

AMERICAN AIRLINES CENTER®



Since opening in July 2001, the American Airlines Center® has set a new standard for sports and entertainment facilities. From its *traditional architecture* to *hi-tech innovation*, the American Airlines Center has become a *premier sports and entertainment venue* in the United States. Located in the heart of Dallas' new and underway urban development, Victory Park, American Airlines Center serves as its crown jewel.

Inside, the facility offers the finest in amenities with *five concourses*, *142 luxury suites*, *2 large party boxes* and room for *20,200 basketball* or *18,500 hockey fans*. The *retractable seating* brings the bowl in closer to the action, allowing fans a more *intimate experience* and *exceptional sight lines*.

In just 10 years hundreds of musical artists have performed, including performances from: *The Eagles, Cher, Prince, Billy Joel and Elton John, Shakira, Simon and Garfunkel, Fleetwood Mac, George Strait, Bruce Springsteen, Usher, Green Day, Destiny's Child, U2, Rolling Stones, Paul McCartney, Aerosmith, Bon Jovi, and Cold Play* to name a few. American Airlines Center has also hosted family shows such as *Disney on Ice, Stars on Ice, Promise Keepers, Joel Osteen Ministries, Champions on Ice, Ringling Bros. Barnum & Bailey Circus, Get Motivated, The Harlem Globetrotters, World Wrestling Entertainment, HBO Boxing, Women of Faith* and more.

The American Airlines Center is not a stranger to major worldwide sporting events. Presently home of the *2011 NBA Championship Dallas Mavericks & NHL Dallas Stars*. In 2010, American Airlines Center and the Dallas Mavericks hosted the *NBA All Star Rookie Challenge & NBA All Star Saturday Night*, following the *2007 NHL All-Star Game*. Key events include the *2002 and 2006 NCAA Men's Basketball 1st and 2nd Round Tournament, Phillips 66 2003, 2004, and the 2006 Men's Big 12 Basketball tournament, the 2011 NCAA Women's Basketball Regional's, and the 2012 Phillips 66 Big 12 Women's Basketball tournament*.



American Airlines Center



Technical Manual





DIRECTORY





CENTER OPERATING COMPANY

2500 Victory Avenue
Dallas, TX 75219

Main Phone:	214.665.4299
Event Department:	214.665.4232
Event Department Fax:	214.665.4750
Operations Department:	214.665.4204
Operations Fax:	214.665.4801
Box Office:	214.665.4797
Box Office Fax:	214.665.4790

www.americanairlinescenter.com

VP / General Manager
Assistant VP of Event Development
Director of Event Marketing
Director of Ticketing
Director of Guest Services
Director of Parking & Traffic Planning
Audio Visual Manager
Box Office Manager
Merchandise Sales Manager
Operations Manager
Event Services Manager

Dave Brown
Ken Kuhl
David Ireland
Eric Bruce
Gina Chapa
Jeff Rodgers
Randy Breedlove
Caroline Zalman
Michael Bray
Kevin Melsby
Amy Baxmann





TECHNICAL INFO

Buses

The main parking area for tour buses is Lot D that is located on the West side of the facility. There is space for as many as 8 buses on the lot. The loading dock may also be used for bus parking however dock parking is on a space available basis only.

Please see the Appendix for the location of Lot D.



Crew Rooms

The facility has available for use separate but adjacent men and women's crew rooms. The crew rooms also have the ability to be made into one room. These rooms have full restroom and shower facilities available. The rooms also have televisions with cable.

- Women's Crew Room 14'x12'
EA.0181
- Men's Crew Rooms 14'x12'
EA.0184

* All room dimensions are approximate.

Dressing Rooms

There are four large dressing rooms all with televisions, full restroom and shower capabilities. The four dressing rooms also the option of being divided into eight rooms by way of a sound deadening air wall. Additionally all eight rooms have televisions with cable.

The Performer's Rooms and Auxiliary Dressing Rooms 1 & 2 are carpeted while Auxiliary Rooms 3 & 4 have rubber flooring.

All dressing rooms are located stage and within 200' of the typical stage location

- Performer Rooms 1A & 1B 30'x15' set as a single room.
ED.0153 15'x15' set as two rooms.
- Performer Rooms 2A & 2B 30'x15' set as a single room.
ED.0154 15'x15' set as two rooms.
- Aux. Dressing Rooms 1 & 2 30'x15' set as a single room.
ED.0187 15'x15' set as two rooms.
- Aux. Dressing Rooms 3 & 4 30'x15' set as a single room.
ED.0191 15'x15' set as two rooms.

Electrical Equipment

There are two upstage electrical rooms as well as one downstage electrical room located in the zamboni tunnel. The upstage rooms are located stage left and stage right approximately 150' from upstage center. Shore power is available in the loading dock. The house electrician will make all power connections.



