



VSU Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803
(804) 524-3300 – Office
(804) 524-6958 – Fax
www.vsumpc.com





SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

TABLE OF CONTENTS

Welcome	2
Contact List.....	3
Location and Directions.....	3
Hotel Accommodations.....	4
Parking.....	5
Arena Specifications	6
Event Floor	6
Curtaining	6
House Barricade.....	6
Arena Capacity.....	6
Stage.....	6
Lighting	7
Power/Rigging	7
Union Labor Rules.....	9
Wifi	10
Locker Room/Dressing Room/Office Information	10
Electronic Media.....	12
General Policies & Event Information	16
Catering & Reception Areas.....	19
Advertising Program	20



SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

WELCOME

The Multi-Purpose Center, is a state-of-the-art multipurpose venue in Petersburg, VA. The arena seats more than 6,000 making it the largest events venue, South of Richmond, VA. The amenities-packed Multi-Purpose Center hosts more than 150 events each year, offering something for everyone, including the Virginia State University Trojans Basketball and Volleyball games, live concerts, family shows, trade shows, youth sports, high school and collegiate events, conferences, graduations and many more events. The Multi-Purpose Center is currently the main catalyst to the revitalization and growth of the Tri-City region. Spectra provides the Venue Management for the Multi-Purpose Center.

Spectra is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Partnerships (formerly Front Row Marketing). Learn more at SpectraExperiences.com.





SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

VENUE CONTACTS

General Line: 804-524-3300

General Manager	Victor Landry	Victor.Landry@spectrarp.com
AGM/Director of Marketing	Nate Harris	Nate.Harris@spectrarp.com
Event Manager	Felisha Jones	Felisha.Jones@spectrarp.com
Box Office Manager	Daniel Carey	Daniel.Carey@spectrarp.com
Director of Operations	Ramsey Henderson	Ramsey.Henderson@spectrarp.com
Director of Finance	Yvonne Moncovich	Yvonne.Moncovich@spectrarp.com
Director of Food & Beverage	Alfredo Alvarado	Alfredo.Alvarado@spectrarp.com

LOCATION & DIRECTIONS

The Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

From I 95 South Washington. D.C./Richmond

Follow I-95 South to Petersburg. Take exit (Temple Avenue). Turn left at Temple Avenue and continue to second traffic light (Boulevard). Turn left at Boulevard and continue to fourth traffic light (Dupuy Ave). Turn right at Dupuy Ave. which changes to River Road. The building will be on your left. Enter at 2nd Avenue.

From I-64 from Norfolk (East) or Charlottesville (West)

Take exit for I-95, follow I-95 South to Petersburg. Take exit (Temple Avenue). Turn left at Temple Avenue and continue to second traffic light (Boulevard). Turn left at Boulevard and continue to fourth traffic light (Dupuy Ave). Turn right at Dupuy Ave which changes to River Road. The building will be on your left. Enter at 2nd Avenue.

From U. S. 460 from Suffolk (East) or Roanoke (West)

Take I-95 North to Petersburg exit (Washington Street). Turn left on Washington Street and continue to Sycamore Street. Turn right at Sycamore Street and continue to end of street (Old Street). Turn left at Old Street (changes to Grove Avenue) and continue on Grove Avenue to Fleet Street. Turn right at Fleet Street and cross Appomattox River Bridge. Continue on Chesterfield Avenue. You will see the building on the right.

From I-85 North or I-95 North from North Carolina

Follow I-85 North to I-95 North. Take Petersburg exit (Washington Street). Turn left on Washington Street and continue to Sycamore Street. Turn right at Sycamore Street and continue to end of street (Old Street). Turn left at Old Street (changes to Grove Avenue) and continue on Grove Avenue to Fleet Street. Turn right at Fleet Street and cross Appomattox River Bridge. Continue on Chesterfield Avenue. You will see the building on the right.



SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

HOTEL ACCOMODATIONS

VENUE HOTEL PARTNERS

Hilton Garden Inn Richmond South/Southpark
800 Southpark Blvd, Colonial Heights, VA 23834
804-520-0600

NEARBY HOTELS

Hampton Inn Petersburg Southpark Mall
403 East Roslyn Road, Colonial Heights, VA 23834

Hampton Inn Petersburg/Hopewell
5103 Plaza Drive, Hopewell, VA 23860

AIRPORT INFORMATION

Richmond International Airport [RIC]
24.8 miles – approx. 31 minutes

Dinwiddie County Airport
6775 Beck Chapell Drive
Petersburg, VA 23803
7.8 miles – approx. 15 minutes

OTHER TRANSPORTATION OPTIONS

Amtrak Ettrick Station
3516 South Street, Petersburg, VA 23803



PARKING

Loading Dock

- One (1) Loading dock vehicle bay 8'W x 10'H
- One (1) dock leveling system
- One (1) drive in ramp with load in door 12'W x 14'H
- The loading area is 10' from the arena floor

Truck Parking

- Entrance to loading dock is on the northwest side of the venue, and can be accessed off of Chesterfield Road between 2nd and 3rd Ave.
- Up to one (1) truck can stay in the loading dock bays.
- Overflow trucks and buses have one parking Options.

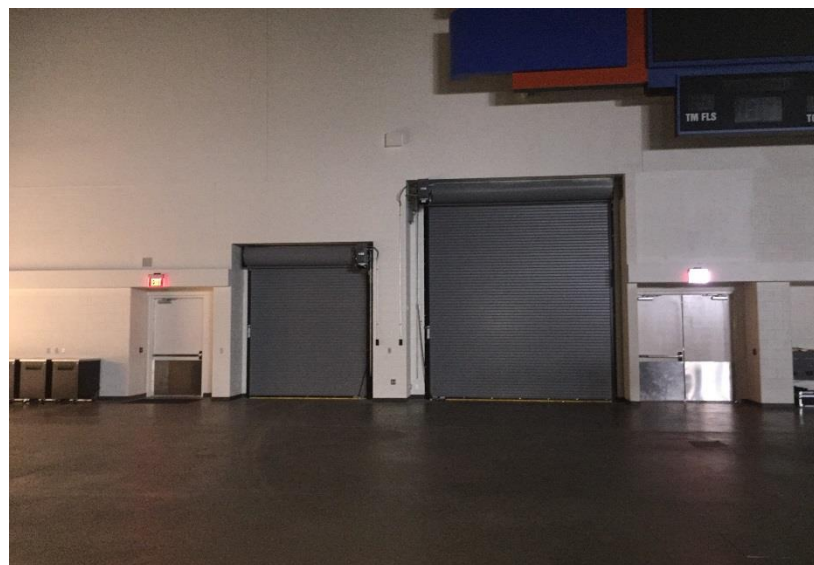
Option 1: Park in front of the road in front of the loading dock entrance on the side street.

GENERAL PUBLIC:

900 Parking Spots

6 Bus

32 ADA Spaces



ARENA SPECIFICATIONS

Event Floor

- Type: Concrete
- Dimension: with seats fully retracted out: 65'Wx180'L
- With seats fully retracted in: 114'Wx180'L
- Expanded Dimension: 10,800 sq. feet

Curtaining

- House Curtain: APR Full Event Floor plus wings
- Separated into 3 trusses that can be dropped separately or together
- Pipe and Drape: 200' (8'height) Continuous Black Pipe & Drape

House Barricade

- Barricade: 60' of Stage Right Barricade
- Bike Rack: 8' sections of bike rack barricade limited quantity

Arena Capacities

- 270 Capacity = 5070 (972 Floor)
- 270 Capacity = 5238 (1140 GA Floor)
- 180 Capacity = 5182 (1140 GA Floor)
- 180 Capacity = 5014 (972 Floor)
- Half House Capacity = 2785 (570 GA Floor)

