

**THE MOSCONE WEST  
HANDBOOK FOR  
*Meeting Planners  
and Show Managers***

---

800 Howard Street  
San Francisco, California 94103  
(415) 974-4000 Phone, (415) 974-4073 Fax  
**[www.moscone.com](http://www.moscone.com)**



Private Management for Public Facilities

# Table of Contents

<b>Welcome</b>	3		27
		Copyrights	27
		Permits	27
<b>Frequently Asked Questions</b>	4	Sound Permit	27
<b>Meet Your Team</b>	7	California Seller's Permit	28
Event Manager	7	Health Permit	30
Engineering	8	Union Labor	30
Building Security	8	Vehicles	31
Housekeeping	8		
First Aid Services	8	<b>General Facility Information</b>	32
Operations	9	Union Labor Requirements	32
Recycling	9	Audio Visual Services	33
Food and Beverage	9	Moscone West Sound System	33
Sales and Marketing	10	Labor for Microphones	33
Facility Services	11	Electrical and Plumbing	34
Theatrical Services	12	Freight Ramps/Loading Docks	34
		Hours of Operation	34
<b>Timeline of Important Dates</b>	13	EAC Check-in Area	35
		Parking	35
<b>"I Have to Pay for That?!"</b>	14	Badges for Contractor Personnel	35
Room Sets and Changeovers	14	Business Center	35
First Aid Services	15		
Coat/Parcel & Airline Check-in Service	16	<b>APPENDIX</b>	
Sound Systems	16		
Telecommunications	16	<b>Helpful Advice for Planners</b>	37
General Sessions/Production	16		
Recycling and Donations	17	<b>Working With Convention Centers</b>	38
Trash Removal	17		
Water Service	18	<b>Approved Security Contractors</b>	41
Equipment Inventory	18		
		<b>Local Non-Profits</b>	42
<b>Equipment Inventory List</b>	19		
		<b>Recycling Programs</b>	43
<b>Do's Don'ts and Reasons Why</b>	20	<b>Medical/Hazardous Waste Disposal</b>	44
Damage to Facilities	20		
Exhibit Floor Lighting	21	<b>Policies for Protecting Carpet</b>	45
Freight Deliveries	21		
Hand-carried Freight	21	<b>Audio Recording Information</b>	46
Floorplan Approval	21		
Signage, Banners, Window Graphics	22	<b>Americans with Disabilities Act</b>	47
Smoking Policy	23		
Unsold Exhibit Space	23	<b>Facilities Telephone List</b>	47
Exhibits in Carpeted Areas	23		
Rigging	23	<b>Novelty and Program Sales</b>	49
Security	24		
Decorative Materials	24	<b>Fire Management Plan</b>	50
First Aid Center	25		
Use of Pyrotechnics, Hazers, Confetti	25	<b>"Facsimile" a Work of Public Art</b>	57
Canons	25		
Food and Beverage Guidelines	26	<b>Facts at a Glance</b>	58
Crate Storage	26		
Exhibit Floor	27		

## Welcome to Moscone West!

We offer you a warm welcome to San Francisco's newest convention facility, **Moscone West**. We look forward to the coming months when **we will work together as a team** to help you plan and produce your most successful convention or tradeshow ever here in San Francisco.

In order to deliver the kind of successful meeting and exhibit activities your attendees and exhibitors expect, **a smooth and well-coordinated relationship between our staff and yours is essential**. In helping establish just this kind of link, we assembled this handbook as a resource for producing your event efficiently as we work together over the coming months.

**Don't think of this booklet as just another piece of required reading**. Think of it as a friendly primer, designed to make your job easier. It'll answer your questions, prompt you by suggesting timelines and deadlines throughout the planning process, offer definitions which should help us speak the same language along the way, introduce you to those rules and regulations intended to protect us both, and offer helpful advice for each step in the process.

You may be a veteran, having already worked with us in Moscone North and South. Or you may be planning your first event here in San Francisco or at our facilities. Perhaps this is the first time you've worked with a convention center anywhere. While much of the material in this handbook is similar to that for Moscone North and South, **there are important differences that apply to Moscone West**. This handbook is based on the premise that we can never provide too much information and supports the premise that there's no such thing as a dumb question. If you have questions not addressed here, let us know. We'll make sure you get a prompt, complete answer.

Once the space in our facilities has been reserved and you've signed a license agreement for its use, **our Events Division becomes your primary source of information**. Approximately 18 months prior to your event you'll be assigned an Event Manager to work with on every aspect of the planning process. If you have questions prior to that time, we encourage you to call our Events Division at (415) 974-4016. A staff member is always here to talk with you.

Most of the information you will need in planning your event is also available on our website, [www.moscone.com](http://www.moscone.com), including an online version of this handbook.

In the meantime, read on. Remember, this handbook is intended to be a friendly guide to our successful working partnership.

## FREQUENTLY ASKED QUESTIONS

### **“MOSCONE WEST...IT’S NEW, IT’S BEAUTIFUL, IT’S FLEXIBLE, IT’S VERTICAL... SO WHAT ELSE DO WE NEED TO KNOW?”**

Anytime we encounter something that is truly new and different, it’s helpful to know what questions others are asking – largely because we are likely to have at least some of the same questions. So we thought we’d begin by answering some of the most **frequently asked questions** we’ve been hearing from our customers, service contractors, and members of our staff about Moscone West.

**FAQ:** *Our exhibit program will need some space beyond the main floor exhibit hall. How can we best use some of the second level for exhibits given the fact that we also will have meetings on that floor?*

**ANSWER:** That’s where Moscone West’s flexible design comes in handy. There are two options for dividing either the second or third floor between exhibits and meetings. The space can be divided along either a north/south axis or an east/west axis. But that division needs to occur in a specific area so that the movable walls will be positioned correctly. Be sure to discuss the specifics with your event manager before you develop a floorplan for the space, as we can definitely help you do it right.