Power Availability:

STAGE LEFT	2-3 phase 800 amp services.
STAGE LEFT	2-3 phase 600 amp services.
STAGE LEFT	2-3 phase 400 amp services.
STAGE LEFT	2-3 phase 200 amp services.

STAGE RIGHT	2-3 phase 800 amp services.
STAGE RIGHT	2-3 phase 600 amp services.
STAGE RIGHT	2-3 phase 400 amp services.
STAGE RIGHT	2-3 phase 200 amp services.

DOWNSTAGE LEFT	1-3 phase 800 amp service.
DOWNSTAGE LEFT	1-3 phase 600 amp service.
DOWNSTAGE LEFT	1-3 phase 400 amp service.
DOWNSTAGE LEFT	1-3 phase 200 amp service.

CATWALK CENTER	1-3 phase 600 amp service.
	1-3 phase 400 amp service.

CATWALK NORTH	1-3 phase 600 amp service.
CATWALK SOUTH	1-3 phase 600 amp service.
CATWALK NW corner	1-3 phase 100 amp service.
CATWALK NE corner	1-3 phase 100 amp service.
CATWALK SW corner	1-3 phase 100 amp service.
CATWALK SE corner	1-3 phase 100 amp service.

Floor Covering

All shows from early September until late May will be over ice. The ice floor covering that we use is called Polar Floor. The sheets measure 4' x 8' x 1".

Floor Size

The arena floor measures 85' x 200' (17,000 sq. ft.) with all dasher boards inserted, and 85' x 225' (19,125 sq. ft.) with the South end seats retracted and the corresponding dasher boards removed.

Forklifts

There are 4 Toyota propane forklifts in house each with a load capacity between 5,000 and 6,000 pounds. They all have 18' rise and standard 5' blades.

House Lights

All arena lighting systems are controlled the lighting control room located in the press box. The lighting control room is staffed during the event and is in communication with show personnel through the house Clearcom system or radio.

Aisle lighting is provided during all "house black" shows to provide a safe environment for our guests. All suites go black in conjunction with the house.



Loading Dock

The loading dock is located on the West side of the building and is approached by way of Victory Avenue or Olive Street. There are six docks available. The height restriction on trucks is 14'6". Any production trucks beyond the six that are in the dock may park in Lot D or Lot C dependant upon the bus parking situation.

Production Offices

There are two dedicated production offices. They are located stage left approximately 100' from the stage. Both rooms have televisions with cable. One of the two production rooms has carpet while the other has tile flooring. Neither of the rooms has restroom or shower facilities.

- Production Room 16'x10'
ED.0169
- Production Room 12'x8'
ED.0172
- Production Room 28'x 26'
EA.0016

Rental Rates

Please contact Ken Kuhl, the Assistant Vice President of Event Development, for all questions concerning availability, booking, and rental rates at American Airlines Center.

Rigging Plans

All overhead rigging plans, including desired flying points and associated weights, side, and overhead view drawings must be submitted to American Airlines Center at least two weeks prior to the show. This is of particular importance for all set ups that are anything other than an end stage set up.

Please see the Appendix for a facility rigging plot.

Video Boards – Scoreboard, End Video Walls, 360 Ring

The American Airlines Center has the first true 1080 scoreboard to ever be installed in an NBA or NHL arena. The center scoreboard is 4 sided with 30 feet wide by 18 feet high video displays that are 2016x1188 resolution.

There are two LED video walls at the north and south ends of the arena at the top of the 300 seating section. They are 72 feet wide by 24 feet high. The 360 ribbon board is in total 960 feet around and 2.62 feet high.



Please have all video files in uncompressed .AVI files. Logos should be in vector art .ai (Adobe Illustrator) files. Still images can be in .bmp, .jpeg, .tif, or .tga files.

Please see the Appendix for the scoreboard plan drawing.

Arena Sound System

The sound system provides full concert quality PA. There are 6 column JBL VLA speaker arrays (dead hung) with 10 cabinets each. There are an additional 30 JBL speaker cabinets to cover the upper bowl seats along with 8 JBL 6200 cabinets mounted in the scoreboard to help the VLA in the basketball floor seats. There are over 120 Crown MA amplifiers that can create over 300,000 watts of power to drive the PA that consists of over 1000 JBL speaker drivers. The system also includes a multi-zone special effects audio system, which is the first of its kind in an arena or stadium.

Spotlights

There are 14 Gladiator 3K spotlights in house. The spotlights are located in the catwalk. There are five each on the East and West sides of the venue and two each on the North and South ends. The option also exists to have four spotlights in either the North or South ends.

