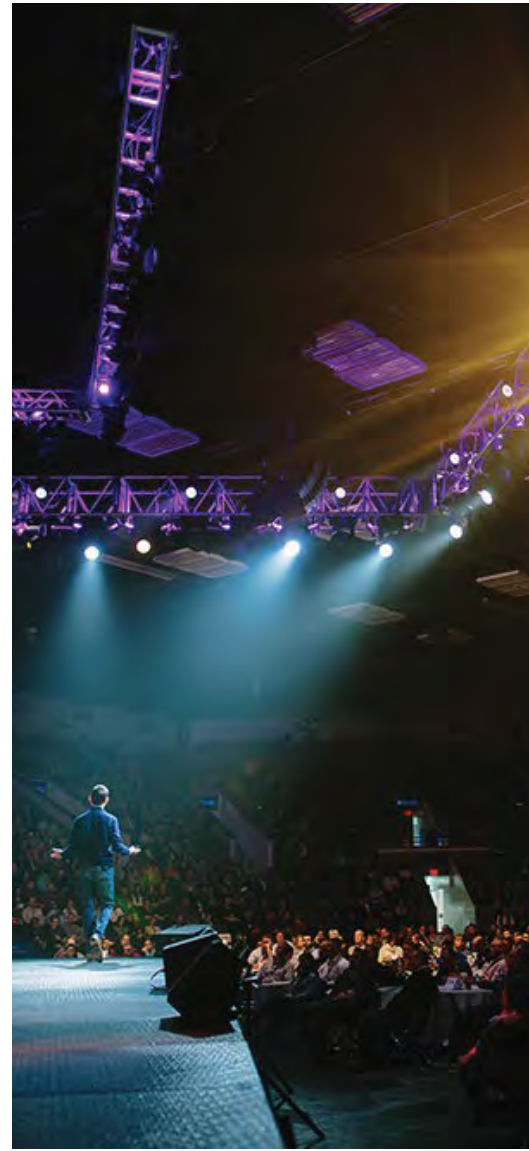




# VENUE TECH PACK

HOSPITALITY FIRST | PROFESSIONAL EVENTS ALWAYS



# OUR TEAM



**Rob Underwood**  
**General Manager**  
269.226.0364  
RUnderwood@  
wingseventcenter.com

We are Wings Event Center.

We believe we are a hospitality company first and professional event venue second, a concept which sets us apart from many other event venues throughout the country. We are proud to deliver great service in addition to our expertise in event management.

As a venue we offer entertainment options such as concerts, professional hockey, family shows, leadership conferences, recreational activities, expos, and much more. We are able to host events of any size in our three full size arenas featuring unique and flexible spaces. With strong connections fostered with local businesses and media partners, we are your ideal partner in creating successful events. **We want you to bring your vision to life.**