Stage

Permanent/Temporary:

- Temporary

Stage Type:

- Stage Right (not on wheels)

Stage Height:

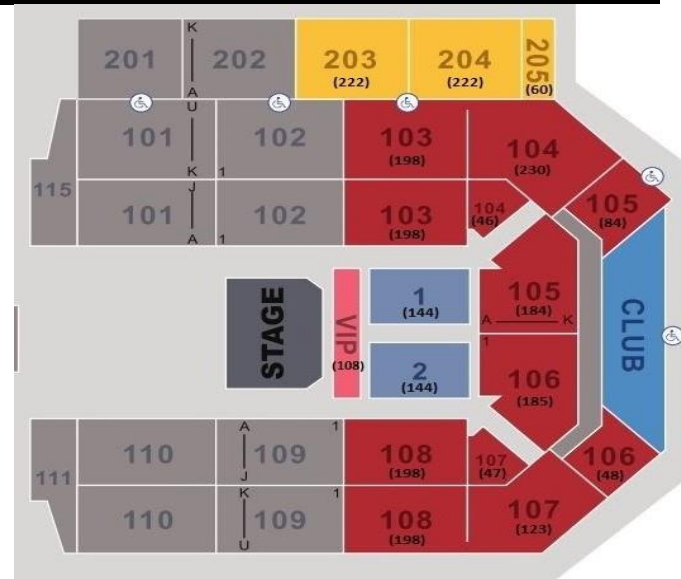
- 4'-6' H (adjustable)

Stage Dimensions:

- 44'W x 40'D Stage Right ME-500

Mix Platform:

- 16'x24' (16" only)



Sound Wings:

- (2) 12'x 24' sound wings that can be placed stage back

Skirting:

- **Black Stage Skirting**



SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

Lift Equipment

- Forklift Available
 - One(1) Nissan 5,000 lbs. propane fueled with 4' forks; height of lift is 15'

Accessible Options

- 4 LR-300 Portable listening devices
- Sign Language Interrupter upon request

Washer/Dryer

- We have one set of washers and dryers for use. However, these are utilized by building personnel as well.

House Lights Controlled

- Payne/Sparkman lighting controls
- H.I.D's
- Controlled from the Audio Visual Booth located on the concourse level
- Computer controlled instant, HID's, on/off capabilities with shutters for instant blackout
- Complete blackout capabilities with safety lighting on stairwells
- Lighting system does have dimming capabilities

Follow spots

- Two (2) Strong Xenon Super Trouper 2000 wat
- All follow spots are located on the catwalk approximately 68 ft. from the event floor
 - 2 across the back at front of house
- Aisle Lights are utilized to light the balcony rail

Power

Back Stage– Arena Floor:

- Three (3) 400 amp connections - Cam Lok
- One (1) 200 amp connections - Cam Lok
- One (1) 800 amp connections (need an electrician to connect to it)
- 2200 amps total

Shore Power- Outside at Loading Dock:

- Two (2) 200 amp with Cam Lok connections
- Two (2) 60 amp disconnects on wall across from bays