Staging Equipment

The American Airlines Center has a StageRight staging system. The stage is variable in height between 48" and 72" in 2" increments. All decks are 4'x 8' with a weight capacity of 125 lbs per square foot. The stage at American Airlines Center has the capability of being as large as 60' x 48'. Skirting and railings are also available upon request.

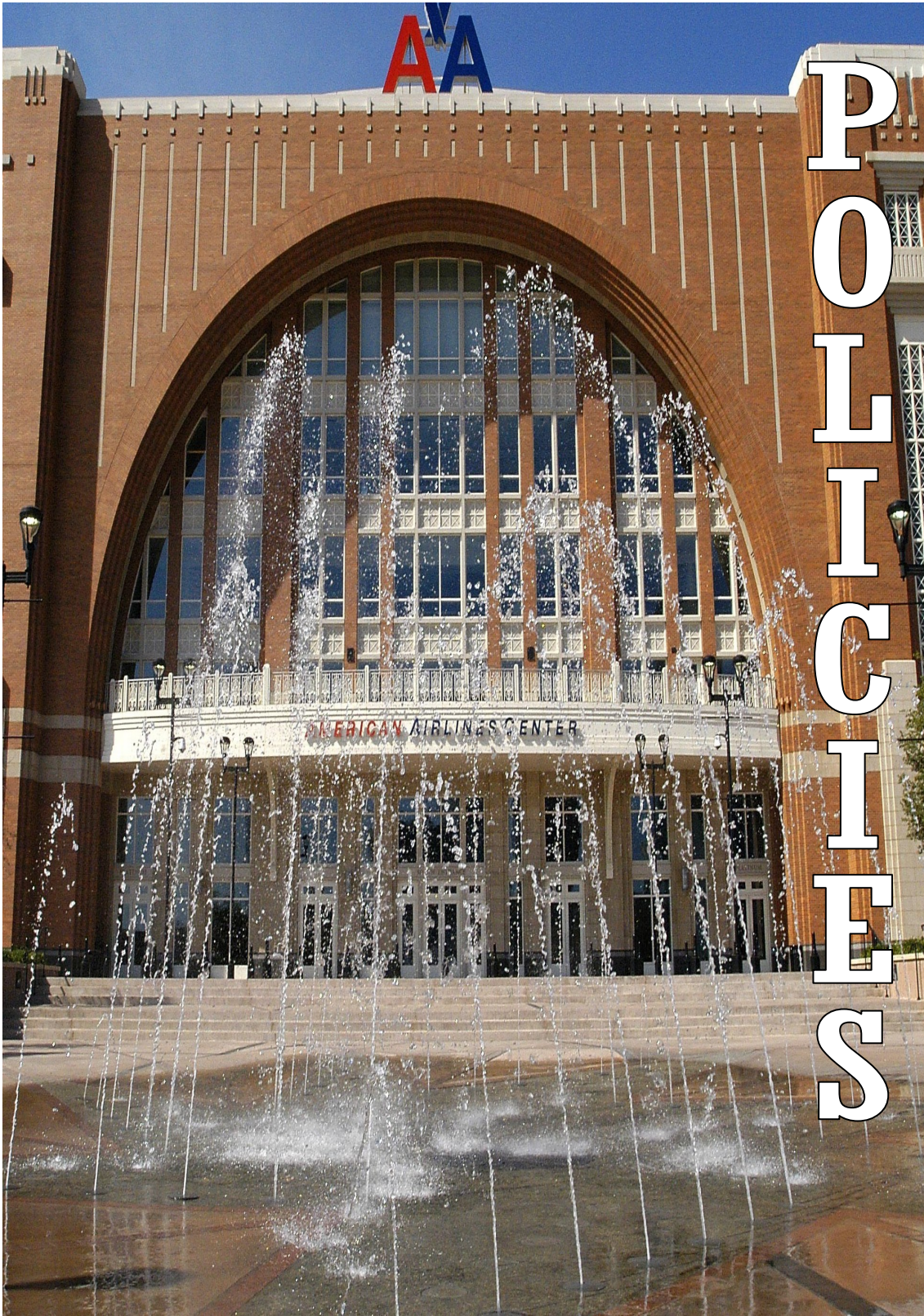
Telephone Service

Event telephones must be ordered through American Airlines Center at least two weeks prior to the event date. There will be a technician on site to handle all telephone connections at load-in.

Telecom Charges:

Line install	\$180
Per line – Additional days	\$35
Telephone Handsets	\$10
Ethernet Connection	\$410





Box Office

The American Airlines Center box office is open Monday through Saturday from 10 AM until 5 PM. The box office utilizes the Ticketmaster system. There are 12 total windows. Event will call opens two hours prior to the start of the event. The box office accepts cash and all major credit cards.

