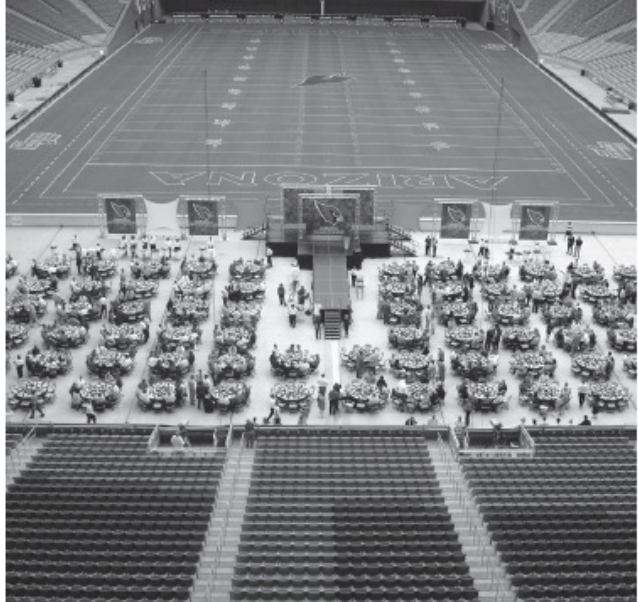




# FACILITY USER'S GUIDE

## UNIVERSITY OF PHOENIX STADIUM



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## General Information



University of Phoenix Stadium  
1 Cardinals Drive  
Glendale, AZ 85305  
623-433-7100

### Stadium Management:

University of Phoenix Stadium is operated by Global Spectrum, the fastest growing firm in the facility management field with over 70 facilities throughout the United States and Canada. The Philadelphia based company is part of one of the largest sports and entertainment firms, Comcast Spectacor, which owns the Wachovia Center, the Philadelphia Flyers, and the Philadelphia 76ers, in addition to holdings in the entertainment, ticketing and food service sectors.

### Stadium Description:

University of Phoenix Stadium was designed by world-renowned architect Peter Eisenman, in conjunction with HOK and Hunt Construction Group. The exterior of the Stadium is designed to represent a snake wrapped around barrel cactus. Alternating sections of metal panels are intended to reflect shifting desert light alongside vertical glass slots allowing guests a view of the horizon from any level of the interior.

University of Phoenix Stadium features a fully retractable grass playing field, the first of its kind in North America. The field is positioned inside the stadium on game days and outside on non-game days. This allows the field to receive the maximum amount of sunlight and be irrigated.

As with the playing field, the roof of University of Phoenix Stadium is also be retractable. The roof consists of two large panels which are covered with translucent Birdair fabric. The bleeding through of sunlight allows the stadium to maintain an open feel even when the roof is closed.

University of Phoenix Stadium is designed to be a truly multi-purpose facility with the ability to host football, basketball, major concerts, motor sports, rodeos, consumer and trade shows, and corporate events. The stadium's multi-purpose capabilities and amenities include:

- 63,400 permanent seats expandable to 73,000
- Retractable grass playing field which allows for 160,000 square feet of contiguous column-free exhibit space
- Direct access from outside to exhibition floor via ramps, escalators and elevators
- 72 floor and 26 wall-mounted utility boxes containing data, phone, and electrical service  
(water and drain connections on perimeter of stadium floor)
- Stadium (South) Bridge – 12,500 square feet of open air space on main concourse over-looking the stadium floor
- Upper North Pavilion – 17,000 square feet of open air space on upper concourse over-looking the stadium floor
- Club Lounges – (2) 39,000 square feet well appointed lounge areas
- 220,000 square feet exterior plaza area
- Meeting rooms immediately off exhibit floor
- Onsite parking for up to 14,000 vehicles

### Stadium Directions:

University of Phoenix Stadium is conveniently located just off of the AZ Loop 101 Agua Fria freeway and is easily accessible from major highways. The directions below are general; specific parking plans and access routes will be implemented by your event manager.

#### From Points West:

Take I-10 East to Exit 133B: AZ Loop 101 North. Continue on Loop 101 N to Exit 6: Bethany Home Road. Make a right off of the exit ramp. The stadium is on your left.

**From Points North:**

Take I-17 South to Exit 214C: AZ Loop 101 West. Continue on Loop 101 W to Exit 6: Bethany Home Road. Make a left off of the exit ramp. The stadium is on your left.

**From Points East and South:**

Take I-10 West to Exit 133B: AZ Loop 101 North. Continue on Loop 101 N to Exit 6: Bethany Home Road. Make a right off of the exit ramp. The stadium is on your left.

**For Local Traffic:**

University of Phoenix Stadium is located bordered by 91st and 95th Avenues on the East and West sides and by Bethany Home Road and Maryland Avenue on the North and South. Glendale Avenue and Camelback Road provide direct routes to 91st Avenue for most local traffic. AZ Loop 101 and 91st Avenue also provide convenient access to the stadium.

**Stadium Staff Listing**

**Administration, 623-433-7101:**

General Manager, Peter Sullivan	x7100	<a href="mailto:psullivan@universityofphoenixstadium.com">psullivan@universityofphoenixstadium.com</a>
Assistant General Manager, Patrick Talty	x7100	<a href="mailto:ptalty@universityofphoenixstadium.com">ptalty@universityofphoenixstadium.com</a>
Executive Assistant Suzee Keplinger-Murphy	x7100	<a href="mailto:smurphy@universityofphoenixstadium.com">smurphy@universityofphoenixstadium.com</a>

**Marketing:**

Director of Marketing & PR, Scott Norton	x7108	<a href="mailto:snorton@universityofphoenixstadium.com">snorton@universityofphoenixstadium.com</a>
Marketing Coordinator, David Cox	x7125	<a href="mailto:dcox@universityofphoenixstadium.com">dcox@universityofphoenixstadium.com</a>

**Sales:**

Director of Sales, Melissa Jurcan	x7122	<a href="mailto:mjurcan@universityofphoenixstadium.com">mjurcan@universityofphoenixstadium.com</a>
Sales Coordinator, Storey Pryor	x7126	<a href="mailto:spryor@universityofphoenixstadium.com">spryor@universityofphoenixstadium.com</a>
Sales Assistant, Diana Fry	x7157	<a href="mailto:dfry@universityofphoenixstadium.com">dfry@universityofphoenixstadium.com</a>