**Emilie VanderLaan**  
**Special Events Manager**  
269.488.8154  
EVanderLaan@  
wingseventcenter.com



**Josh Reames**  
**Food & Beverage**  
269.488.8156  
JReames@  
wingseventcenter.com



**Callie Greenwald**  
**Box Office Manager**  
269.226.0388  
CGreenwald@  
wingseventcenter.com



**Kaitlin Feddema**  
**Marketing Associate**  
269.488.8153  
KFeddema@  
wingseventcenter.com

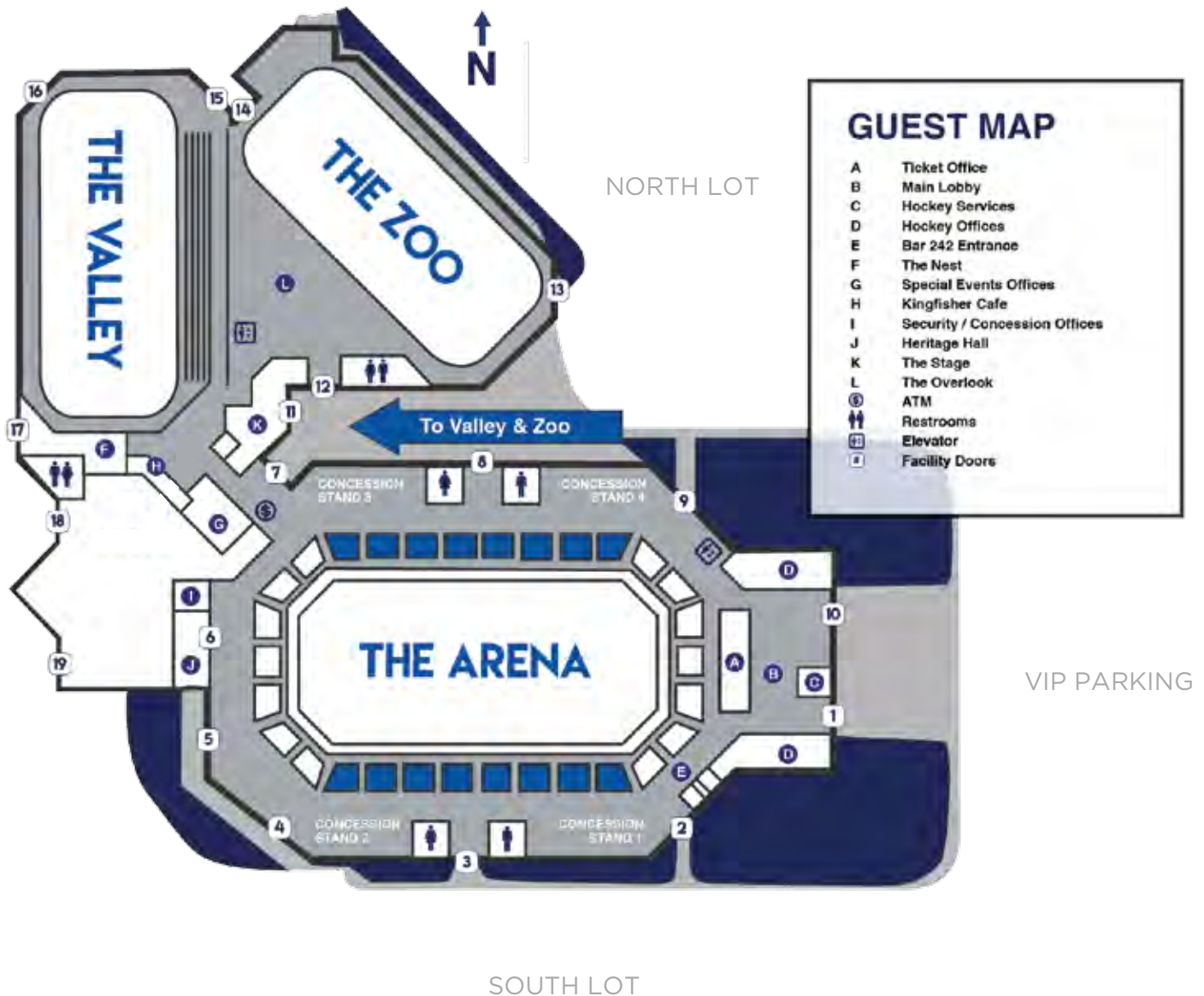


**Karen Winkle**  
**Facilities and Operations**  
269.488.8153  
KWinkle@  
wingseventcenter.com

# VENUE INFORMATION

## WINGS EVENT CENTER

3600 VANRICK DRIVE, KALAMAZOO MI 49001



## PARKING

**Total Capacity:** 1552

**Total Handicap:** 41

**North Lot** 784 Capacity, 777 Regular, 7 Handicap

**South Lot** 707 Capacity, 697 Regular, 10 Handicap

**VIP Parking** 61 Capacity, 37 Regular, 12 Handicap, 12 Temporary Handicap

# EQUIPMENT

## BARRICADE

QTY

8' Bike Rack.....	31
6' Bike Rack	
Blow Through.....	29

## CHAIRS

Silver Folding Concert Chairs.....	1200
Padded Banquet Chairs.....	300

## FLOORING

PortaFloor Pro in Green.....	1
Wood Floor.....	3
Homosote.....	1
Sport Court.....	2

## PIPE & DRAPE

3'T Pipe & Drape.....	800'
8'T Pipe & Drape.....	800'

## STAGING

Stage Flooring.....	106
Stage Staircase.....	2
Staging Steps.....	2
Staging Legs.....	34
Staging Rails.....	20

## TABLES

8' Mity Lite.....	160
6' Round Mity Lite.....	8
8' Wood.....	32
6' Wood.....	5

## MISCELLANEOUS

A-Frame Signs.....	20
Floor Lamps.....	8
Stanchions.....	85'
Cornhole Game Sets.....	6
Bath Towels.....	150
Stage Towels.....	200
Black Full Length Linen.....	125

\* We are happy to purchase more as needed.

