



State Farm Arena | www.statefarmarena.com

1 State Farm Drive | Atlanta, GA | 30303

404-878-3000

Welcome!



Welcome to State Farm Arena!

Located in the heart of downtown Atlanta, the all-new State Farm Arena completes its stunning \$192.5MM transformation and officially opens to the public in October 2018. Built especially for the fan, it is sure to continue its legacy as one of the premiere live event venues in the world with a capacity of up to 17,000 people. The facility, home to the NBA's Atlanta Hawks, also hosts nearly 150 events annually on its multiple use floor, including major concerts tours, family shows, large conventions and more.

This state-of-the-art live sports and entertainment complex boasts a new 360-degree concourse for greater fan engagement, more than 10,000 square feet of LED video screens within the bowl alone, and sonically superior acoustics for the optimal concert experience. These features, along with the addition of beautifully appointed spaces and unique amenities like Topgolf Swings Suites and The S.W.A.G. Shop mean the best event experience in the city bar none.

Our service philosophy is built on creating indelible memories for every guest and delivering the gold-standard in client care for every event big or small. Our highly trained staff of professionals have decades of experience in event planning, production and coordination. We are confident that the service and attention you will receive here at State Farm Arena will be unparalleled.

We're pleased to know that you are considering State Farm Arena as your host venue. The following information has been assembled to better acquaint you with our facility and our services. Please take a moment to review this guide and if you have any questions or comments, please do not hesitate to contact us.

We look forward to hosting your event and providing you with the quintessential *True to Atlanta* experience!

Sincerely,

Brett Stefansson
EVP and General Manager, State Farm Arena

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Directory



Arena Operations:

- Brett Stefansson: EVP & General Manager
Brett.Stefansson@Hawks.com | 404-878-3141
- Geoffrey Stiles: SVP, Facilities & Building Operations
Geoffrey.Stiles@Hawks.com | 404-878-3233

Event Operations:

- Matt McClain: Director, Events
Matt.McClain@Hawks.com | 404-878-3152
- Eric Morgan: Sr. Manager, Events
Eric.Morgan@Hawks.com | 404-878-3433
- Brian Graham: Manager, Events
BrianP.Graham@Hawks.com | 404-878-3610
- Amanda Watson: Manager, Events
Amanda.Watson@Hawks.com | 404-878-3279
- Chris Harp: Coordinator, Events
Chris.Harp@Hawks.com | 404-878-3146

Safety & Security:

- Emily Drexler: Director, Safety & Security
Emily.Drexler@Hawks.com | 404-878-3150
- Andre Watson: Senior Manager, Event Safety & Security
Andre.Watson@Hawks.com | 404-878-33420
- Skip Thomas: Manager, Event Safety & Security
Skip.Thomas@Hawks.com | 404-878-3231
- Deirdre Gordon: Manager, Building Safety & Security
Deirdre.Gordon@Hawks.com | 404-878-3763
- Latonya O'Neal: Specialist, Building Safety & Security
Latonya.ONeal@Hawks.com | 404-878-3146

Ticket Operations:

- Paul Kvidt: Director, Ticket Operations
Paul.Kvidt@Hawks.com | 404-878-3106

Booking:

- Trey Feazell: EVP, Arena Programming
Trey.Feazell@Hawks.com | 404-878-3005
- Rita Cobb: Director, Arena Programming
Rita.Cobb@Hawks.com | 404-878-30
- Sasha Gwin: Manager, Arena Programming
Sasha.Gwin@Hawks.com | 404-878-3287
- Samantha Baker: Coordinator, Arena Programming
Samantha.Baker@Hawks.com | 404-878-3263

Merchandise

- Will McGlothlin: Merchandise
Will.McGlothlin@gmail.com

Directions: Loading Dock & Parking



From South of Atlanta:

- Take I-75 / I-85 North
- Exit at Central Ave. / Fulton Street (Bear left to Central) EXIT 246
- Left on MLK Jr. Drive
- Left on Centennial Olympic Park Drive
- Right on Chapel Street and veer right to continue on Magnum Street
- Right at stop sign onto Lower International
- Lower International dead ends into Baker Street Extension
- Right on Baker Street Extension
- The State Farm Arena Loading Dock is on the right after the speedbumps

I-75 / I-85 Southbound:

- Take I-75 / I-85 South
- Exit at Williams Street Exit 249C
- Turn right onto Baker Street
- Veer left onto Baker Street Extension
- The State Farm Arena Loading Dock is on the right after the speedbumps

From East of Atlanta:

- Take I-20 West
- Exit at Windsor / Spring Street EXIT 56B
- Turn left onto Mitchell Street
- Right onto Mangum Street
- Right at stop sign onto Lower International
- Lower International dead ends into Baker Street Extension
- Right on Baker Street Extension
- The State Farm Arena Loading Dock is on the right after the speedbumps

From 400 South

- Take GA 400 South
- Merge onto I-75/ I-85 South
- Exit at Williams Street EXIT 249C
- Turn right onto Baker Street
- Veer left onto Baker Street Extension
- The State Farm Arena Loading Dock is on the right after the speedbumps

From West of Atlanta:

- Take I-20 East
- Exit McDaniel Street EXIT 56A
- Left on McDaniel Street
- Right on Mitchell Street
- Right on Mangum Street
- Right at stop sign onto Lower International
- Lower International dead ends into Baker Street Extension
- Right on Baker Street Extension
- The State Farm Arena Loading Dock is on the right after the speedbumps

Parking:

- Ruby Lot (previously Philips Lot)
- Centennial Sapphire Deck (previously Centennial Parking Deck)
- Georgia's Own Credit Union Club Diamond Deck (previously GOCU Deck)
- CNN Parking Deck

Please Note:

Mangum Street is subject to closure due to events at Mercedes Benz Stadium. If Mangum Street is closed, please use Elliot Street as an alternative route.