**Finance**

Director of Finance, Melissa Wasson, CPA	x7109	<a href="mailto:mwasson@universityofphoenixstadium.com">mwasson@universityofphoenixstadium.com</a>
Controller, Bonnie Jean Morley, CPA	x7124	<a href="mailto:bmorley@universityofphoenixstadium.com">bmorley@universityofphoenixstadium.com</a>
Event Accountant, Nancy McKenna, CPA	x7130	<a href="mailto:nmckenna@universityofphoenixstadium.com">nmckenna@universityofphoenixstadium.com</a>

**Operations/Engineering:**

Executive Director of Operations, Fred Corsi	x7115	<a href="mailto:fcorsi@universityofphoenixstadium.com">fcorsi@universityofphoenixstadium.com</a>
Assistant Director of Operations, Jim McDonald	x7107	<a href="mailto:jmcdonald@universityofphoenixstadium.com">jmcdonald@universityofphoenixstadium.com</a>

**Event Services:**

Director of Event Services, Tarena Smith, CMP	x7132	<a href="mailto:tsmith@universityofphoenixstadium.com">tsmith@universityofphoenixstadium.com</a>
Event Manager, Jonathan Vasquez	x7137	<a href="mailto:jvasquez@universityofphoenixstadium.com">jvasquez@universityofphoenixstadium.com</a>
Event Coordinator, Christine Hecht	x7139	<a href="mailto:checht@universityofphoenixstadium.com">checht@universityofphoenixstadium.com</a>
Event Coordinator, Elizabeth Jones	x7138	<a href="mailto:eijones@universityofphoenixstadium.com">eijones@universityofphoenixstadium.com</a>
Event Coordinator, Connie Ciuffreda	x7120	<a href="mailto:cciuffreda@universityofphoenixstadium.com">cciuffreda@universityofphoenixstadium.com</a>

**Security:**

Director of Security, Joe Coomer	x7118	<a href="mailto:jcoomer@universityofphoenixstadium.com">jcoomer@universityofphoenixstadium.com</a>
Guest Services Manager, Connie Ciuffreda	x7120	<a href="mailto:cciuffreda@universityofphoenixstadium.com">cciuffreda@universityofphoenixstadium.com</a>

## Sales and Event Booking Information



Thank you for inquiring about booking an event at University of Phoenix Stadium! The Sales Department will manage the negotiation and contract stages of the event. Once the License Agreement is signed, an event manager will be assigned. The event manager will manage the logistics of the event and will become the main point of contact for the facility.

### **Booking Procedures:**

Global Spectrum manages the University of Phoenix Stadium on behalf of stadium owner, the Arizona Sports & Tourism Authority (AZSTA). All contracts regarding the use of these facilities are made with Global Spectrum. Global Spectrum oversees the booking of the space and management of the event. You will sign a separate contract for the food and beverage portion of the event, if needed, through our exclusive food and beverage provider Centerplate.

### **Contracts and Execution:**

All dates are considered to be tentative until a contract has been fully executed and returned. An original copy of the contract will be sent to the licensee, which must be signed, and returned with the deposit and insurance certificate, within a timely manner. The contract will then be signed by Global Spectrum and a fully executed original contract will be forwarded to the licensee.

### **Exclusive and Preferred Providers:**

Global Spectrum has exclusive agreements for catering, utilities, security and telecommunications. The exclusive providers are Centerplate (food and beverage), Trade Show Electric (utilities), S.A.F.E Management (security and guest services) and Insight/Arizona Cardinals (Telecommunications). To inquire about or place a food and beverage order, please contact Centerplate. If you have electrical or telecommunications needs, you're assigned event manager can assist you. In addition, we have established relationships with providers in audio-visual services, decorators, hotel accommodations, and entertainers. Please see our website or inquire with your sales or event manager for a list of our preferred providers.

### **Event Marketing:**

Global Spectrum offers a full-service in-house marketing and advertising department that can assist with your promotional needs. Services offered include media placement, public relations, sponsorship procurement and more. Please inquire with your sales representatives or event manager about these services.

### **Insurance Requirements:**

Licensee shall secure in advance, prior to commencement of the Term, all licenses, permits and approvals that may be required in connection with the use of the Premises for the Event, including, without limitation, those required by ordinances, rules and/or regulations of governmental authorities. Licensee shall do all other acts necessary to comply with all laws and requirements of all public authorities and all rules and regulations of Licensor in connection with the presentation of the Event. Certificates evidencing insurance required pursuant to the contract agreement shall be provided to Licensor not less than thirty (30) days prior to commencement of the Term. The policies shall also provide, and the certificate shall so note, that the coverages may not be canceled or that a major change in coverage may not be implemented without at least thirty (30) days' prior written notice given to Licensor. Global Spectrum can assist with purchasing event insurance if needed. Please contact your Sales representative for additional information.

### **Rental Rates:**

Facility rental charges will vary based on the type of event and the structure of the agreement. Your sales contact will work with you to determine these costs. In addition, you may also incur expenses including, but not limited to, audio-visual, electrical, telecommunications, permits, and staffing.

### **Settlement:**

At the conclusion of the event, the licensee will be responsible for settling outstanding facility expenses.

For ticketed events, a settlement meeting will be scheduled. At settlement, the licensee will be presented with available documented facility expenses including, but not limited to: rent balance, event staffing, ticketing expenses, user fees, taxes (if applicable) and catering expenses (if applicable). If, at the sole discretion of University of Phoenix Stadium, ticket sale proceeds are not sufficient to cover facility expenses, the licensee may be required to make additional deposits prior to the event. If such deposits are not made within a designated time frame, the event may be canceled, resulting in the licensee's deposit being forfeited.

For non-ticketed events, a final invoice will be sent at the conclusion of the event, usually within 10 days. Expenses not included with the rental fee and not paid in advance will be invoiced. Payment is required upon receipt of the invoice.

**Survey:**

Upon the conclusion of your event you will receive a post event follow up survey via e-mail. Your feedback is greatly appreciated.

**Sales Taxes, License and Permits:**

All persons, including corporations and partnerships are subject to sales tax and licensing if they:

- Sell merchandise, products, or other tangible personal property
- Solicit sales of tangible personal property for later delivery
- Charge for participation in a game of skill: charge admission fee for amusement activity such as rides or slides
- Have income or receipts from entering into agreements to lease or rent tangible personal property or real property

The sales tax rate is currently 8.5% (as of November 1, 2007). Of this, 2.2 % is to be sent directly to the City of Glendale and the remainder of the State of Arizona, each due by the 20th of the following month collected. A one time waiver from "Authorization to Release Confidential Information" must be signed and submitted to the Stadium.