Depending on how you divide the space, there may be some impact on the use of one or two meeting rooms. This is due to the exiting requirements, and we’ll work with you in accommodating both your exhibit and meeting needs on any floor.

**FAQ:** *We understand that elevators are used to move everything onto the exhibit floor. Are there any issues we need to plan for because of the vertical freight movement?*

**ANSWER:** There are four large, high capacity freight elevators that will move everything from the freight level to all three floors of function space. Two are located at the west end of the loading dock area and are designed to accommodate 20,000 and 30,000 pounds respectively to all floors. The second set is located between the lobbies and the east end of the function space on all three floors, and each has a capacity of 20,000 pounds. This way the move in/out can take place from both ends of the building at the same time, with one set positioned to directly serve the lobby areas as well as the main function areas. There are also two service elevators located adjacent to the west freight elevators for moving lighter loads between the floors.

The freight elevators are operated throughout your move-in/out by our trained Moscone Center personnel. This assures the smoothest flow of freight and equipment regardless of who is moving it, as well as protecting the elevators from damage or misuse.

## ***Frequently Asked Questions***

**FAQ:** *Should we expect anything unusual regarding the movement of freight given the use of elevators?*

**ANSWER:** Probably not. Any schedule depends on good coordination and planning, and moving in and out of Moscone West will be no different in that regard. Our Dock Manager will work directly with your general contractor in scheduling and expediting movement of all freight, deco, and other materials necessary for your event. This includes efficiently managing the use of all freight elevators so that schedules can be set and met comfortably. This can include assignment of specific elevators by function and programming of elevators to service individual areas.

**FAQ:** *Since Moscone West is a multi-story building, are there differences in floor load capacity or use of material handling equipment we should know about?*

**ANSWER:** There are floor load limits on each floor of 125 pounds per square foot. This is within normal standards for exhibit floor capacities and should be of no concern unless your exhibit program contains unusually heavy equipment. Standard crated loads are well within these capacities. **An easy rule of thumb is that as long as your anticipated load does not exceed 1,000,000 pounds per floor, there should be no issue.** For loads exceeding 1,000,000 pounds per floor, we will be happy to review the specific load and location issues with our engineering consultant for the best means of accommodating the load. So please talk to us before your floorplan is finalized if this could be a factor.

Forklifts can be used to move freight on the first floor exhibit level, as the floor is a concrete surface. If you are anticipating the use of either the second or third floors for exhibits, your contractor has a number of options available including pallet jacks and dollies. Because these two floors are permanently carpeted surfaces, your contractor will need to provide appropriate covering for the carpet in those areas receiving freight.

**FAQ:** *There seems to be two different maximum capacity numbers for the third floor ballroom. What does this mean and what conditions pertain to each number?*

**ANSWER:** The maximum theater-style capacity is 6,080. This can increase to 6,436 if a fire marshal is on site throughout the maximum occupancy period. These limits are set by the San Francisco Fire Department and are based on exiting requirements. Achieving these capacities also necessitates some offset breaks in the operable wall along the south side of the space. Talk to your Event Manager for suggestions in making this work best within your event's parameters.

## **Frequently Asked Questions**

**FAQ:** *The second and third floors are configured entirely by movable walls. Can all of the 2000 and 3000 rooms be recombined with adjacent rooms? Are there any limitations on how these spaces can be configured?*

**ANSWER:** All room combinations can be configured with adjacent spaces as long as they are on the same side of the circulation corridor. For example, any of the rooms in the 2000-2012 block can be combined by removing the walls that separate them. On the other side of the corridor, any of the 2001-2024 block can be combined. The floor can be fully divided along the north/south axis only at the mid-point, and under some circumstances one meeting room on each floor (2004 or 3004) could be affected to assure adequate exiting. Because of the scale of the movable wall systems on these two floors, some *wall changes must be planned to occur during overnight periods only.*

**FAQ:** *The LED feature on the exterior of Moscone West displays video footage that appears to be from events taking place inside. Is this the case, and how does that work?*

**ANSWER:** The exterior LED display is a moving artwork entitled “Facsimile” that actually travels along the outside of the Moscone West façade. Its screen displays live footage of activity occurring in the Moscone West second floor lobby as well as pre-recorded footage that has been produced by the artists. The concept behind this type of artwork is to suggest a sense of the activity and vitality of our events beyond our walls and into the larger community. By combining actual live footage of activity within the lobby with pre-recorded programming produced by the artists, the effect is to create an exterior “facsimile” of events occurring in the building’s interior.

It is important to note that these are the only sources of video programming. This work was commissioned as a public art project by the San Francisco Art Commission, and its use is limited by formal agreement to the artists’ concept and cannot be used as a marquee or for promotional purposes.

## Meet Your Team

Now it's time to meet the members of your team...on paper at least. These are the key players (most of whom you'll eventually meet) who work on your behalf with the rest of our staff before and during your event.

### Your Event Manager

Think of your Event Manager as the **number one player on your team**. This individual is assigned to work with you and your staff from initial planning through move-out. **He or she is as crucial to the success of your convention or tradeshow as any member of your own staff.**

Your Event Manager is your **principal source of information** during the planning process and a valuable "right hand" once you arrive on-site. He or she answers your questions, conveys information to our operating departments, and takes full responsibility for our role in the smooth functioning of your activities in our facilities.

**Perhaps most important of all**, your Event Manager is responsible for receiving all the event requirements **well in advance of your arrival**, assuring your convention or tradeshow is well-planned and smoothly executed. This is so important we're going to repeat this in a different way -- just to make sure it's perfectly clear.