# AUDIO VISUAL INFORMATION



## HOUSE SOUND SYSTEM

The house sound system is state of the art 3 layer array clusters. In the main arena twelve (12) in total. The main audio board is in the control room but we also have an XLR port in the PA booth, between the penalty boxes for your convenience. This will allow you to bring in your own audio mixing console and plug directly into the house system. We have the ability to play separate music or arena audio on the concourse. We can even record a custom greeting to be played on the loud speakers outside the Event Center to greet your guests.

## MAIN SYSTEM LOUDSPEAKERS

Distributed loudspeaker clusters for main seating.

Main system and features

Main operator controls including amplifier, mixing board, and signal processing electronics in Control Room above section 8.

Operator controls include the ability to turn off loudspeaker zones for various seating configurations. (When Console is on network)

The overall system provides music production from a variety of sources

In the control room there is a 1/8th inch jack for your computer or any other music playing device.

As well as on in the PA booth for immediate access to the floor/ice.

## HOUSE CLEAR-COM

The house clear-com headset system is a 2-channel, fully matrixed hard-wired system to many locations throughout facility: PA booth, control room, all four (4) spot lights and one (1) wireless pack.

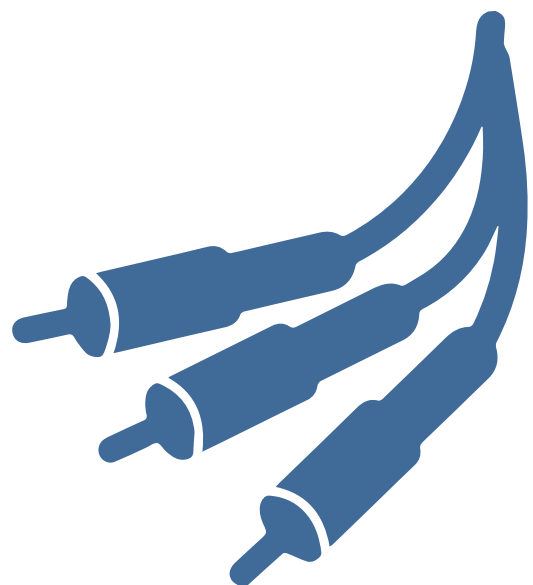
## LIGHTING

House Lighting

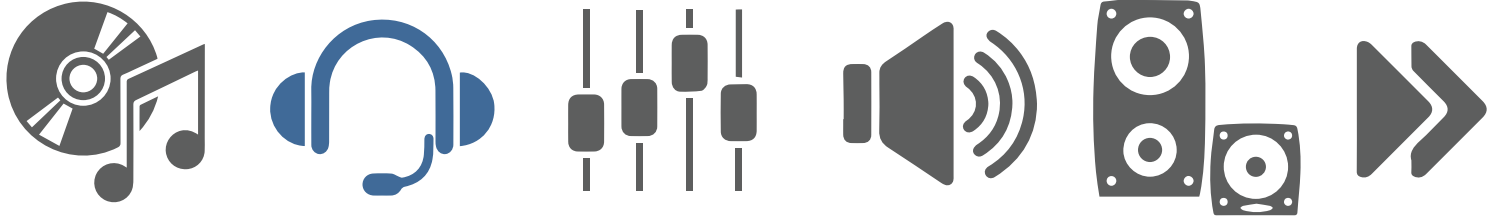
House lighting is controlled by a breaker panel in the control room. Spots over the seats and fluorescence over the floor.

## SPOTLIGHTS

The Arena owns (4) spotlights available for use two (2) are located in the control room and broadcast booths, the other two are on platforms at the south end.



# AUDIO VISUAL INFORMATION



## HOUSE AUDIO

The Talking Stick Resort Arena sound reinforcement system consists of Martin line array configured (in the round), and controlled by Crown IQ software. Other equipment includes the following:

## MAIN AUDIO SYSTEM

Console  
Yamaha M7CL-32 with Aviom AN-16/o  
Speakers  
48 Martin W8LC  
20 Martin W8LM  
24 Martin WSX Subwoofers  
Power Amps  
42 – Crown I-Tech 4000  
6 – Crown VZ 5000 with IQ-USP3  
4 – Crown VZ 2402 with IQ-USP3