RIGGING

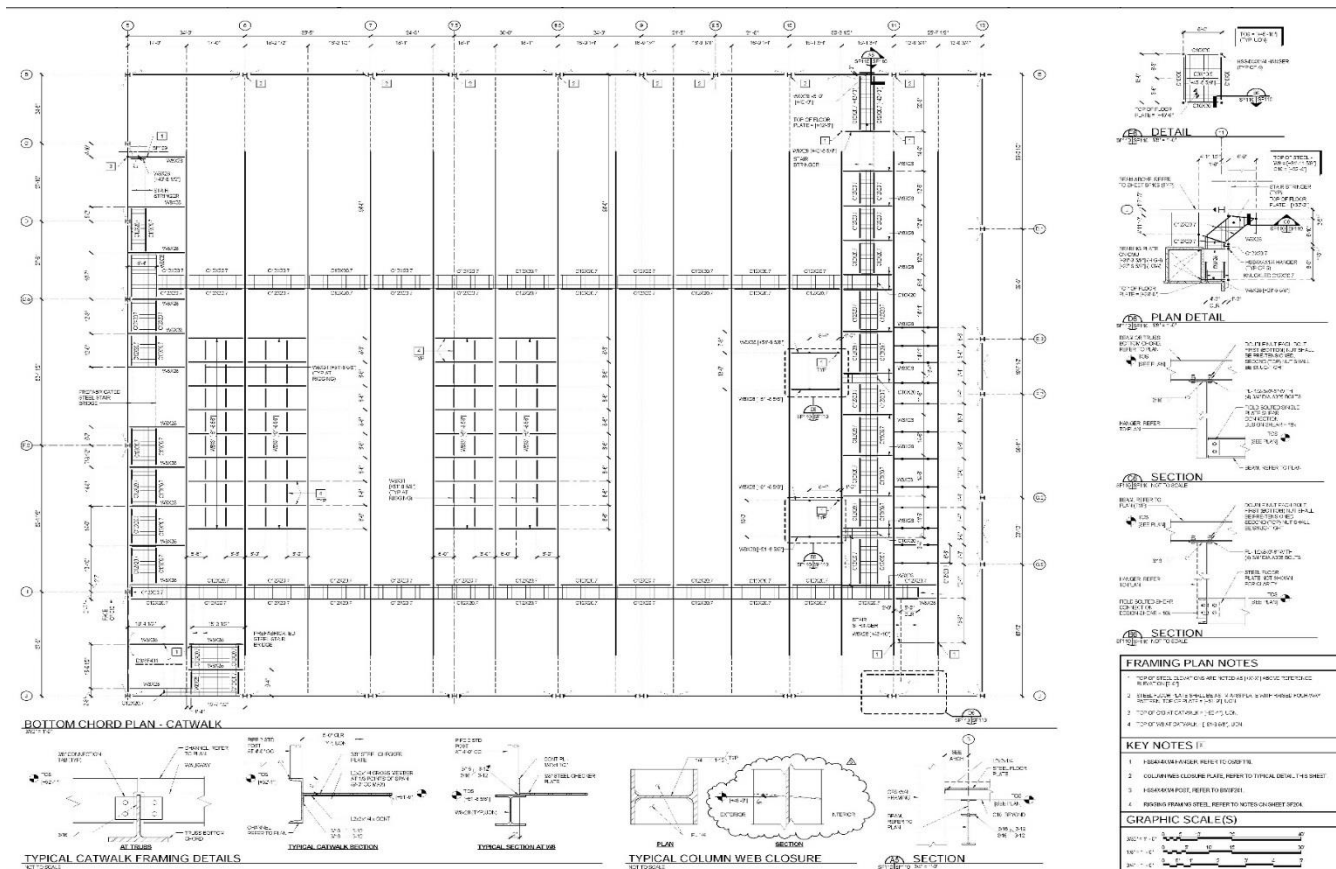
Height from Floor to Low Steel:

- 50'

Rigging Capacity

- Load capacity: 180,000 lbs for half and full house
- We will require rigging plan(s) be reviewed and approved by the Director of Operations and school safety officer.

RIGGING PLOT





SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

NOT A UNION BUILDING

- All hands and riggers will receive time and one half rate for all hours worked after 12:00am and before 8:00am
- No hands or positions can roll over
- All hands and riggers are paid according to full-hour increments
- Show call begins 30 minutes prior to the advertised show time
- Time and One Half will apply to calls that run longer than 8 hours

Load-in Call

- 4 hrs. Minimum/OT before 8:00am (4 hr. Minimum for Riggers and hands)

Show Call

- 4 hrs. Minimum
- OT if show runs longer than 4 hrs.