We need you to provide us with the following critical items. Later in this handbook, you'll find **a timeline and series of due dates** for providing them to your Event Manager:

- ↗ Floorplans for exhibit areas and lobbies.
- ↗ Meeting room diagrams, capacities, and use schedules.
- ↗ Information for scheduling first aid services, traffic control, and coat/parcel checking.
- ↗ Information to be coordinated with your other service suppliers such as audio-visual, food service, theatrical services, and your general service contractor.

In short, your Event Manager is the **key player** on your convention center team here in San Francisco and the **link to all our operating departments**. He or she communicates your needs and event requirements to the following members of your team so we can all give you our very best!

## **Engineering**

Our Engineering Department ensures the heating, ventilating, air-conditioning, lighting, and other critical building systems work correctly for the comfort and safety of your staff, attendees, and exhibitors.

They rely on your Event Manager for information as to event hours, special lighting and HVAC needs. Providing our engineers with the information they need is just another important way in which your Event Manager is working for you, again, reinforcing how crucial it is to provide clear, concise and timely information.

## **Building Security**

You'll be selecting a security contractor to provide event security services for your lobby, meeting room, and exhibit hall areas from move-in through move-out. However, our Building Security staff provides important services to you while you're here.

Our primary responsibility is providing a secure building perimeter on a 24-hour basis. But there's more. Once your Event Manager receives the necessary event information from you, arrangements are made through our Security Services Department for crucial services including traffic control for the Moscone North and South front driveways, freight ramps, coat and parcel checking services and lost and found services. Our building security staff will also work very closely with your contracted event security company.

## **Housekeeping**

Our facilities have a spotless reputation (oops...pun intended!) for cleanliness. Maintaining such a reputation rests with our Housekeeping Department -- the men and women who take exceptional care of the carpet, terrazzo, granite, stainless steel and glass that make our buildings beautiful.

We'll keep the restrooms, lobbies, corridors, and other public areas clean and tidy during all of your event hours, and we'll also refresh your meeting rooms between sessions.

## **First Aid Services**

Above all else, the safety of our guests is our number one concern. We provide modern healthcare facilities staffed with the finest first aid professionals specifically trained to respond to situations occurring in the convention center environment. Your Event Manager will schedule EMTs or paramedics to staff the first aid center based upon your usage of the Facilities.

## **Operations**

Working through your Event Manager, our operations crews set all of our tables, chairs, lecterns, staging, recycling and trash receptacles, and other equipment where and when you need it. They'll move the meeting room airwalls into the right places and handle your changeover requirements with dispatch.

## **Recycling**

We have implemented a comprehensive program for diverting a variety of materials from the trash stream. Our recycling manager administers these programs for recycling beverage containers, mixed paper, boxed literature, and giveaways, as well as cardboard and other related materials through our operations staff and your general services contractor.

## **Your Food and Beverage Team**

While your Event Manager holds the single key to delivering our facilities and services for your use, **you have a "team of two" planning and coordinating all of your food service needs.** Together, they plan and execute everything necessary for your food and beverage activities -- whether it's as simple as opening concession stands and speed lines, or as intricate as producing your most elaborate banquet.

Our in-house company provides for all of your food service needs as our exclusive caterer. We've earned a reputation to be proud of for our fresh and inventive menus, the quality and presentation of our food, the professionalism and courtesy of our staff, and most importantly, for our repeat performance in satisfying hungry attendees and exhibitors.

We encourage you to get to know us as soon as you are ready to begin thinking about your food and beverage needs. We'll provide you with our standard package if that suits your requirements, or develop custom menus that play to any theme you select.

## **Your Food and Beverage Sales Manager**

During the planning process, before you arrive on-site for your event, your **Food and Beverage Sales Manager is your single source for planning your food service needs.** He or she works alongside your Event Manager as yet another member of your team, but don't think of them as interchangeable. Tell your Event Manager how and when you will use the space, but leave all of the following details to your Food & Beverage Sales Manager:

- ↻ Catered meals and banquets
- ↻ Coffee and refreshment service
- ↻ Water service in meeting areas (other than head tables)
- ↻ Concessions and cafeterias
- ↻ Booth catering
- ↻ Food and beverage sampling or booth promotion
- ↻ Information on health permits

## ***Meet Your Team***

Once the advance planning is complete and you arrive on-site, your Food & Beverage Sales Manager turns you over **to the expert in executing all your plans: your Food & Beverage Operations Manager**. Here's your partner in the on-site process who handles those moment-to-moment changes once your event opens, takes care of re-orders, supervises the kitchen and wait staff, assures tables are set and cleared, coordinates delivery schedules, and cares for the endless food service details of an event-in-progress.

### **Sales and Marketing**

By now, we're most likely familiar faces. In fact, we're probably the first friends you made here, as we've worked with you since the beginning booking your event and administering your contract.

In case you're reading this handbook before all of the contracting details have been wrapped-up, we offer you a few reminders of things sometimes overlooked.

Your contract is our legal commitment to each other. **Until it is signed by you and executed by us, the deal is not yet done.** If you are now less than 18 months from your event and don't yet have an executed contract, call our Sales and Marketing Division, and let's talk about what remains to be accomplished.

Let's say your contract has been executed and you're now working with your Event Manager. You've since decided to change the way you're using space -- perhaps the ballroom you originally planned for meetings is now additional exhibit space or a move-in day has become an event day (or vice versa). That kind of change in usage affects your contract. So what should you do?

