The DCU Center will not be liable for the security of freight left in the facility following the conclusion of your move-out date(s), nor can we assume responsibility for the shipping of such freight. Freight including empty crates or pallets left on the show floor will be disposed of at licensee's expense.



FRONT DRIVEWAY/SHUTTLE DROP-OFF/PICK-UP

The primary drop-off/pick-up location for shuttle busses, taxis, handicapped patrons, etc. is directly in front of the DCU Center's revolving doors (Door 1) on Worcester Center Boulevard. Please advise exhibitors and event staff that this area should not be used for load-in/out or for parking.

HANDICAP FACILITIES

In an effort to ensure appropriate access to events at the facility to all patrons, The DCU Center, in accordance with ADA, provides ramp access, rest room facilities, braille elevator buttons and fire alarms for the hearing impaired and the handicapped as well assisted listening devices. Your Event Coordinator can provide you with further details.

INSURANCE

All licensees and their sub-contractors are required to provide a Certificate of Insurance. Specific requirements are referenced in the license agreement. Certificate(s) must be furnished to the DCU Center thirty (30) days prior to the first move-in day of your event. A sample copy of an acceptable insurance certificate is located in the Appendix.

General and Excess Liability coverage may be available to Licensees through the DCU Center for some events. Please notify your Event Coordinator if you elect to utilize this plan.

LABOR SERVICES

The DCU Center has a collective bargaining agreement with the IATSE Local 96 Union. IATSE labor must be utilized for all set-up/take down of in-house or Decorator equipment, all freight handling, electrical or telecommunication wiring, all rigging and/or sign or banner hanging (other than booth signs hung on pipe & drape), move-in/out and set-up of all subcontracted Audio Visual, and/or sound and lighting equipment for all events. Your Event Coordinator can provide additional details.

PARKING – EXHIBITORS AND ATTENDEES

Your Event Coordinator can provide details about various options for discount, prepaid or validated parking in areas convenient to the DCU Center.

ROOM SET-UPS

Capacities:

Suggested capacities for meeting facilities are provided in Section VI. The numbers listed reflect maximum amount of seating (theater style) allowed with a standing podium in each room (capacities in larger rooms allow for a podium and small riser). Capacities will vary with the type of room setup you choose and/or addition of staging, dance floors, or audio/visual requirements. Check with your Event Coordinator to confirm room capacities prior to preparing room specifications for your event.

Setups:

Meeting Rooms/Ballroom

One basic set-up is included in each paid rental day of all meeting rooms and ballrooms on Level 3 (This does not apply to use of these rooms as trade or retail booth areas). You may choose between theater, classroom (laminated tables), conference, or banquet style (oval) tables. Also included in the rental is the use of a podium, up to two pieces of riser staging, a head table for 4, a skirted table in back of room for literature, and one registration table per event outside the room/area. Any additional equipment such as pads/pencils, skirting or tablecloths for laminated tables, non-food use of banquet tables, extra staging or tables can be provided to you for an additional charge. See the Appendix for a listing of all equipment and current prices. Any change in the set-up, i.e. classroom to theater style, during your event will result in an additional charge. Consult your Event Coordinator for details.

Exhibit Halls

Use of the exhibit halls (as well as ballrooms and meeting rooms used as exhibit space) will be subject to equipment rental and/or set-up labor charges. Additional costs may also be incurred for changes/additions. Consult your Event Coordinator for details.

SIGNAGE/BANNERS/ENTRANCE UNITS

The Convention Center meeting rooms and Grand Ballrooms are equipped with sign holders that are located outside each room. Sign holders accommodate 8 ½" tall by 11" wide signs. If you desire, the DCU Center can provide signage for these holders at an additional charge. Contact your Event Coordinator for details.

The DCU Center will provide up to two standard signs announcing your event to be located at the first floor main entrances. Should you desire additional signage of this type, your Event Coordinator can provide that for you for an additional charge.

