

RIO RANCHO EVENTS CENTER

PROMOTERS GUIDE

RIO RANCHO 
EVENTS CENTER

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FACILITY DESCRIPTION

The Rio Rancho Events Center (RREC) located in Rio Rancho, NM is a 7,000 seat multi-purpose facility which opened its doors in October 2006. The RREC leads the field among venues in New Mexico and is home to the New Mexico Stars Indoor Football team. With 165,000 square feet of extended floor space, the Rio Rancho Events Center is ideal to host concerts, sporting events, family shows, conferences, banquets, and cultural programs. The arena features a single concourse, and has 27 suites and 4 party suites, as well as a large club lounge for dinners and parties. The technical expertise and dedication of the RREC staff ensures that audiences will be dazzled and entertained with shows they will never forget. The Rio Rancho Events Center is owned by the City of Rio Rancho and managed by Spectra Venue Management, formerly Global Spectrum, the fastest growing firm in the public assembly management field with more than 100 facilities worldwide.



LOCATION & DIRECTIONS

The Rio Rancho Events Center is located approximately 20 miles north from downtown Albuquerque off Unser Blvd. just southwest of US 550 and west of I-25. The address is 3001 Civic Center Circle NE, Rio Rancho, NM 87144.

From I-25

Take exit US 550 in Bernalillo

Head west of US 550

Turn left on Paseo del Volcan; proceed to Rio Rancho Events Center

From Paseo del Norte

Travel west on Paseo del Norte to Golf Course

Turn right on Golf Course to travel north

Turn left on McMahon Blvd

Turn right on Unser

Turn right on Arena Drive; proceed to Rio Rancho Events Center



TICKETING & BOX OFFICE

The Box Office at the Rio Rancho Events Center is fully computerized through Ticketmaster. The ticketing system provides standard and customized promoter reports including ticket audits and settlement reports.

All tickets for admission for any ticketed event scheduled at the RREC must be sold and distributed through the RREC Box Office. The Box Office is fully equipped to staff on location. In addition, tickets are available online at www.RioRanchoEventsCenter.com.

Payments Accepted at the Box Office

The Box Office accepts all major credit cards and cash for ticket purchase.

Box Office Hours

Monday-Friday 10am- 5pm

Refund/Exchange Policy

No refunds or exchanges for tickets purchased for any event. Scalping or selling tickets at or near the Rio Rancho Events Center is prohibited.



Will Call Windows

3001 Civic Center Circle NE. Rio Rancho, NM 87144.
505-891-7300
RioRanchoEventsCenter.com

The Will Call handles all last-minute ticketing. Will Call tickets will be released only to the person whose name appeared on the ticket envelope. Guests may leave tickets at the Will Call window; however, RREC is not responsible for unclaimed tickets. Valid ID is required to pick up all tickets and passes. On purchased tickets the confirmation number and credit card used to purchase will also be required.

Lost or Stolen Tickets

If tickets are lost, stolen, or not received in the mail, customers need to contact the original point of purchase. The RREC will do its best to replace the tickets, but re-issuance of a lost or stolen ticket is not guaranteed. If original tickets purchased can be verified, the Box Office will replace the ticket with a pass that will only be available at the Will Call Window. Valid ID required.

Cancelled or Rescheduled Events

If a performance is cancelled or rescheduled, information is immediately sent to the local media for distribution and placed on our website (www.RioRanchoEventsCenter.com). If an event is cancelled, refunds will be available at the original point of purchase



MARKETING

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Marketing Support

Marketing has a full in-house marketing department who can assist event promoters with all marketing needs. The marketing department can negotiate and place print and broadcast schedules; use internal and external e-mail databases to expand viral marketing efforts; and generate and implement an effective grassroots marketing campaign. In addition, the RREC marketing team can utilize their relationships with local media to generate additional coverage through trade schedules, press release, media pitches and securing interviews.

Group Sales

For most events, groups of 10 or more will receive a discount to ticket sales. RREC in house group sales department actively pursues large groups to purchase tickets for certain events at the arena. Through an established list of group sales contact, a group sales plan can be created to fit almost any event. The group sales department executes each sales plan with viral and telemarketing campaigns to reach the target demographic for each event. RREC offers group pre-sale opportunities, personal one-on-one service, fundraising opportunities, and much more to maximize ticket sales and repeat business. Please contact the Group Sales Manager for more details or visit the group sales information on the RREC website.