**Let the Sales and Marketing Division know when you have made changes that affect your contract. They'll prepare an addendum for your signature and see it is executed.**

When it's time to think about future dates here at the San Francisco Convention Facilities, call us. Our Sales and Marketing Division works in partnership with the San Francisco Convention and Visitors Bureau in booking activity into our facilities, and there is nothing we'd enjoy more than bringing you back again. If you're interested in exploring dates within the next 18 months, please call us directly at (415) 974-4055. If your plans are for the more distant future, please call our friends at the Bureau at (415) 974-6900.

## **Facility Services**

### ***Booth Cleaning***

Our Facility Services Division provides booth cleaning services to your exhibitors on a subcontract basis through your general services contractor. Order forms should be included in your exhibitor service kit so exhibitors can order these services before they arrive on-site.

### ***Business Center***

Business services for your attendees and exhibitors are provided in our business center which is accessible from the main floor lobby. Services include photocopying, transparencies, fax transmission and receipt, overnight mail drop point, UPS, office supplies and cellular telephone rental.

These centers are open during event hours on your event days or at other times by pre-arrangement with the Facility Services Department. We often add new services or facilities, so check with our Facility Services staff if you have questions. For your convenience, major credit cards are accepted for both services and purchases.

### ***Telecommunications***

When you're here in our facilities, **we are your full-service telecommunications source company** -- at your service! Our Telecommunications Department installs telephone lines and instruments as well as direct, high-speed Internet service for your meeting space, offices, as well as for your exhibitors in their booths. When you know what your needs are, contact our Telecommunications staff.

So your exhibitors can order their telephone and Internet services before they arrive on-site, be sure to include an order form in your exhibitor service kit. Order forms are also provided on our website so orders can be processed on-line. For more information, please call us at (415) 974-4080.

Our facilities are Wifi enabled for the convenience of your attendees. For information on how you can sponsor this service during your event, contact our Telecommunications team.

## **Theatrical Services**

If you're planning to use staging, special lighting, scenery, rigging, or other theatrical features, our Theatrical Services staff is an important part of your planning process, as they provide all of these services as well as payrolling union labor. If you don't already have one, ask for one of our Theatrical Services brochures for a more colorful description of what we offer.

In addition to handling all of the glitzy "showbiz" tasks, this service is important to you whether or not you utilize our in-house services. No matter who handles your staging, lighting, rigging, and set-design needs, ***our Theatrical Services Department House Head must work in concert with your contractor.*** This guarantees you a highly competent professional who is familiar with our facilities and whose job it is to safely and economically provide your theatrical needs. Check with our Theatrical Services Manager for cost information and refer to Section four for requirements and hourly rates.

## Timeline of Important Dates and Deadlines

<i>Months Prior</i>	<i>Action</i>	<i>Track Your Status (Note your progress here)</i>
<b>18</b>	Sign and return your license agreement.	
<b>12 - 18</b>	Event Manager and Food & Beverage Sales Manager are assigned to you.	
<b>10 - 12</b>	Include your Event Manager and Food & Beverage Sales Manager on your mailing list.	
	Remind your service contractor to submit 9 copies of your preliminary floorplans for Fire & Safety Marshall approval prior to assigning exhibit space.	
<b>3 - 6</b>	Send your Event Manager an exhibitor service kit and exhibitor list	
<b>2</b>	Insurance certificate is due to your Event Manager.	
<b>1</b>	Final rental payment due to your Event Manager.	
<b>1</b>	All event specs, with diagrams, are due to your Event Manager.  Final floorplans and a list of approved Exhibitor Appointed Contactors are due to your Event Manager	

## **“What Do You Mean I Have to Pay for That?!”** (Uncovering Those "Hidden Costs")

After listening to occasional bouts of grouching concerning the so-called "hidden costs" not included in the basic rental fee, we decided some straightforward help was in order. It's just one of those pesky realities that not all of the services a meeting planner needs can be included in the rental fee. It's an unmistakable fact--there will be charges billed to you as part of your final invoice that you'll need to plan for now. We include these on your invoice as "reimbursable expenses."

You may wonder why we charge for these services in addition to what's covered by your rental fee. In fact, there are **two perfectly good reasons** for this:

- ↗ We try to keep the basic rental rate as low as possible for the widest range of event sizes and types and still cover **most** of our costs;
- ↗ Events differ widely in their needs for these services, and increasing the rent to help recover the labor costs would place undue cost burdens on those events requiring fewer services.

Thus, we can most reasonably assure that actual costs relate directly to service needs by separating such variable costs and billing for them in proportion to their use.

In order to help you plan your budget so there are fewer surprises, **ask your Event Manager to prepare an estimate** for each of the following services you plan to use. You'll need to provide sufficient information so estimates will be accurate. By working closely with your Event Manager, you'll minimize any surprises.

**The information on that follows is intended to help you plan and budget for each of these services. Please understand that these rates are per hour, per person and are subject to change as fiscal conditions warrant. We suggest that you consult with your Event Manager before establishing final budgets.**

### **Room Sets and Changeovers**

**We provide your initial set-up at no charge, as long as we receive your set-up requirements in final form at least 30 days before your first move-in day.** This includes all of your non-exhibit areas (meeting rooms, offices, general sessions, meal functions, etc.). However, **you will be charged the cost of labor for any changes to these *initial* set-ups.**

**“What Do You Mean I Have to Pay for That?!”**

If we do not receive this information on time, or if substantial changes are requested after we have scheduled our labor or set the space, **you will be charged for the labor to set and/or change these areas.**

**Note: We’re happy to make changes in the configuration of the movable walls on levels 2 and 3, provided that an overnight time period is provided for these changes.**

**COST: \$55 per hour, per person. Rates are subject to change.**

**First Aid Services**

The health and safety of your attendees and exhibitors is as important to us as it is to you. Since this is a mutual concern and responsibility, we are required to provide licensed first aid. The cost for their services will be billed to you on your final invoice. Our EMTs and paramedics are specifically trained to respond to public health and safety conditions in our active environment

Our first aid personnel will staff the first aid center located on the main floor **during all of the hours that your attendees are in our facilities, including registration.** This schedule starts one-half hour prior to the time attendance begins on-site and extends at least 15 minutes beyond attendance hours to allow for adequate set-up and closing time for the first aid facilities. In addition, we recommend you consider staffing at least one first aid center during your move-in/out periods when your exhibitors are working on-site, as this is when injuries requiring medical assistance are more likely to occur.