Banners are allowed in the Convention Center, although there are restrictions as to what, where, when and how the banners may be hung. DCU Center staff or union labor will be required to hang your banner and there may be a fee involved. City Ordinance restricts any signage to be hung outside of the DCU Center. Consult your Event Coordinator with the details of every banner you may want to hang.

The location of entrance units, provided by your decorator, must be approved by the DCU Center. Please contact your Event Coordinator for details.



SMOKING POLICY

In accordance with the Massachusetts Clean Air Act, the DCU Center's smoking policy restricts smoking to areas outside the facility. Smoking is prohibited at all times in all areas of the facility. While the DCU Center maintains signage, the cooperation of show management in encouraging compliance is requested.

SUB-CONTRACTORS/SUB-CONTRACTOR EMPLOYEES

INSURANCE REQUIREMENTS

All sub-contractors are required to provide a Certificate of Insurance evidencing a minimum one million dollar general liability insurance as well as workman's comp coverage. The certificate must include SMG and the City of Worcester. The Certificate must also include a 30-day cancellation notice.

All sub-contractor operations and their employees must maintain generally accepted safe operating practices and follow all OSHA guidelines to insure a safe workplace. All sub-contractor employees must use the designated employee entrances/exits, and must have proper identification badges for access to authorized areas.

WATER SERVICE

The DCU Center offers complimentary water service at all podiums and head tables. Water service for attendees and Green Rooms can be provided by our Catering Department at an additional charge. Your Event Coordinator can provide additional details.

SECTION V – RULES & REGULATIONS

GENERAL RULES AND REGULATIONS

1. The use of double face tape and cloth tape is permitted on concrete floor surfaces only. The DCU Center requires the use of Polyken 105 C tape or approved equal. The removal, and associated costs thereof, of tape and tape residue is the responsibility of Licensee.
2. Signs, decorations and related materials may not be taped, tacked, stapled, nailed, etc. to painted surfaces, columns, fabrics or decorative walls in the DCU Center.
3. DCU Center permanent signs, banners, etc. may not be blocked in any manner. Temporary signs may not be attached in any manner to permanent DCU Center signage.
4. No banner larger than 5' x 8' can be hung in the DCU Center without prior written approval of Operator. No exterior banners are permitted.
5. Under no conditions will signs or banners be taped, hung or otherwise attached to the DCU Center's operable walls.
6. The use of helium balloons is prohibited. Costs associated with violation of this are the responsibility of the Licensee.
7. Adhesive backed decals, stickers, and chewing gum may not be distributed in the DCU Center. Costs associated with the removal of decals/stickers are the responsibility of the Licensee.
8. Movement of operable walls in the DCU Center must be performed by DCU Center personnel only.
9. Use of DCU Center equipment, supplies and other materials is limited to DCU Center personnel unless approved in writing by Operator.
10. The movement of DCU Center furniture, fixtures and equipment must be performed by DCU Center personnel only.
11. House lighting, ventilation, heat or air conditioning will be provided as required during show hours. Energy conservation is of prime concern and minimal light and comfort levels will be maintained during move-in/out.
12. Passenger elevators and all escalators are to be used by the general public and should not be used for any freight or equipment movement.
13. Motorized vehicles and equipment (i.e. carts, forklifts, scooters, etc.) and other moveable equipment (i.e. dollies, pallet jacks, etc.) are not permitted on any lobby, prefunction, meeting room or ballroom space without the prior written approval of Operator.
14. Use of glitter and confetti is not permitted in the DCU Center without the prior written approval of Operator. Costs associated with the clean up of glitter, confetti and related materials are the Licensee's responsibility.
15. All floor load capacities should be strictly observed. Any variations should be approved in writing by Operator. See Appendix
16. The sale of merchandise is prohibited without prior written approval of Operator.
17. All distributed materials, whether for sale or at no cost, must be distributed from locations approved by Operator.
18. The sale of any foodstuffs, including refreshments, is strictly prohibited.
19. Holes may not be drilled, cored or punched into any part of the DCU Center or exterior premises.
20. DCU Center office telephones are reserved exclusively for DCU Center operations. DCU Center numbers may not be published as official show or convention numbers.
21. Animals and pets are not permitted in the DCU Center except in conjunction with an approved exhibit, display, show, etc. Seeing eye dogs are permitted.
22. Damages to the DCU Center are the responsibility of Licensee. Incidents of damages should be reported to Security immediately.
23. Licensee is responsible for procuring all necessary licenses and/or permits. The DCU Center will not secure such licenses/permits on behalf of Licensee.
24. Licensee is responsible for removal of bulk trash prior to opening of show. DCU Center will charge Licensee for any additional trash hauls necessary due to event operations. Bulk trash is defined as any material that cannot be readily removed by a standard push broom. Licensee must return the contracted areas to broom swept condition. Costs for returning the said areas to this condition are Licensee's responsibility.
25. Licensee must abide by any and all DCU Center labor rules and jurisdictions. The DCU Center will provide Licensee labor guidelines when applicable.
26. All facility utilities are property of the DCU Center and it is prohibited to access, tamper with or otherwise utilize said utilities without prior written approval of Operator. Costs for repairs, damages, etc. resulting from unauthorized use of utilities are Licensee's responsibility.
27. All working personnel will take breaks in DCU Center designated area and will be provided specific facilities for restrooms and lunch rooms (when available).
28. No soliciting is permitted in the DCU Center or on DCU Center premises.
29. Any and all unsafe conditions or activities will be terminated immediately upon request. The DCU Center will remove disruptive parties as necessary.
30. The DCU Center provides on an exclusive in-house basis all electrical, utility, security, labor, housekeeping, telecommunications, and food and beverage services.