Parking



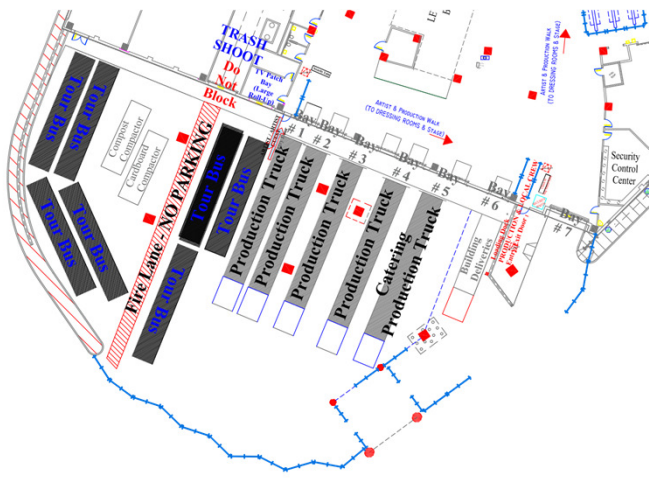
- Ruby Lot (previously Philips Lot)
- Diamond Deck (previously GOCU Deck)
- Sapphire Deck (previously Centennial Deck)
- CNN Deck
- Media Lot

Driving Directions can be found in Appendix 1-A



Load-In / Load-Out & Equipment

Typical Loading Dock Layout



Equipment

- (One) 2,500 lb. Propane powered forklift with 48" fork blades
- (One) 4,500 lb. Propane powered forklift with 72" fork blades
- (One) 4,500 lb. Propane powered forklift with 60" fork blades
- (One) 8,000 lb. Propane powered forklift with 60" fork blades
- Rental fork, scissor or boom lifts can be arranged by your event manager in advance. Cost added to overall show expenses
- (6) Loading Dock Levelers with 8'w x 9'h Dock bay openings
 - Bay #6 must remain open for arena deliveries.

Staging

- 12' x 8' stage right modules with maximum stage size of 80'w X 40'd with adjustable height up to 6'h
- (3) portable stage right stairways
- ADA Ramp
- Steel mesh blow-thru style barricade
- 100' linear feet of stage skirting
- 100' of Safety Stage Railing available
- 6' X 8' Fold & Roll platforms with adjustable height at 12", 18", 24" and 30"

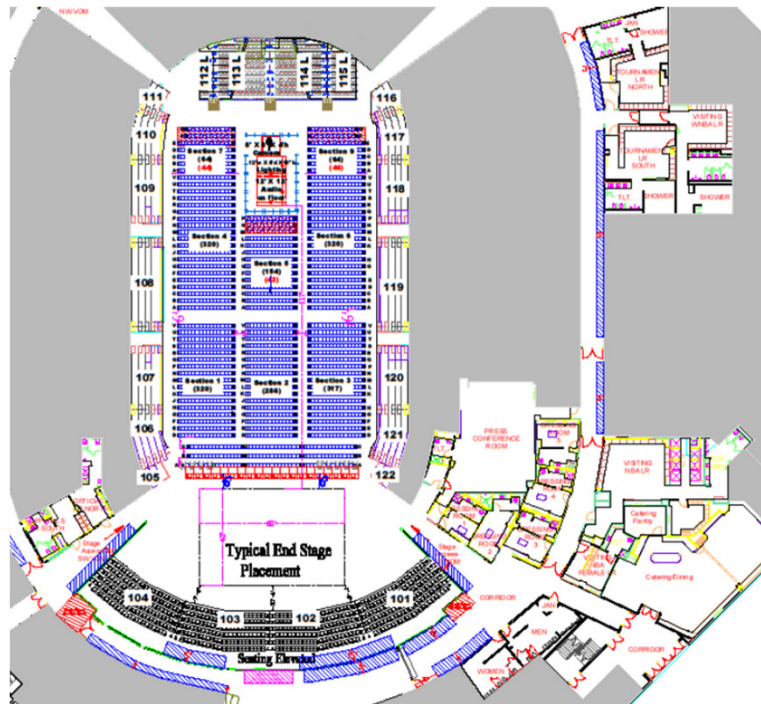
*Appendix 1-B

Backstage

All Dressing Rooms include:

- Shower
- Internet
- Television

**Tournament Locker Rooms
North/South do NOT have TVs*



*Appendix 1-C

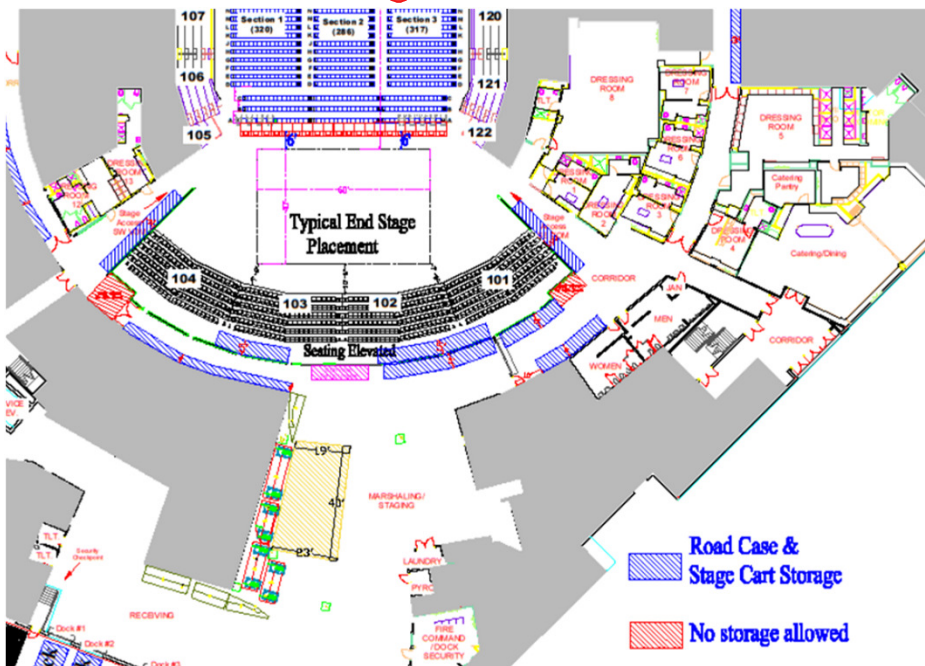
Dressing Room	ROOM SQ FT	BATH SQ FT
South Officials Locker Room	153	95
North Officials Locker Room	157	95

Dressing Room	ROOM SQ FT	BATH SQ FT
Dressing Room 1	105	97
Dressing Room 2	206	70
Dressing Room 3	154	120
Dressing Room 4	163	99
Dressing Room 5	156	117
Visiting NBA Female	239	118
NBA Visiting Locker Room	707	686
NBA Visiting Coaches	152	N/A
Press Conference Room	1,607	81
Tournament Locker Room North	486	177
Visiting WNBA Locker Room	339	177
Tournament Locker Room South	359	175