Load Out Call

- 4 hrs. Minimum/OT after midnight

Forklift Operators

- 4 hrs. Minimum

Single Calls Days

- 4 hrs. Minimum- Hands
- 4 hrs. Minimum- Riggers

Electrician

- 4 hrs. Minimum



DRESSING ROOM/OFFICES INFORMATION

- All dressing rooms/offices are located on stage right.
- There are 5 rooms in total for use:
 - Two (2) large locker rooms, each with (3) showers and restroom
 - One (1) green room that shares a conference room, restroom and shower with one of our star rooms
 - One (1) small locker room with its own shower and bathroom
 - Promoter 1 is located right outside of the star dressing room hallway
- All rooms contain TV monitors and have internet or phone hardline capabilities
- Wireless is provided for internet
- Furniture rental can be arranged through event manager

WIFI

Secured networks are available for those events that may require customized solutions.





ELECTRONIC MEDIA

Video Board

The Multi-Purpose Center has total of 4 video boards made by Optotek.

There are three Optotek 10mm LED video boards within the arena.

North end video board is an Optotek 10mm LED board.

South end has (2) boards that are identical in specs.

Model No. - LU201616301W6S15

Outline Dimension – (w) 324 x (h) 162

Pitch – 10.125

Resolution (w) 32 x (h) 16 = 512

Driving method – 1/4

Weight 300+/- 30 (g)

Located outside the MPC in front is a Marquee Optotek 20mm LED board.

Model No. - LU201616301W6S15

Outline Dimension – (w) 320.0 x (h) 320.0

Pitch – 20.0

Resolution (w) 16 x (h) 16 = 256

Driving method – Duty 0

Weight 1650+/- 50 (g)

Main entrance is a Planar video system with nine (9) monitors.

All can be used for advertising.

Our HD control room uses a Newtek Tricaster 8000.

Broadcast

- 5 SYMPTE Lines located on the loading dock
- Fiber optic feeds with intercom
- Uplink trucks can park on the northeast side of the building on sidewalk

Audio

The digital audio system has 4 subwoofers and 9 lapel (speakers) all driven by Lab Gruppen's professional amplifier series. Speakers are used only for speaking and game audio. We have a Yamaha 16 channel CD player.





GENERAL EVENT POLICIES AND INFORMATION

Building Security

The Command Center is a state-of-the-art computerized alarm and video surveillance system which is staffed by Virginia State University security personnel on a 24 hours a day, 7 days a week basis. All command center personnel are fully trained on the operation of the FACP (Fire Alarm Control Panel) and emergency response procedures through extensive training complete with background check. Security can be arranged for your event through the Event Manager.

Inspections

All persons entering the arena during an event are subject to screening, visual inspection, and a bag inspection conducted by MPC's security and event personnel. The Multi-Purpose Center's event security will conduct their inspections with respect toward the guests' dignity and legal rights. In no circumstance shall the inspections be conducted in a discriminatory manner or pattern.

This search is required for the safety and security of the guests, the artists, the facility, and its staff. If an item is found on a guest during the search, it is the discretion of The Multi-Purpose Center management whether entrance to the event will be granted.

Items not permitted into the arena include, but are not limited to, the following:

- Outside food or beverage
- Glass bottles, metal cans, etc.
- Signs/flags/banners larger than 11"x17" and any affixed pole.
- Fireworks, slingshots, laser pointers, etc.
- Professional camera equipment, tripods, monopods, selfie sticks, GoPros, etc. (unless otherwise specified by your event)
- Video or recording devices
- Weapons, firearms, explosives, pepper spray, tear gas, etc.
- Dead or living animals (excluding service animals)
- Water guns, toy/replica weapons, squirt bottles, soap bubbles, stickers
- Beach balls, Frisbees, balloons or other projectiles
- Skateboards, rollerblades, skates, hoverboards, etc.
- Any and all bags exceeding the maximum size limit of 16x15x6. (i.e. backpacks, suitcases, beach bags, etc.)
- Laptops or tablets
- Masks
- No wrapped gifts are permitted to enter the building at any time under any circumstances.