FOOD AND BEVERAGE GUIDELINES

1. Alcoholic beverages may not be brought into or out of the facility. All alcoholic beverages must be purchased from, and served by, DCU Center employees. The DCU Center reserves the right to prohibit the consumption of alcoholic beverages at any time.
2. All food and beverage items consumed within the complex must be purchased from, or by arrangement with, DCU Center Cuisine. No food or beverage may be carried into or out of the facility.
3. Exhibitors may bring in candy bowls of individually wrapped mints or penny-candy style candies as complimentary favors for attendees.
4. Exhibitors of food and beverage products or services at food and beverage related shows may distribute complimentary individual sample-size or bite-size portions of their product. All items must be commercially prepared, "homemade" items are not allowed. Beverage portions must be less than four (4) ounces.
5. The securing of permits and licenses is the responsibility of the licensee/exhibitor.
6. An exhibitor and/or association member must occupy approved booths at all times.
7. Exhibitors may NOT bring in popcorn machines, coffee urns or similar items for use as traffic promoters except by prior arrangement with DCU Center Food & Beverage Department. Most equipment and product of this type may be rented or purchased through DCU Center Food & Beverage.
8. Arrangements can be made for exhibitors who need on-site food preparation, or who require items such as ice, by calling DCU Center Food & Beverage at (508) 755-6800 extension 2134.
9. Concession stands and kitchen facilities may not be used by exhibitors.
10. Restrooms may not be used by exhibitors for cleanup. Use of janitorial areas and/or services must be arranged in advance with the Operations Department.
11. Costs associated with the disposal of trash, waste, etc. from exhibitor sampling are the responsibility of the licensee and/or exhibitor.
12. The Exhibition Hall concession stands will be open during most ticketed shows and expositions that are open to the public. In general, the concessions will only be open on show days during show hours. DCU Center Food & Beverage reserves the right to close concessions or open additional locations as business conditions warrant. We welcome any suggestions and input from the client in offering menu items that best meet the needs of attendees.