Food & Beverage

Outside Tour Catering

Outside Catering Contacts



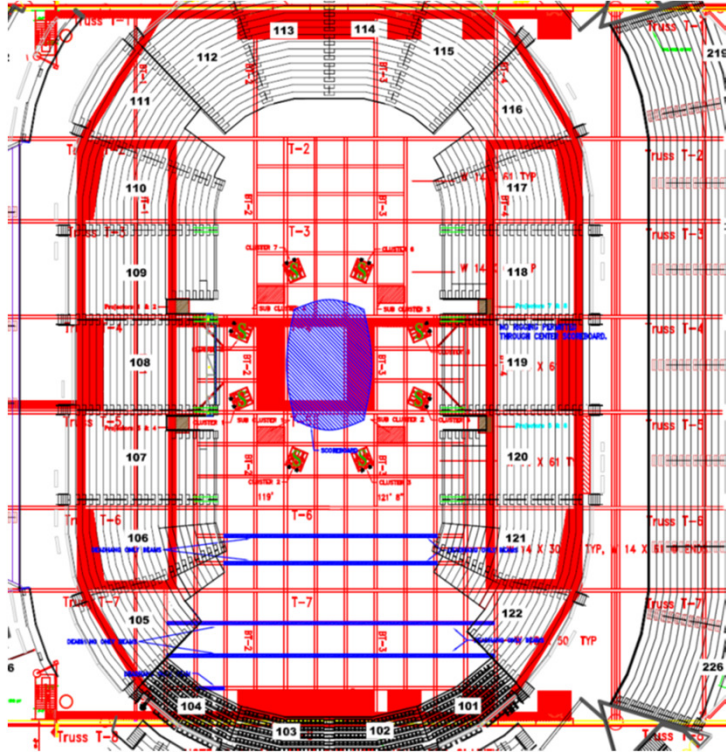
- State Farm Arena can provide the following:
 - Pipe & Drape area located on the loading dock for temp kitchen *(subject to availability)*
 - Single basin handwashing sink can be provided in this space upon advanced request
 - Rolling Coca-Cola single and double-door fridges, tables and trash cans *(subject to availability)*
- Full access to catering room pantry with a three-basin dishwashing sink, prep table/sink, refrigerators and ice machine. Tour ice is subject to a fee.

- All About Taste: Lawrence Tharp
678-521-0960 or LawrenceTharp@aol.com
- Southern Sapidity: Brandon Puckett
251-269-3635 or SouthernSapidity@yahoo.com
- Ala carte: Irina Clow 770-992-3222 or Info@catering2atlanta.com
- Dega Catering: Mitch Rutman
865-738-3512 or mitch.rutman@me.com

Front of House Catering | VIP Hospitality

- Levy Restaurants holds the exclusive rights to all food & beverage catering provided in any front of house or VIP hospitality space.
- Contact:
 - Jasmine Killebrew | Catering Manager
 - jkillebrew@levyrestaurants.com
 - 404-878-3617

Rigging



*Appendix I-D

Stagehand & Labor Companies:

State Farm Arena has two approved stagehand/rigging companies. Event organizers can choose from these organizations based off your exact event needs.

Crew One:

Jeff Jackson
404-350-3541
jjackson@crew1.com

PAW (Production Arts Workshop):

Bryan Gazo
404-355-1911
Bryan.Gazo@productionartsworkshop.com

Rigging Review

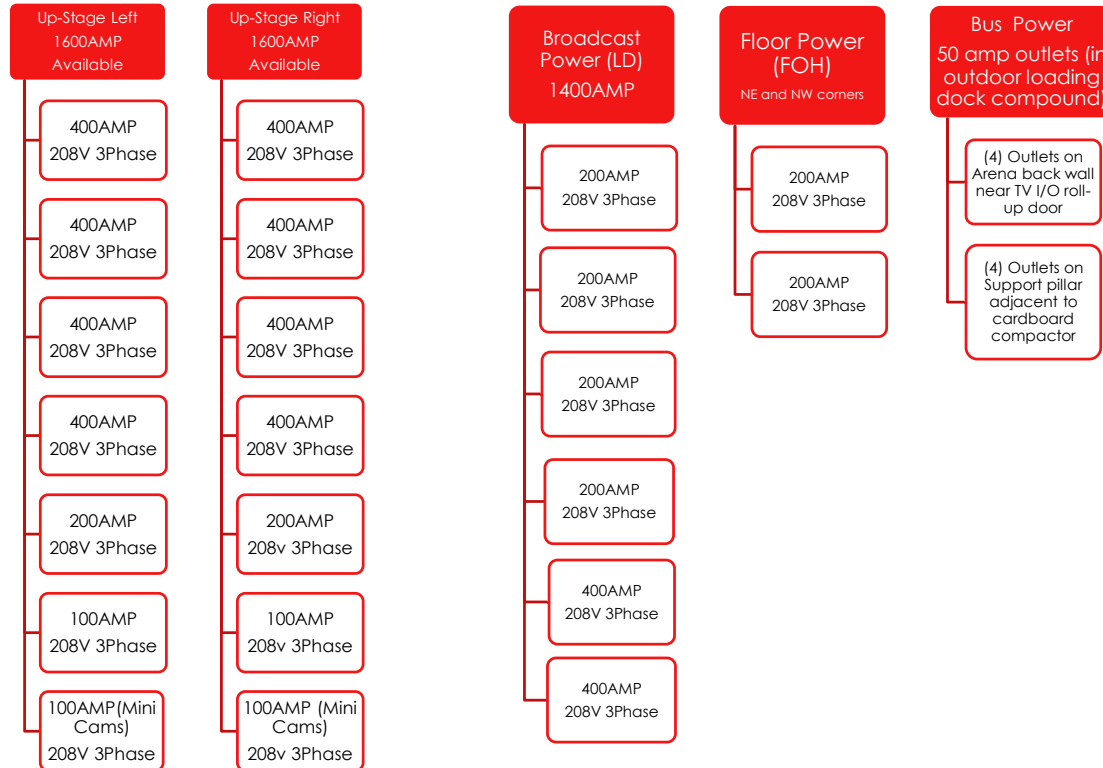
Rigging must be provided no later than (14) days prior to show day. As the sole discretion of State Farm Arena, the rig plot provided may be subject to an external engineering review.