<b>First Aid/Emergency Medical Services</b>			
Paramedic		\$75/hr	4 - hour minimum
Emergency Medical Technician		\$50/hr	4 - hour minimum
<b>Level 1 Service:</b>	<b>Non-transport</b>		
For single hall/low attendance events			
(1) EMT		\$50/hr	
<b>Level 1 Service (preferred)</b>	<b>Non-transport</b>		
(1) paramedic		\$75 hr	
<b>Level 2 Service</b>	<b>Non-transport</b>		
(1) paramedic		\$75/hr	
(1) EMT		\$50/hr	
<b>Level 3 Service</b>	<b>w/transport</b>		
(1) 3 person crew			
(1) add'l EMT			
Trasnport (ambulance)		\$150/hr	
(1) additional EMT		\$50/hr	
Additional transports w/2-person crew		\$120/hr	

***“What Do You Mean I Have to Pay for That?!”***

### **Coat/Parcel Check and Airline Check-in Service:**

Through our provider, BAGS, Inc., in addition to coat and parcel check services, we are pleased to offer the only multi-airline remote check-in service approved by the Transportation Security Administration in the USA.

It can be made available to all attendees departing on domestic flights from San Francisco International Airport on American, Continental, Delta, Song, Ted and United Airlines. Your attendees will be able to check their baggage and receive their boarding pass at the BAGS counter here at Moscone Center.

To arrange with BAGS, Inc., for both coat/parcel check and airline check-in service, you are welcome to contact them directly at either [www.airportbags.com](http://www.airportbags.com) or (407) 447-5547.

### **Sound Systems**

In planning for your audio-visual needs, you'll work with an audio visual company of your choice. On the subject of costs, we suggest talking directly with Projection Presentation Technology (our in-house supplier) about charges for microphones and the need to provide sound systems in those spaces where they aren't permanently installed. You can reach them at 415-974-4077.

For a comprehensive explanation of the sound systems for both the Moscone Center and the Bill Graham Civic Auditorium, please refer to the section in this handbook entitled "General Facility Information.

### **Telecommunications**

We're not only the friendly telephone company in these days of expanded connectivity. We offer you more than voice and data lines and instruments by offering a complete "one stop shopping" service to you and your exhibitors for all your communication needs: from simple telephone lines to high-speed, dedicated Internet connections and webcasting services. A complete listing of services and prices is available through our Telecommunications Department at 415-974-4080.

### **General Sessions/Production Services**

If your event includes a general session or a large meeting that utilizes staging, lighting, large-scale video and sound reinforcement, or a major theatrical presentation, **you need to plan on including our House Head** as part of your team. Regardless of whom you select as your audio/visual supplier or your production company, **the facility's House Head must be utilized.**

## ***“What Do You Mean I Have to Pay for That?!”***

The reasons for this are simple: The House Head acts as the union steward for the crew and offers a thorough understanding of jurisdictional requirements. He is an experienced technician who understands our building systems and has a responsibility for using them correctly and efficiently. More importantly, his knowledge of the building's systems and infrastructure offers cost-effective staffing and commensurate savings to you.

Your House Head will provide:

- ✦ Knowledge and skill in both technical and creative aspects of your production
- ✦ Thorough familiarity with the facility which can avoid costly delays during set-up, show, and strike
- ✦ Technical service as the head stagehand for your event in accordance with union requirements
- ✦ Supervision of union crews

Please contact our Theatrical Services Department for hourly rates and additional information.

## **Recycling and Donations**

The Moscone Center is committed to being one of the premier recycling facilities in the country. Our intent is to significantly reduce the facilities' trash stream, use resources more efficiently, and as a result, cut your trash removal costs. It's a win-win situation for everyone involved. It's also the law. The State has mandated that all California cities reduce the amount of trash landfilled by 50%, and we were one of the first facilities to achieve that goal.

**We make every effort to save you money by recycling as much material as we reasonably can before, during, and after each event.** In order for the recycling and donation programs to be successful, employees, attendees, and exhibitors must all participate. You can play an important role in ensuring that success by passing the word along to your staff and speakers as well as exhibitors. **We will be happy to provide you with the recycling and donation program information to include in the exhibitor's service kit and along with your regularly scheduled mailings.**

## **Trash Removal**

Unfortunately, even with recycling, trash removal is an inescapable cost item. For removal of all compactors and debris boxes, we will pass on to you the charges that we incur. **Trash removal is not a profit center for us.** We charge you exactly what the service costs us. These charges include use of compactors for normal trash and debris boxes for oversized or non-compactable items. When turnover time between events is severely limited, there will be charges for the use of garbage trucks. Talk to your Event Manager about specific charges you are likely to incur. An estimate of your costs can be prepared based on the information you provide to them.

***“What Do You Mean I Have to Pay for That?!”***

**Water Service**

Our Housekeeping Department will provide basic water service to head tables at no charge. However, water service at additional locations is provided through our Food & Beverage Division for a fee. Pitchers and glasses or water coolers can be ordered from your Food & Beverage Sales Manager.