The City of Glendale requires a license to do business with the subsequent surrendering of taxes collected due on the 20th of the following month collected. The City of Glendale generally provides an on-site staff member at exhibitor check-in issuing and/or collecting licenses and fees. You may obtain your license in advance of the show through the City's website [www.glendaleaz.com/finance/taxandlicense.cfm](http://www.glendaleaz.com/finance/taxandlicense.cfm) or call 623-930-3190.

The State of Arizona also requires a TPT license to do business in the state. This is generally a one-time fee and the license number can be used in the future. The license application cannot be submitted on-site and must be completed directly with the State in advance of the show, preferably through their website [www.azdor.gov](http://www.azdor.gov) under **Business Registration**, or call 602-255-2060 or 800-843-7196.

The Stadium has its own region code of "MCB" within Maricopa County that ensures taxes are collected in the stadium return to the stadium. When submitting TPT taxes collected from the stadium sales to the State of AZ, the correct Region Code of "MCB" must be used and not the Maricopa county region code. If you currently submit taxes from other regions, you will need to write the MCB code on a separate line if you are using a pre-printed form.

The Stadium is required to obtain a signed waiver from each retailer. The "Authorized to Release Confidential Information" form must be filled out, signed and faxed to Global Spectrum at 623-433-7199 in order to for the Stadium to be advised by the State of Arizona how much tax revenue is created from events. No other information can be obtained by Global Spectrum as a result of completing this release. Please include your City and State license numbers on the form.

**Exhibits and Trade Shows Permit Fees:**

Aggregate Area Used

1-5000 sq. ft.	\$278.75 + \$41.48 Application Fee
5,000--50,000 sq. ft.	\$418.12 + \$41.48 Application Fee
Greater than 50,000 sq. ft.	\$696.86 + \$41.48 Application Fee

**\*Rates valid through 6/09**

Please visit the City of Glendale website [www.glendaleaz.com](http://www.glendaleaz.com) to download the "Guide to Major and Minor Events" and the full fee schedule for concerts, sporting events and trade shows, or contact your event manager.

## Room Capacities and Production Statistics

University of Phoenix Stadium Capacity Chart						
	Square Ft.	Booths 10x10	Banquet 10ppl at 72' rounds	Theatre	Classroom 2ppl per 8'	Classroom 3ppl per 8'
<b>Ground Floor</b>						
Show Floor	160,000	626	4500	7100	2880	4,320
<u>AZSTA Grand Event Space</u>						
Lobby	1,400	X	X	X	X	X
AZSTA Grand Event Space	11,900	45	480	572	192	288
AZSTA Stadium Room	600	X	30	30	15	21
AZSTA Tourism Room	600	X	30	30	15	21
AZSTA Cactus League Room	600	X	30	30	15	21
AZSTA Youth Sports Room	600	X	30	30	15	21
Fiesta Bowl Press Conference Room	10,100	31	480	400	164	246
Fiesta Bowl Digital Media Room	2,020	X	X	X	X	X
Visiting Team Locker Room	3,078	X	140	X	X	X
<b>Main Concourse Level</b>						
Main Concourse - ALL	98,722	408	X	X	X	
Red Zone Bridge	12,500	40	520	X	X	
<b>Club Level</b>						
Club North Lounge	5,500	24	250	168	54	81
<u>Insight Club East Lounges</u>						
NE Club Lounge - Beak's Peak	3,000	15	330	120	60	90
East Club Lounge - Insight Oasis Club	8,400	36	300	240	72	108
SE Club Lounge - Valley View Club	3,700	14	320	169	74	111
<u>Gila River Club West Lounges</u>						
NW Club Lounge - Flight Deck	4,700	24	180	190	64	96
West Club Lounge - Gila River Oasis Club	5,900	26	450	240	108	162
SW Club Lounge - The Roost	4,200	21	170	156	60	90
Club Level - ALL	35,400	160	2000	1283	492	738
<b>Upper Concourse</b>						
Upper Terrace	14,040	68	590	720	180	270
<b>Plaza - Outdoor</b>						
Plaza Surrounding Facility	220,000	X	X	X	X	X

## Floor Statistics



### Show Floor Width:

- 272' – widest point, in-fill risers removed
- 242' – widest point with in-fill risers in place, first row removed
- 240' – Red Zone

### Show Floor Length:

- 611' – North Wall to South End Doors
- 389' – Bowl Area
- 223' – Red Zone

### In-Fill Risers:

In-Fill risers are 3'6" high staging decks placed on the East and West sides of the bowl area. They are used to bridge the open space between the field and the wall. The in-fill risers extend 15' off each side of the bowl and are inaccessible during events.

The risers are left in position on the floor from August to January (postseason pending). Contracts must specify that these are removed, otherwise presence is subject to management's decision, and labor fees will apply.

### Loading Dock:

- Four Bays with Leveling Plates

### Elephant (Load-in) Doors:

- Two (2) allowing for direct event floor access
- 30 feet wide by 15 feet high
- Only the east side door can be opened when food and beverage is being served
- 15 feet radius required in front of doors to allow for opening and closing

### North Vomitory:

- Main Floor Entrance
- 26' wide – seating removed
- 10' wide – seating in place

### Northwest Vomitory:

- 10' wide

### East and West Service Corridor Access:

- 12' wide

### Lot A:

- 128' – doors to edge of field tray
- Distance of 20' must be kept from all doors

### Plaza:

- 220,000 Square Feet
- Drive in access points at Gate 1 and Gate 3
- 35,000 pounds per axel - weight capacity
- Vehicles and displays must be at least 20 feet away from the building and may not block doors

## Marketing and Corporate Sponsors



### Marketing and Logo Usage:

Global Spectrum maintains a full service in-house marketing, advertising, and public relations department that can assist with promotional needs. Services include media placement, public relations, sponsorship procurement and more. To learn more about these services please contact the Director of Marketing & PR.

Marketing collateral material for all events (regardless of in-house marketing service) should be sent to the Marketing Department for approval prior to distribution as the use of stadium, team, and facility owner logos are strictly regulated. The Marketing Department also appreciates receiving several final copies of an event's promotional materials for archive purposes.

Examples of the logos that are available for use can be obtained via our website [www.universityofphoenixstadium.com](http://www.universityofphoenixstadium.com), click on **Event Booking** and then **Promoter Guide**. The password is "client".

### Sponsorship Exclusivities:

The following is the list of exclusive sponsors of the Arizona Cardinals Football Club and University of Phoenix Stadium. Please be advised that any temporary signage in and around the facility cannot conflict with any of the exclusive sponsors or their associated brands and categories. In addition, per the usage agreement, University of Phoenix Stadium Global Spectrum reserves the right to prohibit any signage deemed unacceptable and asks that promoters submit a list of potential sponsors to the event manager, prior to the event, for approval. As a general policy, University of Phoenix Stadium tries to accommodate event sponsors as best we can, within these parameters, and realizes how important sponsors are to the successful promotion of an event. Please contact your salesperson if you have any questions regarding the policy.