Tickets may also be purchased through all Ticket master outlets. The call center can be reached by dialing 214.373.8000. Tickets can also be purchased online at www.ticketmaster.com

Catering

Levy Restaurants, the facility food concessionaire, must be used for backstage catering needs. However if the show is traveling with a caterer they may be used.

Please let your event coordinator know if the show is traveling with a caterer so arrangements can be made for them. There is a \$150.00 housekeeping fee if a show travels with a caterer.

Door Opening

The standard policy at American Airlines Center is to open doors for our suite and club seat holders 90 minutes prior to the scheduled start of the show. All other doors then open approximately 75 minutes prior to the start of the show. If the show's door opening requirement differs from the policy of the facility please be certain to let your event coordinator know. Please be aware that per facility policy all guests are required to pass through metal detectors and have their bags searched for prohibited items.

Furniture

American Airlines Center has no furniture and limited quantities of pipe and drape available in house. Your event coordinator can assist you in making rental arrangements for those items.

Hazers

The event coordinator for your show must be made aware of all fog machine/hazer usage. There can be no usage of these machines unless the coordinator is aware and has given permission.



Labor

The exclusive labor company for all stagehands is Upstage Center. The event coordinator for the event will contact the labor company to make all labor calls. All hands are on a 4 hour minimum, except riggers which are a 6 hour minimum on the in and 4 on the out. Overtime at time and a half is charged between midnight and 6am and on all legal holidays. Meal breaks are required after 5 hours.

Liquor

In accordance with the Texas Alcoholic Beverage Commission, all liquor (including backstage liquors) must be purchased from Levy Restaurants, the official holder of the liquor permit. All liquor orders should be requested at least one week in advance through Levy.

Parking

There are seven lots surrounding the American Airlines Center with about 5,000 parking spaces available. The fee to park ranges between \$10 and \$25. Please find below some general parking guidelines.

- No overnight parking is permitted without the prior approval of building management.
- Passing out flyers and the sale of merchandise is strictly prohibited by outside groups or individuals without the approval of building management.
- There are no in and out privileges in the parking lots.

Please see the Appendix for a map of all facility parking lots

Pyrotechnics

All pyrotechnics must be cleared through the Dallas Fire Department. The Dallas Fire Department can be reached at 214.670.5188. Please be aware that the use of any pyrotechnics will necessitate a minimum of two additional Fire Marshals at the expense of the show.

Smoking

There is a strict no smoking policy at American Airlines Center. Smoking is allowed only in designated areas outside of the Center.

Sponsorships

All sponsorships including giveaways and other promotional tools displayed or issued on American Airlines Center premises must be coordinated with your Event Coordinator.

Due to some exclusivities within the building certain sponsors may be precluded from displays inside the building and on building property.

Please be aware that banners are not permitted anywhere inside or outside American Airlines Center.