Market Information

Rio Rancho is a growing market. Since 2000 Rio Rancho's growth has included the City Center, Rio Rancho Events Center, HP Tech/Sales support center, University of New Mexico West Campus, CNMCC campus location, and Presbyterian Hospital UNM Sandoval Regional Medical Center. Rio Rancho sits approximately 20 miles North of downtown Albuquerque and the ABQ International Sunport.

The median age in Rio Rancho falls right around 35- however, there seems to be two extremes that offset that number. The citizens have a large concentration in young professionals or older retirees who have spent 20+ years in the workforce-mostly outside of NM and are now opting to retire and relax.

- Population as of July 2011 (est.) 89,320,
- Listed among the fastest growing communities in the nation with a 65.4% growth rate between 2000 and 2010
- 2nd lowest crime rate in NM
- Average HHI-\$69,250 within the city limits
- Cost of living falls 4.3% under the national average-making RR an affordable city in which people tend to get more for their money in terms of housing and living expenses.

The Albuquerque Metro area is served by a variety of local television stations reaching approximately 900,000 homes. The major network affiliates are KASA (FOX), KOB (NBC), KOAT (ABC), KRQE (CBS), KNME (PBS), KWBQ (CW), KLUZ (My50), KASY (MNNT).

The Albuquerque Metro area radio airwaves offer a variety of locally produced programming: Clear Channel, CBS Radio, Emmis Communication, and ESPN Radio.



CITY CENTER MARQUEE

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The City Center Marquee will display messages from 5 AM - 11:50 PM daily. The marquee will display no more than 8 unique messages at a time. Meaning that over the course of each hour there will be a maximum of 8 messages that will be displayed every 8 seconds.

DIGITAL CREATIVE GUIDELINES AND SPECS

File Type: JPEG

Color Mode: RGB

Art PIXEL Dimensions: 198 h x 234 w

Make the Text Large: The designs should be simple, clear, and easy to read. You want them to be legible from at least 300 feet away.

Get the Point Across: Simplify everything. Use no more than 10 words on the entire design. This includes logos and taglines as well as the core message.

Design with High Contrast: Do not use subtle font such as script use bold fonts to jump off the design. Use bright, bold contrasting colors. Being subtle does not work at great distances. Do not use white, beige, or neutral backgrounds.

Legible Design



Illegible Design



Choose Images Wisely: If you are using an image take a small object and make it large rather than taking a large object and making it small. Avoid using landscapes or complex scenes. The less visual images the best.

Legible Design



Illegible Design



The examples provided are shown at actual design size. Even though the sign is big, if the design is not legible on your computer it will not be legible on the sign.

SUBMISSION GUIDELINES

Please submit your design to Alex Archuleta at Alex.Archuleta@spectrarp.com

MISCELLANEOUS

Rental Rates

Facility rental rates and equipment are available upon request to the General Manager.

Insurance

Each event must provide public liability insurance with a minimum combined single limit of one million dollars naming: The Rio Rancho Events Center, The city of Rio Rancho, and Global Spectrum as additional insured.

Food and Beverage

All concessions and catering are operated by Spectra Food Services & Hospitality, formerly Ovations. They will work together with the Rio Rancho Events Center to determine the number of stands required. For catering information, please contact Food Services & Hospitality at 505-891-7311 or 505-891-7375.

Parking

Over 1400 parking spaces are available for guest parking. In the loading dock, there is adequate parking for approximately 3- 52' trailers and 5 busses.



Sponsorship

Rio Rancho Events Center owns signage rights inside and outside the arena. Advertising signs or banners promoters wish to display must be pre-approved by the RREC management.

Spectra Partnerships is responsible for all signage at the RREC. Spectra Partnerships is an international sports and entertainment marketing company specializing in the development of contractually obligated revenue for facilities, teams, colleges, municipalities, and sports properties. As a consultant, Front Row develops, implements, and manages the sales process for key revenue sources such as premium seating, Facility Naming Rights, Venue Advertising, Sponsorship Evaluation Analysis, Sponsorship Sales and Vending Rights.