GENERAL FIRE CODE REGULATIONS

1. Licensees, show management, exhibitors and all other parties comply with all Federal, State, Municipal and DCU Center mandated fire codes that apply to public assembly facilities. The DCU Center includes sections of the NFPA Life Safety Code which apply to public assembly facilities as part of the Licensee Agreement.
2. The decision of the Fire Marshall of the City of Worcester is final.
3. Crate storage is prohibited in the DCU Center without the prior written approval of DCU Center Management. Crate storage is the responsibility of the Licensee.
4. Crates stored in interior storage rooms may not be stacked higher than within three (3) feet of sprinkler heads and an eight (8) foot radius must be maintained around all access/egress doors.
5. All bunting, table coverings, drapes, signs, banners and like materials must be flame resistant and are subject to inspection and flame testing by Fire Marshall.
6. All electrical equipment must conform to the National Electrical Code and be UL approved.
7. The following materials are prohibited without written consent of DCU Center: open flame devices; vehicles; welding, cutting or brazing equipment; ammunition; radioactive devices; flammable liquids; pressure vessels; exhibits involving hazardous processing and materials; fireworks or pyrotechnics; blasting agents or explosives; flammable cryogenic gases; aerosol cans with flammable propellants; gas operated cooking equipment; portable heating equipment; other equipment, materials and operations that increase risk to fire and life safety.
8. The display of any and all vehicles that are powered by a combustion engine require fuel tanks be less than 1/4 full. The cap for the fuel tank must be locked or taped closed and at no time is the removal or addition of fuel allowed in or around the DCU Center. Vehicle electrical systems must be disconnected by either removing battery, battery cables or disconnecting battery cables and taping contact with non-conductive electrical tape.
9. At no time during public hours are vehicles to be moved.
10. All emergency exits, hallways and aisles leading from the building are to be kept clear and unobstructed. Any vehicles, material, equipment, etc. in fire lanes or blocking exits, etc. will be removed at Licensee's expense.
11. Exit signage, fire extinguisher, fire alarms, pull stations and related fire fighting equipment may not be hidden, obstructed or blocked.
12. The DCU Center may request in writing specifications, descriptions, etc. of any and all equipment, processes, operations, etc. from Licensee, service contractor, exhibitors, etc. and reserves the right the right to submit such information to the Fire Department for approval.
13. Exterior exhibit hall doors and loading dock doors are not to be propped open. Automatic closing devices are not to be tampered with.

EXHIBIT AND REGISTRATION FLOOR PLAN APPROVAL

1. Detailed floor plans are required for exhibit and registration areas and any other special activities located in the exhibit hall, meeting rooms, ballroom or public areas.
2. Prior to the final sale, lease or assignment of any exhibit space, Licensee shall submit five (5) copies of proposed floor plan, drawn to scale, to DCU Center for City of Worcester Fire Department review and approval.
3. The DCU Center will submit proposed floor plans to the Fire Department and, upon approval, will forward approved copy to Licensee.
4. Any necessary changes in proposed floor plan will be forwarded to Licensee by DCU Center, and Licensee must submit revised floor plan.
5. The proposed floor plan submitted for approval must include the following:
 - (a) Show title, contracted dates, draftsman's company name and address, service contractor name and address.
 - (b) Booth configurations drawn to scale, including base dimensions, heights and locations.
 - (c) Aisle locations and dimensions.
 - (d) Location and dimensions of all fixtures including, but not limited to, stages, risers, registration areas, lounge areas, entertainment areas, etc.
 - (e) Location of all exits.
 - (f) Location of all permanent and temporary concession and novelty stands.
 - (g) Location of all fire safety devices including extinguisher and alarm stations.
 - (h) Location of all primary entrances.
 - (i) Locations and dimensions of all service desks including space allocations for service desks operated by DCU Center.
 - (j) Location and dimensions of service contractor storage areas or "bone yards".
 - (k) Distinction between pipe and drape and hardwall.
6. A copy of the final approved floor plan is to be displayed in the Service Contractors service area or office.
7. The decisions of the Fire Marshall of the City of Worcester are final.