Power

Notes

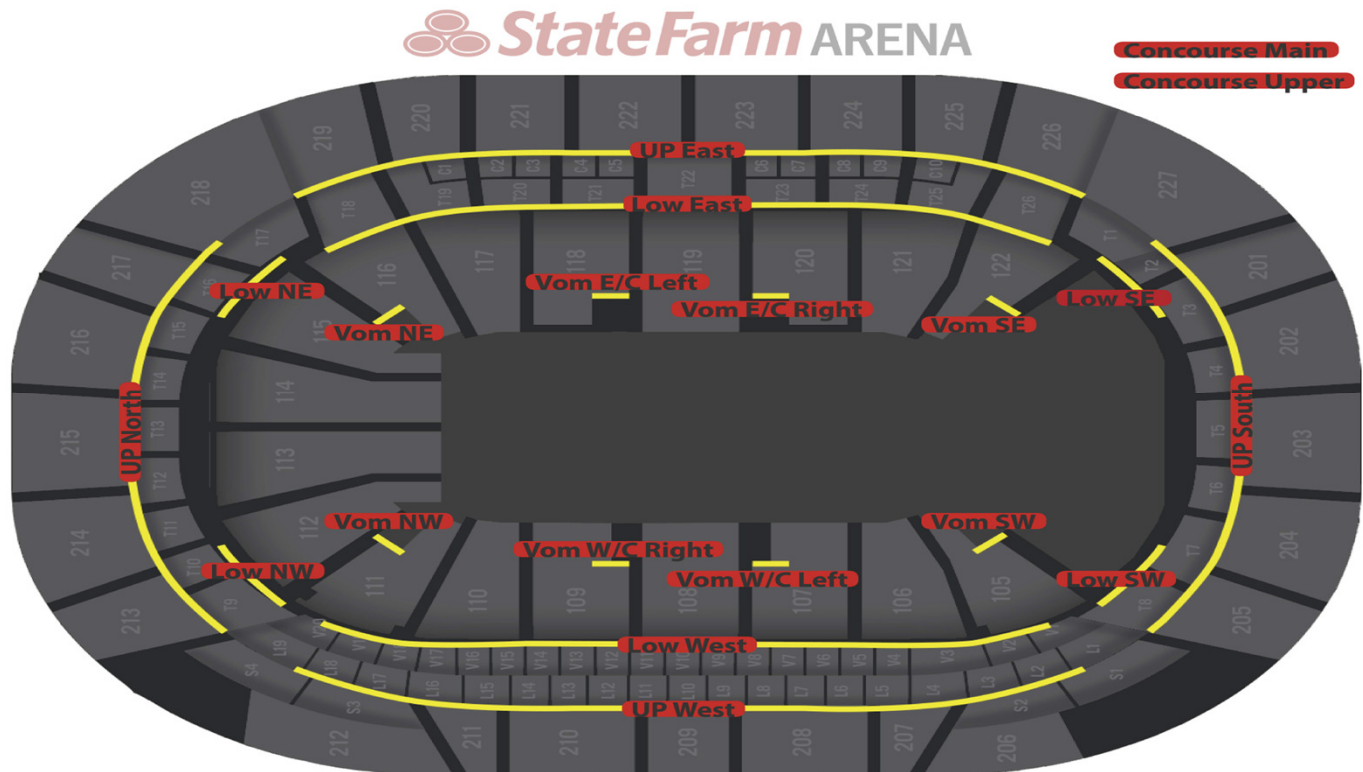
- Show power is located 70' from both Stage Left & Stage Right sides in the end concert configuration
 - ALL POWER Tie ins & disconnects must be made by a State Farm Arena Electrician
 - Camlock connections (reverse neutral ground available on 400AMP switches)
 - All temporary wiring must meet local and state requirements(e.g. NEC, UL Requirements)
 - Stage Left and Stage Right are on separate transformers



Technical Information



- Center-hung videoboard has PRISMVIEW screens. Overall size is 51'L x 35'w X 35'h
- Maximum trim height is 75' from arena floor to lowest point of center-hung
- House Lighting is controlled via clear com from LD to HL Operator
- House Sound information located in Appendix I-E
- Spot Lights
 - (10) Strong Gladiator Spot lights with 4k lamps
 - Spot Frames & Gels are not provided by the Arena
- Please contact your event manager for usage details



*Please find more information about our LED Boards in Appendix 1-F



Building Specifics

- Arena Floor
 - Area is 237'L x 88'W (when end stage telescopic seats are fully retracted)
 - Vom sizes
 - Downstage Right = (7'w x 9'-4"h)
 - Downstage Left = (7'w x 9'-4"h)
 - Stage Left = (9'w x 9'-6"h) hallway door is 7'-9"h
 - Stage Right = (10'w x 11'h)
 - Retractable seating info
 - Bottom of Sections 105 and 122 are typically retracted for load in. Can be opened once floor is set.
 - All power cables must be adequately covered and safely secured in all FOH areas. Show floor power cables need to be covered by cable ramps and approved gaff tape for the safety of our guests.

State Farm Arena has a house inventory of tables, bike racks, and pipe & drape that can be utilized by the event organizer. Please alert your Event Manager if you have any needs.

The venue has spec-seats brand black folding chairs available for floor seating.

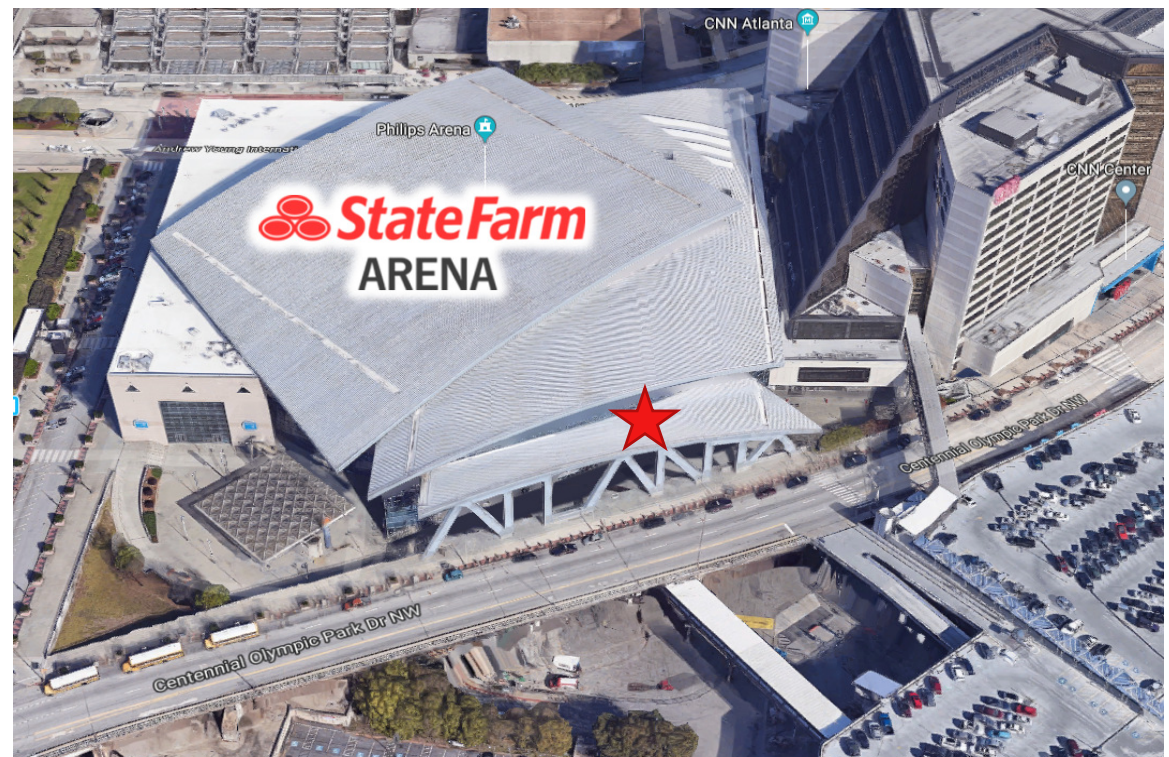
House curtains:

- Raising and lowering of curtains must be completed by the rigging company. Please advance this no less than (72) hours prior to event day.
- Entire upper level can be curtained off.

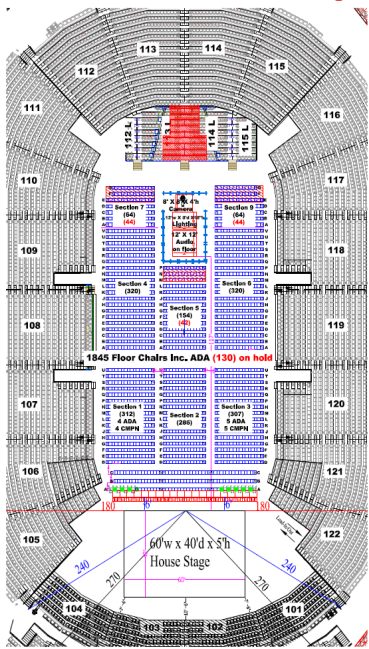
**Map of curtain lines and picture of South Curtains can be found in Appendix 1-G*

Box Office

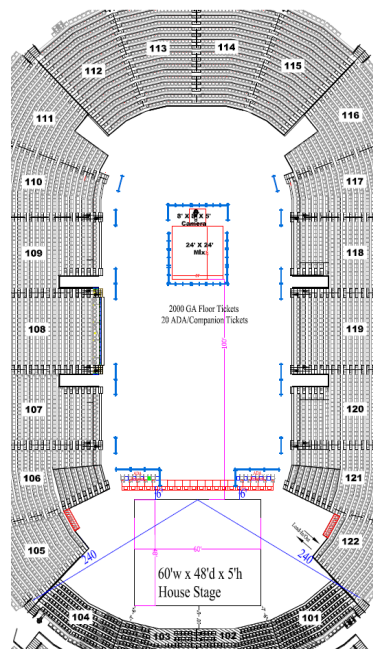
- Located behind the Atlanta letters and the Dominique Wilkins Statue off Centennial Olympic Park drive.
- Cash Advances
 - A show may request a cash advance. A request must be received (4) business days prior to the event. State Farm Arena reserves the right to limit the amount of cash advance and will determine in its sole discretion when the cash advance will be provided.
- Hours & location
 - State Farm Arena
 - Address: One State Farm Drive, Atlanta , GA 30303
 - Non-Event Hours: Closed
 - Event hours: Noon – Main Act start
- Contact information
 - Phone Number: 404-878-3000
 - Fax: 404-878-3110



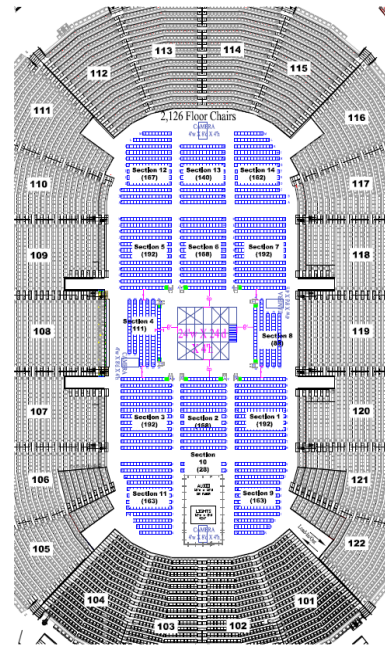
Floor Maps



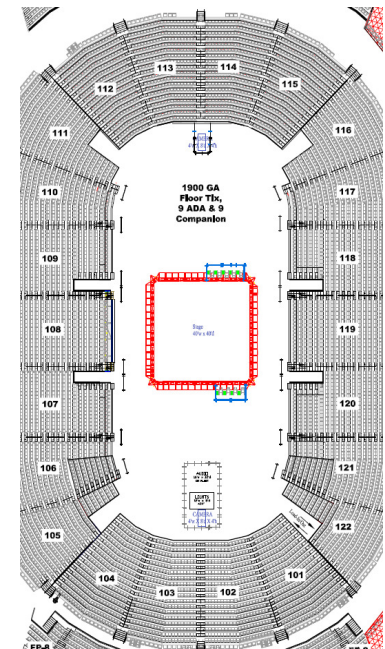
End Stage:
Seated Floor



End Stage:
GA Floor



360 Stage:
Seated Floor



360 Stage:
GA Floor

Safety & Security



- 24-hour Security Control Command Center with fire command monitoring, interior / exterior CCTV surveillance and recording, dispatch and emergency manager on duty meeting location to monitor for incidents that may arise.
- Atlanta Police Department detail at every entry point.
- Crowd management provided by trained arena personnel.
- Access to State Farm Arena is subject to bag search and magnetometer scan at all entrances.
- No Re-Entry Policy.
- No Drones are allowed to fly inside or outside of our property, or within a (7) mile radius of the surrounding area.
- Emergency Exit Procedures are announced over intercom in the event of an incident.
- An Emergency Medical Technician (EMT) and registered nurses are on duty in a dedicated First Aid room for all events. EMT's can be scheduled for load-in and out with prior request to event manager. We request more than (72) hours advance notice.
 - First Aid Station located next to the Guest Experience Center (located behind Section 121) which is staffed by (2) or more licensed nurses plus EMTs / paramedics during event hours only.
- O2 is available upon request at an additional cost to the tour. We request more than (72) hours advance notice of need.
- In the event that a show dedicated ambulance is required to be on-site for the duration of the event, arrangements must be made no later than (72) hours in advance of event.
- Police escorts are available upon request through our Senior Manager of Security & Safety – Andre Watson.
- Building lockdown and K9 sweep occurs (3) hours prior to event doors opening.