If Requested, Spectra Partnerships would be able to provide professional services dedicated staff and resources to ensure sponsorships are sold and executed in an appropriate manner that is respectful of the organizing committee's needs. Spectra Partnerships currently employs two full time employees at the Rio Rancho Events Center. Spectra Partnerships receives commissions based on selling inventory as set, defined, and created by Front Row Marketing.



SEATING & EVENT CONFIGURATION

End Stage 180

Floor: 2,000

Bowl Seating: 4,731

Total Capacity: 6,731



Center Stage

Floor: 1,424

Bowl Seating: 5,859

Total Capacity: 7,283



Half House

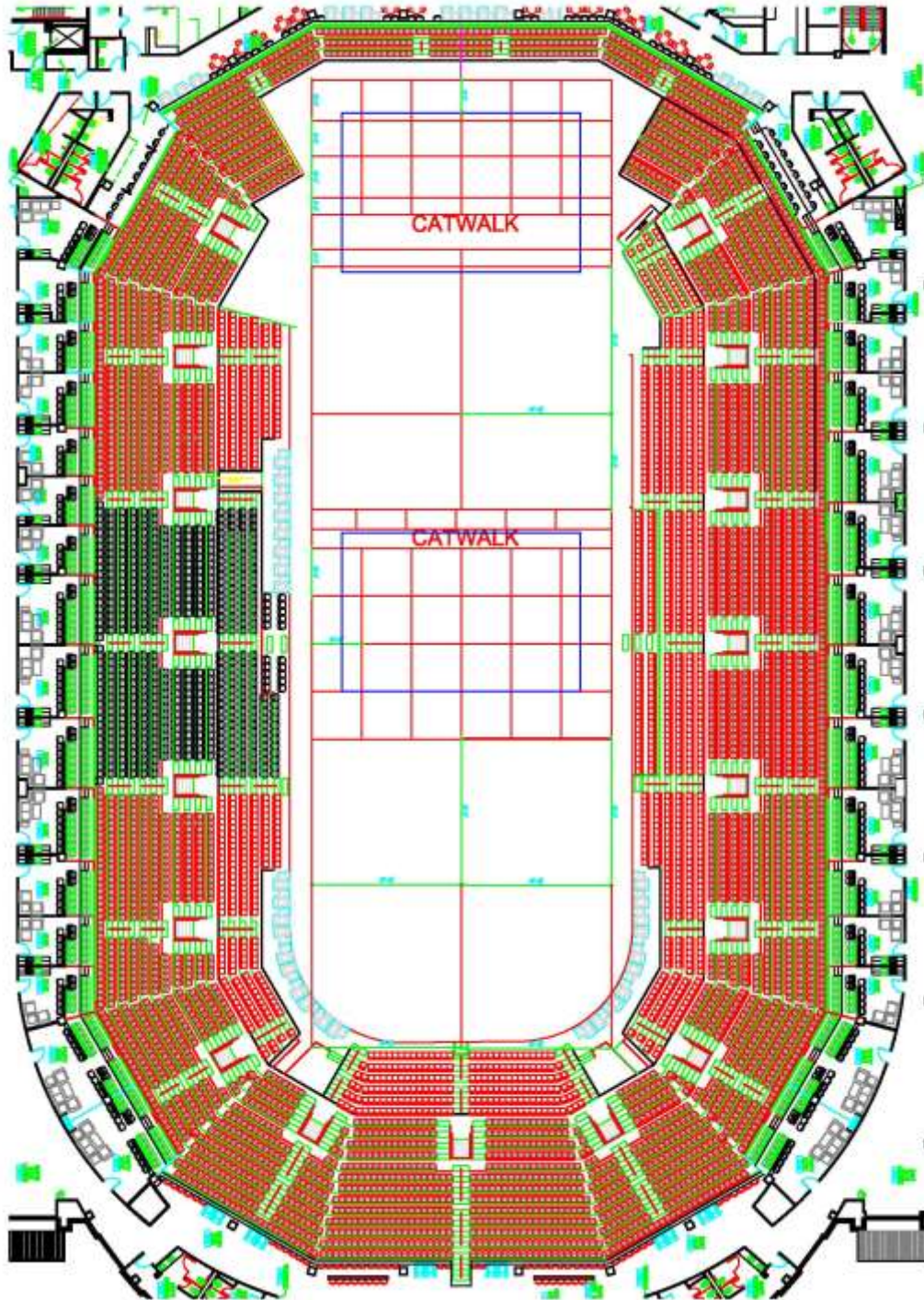
Floor: 672

Bowl Seating: 2,380

Total Capacity: 3,052



PRODUCTION



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Lighting

The in-house lighting system is comprised of bowl lighting and corridor lightening (including event, concourse, and suite level lighting) this is controlled through an ETC lighting system with master control in the Audio-Visual Booths in the suite level of the southwest corner. The main control panel includes capability to shutter the arena bowl sports lights and to douse them completely for an instant blackout. Specific built-in lighting designs and a computer interfaced system in which specific lighting designs can be created or tailored depending on the needs of the event.

Spotlights

Four (4) Lycian Spotlights are available for use. All spotlights are located on the east end of the arena on the catwalk.

Intercom

Rio Rancho Events Center has four (4) in house Clear-Com headset communication systems with strategically located stations. Our intercom system is compatible with other headset communication systems including RTS System.

Video Board

The Rio Rancho Events Center is equipped with Daktronics video board and LED Ribbon Board located on the north and south side of the arena. The video board features video capabilities for special presentations, crowd shots, instant replay, and sponsor opportunities. RREC also has an in-house TV/Video system that includes three (3) cameras. In addition, there are several TV monitors located in the lounges, suites and throughout the concourse level.

The video board graphic dimensions are 464w x 240h. The LED/Ribbon board graphic