## ADDITIONAL AUDIO GEAR

Consoles  
Mackie VZ 16  
Mackie VZ 20  
Wireless  
Sennheiser G3 Series  
Getner Hearing Impaired Transmitter  
Playback  
Dennon CD/Cassette Deck  
Tascam CDR  
Speakers  
2 – JBL JRX115  
2 – EV 12" with 1" floor monitors  
COMMUNICATIONS  
Clear Com including a TW12B interface

## DIGITAL RECORDING SUITE

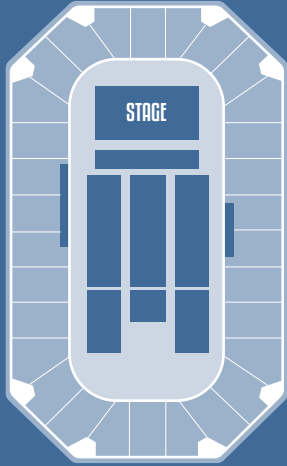
Digital recording and audio editing utilizing  
Samplitude, Vocal Iso booth.  
In House Video Production (for live coverage)  
4 Sony HD Cameras  
2 hand held with 20x zoom lenses  
2 hard camera with 70x zoom lens  
SONY HD SWITCHER  
2 Sony MAV 777 Replay  
Tape playback  
XDCAM HD  
Sony HDCAM  
DIGIBETA  
NOTE: House video is all HD 16×9

## SCOREBOARD

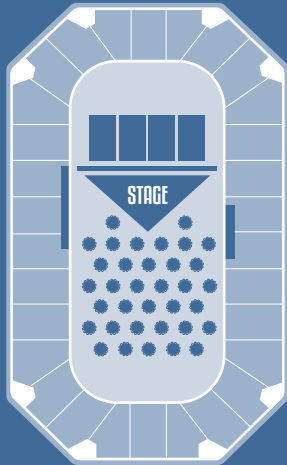
Four (4) sided Viacom 16×9 LED with white  
way scoring availability.  
Four (4) additional Viacom 10 ×13 LED  
video walls.

# FACILITY RENTAL SCALABILITY

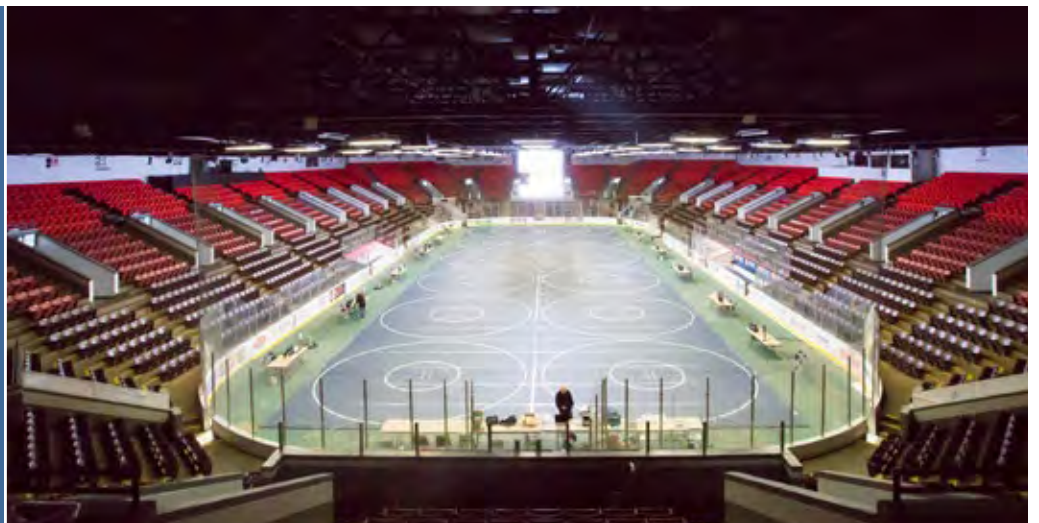
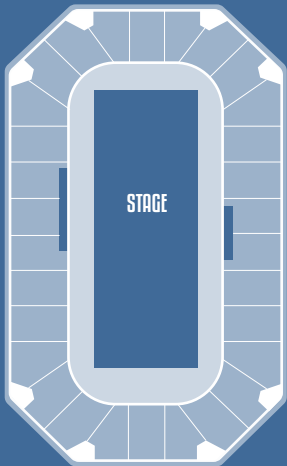
Gabriel Iglesias Capacity: 4800



Catalyst University Capacity: 2000



MYWA Wrestling Capacity: 5000



# FACILITY RENTAL THE ARENA

## Dimensions:

- The NHL-sized ice surface is **17,000** square feet (85' wide by 200' long).
- Maximum capacity: **6,323**
- The Concourse has over **9,000** square feet with an additional **4,200** square feet in the Lobby.