Safety & Security Cont.



Building Policies

- General Doors Open time will vary between 60 – 90 minutes.
- Cameras - no detachable lenses.
- Video Camera Policy = not permitted.

○ Shipping

- Please inform your State Farm Arena event contact what you plan to ship. We ask that you reference the show name, event manager's name and your name on the packing label. Due to minimal storage space for packages, heavy volume of events, and receiving of shipped items, we do not accept shipments more than (48) hours in advance of a show without prior arrangement. Please use the template below when shipping to State Farm Arena:

*ATTN: (Venue Event Contact) – (Event Name)
1 State Farm Drive
Atlanta, GA 30303*

- Show is responsible for pick up of all packages. If a package is received after the event, State Farm Arena will reject the package and return it to sender.
- Arena also holds the right to deny all shipments received on Atlanta Hawks Game days (3 hours prior to doors) per NBA security policy.

Guest Experience



- State Farm Arena is a non-smoking venue throughout all areas. The venue does not have smoking pass-out areas anywhere on property.
- ADA assistance provided by trained guest experience team members.
- Guest Experience staff provided (entrance hosts, seating hosts, service concierge).
- Sensory Inclusive venue with a Quiet Room located next to the Guest Experience Center.
- Nursing Mothers Room located next to Guest Experience Center.
- All Artist gifts will be collected at the doors and delivered to the Guest Experience Center. Building will respect the tour's gift policy once collected.