## Exclusive Stadium Partners



Centerplate is the exclusive food and beverage provider at University of Phoenix Stadium. Policies and procedures regarding food and beverage, are listed below.

**General Food and Beverage Policies:**

At no time (move-in through move-out) can food from an outside source be brought into University of Phoenix Stadium. Ticketed or registered guests may bring in one sealed, non-frozen 16.9 oz. bottled water.

A company or organization may not bring any food, beverages and/or beverages for use in the hospitality lounge, staff offices, or backstage areas.

Alcohol cannot be brought into the Stadium at any time. This includes guests, production crew and staff, exhibitors, vendors or other persons.

**Food and Beverage Sampling Policy and Guidelines:**

Centerplate retains the exclusive right to provide, control and retain all food and beverage services throughout the facility for the events and shall retain any revenues therefore. Concessions, the sale of alcoholic or non-alcoholic beverages, and the distribution of snacks, treats or candies are included under this provision.

All food and beverage samples or traffic promoters brought into the University of Phoenix Stadium must have written approval from Centerplate prior to the event. Samples of non-alcoholic beverages are limited to a four ounces. Food samples may be no greater than three ounces.

**Exhibitors:**

Discounts on food and beverage may be available for exhibitors on move-in/out and show days (see below). Exhibitors may bring in up to 64 oz. of non-alcoholic beverages per day.

During move-in, exhibitors and show staff will receive a 40% discount on food and beverage at a designated location, if ordered by show producer.

During the event, exhibitors and show staff will receive a 25% discount on food and beverage at a specified location, if ordered by show promoter.

Exhibitors selling food will incur a \$250.00 flat fee agreement charge per day in exchange for the opportunity to do so. Sampling procedures will remain as written in Centerplate's "Sampling Guide".

**Traffic Promoters:**

Exhibitors utilizing traffic promoters such as coffee, bottled water, candy or popcorn must contact Centerplate to arrange an appropriate buy-out fee. Traffic promoters are defined as "a dispensed food or beverage item which is not directly related to the product or service promoted by an exhibitor or vendor." An example of traffic promoting is a chiropractor distributing bottled water with the company logo. Please contact your Centerplate catering sales representative for more information.

**Payment for Food and Beverage Service:**

A deposit of 75% of the total contract value is required 30 days in advance of the function. The final 25% remaining balance due shall be paid in full 72 business hours prior to the start of the function. A completed credit card authorization form must be provided by the customer as a guarantee of payment for services rendered. A photocopy of the front and back of the credit card must also be included for verification. MasterCard, VISA and American Express are accepted for total charges up to ten thousand dollars. Charges over ten thousand (\$10,000) dollars can only be processed with American Express.

A statement describing the charges made and services rendered must be signed by the responsible person

(representative or agent of the customer) attending the function on the day of the function. Final payment for event charges in addition to those estimated on the contract must be paid at the conclusion of the event. Final payment will be due no later than ten business days from receipt of the final invoice. Final payment shall be made by a company, certified or cashiers check or will be assessed to the credit card used to authorize the event. In the event the balance owing to Centerplate under this contract is not paid within ten days following the event, Centerplate may apply any final balance due to the credit card used to guarantee payment.

If you are planning your event in less than 30 days from the date of the event, the required deposit will be 100% of the estimated balance due upon signing of the contract.

## **Stadium Information, Policies, and Guidelines (A-Z)**

### **Americans with Disabilities Act:**

University of Phoenix Stadium is in compliance with the Americans with Disabilities Act (ADA). Wheelchair ramps, elevators, automatic doors, visual alarms, and accessible parking, restrooms, and seating are examples of accommodations incorporated into the stadium design. It is also the policy of the Stadium to allow devices to assist persons with disabilities, such as service animals, oxygen tanks, and motorized wheelchairs into the facility in all circumstances (though these devices may not be allowed in for guests without disabilities). University of Phoenix Stadium maintains these permanent structures and policies within the facility.

In an effort to make users with disabilities more comfortable, other services can be made available. These auxiliary accommodations include wheelchair service, assisted listening devices, TDD telephones, open caption displays, sign language interpreters, and disabled cart service. Please consult your event manager for availability of these services for your event.

### **Animals:**

Animals are not permitted inside University of Phoenix Stadium without prior approval: guide, signal, and/or service dogs are exceptions to animals requiring prior approval. Approval is based on whether the animal is legitimately part of a show, exhibit, or activity requiring the use of animals. If allowed, show management is ultimately responsible for the liability and the sanitary needs of the animals. Overnight security may be required when animals are present in the stadium overnight.

### **ATMs:**

ATMs can be added on location to enhance your event through the Stadium's preferred provider. Please contact your event manager for more information.

### **Badges and Credentials:**

Badges and/or credentials are required for access into the stadium on non-event days. Badges must be visible on the individual at all times while in the facility. Credential Badges will allow special entry and access to different areas of the facility. Please contact your event manager to review credentials for exhibitors, VIPs, and show staff.

### **Balloons:**

Helium Balloons are not to be distributed, displayed, or sold inside University of Phoenix Stadium. Any helium balloons distributed outside the stadium are not permitted inside the venue. If helium balloons are released for any reason within the Stadium, costs associated with the removal of or damage from the balloons will be charged to show management at the prevailing rate.

### **Banners and Signs:**

Please consult with your event manager regarding any signs and/or banners you wish to hang at the facility. Prior approval must be obtained before any sign and/or banner is hung to ensure proper installation and they are not in conflict

with building sponsor exclusivity guidelines.

Decorations, signs, banners and/or similar materials may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, columns, painted surfaces, or railings. Damage resulting from the improper or unauthorized installation of materials will be charged directly to show management, including damage resulting from exhibitors or vendors.

### **Box Office and Ticketing Operations:**

Ticketed events at the University of Phoenix Stadium have two options for ticketing a public event. In both cases the Arizona Cardinals/University of Phoenix Stadium Box Office staff will operate the Stadium Box Office.