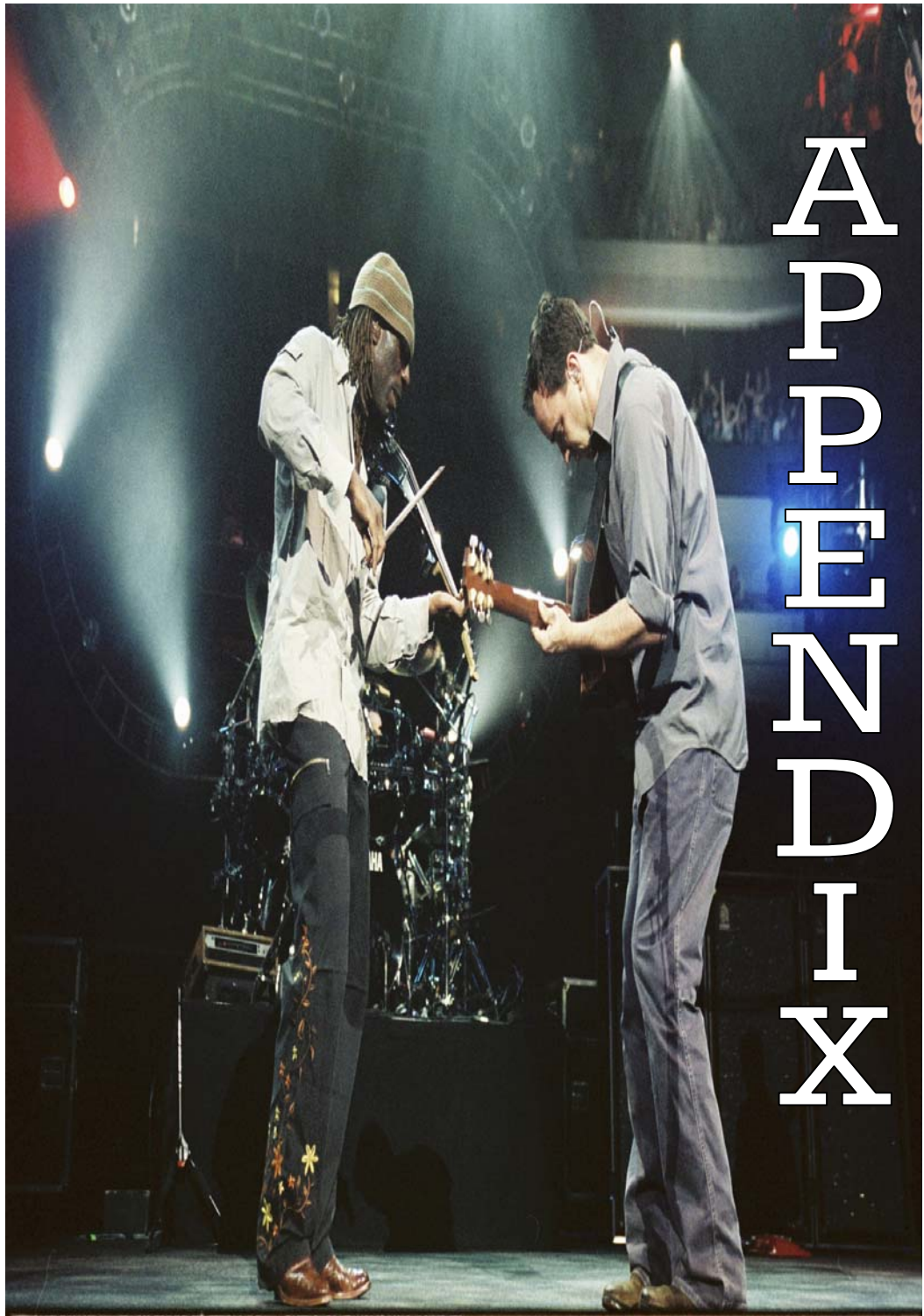


American Airlines Center

Fact Sheet

Location:	2500 Victory Avenue Dallas, TX 75219
Phone Number:	214.665.4299
Fax Number:	214.665.4750
Event Line:	214.665.4200
Website:	www.americanairlinescenter.com
Architect:	David Schwartz
General Contractors:	Austin Commercial
Owner:	City of Dallas
Arena Management:	Center Operating Company
Cost:	\$420 Million
Seating Capacities:	Basketball 20,500 Hockey 18,500 Concerts 20,000+
Parking:	5,292 spaces.