dimensions are 2512w x 24h. Both with a 300dpi.

Electricity

All show power at the Rio Rancho Events Center is 3 phase with com loc connections. A house electrician is available for all power connections.

SHOW POWER

LOCATION	Amps	Amount
Catwalk	200	1
Stage Left	200	2
Stage Left	400	1
Stage Right	200	1
Stage Right	400	3
Upstage Center	100	1
Inside Loading Dock Doors	200	2

SHORE POWER

LOCATION	Amps	Amount
South Side of Loading Dock	50	2
Against building	50	3

Load In

Show load in is located on the west end of the Rio Rancho Events Center, approximately 120 feet from the arena floor. RREC has three sunken loading docks with dock plate and automatic levelers. The facility also has an elephant door with a mild ramp up to its entrance. There is adequate parking for approximately 3- 52' trailers and 5 busses.

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Staging

The Rio Rancho Events Center owns a Stage Right portable stage that is available for use. The stage is flexible in location, dimension, and configuration. Stage size is variable to be set as large as 60' x 40' with a height of 4' x 6'. Included in the portable stage system configuration are eighty (80) 4' x 8' decks, thirty (30) 4'-6' frames, two (2) sets of steps, one (1) ADA compatible handicap ramp, railing, and black stage skirt.

In addition, mix staging is available for use. There are six (6) Stage Right z-frames and six (6) 3' x 8' decks. This mix build is adjustable from 9" to 18".

Pyrotechnics

Pyrotechnics are allowed with a permit issued by the Rio Rancho Fire Department. A one-month advance notice is required. There will be a designated room used for storing pyrotechnics. When pyro is used, a Rio Rancho Fire Inspector will be present one hour prior to show and sign out at the end of the show.

Rigging

Height of the entire grid is 50' from arena floor. End stage grid area distances set between the beams are 12'6"- 20'4" wide and 10'4" deep. Maximum load for single span is approximately 5000lbs but can vary from beam to beam. Maximum total show load is 80,000lbs in center grid and 100,000lbs end stage grid.

Dressing Rooms/ Locker Rooms

There are a total of 3 dressing rooms available for show use. Dressing rooms are flexible and vary in size. All rooms are located southeast on the Event level and have shower and restroom facilities.