## Arena Seating:

- Wings Event Center has **5,113** permanent seats for hockey and similar events.
- Seating for special events is flexible and varies by event type.

## Loading Area:

- Two loading docks  
*Both 10' high by 8' wide.*
- One ground level entrance  
*14' high by 12' wide.*
- Access to arena floor through Zamboni tunnel  
*9'6" by 12".*

## Power Services:

- 3-Phase 600 amp and 200amp in Zamboni tunnel.
- 3-Phase 600 amp additional auxiliary.
- 3-Phase 100 amp behind arena.

## Ceiling Height:

33' to low steel; 43' to high steel.

## Other Features:

- Multiple food and beverage stands; two concourse level full service bars.
- **40' x 12.5' x 9.5'** video board.
- LED highway marquee on Interstate 94.
- Full complement of **event staff** including ushers, security, EMT, parking, housekeeping and building services.
- Two premium **dressing rooms** with an additional four locker rooms.
- Two **production offices** equipped with Wi-Fi.
- Catering room with a 30-person capacity.



## HI! I'M EMILIE.

If it's event detailing you want, I got it!  
Got questions? Let me know!

**Emilie VanderLaan**  
Special Events Manager

269.488.8145  
EVanderLaan@  
wingseventcenter.com



# FACILITY RENTAL THE VALLEY



## Dimensions

- The NHL-sized **ice surface** is just under **17,000** square feet (*85' wide by 200' long.*)
- Maximum Capacity: **2,080**
- The space overlooking the ice is **779** square feet.
- The **bleacher area** is retractable creating additional floor space of **22'** wide by **150'** long.
- The **Nest** is **2,600** square feet of private bar space overlooking the **Valley**.

## Arena Seating

- The **Valley** has bleacher seating capacity of approximately 800. For general admission events and festival style setup, the **Valley** can accommodate up to **2,800** people.

## Loading Area

- Two loading docks  
*Both 10' high by 8' wide.*
- One ground level entrance  
*14' high by 12' wide.*
- Access to arena floor through Zamboni tunnel  
*8'8" high by 12' wide.*
- Northwest entrance  
*14' high by 12' wide.*

## Power Service

- 3-Phase 200amp in Zamboni tunnel.
- 3-Phase 100 amp near dressing rooms.
- Single phase 400 amp in arena.
- 600 amp auxiliary mobile transformer.

## Ceiling Height

23' to low steel.

# FACILITY RENTAL THE ZOO

## Dimensions

- The NHL-sized **ice surface** is **17,000** square feet.  
*(85' wide by 200' long)*  
Maximum capacity: **1,800**
- The **Overlook** (with overhead view of the ice) is 5,093 square feet.

## Arena Seating

- **The Zoo** has limited seating capacity. Seating for special events is flexible and varies by event type.
- Temporary bleacher rental optional

## Loading Area

North entrance  
*8'8" high by 10' wide.*

## Power Services

- 3-Phase 200 amp in Zamboni tunnel.
- 3-Phase 100 amp.
- Single phase 400 amp in arena.
- 600 amp auxiliary mobile transformer.

## Ceiling Height



# PRIVATE EVENT SPACES

Space	Room Length (ft)	Room Width (ft)	Room Height (ft)	Room Area (sq ft)
Heritage Hall	47	15	9.5	705
<b>The Nest</b>	<b>62</b>	<b>20</b>	<b>9</b>	<b>1,240</b>
Bar 242	44	34	8	748
<b>The Overlook</b>	<b>86</b>	<b>22</b>	<b>8</b>	<b>1,892</b>
The Stage	105	97	8.5	5,093
<b>Coach's Room</b>	<b>23</b>	<b>23</b>	<b>8.5</b>	<b>529</b>
Valley Lobby	41	19	9	779
<b>Wings Lobby</b>	<b>46</b>	<b>92</b>	<b>22</b>	<b>4,232</b>
Concourse	X	X	X	9,000

# SERVICE MARKETING

We want you to sell out your event, and have a number of platforms to help you do just that. From physical signage to digital avenues, trust us to get the word out for you. Take a peek at our statistics and specifics for show artwork, and we will proudly display the message around our venue and all its platforms.