Guests found in possession of the above-mentioned items will be asked to remove the item from the arena or dispose of it. Guests who refuse to comply will be ejected from the arena and may be subject to arrest. If illegal items are confiscated, the Campus Police Department may be brought in to investigate the matter.

Photography

No commercial or flash photography of any kind is permitted. Camcorders or any other audio/visual equipment is prohibited unless authorized by team/promoter or performer. Specifically, the use of the following equipment is not permitted:

- Lenses greater than two inches in length
- Telephoto or zoom lenses of any kind
- Interchangeable lenses of any kind
- Monopods, tripods, selfie sticks, or drones
- Flash photography equipment of any kind



SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

GENERAL EVENT POLICIES AND INFORMATION

Recording Devices

Guests may not bring audio or video recording devices into the arena. These devices include, but are not limited to, video cameras/camcorders and audio recording devices.

Any equipment not conforming to these rules must be removed from the premises or left with the Guest Services Center on the Upper Concourse during the event.

Ejection Policy

All guests must maintain reasonable and appropriate behavior at all times. Guests using offensive language or engaging in disorderly conduct may be ejected from the arena and may be subject to arrest. Ejected guests will not receive a refund for their tickets or be compensated in any way for their loss.

The following disturbances that are cause for eviction from The Multi-Purpose Center include, but are not limited to the following:

- Standing on chairs
- Drunk and disorderly conduct
- Fighting or challenging others to fight
- “Mooning” or exposing private body parts
- Interfere with or delay of game/event
- Violation of The Multi-Purpose Center event policies
- Violation of local, state, or federal laws and statutes
- Throw, discharge, or launch any solid or liquid substance or object
- Ignition and display of flames, i.e. lighters/matches in the arena bowl
- Attempting to enter the field of play, rink, or stage without permission
- Willfully and maliciously disturbing another guest/employee
- Using profanity and/or offensive words which are like to provoke a violent reaction from others
- Taunting or using offensive language against the players, referees, performers, or facility staff

Please note: The Multi-Purpose Center management reserves the right to determine whether or not a guest/patron shall be fully ejected from the arena.

First Aid

EMTs and a Paramedic, provided by Chesterfield County, are on duty for all events. The First Aid Station is located on the north east side of the concourse behind section 107. Back of house needs can be arranged through the event manager during the advance.

Radio Policy

All house radios are for arena personnel and will not be provided by The Multi-Purpose Center. However, a radio can be provided to the show production contact by the event manager.

Signage

Any signage or banners for events within or around the immediate property of The Multi-Purpose Center will need to have prior approval from the building before being hung. Signs are not permitted to be taped to any fixtures or walls in the building.



SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

GENERAL EVENT POLICIES AND INFORMATION

Keys

Keys may be provided for some rooms for an event. All requests must be made prior to arrival through the event manager. Any lost keys will be billed back to the show.

Box Office

The Tri-Cities Designs Box Office is located at the front entrance on the southeast side of the building between 2nd and 3rd streets, facing the campus.

Volunteers

All volunteers are the responsibility of the event production staff. Volunteers must enter through a specified gate designated by the event manager prior to the event day. All volunteers must display proper working identification while in the building.

Pyrotechnics & Fire Requirements

A permit is needed for all pyrotechnics and lasers inside the building. A local pyro shooter is necessary only if the tour shooter is not a licensed US Pyro technician. All applications for permits are due fourteen (14) days prior to the event.

Tables/Booths

Any table/booth space request will be located on the concourse and assigned by the event manager. Fire Marshall Codes apply to space utilized on the concourse areas of the buildings.

Camera Policy

The Multi-Purpose Center will comply with any camera policy dictated by the promoter, event, show or artist. House policy only allows point and shoot cameras. All iPads, video cameras, selfie sticks, and extended lenses will not be allowed in unless requested by show.