LAYOUT AND SET-UP OF EXHIBITS

1. Aisle dimensions and locations are subject to Fire Marshall approval. Aisles must be a minimum of 8' wide.
2. No exhibit booth, registration table or related material may be placed within 10 feet of main entrance/exit.
3. Doors, fire exits, including doors in partition walls, or access to any exit cannot be blocked or impinged upon by pipe, drape, exhibits or other fixtures.
4. Exhibitor service desks cannot be located in lobbies or pre-function areas without written approval of the Operator.
5. Clear access must be maintained to all DCU Center services (i.e. restrooms, concession stands, utility rooms, public telephones, vending machines, etc.)
6. Carpet runners or show carpet installed over DCU Center's permanent carpet is prohibited without the prior written approval of the DCU Center.
7. Whenever direct access to a fire extinguisher is blocked, the exhibitor blocking access must be notified of the location of the fire extinguisher, and a temporary sign must be hung above the exhibit indicating the extinguisher's location.

SECURITY

1. The DCU Center maintains a twenty-four (24) hour security force responsible for monitoring the facility perimeter, interior public traffic flow in such areas, and the DCU Center's life safety system. The activities of the security personnel cannot be restricted by activities of the Licensee.
2. Licensee is responsible for security services in all areas specifically licensed to Licensee including exhibit halls, meeting rooms and other areas.
3. The DCU Center may require Licensee to provide minimum levels of security coverage in any leased space and other areas (i.e. docks, public access areas, registration areas, etc.). Such coverage will be at Licensee's expense.
4. No doors may be chained or otherwise locked without the written approval of the DCU Center. No doors can be chain locked when area is occupied.
5. All approved chains must be plastic coated and DCU Center in-house security must be presented with keys to all locks.
6. All proposed security arrangements are subject to DCU Center approval and must be submitted to the DCU Center at least thirty (30) days prior to the event.
7. All service contractors and other event related labor must enter/exit the DCU Center via the designated employee entrance (Door 5) and are to be properly badged.
8. DCU Center in-house security reserves final rights to admit access of any event personnel to any DCU Center space.



SECURITY

Continued

9. Any changing or removal of door locks must be approved in writing by the DCU Center and work performed by DCU Center personnel.
10. Use of armed guards is prohibited without the written consent of the DCU Center.

EXHIBIT HALL AND LOADING DOCK REGULATIONS

1. No vehicles will be allowed in dock areas, exhibit halls, etc. without proper identification.
2. No parking, tow away zones and other restricted areas will be strictly enforced and vehicles will be towed at the owner's expense.
3. Move in and move out periods must be approved in writing by the DCU Center.
4. Individuals exhibiting behavior indicative of intoxication or use of a "mood altering" substance will be expelled from the DCU Center premises.
5. Vehicles are to be operated in a safe and prudent manner. Any actions including speeding, erratic driving, etc. that are deemed unsafe by the DCU Center are to be stopped at once. Failure to adhere to DCU Center direction will be grounds for ejection from the premises and possibly suspension of work privileges in the DCU Center.
6. No refueling of vehicles is permitted within fifty (50) feet of the DCU Center.
7. At no time may exit doors be blocked or obstructed with freight, equipment, display material, trash or unattended materials.
8. No glass containers are permitted on the exhibit floor, in meeting rooms or ballrooms without the prior written approval of the DCU Center.
9. Unless prior approval is granted, no one under the age of eighteen (18) is allowed on the exhibit floor.
10. Dock utilization schedules must be submitted to the DCU Center, and the DCU Center at times may require changes in the proposed schedules to allocate specific space to different events.
11. All freight deliveries to the DCU Center must be shipped on designated move-in/out days and must be to the attention of the service contractor. The DCU Center will not accept freight deliveries on behalf of licensee, service contractors, exhibitors, etc. The DCU Center will not accept C.O.D. deliveries.
12. The DCU Center will not assume responsibility or liability for freight left on the premises following the conclusion of the move-in/out.
13. Freight left in the DCU Center will be disposed of at licensee's expense.
14. Licensee is responsible for informing all parties of DCU Center's freight policies.

MISCELLANEOUS

Circumstances and operations not covered in these rules and regulations will be subject to interpretation, stipulations and decisions deemed necessary and appropriate by Operator.

Revised April 2010

Subject to change without notice.