#### **Ticketmaster:**

Events choosing to use TicketMaster, the authorized computerized ticket agency of University of Phoenix Stadium should note the following:

- Promoters will make ticketing arrangement for their show through the event manager, who will coordinate all set up and operational needs such as price scaling, discounts, on-sale dates and box office staffing
- Ticketing through Ticketmaster will give events the opportunity to sell tickets through all Ticketmaster avenues – Ticket Master Outlets, charge-by-phone, internet and in person at the University of Phoenix Stadium Box Office
- Ticketmaster service and convenience fees will be the responsibility of the guest
- Event promoters will be responsible for ticket printing fees (\$0.10 per ticket printed at University of Phoenix Stadium Box Office), credit card fees (3.5% of ticket receipts sold by credit card) as well as Box Office staffing

#### **Event Ticketing System:**

Events wishing to use their own ticketing system may do so provided the tickets are from a credited ticket vendor and meet the criteria below:

- Approval is required in advance from Global Spectrum and the Arizona Cardinals
- Ability to provide a ticket manifest from a bonded company that can be confirmed by the Arizona Cardinals/University of Phoenix Stadium Box Office prior to the tickets going on sale
- Provide a physical ticket that clearly indicates event name, date, ticket type and cost: samples will need to be provided prior to any tickets going on sale or distributed

All criteria must be met before an outside event ticketing system will be considered for approval by the Stadium. At no time may a ticket agency other than Ticketmaster be utilized for sale and distribution of event tickets.

#### **Facility User Fee (FUF):**

Ticketed events at University of Phoenix Stadium will be subject to a Facility User Fee (FUF). Events with a projected attendance of 18,000 or greater and assigned seating will be charged FUF of \$4.75 per ticket (2008-2009). Events with a projected attendance of less than 18,000 with reserved seating and general admission type events will be charged a \$1.00 FUF per ticket.

The FUF can either be included in the price of a ticket or collected as a separate fee added at the time of the ticket purchase. The FUF is subject to change.

### **Cameras and Recording Devices:**

Still picture cameras are permitted inside University of Phoenix Stadium during most events unless otherwise requested by the Stadium or show producer. Video and audio recording devices are not permitted inside University of Phoenix Stadium on a daily basis. Video and audio recording devices may be permitted at special events on an event-by-event basis at the discretion of the show promoter.

### **Cooking and Warming Devices:**

Cooking and warming devices must be pre-approved by your event manager. Sterno may be used for warming trays. Cooking devices shall be listed or approved by a recognized testing laboratory such as Underwriters Laboratories or

Factory Mutual and shall meet all of the requirements listed below:

- Cooking and warming devices and heated products shall be isolated from the public by either placing the device(s) a minimum of four feet back from the front of the booth or providing a Plexiglas shield between the public and the cooking or warming devices and heated products
- Individual cooking or warming devices shall not exceed 288 square inches of surface area
- The table surface holding the cooking or warming device(s) shall be of non-combustible material
- A minimum of two feet separation shall be maintained between the cooking devices
- Combustible materials shall be kept a minimum of two feet from any cooking or warming device
- A fire extinguisher rated at not less than 20-B:C and metal lid for each device, or an approved automatic extinguishing system shall be provided within each booth utilizing cooking or warming devices
- A K-rated fire extinguisher must be visible for any exhibitor using an enclosed cooking unit with grease or oil
- Open deep fryers are not allowed at the University of Phoenix Stadium
- Open flame devices are prohibited except for warming devices
- No special permits are required for food shows supplying sampling only. Exhibitors may be subject to a health department inspection: arrangements must be made in advance with Centerplate for the availability and fees associated with the use of the stadium's kitchen facilities
- All outdoor cooking must be approved by the event manager: if approved, cooking must take place 20 feet away from the building, fire extinguishers must be supplied and hand washing stations provided
- Cooking cannot take place under a tent unless approved by the Glendale Fire Marshal's Office.

#### **Deliveries, Shipping and Storage:**

University of Phoenix Stadium prefers show managers and producers utilize the service contractor for event related freight. However, we may be able to accept and store deliveries two days prior to your first contracted date. Items must be event related, such as brochures, pamphlets, magazines and office supplies. At no time will hazardous materials be accepted. Shipments and deliveries will only be accepted for the promoter, and advance arrangements must be made with the event manager. The Stadium will not accept or store exhibitor or vendor freight. Exhibitors must make arrangements with their General Service Provider for the handling of freight to the University of Phoenix Stadium within the event's contracted date(s).

Fees may apply for loading, unloading and storage of shipment.

The Stadium assumes no responsibility for items lost, damaged or stolen. It is suggested that insurance be extended to cover days when materials are stored at the Stadium.

Materials shipped to University of Phoenix Stadium inside the event's contracted dates are to be arranged with the event manager and labeled as follows to avoid refusal at the dock:

University of Phoenix Stadium/Global Spectrum  
Show Name  
Attn: [Global Spectrum Event Manager]  
1 Cardinals Drive  
Glendale, AZ 85305

All deliveries and shipments to University of Phoenix Stadium are received at the Loading Dock between 8:00AM - 4:00PM.

**Decorative Materials:**

No item may be taped, nailed, stapled, hung, tacked or otherwise affixed to ceilings, walls, painted surfaces, pipes and ducts, fire sprinklers, columns or windows. Existing Stadium signage is not to be covered, altered or removed. All show management staff, speakers and exhibitors are to be informed of the policy. Any damages resulting from improper use of materials will be charged directly to show management. Candles and open flame display items must be in a container compliant with international, state and city fire codes, and approved by your event manager prior to use at the stadium. Your event manager can also provide more information on appropriate displaying methods inside and outside the stadium.

**Electrical Services:**

See Utilities.

**Emergency Procedures:**

The University of Phoenix Stadium, in conjunction with local and state public safety departments have outlined procedures to respond to minor and major emergencies. An Emergency Action Plan has been developed for minor and major events. Your main point of contact during and emergency will be your event manager following the direction of the Director of Security or his/her designee.

**Equipment:**

The University of Phoenix Stadium Sales or Event Services Department will provide show management with the stadium's Equipment and Services Price List. This listing includes equipment that you may need to produce your event. Stadium employees will install, operate, maintain and dismantle all equipment exclusively.

The Stadium generally does not provide equipment, furniture or carts for exhibitors. All arrangements for exhibitor tables, chairs, carts or other equipment and labor must be arranged through the service contractor for the event.

**Event Staffing:**

The University of Phoenix Stadium maintains 24/7 security coverage for the building perimeter and interior patrols. Stadium management reserves the right to require security staffing including greeters, ushers, door guards, ticket takers, over night guards and Glendale Police officers for all events contracted at the stadium. University of Phoenix Stadium retains the right of final approval for security details for all events contracted at the Stadium, including number, start and end times, duties, and locations of personnel.