**Concourse Map can be found in Appendix 1-H.
Guest Experience Center is located behind Section 121.*

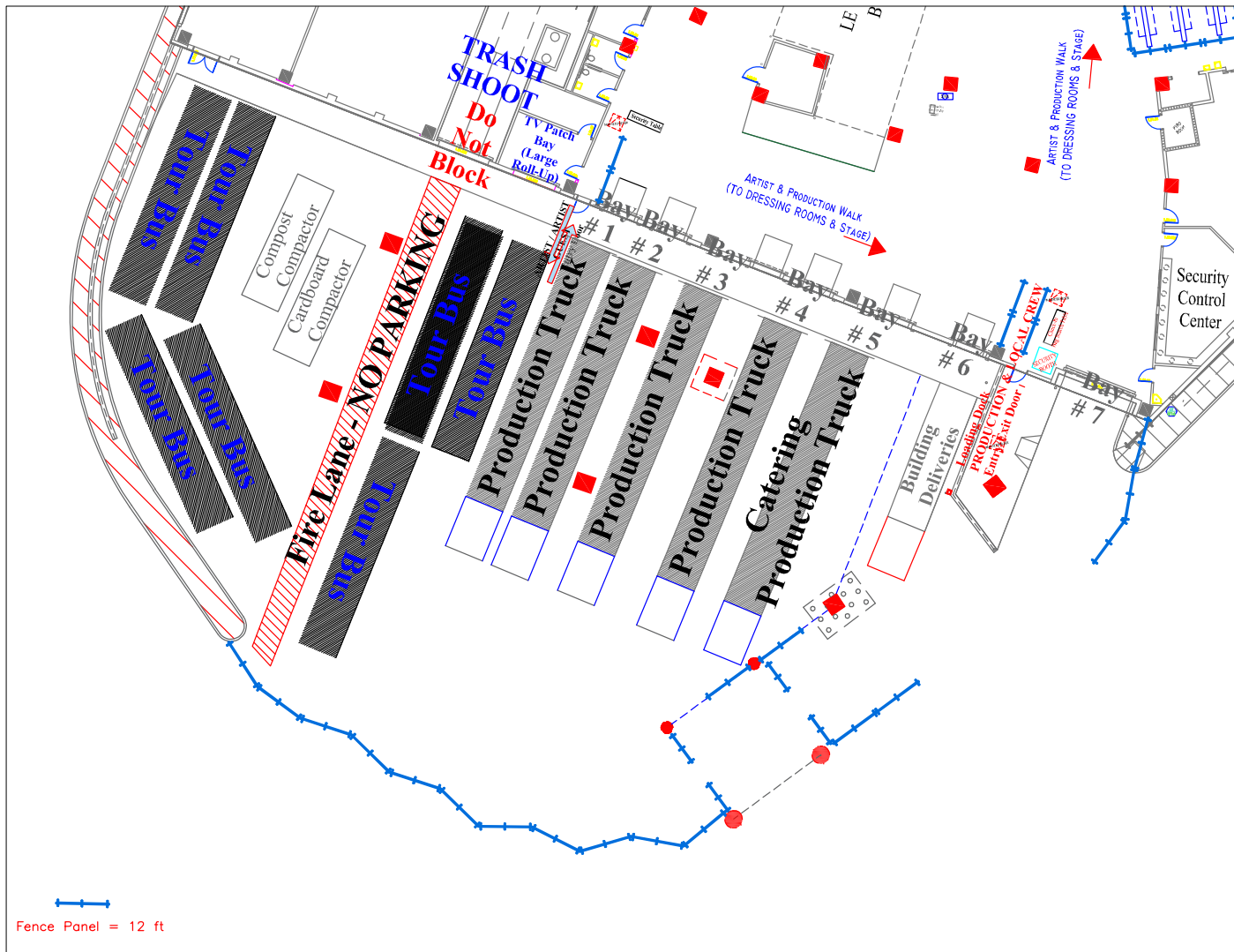
Event Miscellaneous Expenses



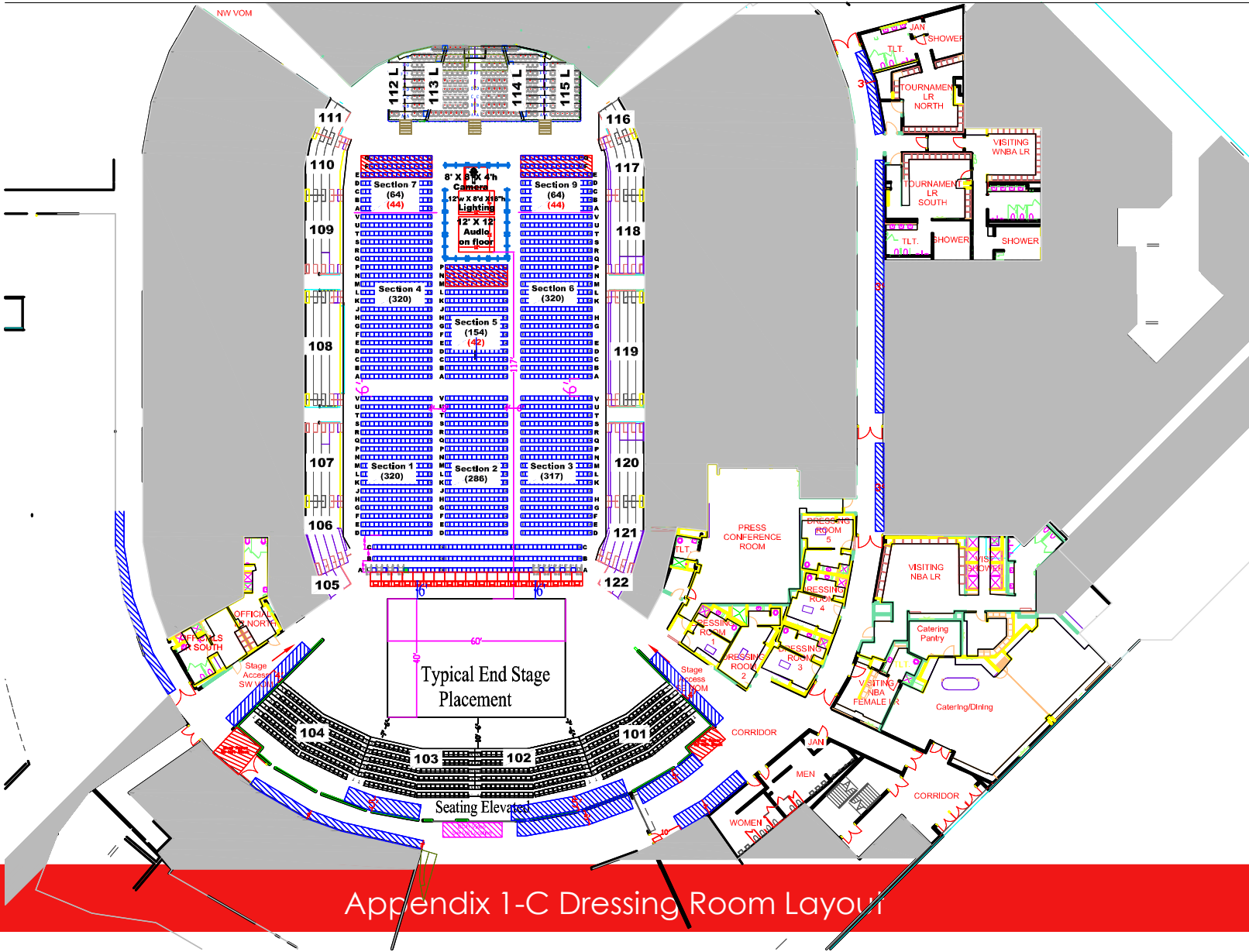
- Furniture
 - State Farm Arena does not provide furniture. Your event manager can assist in making rental arrangements for those items or can refer you to a provider.
- Rental Vans:
 - On non-game days (subject to approval and availability) vans may be stored in our media lot free of charge.
 - On game days, vans will be stored in the Ruby Lot (previously Philips Lot B) at a rate of \$20 per day/ per vehicle.
- Confetti & Gas Rentals
 - The use of confetti is permitted. However, State Farm Arena must be notified at least seven (7) business days in advance. There will be a confetti clean up charge added to your settlement.
 - All gas rental requests need to be advanced at least (7) business days prior to your event. Please specify Siphon or Non-Siphoned.
- Pyro & Fire Marshalls
 - All Pyro needs to be submitted and approved by Fulton County Probate Court.
 - Arrangement and approval by house event manager and Atlanta Fire Marshall is needed for all pyrotechnics (14) business days prior to the event. Permits and demo will be scheduled after load-in and before doors for final approval.
 - The event manager must be aware of all fog / haze machine use, including cold sparks. There can not be usage of these machines without event manager approval. A Fire Marshall must be present anytime there is Pyro or haze inside the bowl at tour expense.
- Tour may be responsible for the following additional expenses to include but are not limited to: enhanced security, bus parking, additional IPTV channels, phone & internet lines, and back of house catering.