There are a total of two locker rooms for show use. Each has shower and restroom facilities. There is one production office available, located in the same hallway as the dressing room. Phone lines are available for all back of house rooms for 100 activation fee each.

House Reduction System

Rio Rancho Events Center has a House reduction System with nine motors and three trusses. Curtain is split into 3 sections, center section of 80' x 50', and (2) the wings are 60' x 50' with provision to block additional seating. "blackout" curtains also installed in each vomitory and on all levels as light reduction curtains.

Telephones

Telephones can be installed in any dressing room, locker room and other arena locations. There is a \$100 charge for each line installed. For use of existing land lines, the cost is \$100/day/line. Long distance charges will be billed based on usage.

Forklift

Rio Rancho Events Center owns 2 Toyota forklifts which are available for use. One lift has a 3,500lbs lift, and the other can lift to 4,500lbs. Both have a fork length of 4ft, lift up 17ft. and a fork length of 4ft. Both forks are propane fueled. Extensions are available.

RULES & REGULATIONS

Guest Rules

Rio Rancho Events Center strives to provide its guests with a safe, comfortable, and enjoyable atmosphere. Therefore, the RREC has established the following guidelines:

1. Guests interfering with other guests' ability to enjoy the events may be subjected to ejection
2. Guests using foul or abusive language, or inappropriate or unacceptable gestures may be ejected from the Events Center
3. Guests appearing impaired may be ejected from the RREC and turned over to the authorities

Leaflets/Brochures

Distribution of any printed materials or selling of any items is prohibited on the Rio Rancho Events Center grounds, including the parking lots, walkways, and inside the facility unless permission from Rio Rancho Events Center management has been granted.

No Re-Entry Policy

Once a guest or patron leaves the Event Center during an event, there is no re-entry permitted unless another ticket is purchased.

Re-Selling of Tickets

Re-selling of tickets by private parties is prohibited on the Rio Rancho Events Center's properties.

Selling of Illegal Merchandise

Selling of illegal merchandise (merchandise not solid under the approval of Rio Rancho Events Center management) is prohibited on RREC's property as well as by the city ordinance.

Smoking

Smoking is not permitted inside the Rio Rancho Events Center or within 25' of the facility. A designated smoking area is available on the Northeast corner of the concourse level.

Alcohol

Alcohol is available in concession stands or through catering purchase from Spectra Food Services & Hospitality.

Cameras and Recording Devices

As a rule, only personal non-professional cameras are permitted. No audio, video or professional cameras of any kind are allowed without management approval.

Items NOT Permitted:

- Helium balloons
- No adhesive tape on walls, seats, or any equipment in the arena
- Nails and screws are not to be driven into the RREC's floor, ceilings, chairs, and walls
- Vehicles are not permitted in the facility without prior written approval.
- Backpacks
- Outside food and Beverage
- Animals or Pets
- Laser Pointers
- Weapons (knives, guns, spikes, etc.)
- Knives
- Fireworks
- Drugs or Drug Paraphernalia

LOCAL SERVICES

ACCOMADATIONS

Hilton Garden Inn

1771 Rio Rancho Boulevard SE
Rio Rancho, NM 87124
(505) 896-1111

HOSPITALS

Presbyterian: Rio Rancho

4005 High Resort Blvd. SE
Rio Rancho, NM 87124
505-462-6000

Lovelace Westside Hospital

10501 Golf Course Rd. NW
Albuquerque, NM 87114
505-727-2000

UNM SRMC

3001 Broadmoor Blvd NE
Rio Rancho, NM 87144
505-994-7000

RESTAURANTS

These are just a few of the great restaurants in Rio Rancho located just minutes from RREC. For a complete listing go to:

VisitRioRancho.org/dining

Joe's Pasta House

3201 Southern Blvd. SE
Rio Rancho, NM 87124
Phone: (505) 892-3333

O'Hare's Grille & Pub

4100 Southern Blvd. SE
Rio Rancho, NM 87124
Phone: (505) 896-0123

The Local Brewhouse

300 Unser Blvd SE
Rio Rancho, NM 87124
Phone: (505) 994-2007)

Turtle Mountain Brewing Co.

905 36th Place SE
Rio Rancho, NM 87124
Phone: (505) 994-9497