**Security and Guest Services:**

Global Spectrum and S.A.F.E. Management (Security, Athletic Facilities and Events) are the exclusive providers of Security and Guest Services Staff at University of Phoenix Stadium. Each event is unique in nature and has varying event staffing needs. Event staffing requirements should be discussed with your event manager to ensure the Stadium's and the event's needs are met.

**Basic Guidelines for Security Staffing:**

There is a four hour minimum for all staff. A S.A.F.E. security supervisor is required for every 6-10 employees. A S.A.F.E event manager is required when staffing 25 or more employees. Coverage numbers are event specific and can be tailored to suit event needs. However, there are identified areas of the stadium which require coverage to maintain building safety.

**Exhibitor Guidelines:**

A separate document indicating the exhibitor guidelines is available in conjunction with this guide or through your event manager, including sales tax and licensing forms.

**Field and Roof Usage:**

Two of the unique features of the University of Phoenix Stadium are the movable field and retractable roof. The movement of the field inside the stadium or the roof opened as a backdrop to any event will require executive approval and is not an option with all events. Factors taken into consideration for a field or roof move include: field condition, time allotted for the move and scheduled maintenance. The current fees associated with the movement of the field and the roof are as follows: Field Move: Cost \$1,000.00 minimum, per move. Roof: Cost \$1,000.00 minimum, per move.

**Fire and Building Code Rules and Regulations:**

Many events at University of Phoenix Stadium must obtain a fire permit from the City of Glendale Fire Marshal's Office. Your event manager will submit all necessary applications on your behalf. All floor plans must be reviewed by the event manager prior to submittal of application for fire permit. Please contact your event manager regarding fire permits and stadium policies.

When planning exhibits or events in any area of the facility, please note the following requirements:

- All aisles must be a minimum of 10' in width
- All aisles must be kept clear, clean and free of obstructions
- Exits in all areas shall not be blocked or covered
- There must be a minimum 3' radius and a clear path to all fire equipment
- No exhibit or its drapery can block the reasonable view of an exit sign

Procedures of events, service contractors and exhibitors must comply with all federal, state and municipal fire codes that apply to a place of public assembly as well as any applicable OSHA regulations and stadium policy.

Exhibitors are responsible for the proper and safe construction, materials and maintenance of their exhibit. Materials used in the construction of displays, such draping, table coverings, banners, props, scenery, evergreen trees and shrubs, must be fire resistant and may require documentation of fire resistance. All exhibits and/or displays are subject to inspection by the Glendale Fire Department.

Operation of gasoline and diesel powered vehicles is permitted during move-in/out periods. Gasoline and diesel vehicles may not be operated in the exhibit area during show hours. Please see Vehicle Display Requirements for additional information.

No holiday trees may be used for display during any stadium event regardless of fire resistance per stadium policy.

Please refer to the City of Glendale Guide to Minor and Major Events for more federal, state and municipal codes at [www.glendaleaz.com/fire/specialevent\\_handbook.cfm](http://www.glendaleaz.com/fire/specialevent_handbook.cfm) and contact your event manager for stadium policy.

**First Aid:**

University of Phoenix Stadium requires EMT staffing for some events. If an EMT is not scheduled during your event, the Stadium's 24/7 Command Center, located at the southeast corner of the service level, has a first aid kit. Please contact your event manager immediately if medical services are required by you, your staff, exhibitors or attendees. If there is a life-threatening emergency, call 911.

**Floor Plans:**

Floor plans are to be submitted 60 days prior to the event move-in day. Event promoters and planners are to submit an electronic version (PDF) of their floor plan to their event manager. It is strongly recommended that no exhibit space be assigned or tickets sold until floor plans have been reviewed and/or approved. Final floor plans must be submitted 12 City of Glendale business days prior to the first day of the show. As with initial floor plans, revisions are to be forwarded to your event manager. A second review fee may apply for floor plan revisions.

**Trade Shows, Consumer Shows and Expos:**

- Exhibit spaces are to be clearly marked and sizes indicated
- All aisle widths are to be clearly marked. A 10 foot minimum is required for tradeshow, consumer shows and expos
- Covered or partially enclosed areas are to be marked and described
- Bulk areas are to be marked and described
- All exits and standpipes must be clearly identified on the plan
- Motorized vehicles such as automobiles, trucks, ATV's, RV's etc must be indicated on the floor plan
- Cooking demonstration areas are to be identified and described (no open deep fryers are permitted)

**Concerts:**

- The event name, event date, and drawing revision number are to be clearly marked on all diagrams
- Floor plans must be drawn to scale
- All exits must be clearly identified
- Aisles must be configured in a manner that provides a clear route to exits
- Seating areas are to be marked. Seating areas are to have no more than 20 seats per row with a maximum of 20 rows in each section
- Row aisle distance is to be 17" measured from back leg to front most portion of the chair behind it
- Floor seating is to be a minimum of 18 feet off the east and west walls.
- Aisles between sections running north/south are to be a minimum of 8 feet while east/west aisles are to be a minimum of 10'
- A 40 foot buffer must be maintained off the north wall
- A 3 foot zone must be kept clear around all fire protection equipment
- Stages and stage access routes are required to be clearly identified.
- Associated dimensions of stages, barricades and distance to first chair must be indicated
- Engineer drawings will be required for building safety review in addition to the fire review
- Fire protection equipment must be noted

**Other Events:**

- Motorsport events will be required to submit a floor plan indicating the track route, refueling locations, emergency exits, etc.
- Some social events over 500 people may require a fire permit: this is dependent on the location of the event, setup and décor.

**Forklifts:**

Forklifts may only be operated by licensed personnel. Please inform your event manager of forklift operation arrangements in advance. Within the stadium, forklifts must be fueled with propane: diesel or gasoline fueled forklifts are not permitted. In addition, forklifts inside the stadium must have non-marking tires.

**Golf and Utility Carts:**

Golf carts may be used in the parking lots, loading dock, stadium floor (during non-show hours), and service corridors if space is contracted. Carts used within the building must be electric: gas carts are not permitted in the stadium. Although not an exclusive provider, golf and utility cart service is available from the University of Phoenix Stadium. Contact your event manager for cart rentals and/or driver arrangements.

**Housekeeping:**

General housekeeping is included in most contracts. Additional housekeeping services and fees may be required based on the nature of your event. Housekeeping options include trash pick, vacuum, restroom attendants and booth vacuum. Exhibitors are responsible for contracting cleaning services through Trade Show Electric (TSE) when ordering booth utilities. Contact your event manager for arrangements and a cost estimate for additional housekeeping services.

**Information Technology:**

Through the Arizona Cardinals, University of Phoenix Stadium is able to offer a variety of IT services.