Appendix 1-A Media Lot Directions



Appendix 1-B Loading Dock Layout



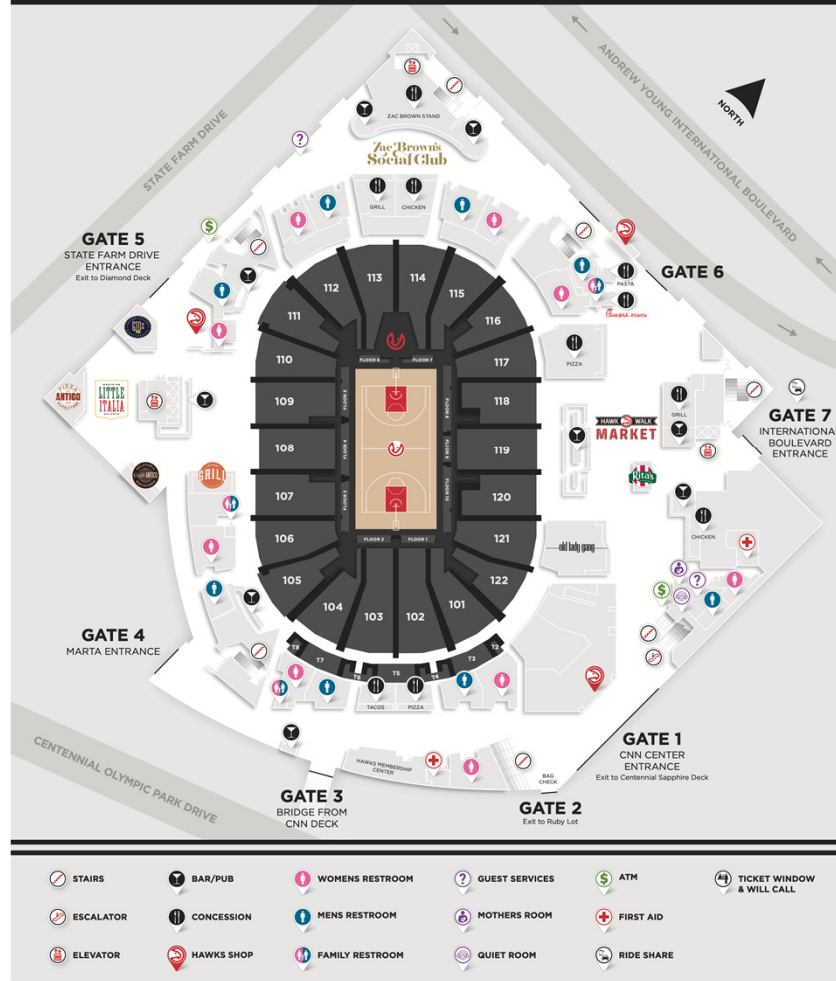
Appendix 1-C Dressing Room Layout

- The Arena Bowl is covered by 8 custom framed JBL Clusters with delay fills on all 4 sides of the bowl, covering the upper seats.
- Floor seats are augmented by fills mounted to the underside of the centerhung video board.
- Crown iTech amps provide power to clusters as well as Subs-24 dual 18" JBL subs mounted in the catwalk.
- Control is through London Blu-800 processing controlled via Audio Architect and distributed via cobranet.
- House Audio console is a Soundcraft Vi-3000 with MADI available. 48 physical – patchable inputs, 16 physical outputs (8 patchable). There are 32 audio tie lines to the floor of the bowl (8 per corner).
- Intercom is combined ClearCom and Riedel with Bolero Wireless packs. There are available TW-12C's for external intercom tie in.

	CP	Production elements	Pixels (L x H)	File Naming	Notes		File export guidelines
UPPER ZONE	UP Fascia	UP North	8832 x 108	Up_North_(Sponsor+Element)_V(version number)		LED Files	Video/Frame Rate 1080p @59.94Hz Image File Types *.tga, *.tif, *.psd, *.bmp, *.jpg, *.gif, *.png 3D Models types *.3ds, *.obj, *.fbx Clip Formats Quicktime (Acceptable Codecs: ProRes, Animation)
		UP South	8832 x 108	Up_South_(Sponsor+Element)_V(version number)			
		UP East	12736 x 108	Up_East_(Sponsor+Element)_V(version number)			
		UP West	13440 x 108	Up_West_(Sponsor+Element)_V(version number)			
UPPER ZONE	Low Fascia	Low NE	1792 x 108	Low_Ne_(Sponsor+Element)_V(version number)	(Rail)	Video Files	Video/Frame Rate 1080p @ 59.94Hz Video Still Images *.tga, *.tif, *.psd, *.bmp, *.jpg, *.gif, *.png Clip Formats AVI, MPEG, Quicktime, Sequential Images Video files for the Center Hung should be formatted this way. File naming: CH_(Sponsor+Element)_V(version number)
		Low NW	1792 x 108	Low_NW_(Sponsor+Element)_V(version number)	(Rail)		
		Low SE	1792 x 108	Low_SE_(Sponsor+Element)_V(version number)	(Rail)		
		Low SW	1792 x 108	Low_SW_(Sponsor+Element)_V(version number)	(Rail)		
		Low East	11456 x 108	Low_E_(Sponsor+Element)_V(version number)			
		Low West	12416 x 108	Low_W_(Sponsor+Element)_V(version number)			
UPPER ZONE	Corners	Corner NE	1152 x 792	Corner_NE_(Sponsor+Element)_V(version number)		Mirrors the Corner NE Mirrors the Corner NW	*NOTE: All "SPECIAL CASES" require custom programming and/or file manipulation. Any content development for these spaces needs to be discussed with the Live Production team in advance.
		Corner NW	2080 x 684	Corner_NW_(Sponsor+Element)_V(version number)			
		Corner SE	1152 x 792	Corner_SE_(Sponsor+Element)_V(version number)			
		Corner SW	2080 x 684	Corner_SW_(Sponsor+Element)_V(version number)			
SPECIAL CASE	Centerhung	CH Chip Ad Space	656 x 144	CH_AD_(Sponsor+Element)_V(version number)		Video Area Features *SPECIAL CASE COVERS *SPECIAL CASE COVERS *SPECIAL CASE COVERS	
		CH Video Space	1920 x 1080	CH_(Sponsor+Element)_V(version number)			
		CH Baseline Top Cover	1376 x 414	CH_Baseline_(Sponsor+Element)_V(version number)			
		CH Underbelly Side Slab Cover	192 x 432	CH_UB_Side_(Sponsor+Element)_V(version number)			
SPECIAL CASE	GIP Wrap Cover	GIP Wrap Cover	3488 x 144	CH_GIP_(Sponsor+Element)_V(version number)			
		Courtside	Courtside Center	896 x 96	CS_Center_(Sponsor+Element)_V(version number)	No animation	
			Courtside Left Island	448 x 96	CS_Left_(Sponsor+Element)_V(version number)	No animation	
			Courtside Right Island	448 x 96	CS_Right_(Sponsor+Element)_V(version number)	No animation	
LOWER ZONE	Stanchion	Stanchion	256 x 72	Stanchion_(Sponsor+Element)_V(version number)	No animation		
	Vom	Vom NE	384 x 108	Vom_NE_(Sponsor+Element)_V(version number)	No animation		
		Vom NW	384 x 108	Vom_NW_(Sponsor+Element)_V(version number)	No animation		
		Vom SE	384 x 108	Vom_SE_(Sponsor+Element)_V(version number)	No animation		
		Vom SW	384 x 108	Vom_SW_(Sponsor+Element)_V(version number)	No animation		
	Vom Club	Vom E/C Left	224 x 108	Vom_EL_(Sponsor+Element)_V(version number)	No animation		
		Vom E/C Right	224 x 108	Vom_ER_(Sponsor+Element)_V(version number)	No animation		
		Vom W/C Left	224 x 108	Vom_WL_(Sponsor+Element)_V(version number)	No animation		
		Vom W/C Right	224 x 108	Vom_WR_(Sponsor+Element)_V(version number)	No animation		
		Vom North	576 x 108	Vom_N_(Sponsor+Element)_V(version number)	No animation		
	Concourse	Concourse Main	2304 x 648	Con_Main_(Sponsor+Element)_V(version number)			
		Concourse Upper	768 x 648	Con_Upper_(Sponsor+Element)_V(version number)			
	SPECIAL CASE	East Club Display		3840 x 1080			*SPECIAL CASE = IPTV ONLY!!!!
SPECIAL CASE	Chick-Fil-A	Chick-Fil-A Content ONLY!!!	1568 x 504	CFA_Element_V(version number)		Chick-Fil-A Content ONLY!!!	

Appendix 1-F LED Information

State Farm ARENA | 100 LEVEL



Appendix 1-H Concourse Map