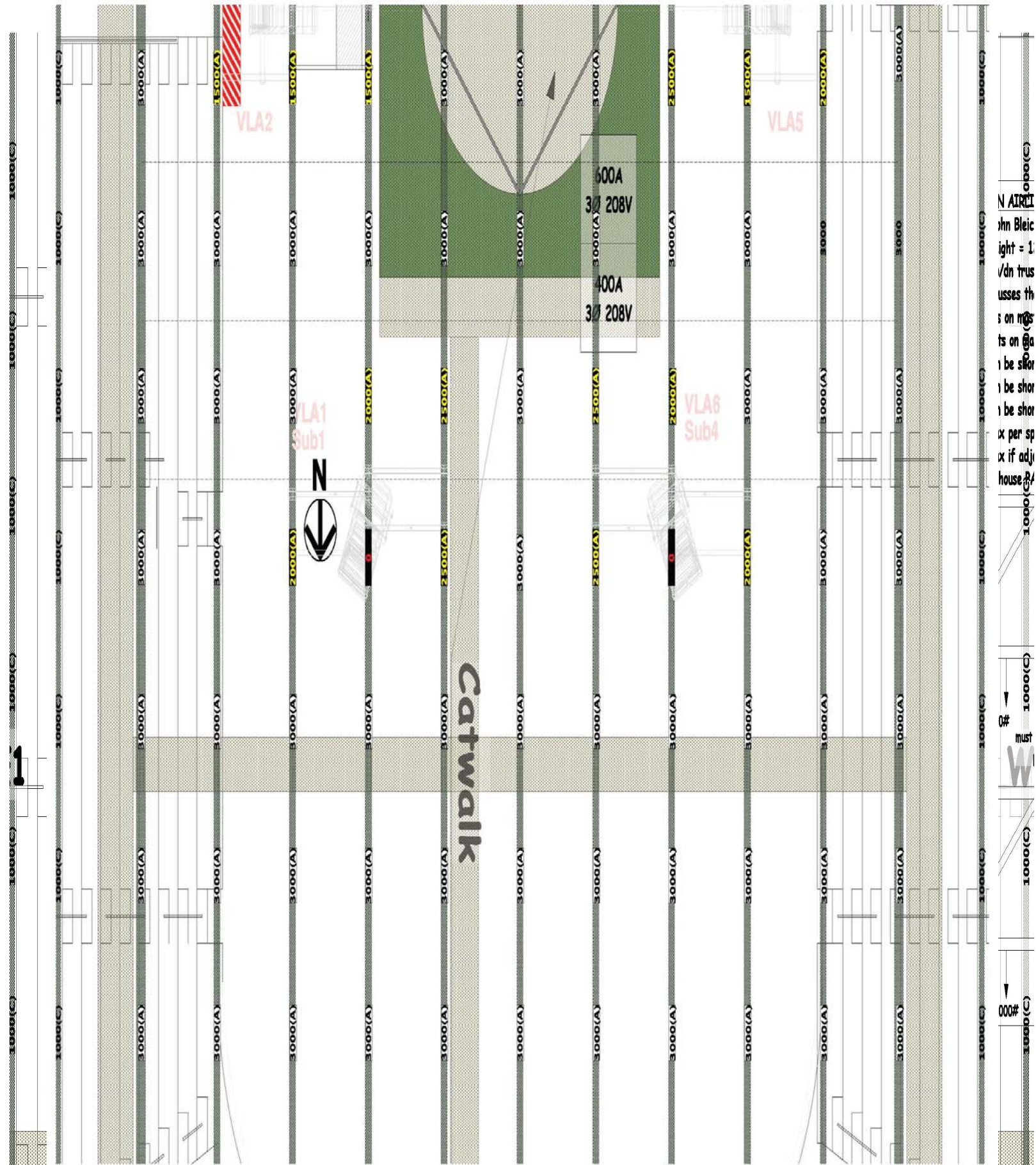




APPENDIX



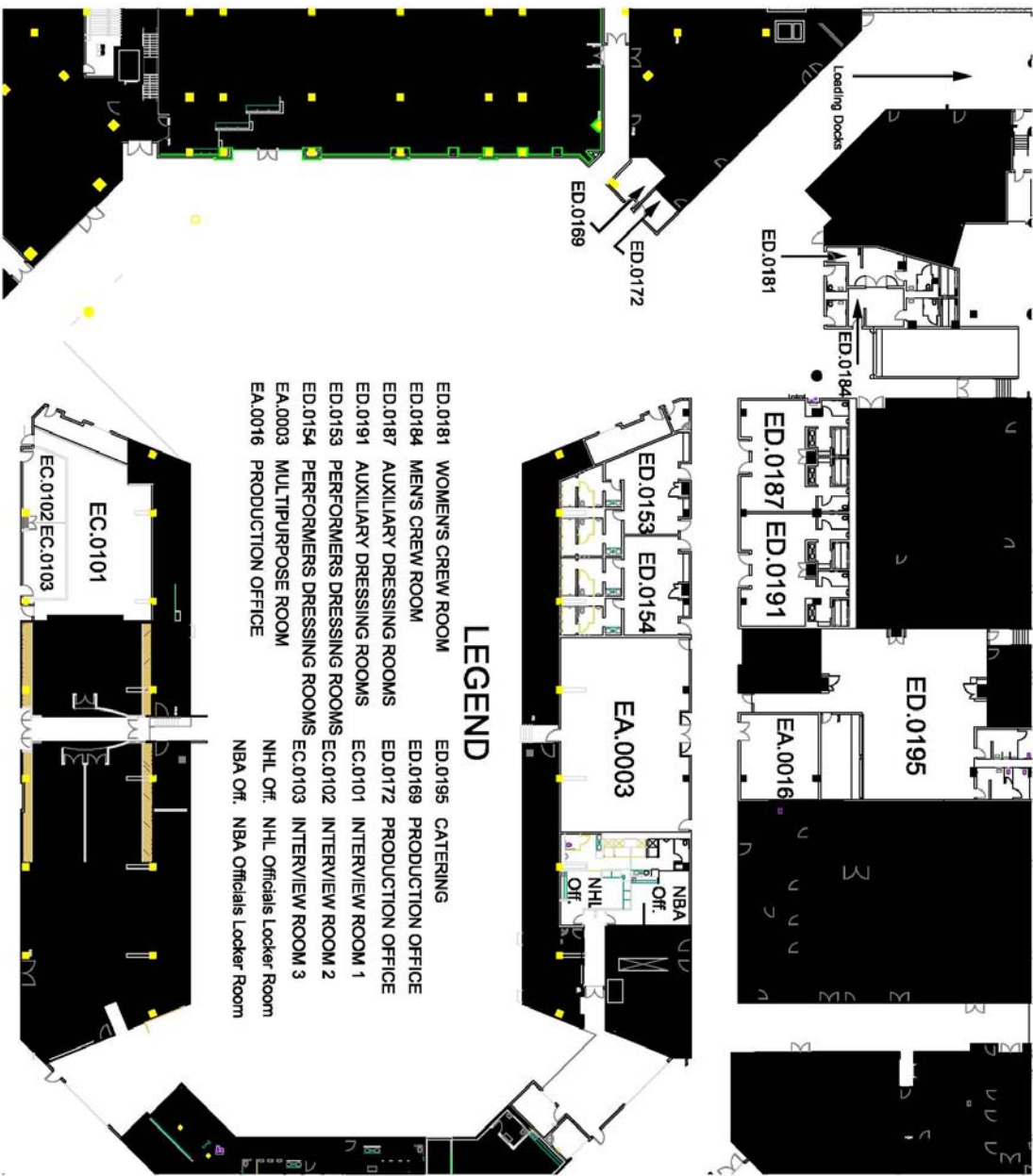
RIGGING PLOT



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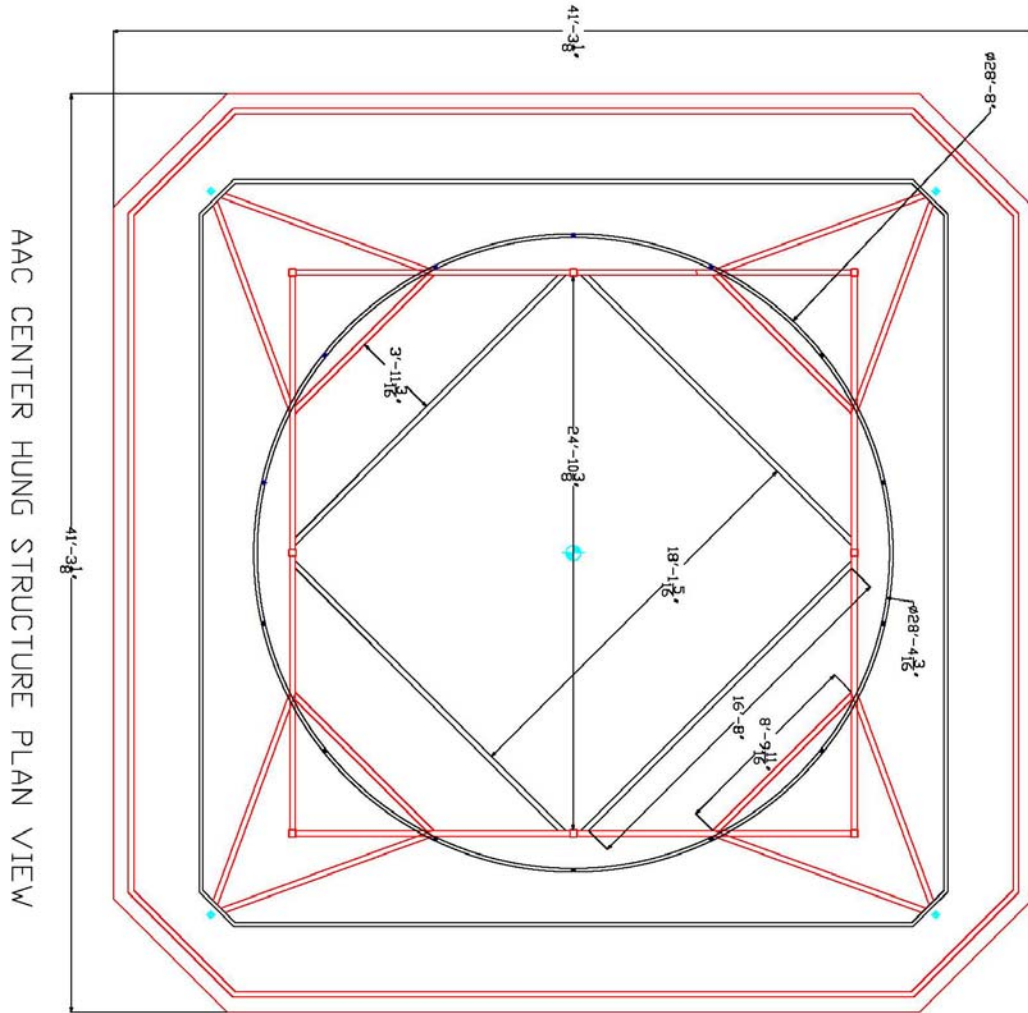
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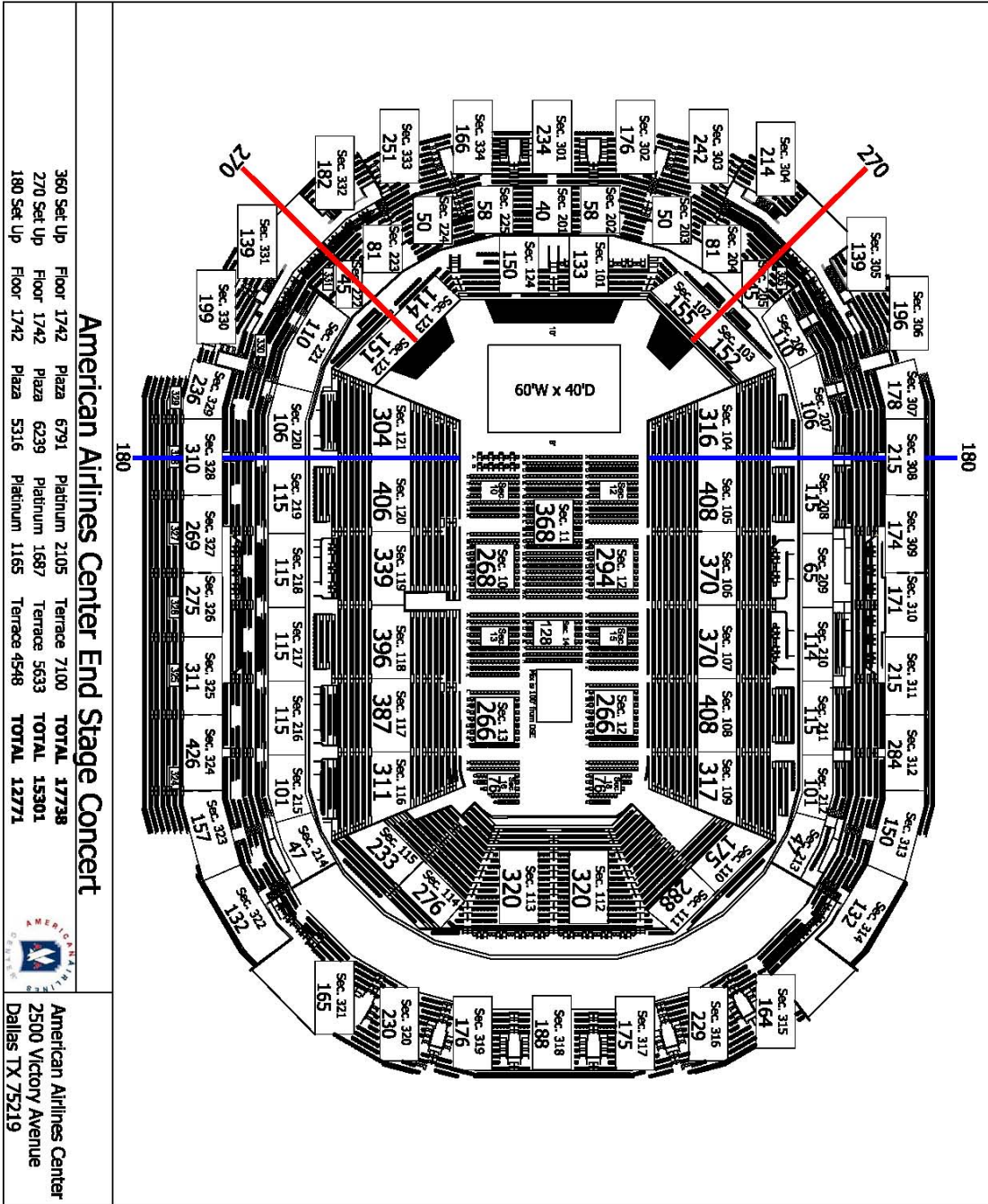
LEGEND

- ED.0181 WOMEN'S CREW ROOM
- ED.0184 MEN'S CREW ROOM
- ED.0187 AUXILIARY DRESSING ROOMS
- ED.0191 AUXILIARY DRESSING ROOMS
- ED.0153 PERFORMERS DRESSING ROOMS
- ED.0154 PERFORMERS DRESSING ROOMS
- EA.0003 MULTIPURPOSE ROOM
- EA.0016 PRODUCTION OFFICE
- ED.0195 CATERING
- ED.0169 PRODUCTION OFFICE
- ED.0172 PRODUCTION OFFICE
- EC.0101 INTERVIEW ROOM 1
- EC.0102 INTERVIEW ROOM 2
- EC.0103 INTERVIEW ROOM 3
- NHL Off. NHL Officials Locker Room
- NBA Off. NBA Officials Locker Room

SCOREBOARD PLAN



GENERIC CONCERT MAP



PARKING MAP



BUS/TRUCK PARKING