## OUR DIGITAL PRESENCE

*(updated April 2016)*

### Website

30,000 unique visitors monthly

### Email Database

38,381 active emails

### Social Media

16,380 Facebook fans

1,048 Twitter followers

522 Instagram followers



## HI! I'M KAITLIN.

I'm your marketing guru.  
Got questions? Let me know!

### Kaitlin Feddema

Marketing Associate

269.488.8153

KFeddema@

wingseventcenter.com

## SPECIFICS FOR OUR PROMOTIONAL PLATFORMS

### Stadium Digital Signage Graphics

24 Concourse Monitors

Optimized at 72 dpi PNG format

1920 x 1080px

### Digital Scoreboard

*Video*

1057 x 322px

29.97fps

.mp4 format

*Still images*

1057 x 322px

PNG format

### Website Graphics

Optimized at 72 dpi PNG format

Main Feature: 1050 x 500px

Event Images: 500 x 500px

Thumbnail Icon: 150 x 150px

### Facebook Graphics

Optimized at 72 dpi

JPEG or PNG format Newsfeed

Post: 1200 x 630px

Cover Photo: 851 x 315px

### Email Blast Graphics

Optimized at 72 dpi

PNG or JPEG format

600 x 700px

### Digital Highway Sign Graphics

60,000 weekly impressions

Optimized at 72 dpi

JPEG format

1152 x 729px



Want to hang posters and distribute flyers around the greater Kalamazoo community? Ask us about our **street team**.

# SERVICE MARKETING

We are proud to be your marketing partner in supporting the success of your show. Our local market relationships and knowledge of the area makes us the ideal extension of your team. We provide you access to our promotional avenues as well as our preferred media vendor in the area. Some of our partnerships include:



## Billboards

Adams Outdoor Advertising  
Liberty Media  
Outfront Media



## Radio

Townsquare Media  
*WRKR, WKFR, WKMI, 102.5*  
Midwest Communications  
*WNWN, WQLR, WZOX, WKZO*  
Forum Communications  
*WZUU, WQXC*  
Impact Radio  
*WLKM, WRCI*  
iHeartMedia  
*B93.7, STAR105.7, ROCK101.7*  
Mid-West Family Broadcasting  
*WCSY, WCXT, WIRX, WSJM, WYTZ*  
Pandora Online Radio



## Cable/Television

Spectrum Reach  
Comcast  
WWMT Newschannel 3/CW7/CBS  
FOX 17 News  
WOOD-TV8/ABC/NBC



## News Print/ Online

MLIVE/Kalamazoo Gazette  
MiBiz

## Magazine

Encore  
KZOO Kids  
Smash Magazine  
Women's Lifestyle  
Kalamazoo Visitor's Guide



# OUR MEDIA REPRESENTATIVES



## OUTDOOR ADVERTISING

Will Kaeding  
**Adams Outdoor Advertising**  
269.342.9831  
wkaeding@adamsoutdoor.com

Nathan Roschek  
**Liberty Media**  
269.375.4951  
libertymediaadvertising@gmail.com

Steve Arnest  
**Outfront Media**  
269.217.0228  
steve.arnest@outfrontmedia.com



## RADIO

Deb Young  
**Townsquare Media**  
269.978.2112  
debby.young@townsquaremedia.com

Cindy Ireland  
**Midwest Communications**  
269.209.5595  
cindy.ireland@mwcradio.com

Tim Bontrager  
**Forum Communications**  
269.343.1717  
timb@wqxc.com

Kathy Stiver  
**Impact Radio**  
269.278.1815 ex)104  
kstiver@wlkm.com

Lindsay Veenstra  
**iHeart Media**  
616.776.5563  
lindsayveenstra@iheartmedia.com

Bob Bucholtz  
**Mid-West Family Broadcasting**  
269.925.1111  
bbucholtz@wsjm.com

Nicole Shastri  
**Cumulus Radio**  
616.855.8356  
nicole.shastri@cumulus.com

Anders Dahlberg  
**Kalamazoo's NPR**  
269.387.5647  
andersdahlberg@wmich.com

Nick Kwasny  
**Pandora Radio**  
510.844.0443  
nkwasny@pandora.com



## CABLE/TELEVISION

Trey Warren  
**Spectrum Reach**  
269.353.0904  
trey.warren@mwcradio.com

David Horner  
**Comcast Grand Rapids**  
616.575.1206  
david\_horner@cable.comcast.com