Wireless Internet (Wi-Fi) – University of Phoenix Stadium supports both 802.11B and 802.11G wireless signals, however services must be ordered in advance. DHCP will be given to all devices trying to connect to our SSID “Stadium Wi-Fi”. Once connected, that device will be directed to a website where the customer can then enter their username and password. Only one computer may access Wi-Fi on each account.

Ethernet – All Ethernet connections are terminated with a RJ45 connector. Attached devices will receive a DHCP address and will be able to connect to the Internet. Only one MAC address will be allowed per connection. The University of Phoenix Stadium does not support any type of router or hub.

External Ethernet – These connections will provide you with an Internet IP address which can be reached by any computer on the Internet.

Phone lines – Analog phone lines will include long-distance capability. University of Phoenix Stadium does not support any digital PBX handsets. Phone lines will provide a dial tone and will be able to be used with a credit card machine or a fax machine. There is no “9” required to make a call.

Multiple Line Handsets – These handsets support up to six lines and may be separated on each multiple line phone. Each additional line must be purchased separately. Lines can be shared between multiple phones. Lines used for the multiple line handsets cannot support a fax, credit card machine, or any other type of analog device.

ISDN – ISDN-BRI circuits, commonly used for radio broadcasts, are available and use dual 14-digit SPID’s.

**Lost and Found:**

If anyone loses an item during an event, security staff will assist them with reaching the 24/7 Command Center to see if their belongings have been turned in. The 24/7 Command Center can be reached at 623-433-7147 if event staff is not available, such as after show hours. Any items that are found should be brought to a University of Phoenix Stadium staff member. All lost and found items are brought to the 24/7 Command Center for holding. Items lost are held in storage for 30 days and then are donated to a local charity. The University of Phoenix Stadium cannot be held responsible for lost or damaged items.

**Merchandise Sales:**

Facility Merchandising Inc. (FMI) is the exclusive merchandise provider at the University of Phoenix Stadium. Events wishing to sell event related merchandise are required to use FMI for their merchandise sales at or around the Stadium. For more information regarding merchandise sales policies contact the Director of Sales.

**Parking:****Public Event Parking:**

Gorilla and ProEM are the exclusive providers for parking equipment and staffing needs at University of Phoenix Stadium. University of Phoenix Stadium has 14,000 on-site parking spaces within eight lots.

Event day parking lot staffing and equipment charges are covered by the facility user’s fee attached to tickets sold from the box office. Fees associated with parking lots being staffed or equipped for non-ticketed events may be the responsibility of the show promoter. Event parking lot arrangements should be made through your event manager.

**Special Use Parking:**

Lot A (parking lot in loading dock/field tray area)

- All doors leading in and out of the stadium must be kept clear at all times
- Vehicles or displays must be kept at least 20 feet away from the building
- Vehicles or displays must be kept at least 10 feet from the field tray
- Loading Dock usage and parking is to be coordinated through the event manager
- Access ramps leading on and off the field must be kept accessible at all times
- Routes for emergency vehicles must be kept clear at all times.
- Limited parking may be available in Lot A during events

Inside Stadium

- Vehicles may be permitted inside the stadium to move-in and move-out, weather permitting and with prior approval of the event manager
- Per fire code, vehicles may not remain inside for more than 15 minutes
- Only event related display vehicles are permitted to park in the stadium during events: Please see Vehicle Displays for guidelines on display vehicles

**Plaza:**

Located inside the perimeter fence of University of Phoenix is the exterior plaza area. The plaza is lined with trees and floral landscaping to enhance your event entrance. The Tillman Plaza, located just outside of the northern perimeter fence, includes a statue and reflecting pool, paying homage to fallen Army Ranger and Arizona Cardinals football player Pat Tillman. The entire plaza area is approximately 220,000 square feet and spans past all of the stadium gates. Utility services are available in this area as well. Food and beverage on the plaza must be provided by Centerplate.

**Pyrotechnics:**

Pyrotechnic displays must comply with all federal, state and municipal codes as well as stadium policy. A permit must be obtained to discharge pyrotechnics. Included in the application is the need for a floor plan which includes exits and fire safety equipment and specifics (numbers, sizes, and devices/materials) of the pyrotechnics to be discharged. The following guidelines should be adhered to:

- Any rigging materials must have fire retardant documentation
- Each pyrotechnic device shall be separated from the audience by at least 25 feet but no less than twice the distance of the fallout radius of the device
- Before the Fire Marshal approves the permit, a walk-through with a representative and a demonstration of the pyrotechnics used in the performance shall be done
- Documentation including the identification of the operator and description of the firing method used must be available for review
- No person shall be allowed in the discharge area while under the influence of alcohol, narcotics, or controlled substances, medication (prescription or non-prescription) that could adversely effect mobility, stability, or impair judgment

**Radios:**

Two complimentary radios will be provided to event producers and promoters for communication with the event manager from University of Phoenix Stadium. All arrangements for radios should be made through the event manager. If your group wishes to utilize your own radios while on site, please review your radios frequencies with the event manager.

Additional radio rentals may be arranged with Creative Communications, the provider of radios for the University of Phoenix Stadium.

Creative Communications

(602) 955-8405

3332 E. Broadway Phoenix AZ 85040

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

**Rigging:**

Rigging locations are limited and must be approved in advance. Only authorized personnel may provide rigging services inside and outside the stadium. Approval of on-site rigging requests or changes is at the discretion of Stadium management. All rigging must comply with appropriate City, State and Federal regulations.

**Security:**

See Event Staffing.

**Smoking:**

University of Phoenix Stadium is a non-smoking facility and is compliant with Clean Air Arizona law. Designated Smoking areas have been identified at guest and exhibitor entrances, and additional areas can be created as needed for your event at several approved locations. Designated smoking areas are all 20' from entrance doors and ventilation units, in accordance with Arizona State Law.

**Storage:**

See Deliveries, Shipping and Storage

**Staging:**

University of Phoenix Stadium has an inventory of StageRight stage materials. Each Stage Right deck is 4' X 8' and is adjustable from 3' to 6' in 2" increments. The Stadium also owns a limited number of 6' X 8' fold-n-roll stages adjustable to 12" and 18". Please contact your event manager for availability.

**Tents:**

Events wishing to put up tents, canopies, or temporary membrane structures inside or outside the stadium are required to comply with City of Glendale regulations. Unlike floor plans, event producers will work directly with the Glendale Fire Marshal's Office on the permitting of tents.