**Equipment Inventory**

Most of our equipment inventory is provided for your use at no charge. This includes tables, chairs, risers (with some exceptions), chalkboards, and lecterns. Exceptions are noted on the following equipment inventory outline, noting charges for some items. This inventory list represents our entire available inventory and is kept as current as possible. We can provide you only with equipment shown on this inventory, and if your event runs concurrently with another event in Moscone West, equipment must be divided equitably among each group.

If your needs exceed our available inventory, we will be happy to assist in making arrangements for the rental of additional equipment through an outside vendor.

## Equipment Inventory

Following is a current inventory of the equipment available at Moscone West. Please understand that, if more than one event is utilizing the facility at the same time, this equipment must be shared between events, so be sure to confirm availability as early as possible with your Event Manager.

Up to five 6' x 8' risers, either 24" or 32" high, will be provided at your request in meeting rooms for head table and/or production purposes at no charge. Additional risers are available at \$1.00 per square foot installed and removed for the duration of the event.

Staging equipment, as outlined below, utilized for the construction of general session use, or the like, will be provided at \$1.00 per square foot installed and removed for the duration of the event.

Dance floor sections are available for \$3.00 per section.

Equipment	Description	Quantity
Chairs, stacking	Chrome framed with green fabric	15,400
Tables, classroom style	8' X 18" X 30" high, formica topped	5,000
Tables, classroom style	8' X 30" X 30" high, formica topped	200
Tables, 72" diameter	Wood topped	1,000
Staging equipment	4' X 8' X 48", 60" or 72" high	165
Riser equipment	6' X 8' X 24" or 32" high	170
Step units	3-step rise	76
Standing podiums	5' tall X 18" square	42
Table-top podiums	2' tall X 18" square	20
Chalkboards/tackboards	All have corkboard backs	35
Turnstiles		10

# Do's, Don'ts and Reasons Why

(Official "No-Nos", Limitations and Reminders)

**Now don't turn the page just because you think this is a chorus of NO, NO, NO!** Actually, it's one of those **good news/bad news** situations. The **good news** is that there's a **perfectly good reason** for every "no" and the **best news** is your Event Manager often has solutions that can turn what seems like a "no" into a "yes," provided you take our advice. The only **bad news** is you may regret not reading this section.

Some of these rules apply in a general sense to all of the activities occurring in our facilities. Others apply primarily to exhibit activities. So we have divided this section into "General Rules and Policies" and "Policies Pertaining to Tradeshows and Exhibitions."

Some policies apply to exhibitors, some to service contractors, some to your staff, and others to speakers in your meetings. Please pass the info along as appropriate. We hope you'll care enough about the beauty and serviceability of our facilities to share the message.

## A. GENERAL RULES AND POLICIES

### Damage to the Facilities

**Rule:** *As the Licensee who has contracted for the use of the facilities, you are responsible for any damage caused by your staff, contractors, exhibitors, speakers or attendees.* This is intended to help us recover costs for repairing damage to the facility (which exceeds reasonable wear and tear) caused by anyone connected with your event.

To make certain this rule is applied fairly, your Event Manager will schedule a "walk-through" on the first move-in day. A second "walk-through" will be scheduled at the conclusion of the event to compare conditions and determine responsibility for any repairs or replacements. You'll be kept informed of any damage occurring during your event, with both written reports and photographs, if possible.

**Perfectly good reason:** Since you're the one with whom we have a formal contract, we have no choice but to turn to you for responsibility. Our goal is to keep our facilities in good repair so every client enjoys the attractiveness and serviceability of the center equally.

**Helpful advice:** We know you can't possibly oversee everything that happens when you are on-site, and we know that you can't control all of the actions of your contractors. Here are a couple of ways to minimize your risks:

1. **Make sure** your exhibitors and the speakers in your meetings know the rules that apply to them, and review with your service contractors the fact that you will hold them responsible, in turn, for any damages which they cause.
2. **Repeat all rules** that apply in your exhibitor guide and in the materials you provide to speakers. You **can** expect people to do things correctly **if you have told them** what they need to know.

## **Exhibit Floor Lighting**

Full exhibit hall lighting can be provided up to 30 minutes prior to the scheduled opening of your exhibit program and up to 30 minutes following closing. Our energy conservation commitment does not allow for exceptions to the 30 minute limit. However, at your request we can combine the twice daily time blocks and schedule them in larger units if that assists in accommodating photography needs. Work light levels will be maintained during move-in and move-out time, as well as before opening and after show closing.

## **Freight Deliveries**

**Rule:** *We cannot accept any freight or materials (including overnight freight services) prior to your contracted move-in date.* Your official service contractor or freight carrier must deliver all freight, and all shipments delivered to our facilities during your move-in must be sent to the attention of your service contractor.

**Perfectly good reason:** There are events that occur before you begin your move-in, and their needs will occupy our freight system prior to your arrival. In addition, we have no warehousing facilities on-site. Thus, anything delivered to our facilities prior to your contracted dates must be sent directly to your service contractor.

## **Hand-carried Freight**

**Rule:** *Move-in or move-out through the Moscone Center lobbies is strictly limited to hand-carried items. Wheels of any kind (dollies, flatbeds, or anything mechanical) are prohibited.* Material that requires the use of wheeled or mechanical equipment must be delivered to the exhibit floor through the loading docks.

**Perfectly good reason:** The building's freight system is the only appropriate entry point for deliveries that properly fall within union labor jurisdiction. There is no legal area in front of Moscone West for vehicles to unload or drop off material. Exhibit product or promotional material that can be *hand-carried in a single trip* is permissible through the Moscone West lobby.