Toni Finelli  
**WWMT CBS Affiliate**  
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# OUR MEDIA REPRESENTATIVES

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**FOX 17 News**  
616.447.5229  
jteague@  
fox17online.com

Nate Harte  
**WOOD-TV8**  
**NBC Affiliate**  
616.771.9661  
nathan.harte@  
woodtv.com



## NEWS PRINT/ONLINE

Cody Livingston  
**MLIVE**  
**Media Group**  
269.312.2866  
clivingston@  
mlive.com

Shelly Keel  
**MiBiz**  
248.996.7364  
skeel@  
mibiz.com

Celeste Statler  
**Kalamazoo**  
**Visitor Guide**  
269.569.4723  
celeste.statler@  
gmail.com



## MAGAZINE

Jill Piwko  
**KZOO Kids**  
269.254.1721  
jill@  
kzookids.com

Celeste Statler  
**ENCORE**  
**Magazine**  
269.569.4723  
celeste.statler@  
gmail.com

Robin Cunningham  
**SMASH Magazine**  
269.986.3912  
smashmag@  
live.com

Ruth Ann Dibert  
**Womens Lifestyle**  
**Magazine**  
269.271.1032  
radibert@  
wlskazoo.com

John Bowman  
**Great Deals**  
**Magazine**  
269.720.1946  
john@  
greatdealsmagazine.com

Kelli Belanger  
**REVUE**  
**Magazine**  
616.706.8196  
kbelanger@  
revuewm.com

Joe Amat  
**269 Magazine**  
269.364.1783  
joeamat269@  
gmail.com

# AREA INFORMATION KALAMAZOO



## WE LOVE OUR CITY!

Located 147 miles from Chicago, and 139 miles from Detroit, Kalamazoo is a thriving metropolis of 75,000 residents. The city is easily accessible from both I-94 and U.S. 131, which span across the state East to West and North to South. Kalamazoo is home to a vibrant downtown with things to do, see, and explore. For more information, visit [DiscoverKalamazoo.com](http://DiscoverKalamazoo.com).

## RESTAURANTS

According to [TripAdvisor](https://www.tripadvisor.com), these are the best restaurants in our area!