Smoking Policy

The Multi-Purpose Center is a smoke free building.



SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA 23803

CATERING & RECEPTION AREAS

The Orange & Blue Club

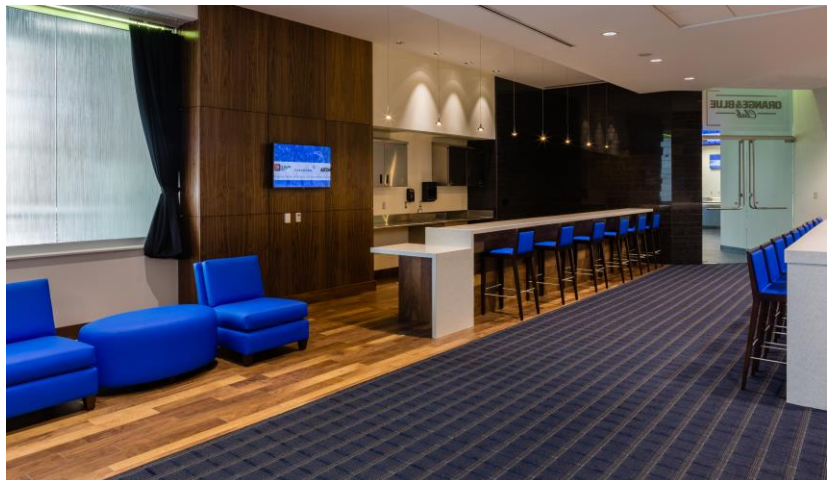
Located on the second level of The Multi-Purpose Center, overlooking the arena, the Orange & Blue Club is a great location to host any intimate VIP party.

Media Room

Located on the event level this room is perfect for catering, press conferences, and easily accessible.

Venue Catering

All catering is provided in-house. A food and beverage contact may be obtained through the event manager.





SPECTRA

Virginia State University
Multi-Purpose Center
20809 2nd Avenue
Petersburg, VA, 23803

THE MULTI-PURPOSE CENTER ADVERTISING PROGRAM

The advertising program is a package offered to tours visiting The Multi-Purpose Center, allowing them to utilize a number of venue assets that we have at our disposal. Below are the details of this program. Price of package and availability of assets will vary based on the specifics of each event.

Media Placement

- Television, radio, print and outdoor advertising to be placed by Comcast Spectacor, leveraging preferred television and radio rates, annual buying power and established relationships in the market.
- Opportunity to develop radio trade campaigns with VSU's 91.3.

Interactive Efforts

- Opportunity for presale and/or special offer email to be sent to opt-in members of various databases, which could include:
 - The Multi-Purpose Center Cyber Club
 - Virginia State University Students
 - Virginia State University Faculty & Staff
 - Virginia State University Alumni
 - Petersburg Chamber of Commerce
- Contest creation and execution on social media platforms
- Facebook posts to 800 fans promoting the event between the on-sale and day of event
- Twitter posts to Multi-Purpose Center fans promoting the event between the on-sale and day of event
- One graphic on the homepage of the Multi-Purpose Center website

Outdoor

- Inclusion on marquee located outside arena on River Road

In-Arena Promotions

- Opportunity for mentions during VSU Basketball and Volleyball home games
- Graphic to be advertised on in arena tvs and video boards

Grassroots

- Inclusion on upcoming event fliers distributed to patrons exiting The Multi-Purpose Center at select events
- Placement of show fliers at various locations around The Multi-Purpose Center, including Box Office and marketing table

Public Relations

- Development and execution of comprehensive Public Relations campaign by the Multi-Purpose Center Marketing department (based on availability of performers)
- Feature story and advance interview pitches to local, monthly, weekly, daily print publications, radio stations and TV stations (based on availability of performers)
- The Multi-Purpose Center to provide all news clips to tour