The event promoter is to notify their stadium event manager of the type and size of structure being proposed. Permits are required to put up or operate a tent having an area in excess of 400 square feet or a canopy with an area greater than 1200 square feet. Requests for permits are to be received by the Glendale Fire Marshals Office a minimum of 12 City of Glendale business days prior to the first date of the event.

Please visit the City of Glendale website [www.glendaleaz.com/fire/specialevent\\_handbook.cfm](http://www.glendaleaz.com/fire/specialevent_handbook.cfm) for more detailed information on tents, canopies or temporary structures requiring a permit or contact your event manager.

**Tours:**

The University of Phoenix Stadium offers the option of adding stadium tours to your event. Tours will be organized by the event manager and guest services manager for your event. Current costs are \$6.00 per person for private, group tours and \$50.00 per tour guide. Global Spectrum staffs one guide per group of 30 people. Tours must be arranged in advance and final guarantee must be made to your event manager five business days prior to the event.

**Utilities:**

University of Phoenix Stadium is equipped to handle a variety of utility needs. Promoters can work directly with their event manager to secure their association's requirements for electricity, IT and plumbing needs. Our convention style floor allows easy access to utilities for our clients anywhere on the floor. Please refer to the rate sheet for current pricing on utilities.

University of Phoenix Stadium has electrical hookups of varying amperage in 1P/3P, 120/208v throughout the facility. Power is supplied through utility boxes in the floor, show power rooms on the service level, and power hubs located on all levels throughout the building. Generator service may also be arranged to meet your electrical needs. Trade Show

Electric (TSE) is the exclusive provider of electrical services at University of Phoenix Stadium. TSE will customize utility order forms specific to your for exhibitor packets or online access.

The Stadium supports both 802.11B and 802.11G wireless signals, however services must be ordered in advance. Ethernet is available within the facility, as well as External Ethernet services. External wireless systems can be integrated into house Wi-Fi when requested in advance. Long distance analog and VOIP services, ISDN lines, and related equipment are also offered within the facility.

Plumbing services must be contracted through TSE. We provide fill and drain service in any volume. Natural gas and compressed air can also be arranged.

#### **Vehicle Displays:**

The following criteria must be met by events wishing to have display vehicles within the facility:

- Each vehicle may have no more than ¼ tank of gas, or five gallons, whichever is less
- Gas caps are to be locked or have tape over them
- Batteries are to be disconnected; leads and terminals must be taped
- A drip pan is required under the vehicles drive train (motor to differential)
- Vehicles cannot be moved during event hours or while the building is occupied by the public
- Refueling is prohibited inside the facility
- Floor plans are required to indicate where vehicles will be located

Contact your event manager if you have additional questions concerning display vehicles.

#### **Video and Ribbon Display Boards:**

The University of Phoenix Stadium boasts one of the largest video scoreboards in the NFL. Ribbon display boards are installed surrounding the seating bowl on the club level at University of Phoenix Stadium.

Video and ribbon display boards are available for use during University of Phoenix Stadium events. Video board and ribbon board usage availability are dependent on the event calendar of the Stadium: priority goes to events scheduled on the show floor. Arrangements can be made with the Arizona Cardinals scoreboard control through your event manager to show photos, pre-produced videos, or live feeds on the video boards. Please see your event manager for details regarding pricing and use of the video and ribbon board.

**Youth Sports Complex:**

The Youth Sports Complex (YSC) is located on 13 acres of land at the southeast corner of University of Phoenix Stadium. This facility is managed by Global Spectrum and owned by the City of Glendale.

The YSC includes five fully lighted fields and a utility building with a locker room, restrooms, and concession facilities. Field 1 features a scoreboard with graphic capabilities, press box with observation deck, and bleacher seating for 900 fans. Field amenities also include permanent football uprights on three fields and four sets of mobile 8' x 24' soccer goals. Fields are large enough to accommodate football, soccer, lacrosse and field hockey and other similar events.

Three hundred spots are included with rental of the YSC; additional parking can be made available in University of Phoenix Stadium carparks with approval.

Maximum allowable dimensions of the fields are as follows:

- Field 1: 360' x 180'
- Field 2: 360' x 125'
- Field 3: 360' x 155'
- Field 4: 300' x 180'
- Field 5: 300' x 165'

To book an event at the YSC, please visit [www.universityofphoenixstadium.com](http://www.universityofphoenixstadium.com) and select **Youth Sports Complex** under the **Event Booking** tab. Here you will be able to view our guidelines and download a request for use of the YSC. With the exception of Mega Events, the YSC cannot be included as an event space in University of Phoenix Stadium contracts and will require a separate agreement for use.

Contact:

Christine Hecht, Event Coordinator

[checht@universityofphoenixstadium.com](mailto:checht@universityofphoenixstadium.com)

623-433-7139

## Exhibitor Rules and Guidelines



Global Spectrum and the University of Phoenix Stadium would like to aid you in the production of your show as it relates to third party exhibitors. The information listed below is not intended to be all-inclusive, but to provide a quick reference point for your exhibitors' participation at the facility.

- Both a State of Arizona and a City of Glendale tax license must be obtained if retail is being sold
- Helium balloons are not permitted anywhere in the building
- No outside food can be brought into stadium
- Up to 64 oz. of non-alcoholic beverage may be brought by exhibitors each day
- Coolers are not allowed inside of the stadium perimeter
- Sampling and/or sale of food and beverage must be pre-approved by Centerplate
- All cooking must following guidelines provided by Glendale Fire Department
- Vehicle access to Lot A and the event floor will be at the discretion of Stadium staff, with direction from show management: Vehicle access will be on a strict time limit
- Vehicles that will be put on display in the stadium must have:
  - No more then a quarter tank of fuel or five gallons of fuel: whatever the lesser amount is
  - Gas caps taped around
  - Leads of batteries disconnected and insulated
  - A drip pan or sheet underneath
- Vehicles displayed on plaza:
  - Must have something under car to catch oil drip
  - Can not be placed on Exit Rays
  - Must stay at least 20' from building
- Contact information must be left with building personnel if a vehicle will remain in the facility
- Propane tanks are not permitted in building
- All utility orders including booth cleaning must be placed through Trade Show Electric: orders placed in advance will receive a discount, whereas orders placed onsite are charged a premium
- There will be no storage on stadium floor - storage in your booth may be up to one day supply of product
- Any tents and enclosed structures must adhere to all Fire Code Regulations and may require permits
- Refuse must be disposed of in appropriate containers
- No holes may be drilled, punched, or cored into building

University of Phoenix Stadium  
1 Cardinals Drive  
Glendale, AZ 85305  
623-433-7100  
[www.universityofphoenixstadium.com](http://www.universityofphoenixstadium.com)