### FOOD DANCE CAFE

401 E Michigan Ave  
Kalamazoo, MI 49007  
269.382.1888

### BELL'S ECCENTRIC CAFE

355 E. Kalamazoo Ave  
Kalamazoo, MI 49007  
269.382.2332

### ERBELLI'S GORMET PIZZA

6214 Stadium Drive  
Kalamazoo, MI 49009  
269.375.0408

### CROW'S NEST

816 Westnedge Ave  
Kalamazoo, MI 49008  
269.978.0490

### RUSTICA

236 S Kalamazoo Mall  
Kalamazoo, MI 49007  
269.492.0247

### KALAMAZOO BEER EXCHANGE

211 East Water Street  
Kalamazoo, MI 49009  
269.532.1188

### GONZO'S BIGGDOGG BREWING

140 S Westnedge Ave  
Kalamazoo, MI 49007  
269.382.2739

### BRAVO! RESTAURANT & CAFE

5402 Portage Road  
Kalamazoo, MI 49002  
269.344.7700

### SHAWARMA KING

1441 S Drake Road  
Kalamazoo, MI 49006  
269.375.3900

### THE STUDIO GRILL

312 W Michigan Ave  
Kalamazoo, MI 49007  
269.341.4100

### ONE WELL BREWING

4213 Portage Street  
Kalamazoo, MI 49001  
269.459.9240

### ZAZIOS

100 W Michigan Ave  
Kalamazoo, MI 49007  
269.384.2650

### SAFFRON

1710 West Main Street  
Kalamazoo, MI 49006  
269.381.9898

### OLDE PENINSULA BREWPUB

200 E Michigan Ave  
Kalamazoo, MI 49007  
269.343.2739

### RAY RAY'S ITALIAN BEEF & SAUSAGE

1715 Miller Road  
Kalamazoo, MI 49009  
269.381.6138

### OLD BURDICKS BAR & GRILL

100 West Michigan Ave  
Kalamazoo, MI 49007  
269.226.3192

### BOLD RESTAURANT & CATERING

6915 West Q Avenue  
Kalamazoo, MI 49009  
269.375.8551

### SOPHIA'S HOUSE OF PANCAKES

4700 Stadium Drive  
Kalamazoo, MI 49008  
269.372.3900

### THE UNION

125 S Kalamazoo Mall  
Kalamazoo, MI 49007  
269.384.6756

### ARCADIA ALES

701 East Michigan Ave  
Kalamazoo, MI 49001  
269.276.0458

### WEBSTER'S PRIME

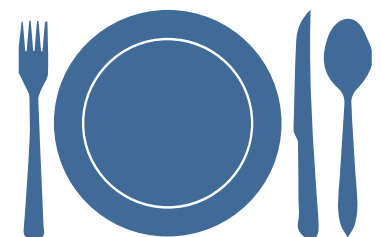
100 W Michigan Ave  
Kalamazoo, MI 49007  
269.343.4444

### THE WINE LOFT

161 E Michigan Suite 100  
Kalamazoo, MI 49007  
269.343.9227

### EPIC BISTRO

359 S. Kalamazoo Mall  
Suite 103  
Kalamazoo, MI 49007  
269.342.1300



# AREA INFORMATION KALAMAZOO

## PREFERRED HOTEL



at Kalamazoo Center  
100 W. Michigan Ave.  
Kalamazoo, MI 49007  
269.343.3333

As our sister property, the Radisson is able to offer competitive group rates to promoters for traveling acts and crew members, as well as to event participants. Call us to learn more.

## HOTELS

According to [TripAdvisor](#), these are the best hotels in our area!

### MICROTEL INN & SUITES

5597 S 9th Street  
Kalamazoo, MI 49009  
888.293.6798

### RADISSON PLAZA HOTEL

100 West Michigan Ave  
Kalamazoo, MI 49007  
866.794.7985

### HAMPTON INN KALAMAZOO

2610 Airview Blvd.  
Kalamazoo, MI 49001  
855.271.3622

### CANDLEWOOD SUITES

3443 Retail Place Drive  
Kalamazoo, MI 49048  
877.859.5095

### HAMPTON INN OSHTEMO

5059 S 9th Street  
Kalamazoo, MI 49009  
855.271.3622

### HOMEWOOD SUITES

500 Trade Centre Way  
Portage, MI 49002  
844.394.9582

### STAYBRIDGE SUITES

2001 Seneca Lane  
Kalamazoo, MI 49003  
877.859.5095

### HOLIDAY INN EXPRESS

3630 East Cork Street  
Kalamazoo, MI 49001  
877.859.5095

### TOWNEPLACE SUITES

5683 S 9th Street  
Kalamazoo, MI 49009  
269.353.1500

### COURTYARD BY MARRIOTT

400 Trade Centre Way  
Portage, MI 49002  
269.382.5808

### AMERICINN HOTEL & SUITES

1550 E Kilgore Road  
Kalamazoo, MI 49001  
269.220.6334

### FOUR POINTS BY SHERATON

3600 E Cork Street  
Kalamazoo, MI 49001  
269.385.3922

### RED ROOF INN - WEST

5425 West Michigan Ave  
Kalamazoo, MI 49009  
269.375.7400

### RESIDENCE INN

1500 Kilgore Road  
Kalamazoo, MI 49001  
269.349.0855

### FAIRFIELD INN

6420 Cracker Barrel Drive  
Kalamazoo, MI 49009  
269.353.6400

### HOLIDAY INN

2747 S 11th Street  
Kalamazoo, MI 49009  
877.859.5095

### BEST WESTERN

2575 S 11th Street  
Kalamazoo, MI 49009  
800.568.8520

### RED ROOF INN EAST

3701 East Cork Street  
Kalamazoo, MI 49001  
269.382.6350

### COUNTRY INN & SUITES

1912 East Kilgore Road  
Kalamazoo, MI 49002  
866.790.9629

### BAYMONT INN & SUITES

3800 East Cork Street  
Kalamazoo, MI 49001  
800.337.0300





THANK YOU.



## WINGS EVENT CENTER

3600 Vanrick Drive  
Kalamazoo, MI 49001

269.226.0364  
[wingseventcenter.com](http://wingseventcenter.com)

[Facebook.com/WECKzoo](https://www.facebook.com/WECKzoo)  
[Twitter.com/WECKzoo](https://twitter.com/WECKzoo)