## **Floorplan Approval**

**Rule:** *Before you finalize the sale of your exhibit space and sign contracts with your exhibitors, you must submit your floorplans and receive approval from the Facility Fire Marshall.* In signing your contract with us, you have agreed to submit **eight copies** of the exhibit hall and lobby floorplans in advance of finalizing space sales with your exhibitors. These plans must be prepared by your general service contractor and sent to our offices, along with a **self-addressed, stamped envelope** for return. This includes floorplans for general sessions held in exhibit halls or ballrooms.

**Perfectly good reason:** So you don't find yourself in the awkward position of selling exhibit space and later discovering the floorplan must be changed to conform to fire and

## ***Do's, Don'ts and Reasons Why***

safety codes, you must first get fire department approval. For example, aisles must be located to provide direct access to emergency exits. Laying out your exhibit program or large seated sessions can be complicated, as each building has different safety requirements peculiar to local regulations. Its best not to take chances -- get everything officially approved in plenty of time to deal with changes.

***Helpful Advice:*** There are certain absolute and non-negotiable "NO-NOs" when it comes to approvable floorplans. Review these with your Event Manager ahead of time, so when you make changes to the floorplan, your final version can be approved.

### **Signage, Banners, Window Graphics**

***Rule: Signs or banners may be displayed on the exterior of Moscone West provided that designs and specifications are submitted to and approved by the facility at least 60 days prior to installation.*** Licensee is responsible for obtaining approvals and for assuring that installation respects appropriate labor jurisdictions. Check with your event manager for details regarding size, location, and methods of attachment.

***Perfectly good reason:*** While we are eager to work with you in creating identity and visibility for your event, we need reasonable parameters for maintaining the facility's exterior surfaces and for assuring that exterior applications do not cause damage or create safety hazards.

Also, please note that permission for placing banners on City utility poles is arranged through the Department of Public Works at (415)554-5800.

***Rule: Window graphics can be applied to the glass surfaces provided that a number of conditions are met at least 60 days in advance of installation.*** These include:

- Licensee accepts sole responsibility and liability for damage to any facility surface or component caused by application or removal of graphic materials up to and including prompt replacement of damaged glass panels. Licensee also accepts sole liability for any other damage or injury caused by or resulting from such application or removal process.
- Submission of three copies of full color rendering with all final copy and/or graphics and a production plan for installation, OR for digital submission, a PDF file containing all final graphics and copy.
- Only **perforated** film material may be applied to glass surfaces.
- Installation respects appropriate labor jurisdictions.
- Graphics and copy are limited to messages identifying the event and may not include advertising or sponsorship identification.

***Perfectly good reason:*** We recognize the value of creating a strong identity for each event and have authorized film applications to the large expanses of glass enclosing Moscone West. However, we have experienced severe damage to the façade's custom glass panels that have required replacement due to heat generation. Replacement is costly as the panes are specially manufactured custom materials.

## **Smoking Policy**

**Rule:** *Under the provisions of State and City law, Moscone West is a non-smoking building.* Smoking is strictly prohibited in all areas, including loading docks, service corridors, freight alleys, etc. at all times.

**Perfectly good reason:** It's the law in California.

## **Unsold Exhibit Space**

**Rule:** If you find you have not sold all the exhibit space you anticipated, and decide ahead of time you want to drop additional round tables and seating for attendees and exhibitors, you must first consult with your Event Manager and your Food and Beverage Sales Manager.

**Perfectly Good reason:** As it takes additional labor to set and bus these areas, we reserve the right to determine what makes sense. Please understand you may be nominally charged for this service so we may cover our costs.

## **Exhibits in Permanently Carpeted Areas**

**Rule:** *There are some specific provisions that apply to exhibit usage on the second and third floors of Moscone West.* Your service contractor has been provided with rules pertaining to use of material handling equipment and requirements for carpet protection during move-in and move-out.

**Perfectly good reason:** These areas have been designed as flexible space to be used either for meetings and catering functions or for exhibits as needed. In order to assure that the permanently installed carpet is maintained in suitable condition for all uses, it is essential that your contractor comply with these requirements.

## **Rigging**

**Rule:** *Rigging from the hang points throughout the facility is subject to approval by our house rigger and is expected to meet industry standards as defined by ANSI and OSHA.*

All hang points throughout Moscone West, with a very few exceptions, are rated for 5,000 pounds. The only exceptions are those points located directly in line with the Skyfold doors on the second and third levels between the lobbies and main function space entrances. All points swivel in order to safely accommodate bridling. Any rigging not meeting industry standards will be removed at your cost.

We will be happy to provide copies of detailed rules for rigging and hanging to your general services contractor or production company.

## ***Do's, Don'ts and Reasons Why***

***Perfectly good reason:*** It's our job to be concerned both for the safety of attendees and for the maintenance of the facilities' built-in hang points. Incorrect rigging poses unacceptable risks to anyone on the floor below, and improper bridling can damage hang points, compromising their load-handling capacity.

### **Security**

***Rule:*** *When you bring your event to our facilities, we each accept some specific responsibilities for the security and safety of both people and property.*

***We are responsible*** for providing a secure building perimeter (including freight ramps and driveways) and a 24-hour control room where the emergency response system is monitored.

***You are responsible*** for selecting a contract security company that has been approved to work in our facilities. Their personnel must be assigned to security posts at access points to all of your function areas. This can include your exhibit, meeting, food service, office, registration and storage areas.

We review the staffing levels you establish with your security contractor to assure that, based on our experience, you've provided for adequate coverage.

If your event requires ushers or badge checkers, you may contract such services through your security contractor. There are specific union regulations pertaining to the use of ushers and badge-checkers as opposed to volunteers. If you have questions, speak with your Event Manager, as he or she can help you make the right decisions.

***Perfectly good reason:*** It's our job to provide you with secure entrances and public areas, as well as to coordinate emergency information through our control room. It's your job to provide qualified security staffing at appropriate locations that reflect the specific usage of our facilities.

### **Decorative Materials**

***Rule:*** *Nothing may be taped, nailed, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric or decorative walls.* This goes for surfaces throughout the building, not just in the exhibit hall -- so you'll see this rule again as it applies to meeting rooms and ballrooms. Please pass the word along to your staff and speakers, as well as exhibitors.

***Perfectly good reason:*** Doing any of the above spoils the finishes of these surfaces which require us to make repairs we otherwise wouldn't. And as you know, there is seldom time between events for this kind of maintenance.

Remember, if your speakers or exhibitors disregard this message -- either because you didn't inform them or because they chose to ignore us all -- ***we have no choice but to hold you responsible.***

## ***Do's, Don'ts and Reasons Why***

***Rule:*** ***All decorative materials must be flameproof in accordance with the Public Safety and Fire Regulations.*** This includes drapes, banners, all decorative fabrics, poster paper, foam core board, as well as all hangings, curtains, and drops, Christmas trees, projection screens, plastics and all other decorative materials.

***Perfectly good reason:*** Once again, we're all responsible for maintaining a fire-safe environment and decorative materials are notoriously flammable. Preventing an emergency through careful materials management is infinitely preferable to dealing with an emergency which could have been avoided. Please refer to the Fire Management Plan in the Appendix.

### **First Aid Center**

***Rule:*** ***Emergency medical personnel from our provider, Allied Medical Services must be scheduled in our first aid center during all event hours when your attendees are on-site.***

***Perfectly good reason:*** In order to responsibly assure the safety and well-being of all those involved with your event, we maintain a completely furnished first aid center located on the main floor. Once you have determined your event schedule, **it is your responsibility to provide us with the information necessary so we may schedule appropriate personnel** to staff these facilities.

So that these services are offered at adequate coverage levels, we offer a range of staffing levels so that you may choose one that best fits your event needs. This ranges from EMT personnel to paramedics to on-site ambulance services. Check with your Event Manager for rates and scheduling information.

You'll be required by the terms of your contract with us to provide these nursing services **for all of your open event hours, including registration.** Staffing is available to you -- and we encourage you to provide it -- during your move-in and move-out hours as well, as these are the times when injuries are most likely to occur.

### **Use of Pyrotechnics, Hazers, and Confetti Canons**

***Rule:*** ***The use of confetti canons is discouraged, and if executed, such use is subject to special charges for removal and clean-up.*** Adequate time for full clean-up must be available following canon use.

***Perfectly good reason:*** Confetti material is particularly difficult and time consuming to remove, especially from carpeted surfaces. Check with your Event Manager for cost estimates and discussion of time schedules for removal.

## ***Do's, Don'ts and Reasons Why***

## **Food and Beverage (Some General Guidelines)**

**Rule:** *Our Food and Beverage Division requires a signed contract two weeks before your service begins. A deposit, based upon estimated charges, must accompany the signed contract.*

**Perfectly good reason:** A deal is a deal, and this is as true of catering services as of anything else. As they say, this is "SOP", whether in a hotel or a convention center. On the basis of our discussions with you, we order product and labor, and are well into planning your food service activity before you even get here. We need to have some idea as to what we can count on as we are notably "on the hook" by the time you arrive.

**Rule:** *Talk to us before you plan any activities involving alcoholic beverage consumption.*

**Perfectly good reason:** Remember, it's our Alcoholic Beverage License "on the line" whenever you're here. Thus, we're liable for compliance with California's strict laws governing the use and consumption of alcoholic beverages within our premises. You must secure proper authorization from our Food & Beverage Division before planning any on-site promotion that includes alcohol consumption.

**Rule:** *Definitely talk to us if you or your exhibitors plan any food and beverage sampling during your event.* There are specific guidelines you need to observe as it pertains to sample sizes and such details as health permits.

**Perfectly good reason:** While we have no interest in being exclusionary or unduly prohibitive when it comes to sampling, we do have some interests here. So please talk to your Food & Beverage Sales Manager as to the best ways of handling these activities. You will need written OK's no less than two weeks before the first move-in day of your event.

**Rule:** *We have limited refrigerated storage space on-site for food & beverage products. Provisions may be made for such on-site storage only if arranged in advance.*

**Perfectly good reason:** When it's full -- it's full. Please plan ahead.

## **B. POLICIES PERTAINING TO TRADESHOWS AND EXHIBITIONS**

### **Empty Crate Storage**

**Rule:** *Some crate storage is permitted on-site in the basement/loading dock area of Moscone West.* Once exhibit materials have been unloaded, crates must be removed from the exhibit floor by your service contractor, who will, in turn, store them in the designated area as capacity permits. Crates, fiber cases, and similar materials exceeding on-site storage capacity must be removed for off-site storage.

**Perfectly good reason:** This isn't just our rule. It comes directly from the San Francisco Fire Department, whose job it is to guarantee the safety of everyone who exhibits or attends meetings in our facilities.

***Do's, Don'ts and Reasons Why***

## Exhibit Floor

**Rule:** *As you agreed in your license agreement, you are responsible for returning the exhibit floor in the same condition you received it.* Simply put this means that all cleaning of the exhibit floor is provided by your booth cleaning contractor throughout your event. Our staff will empty facility trash receptacles, supply and empty recycling bins, clean all public areas, docks, and freight alleys, as well as keeping aisles free of trash during your open show hours.

**Perfectly good reason:** This is our way of assuring that the hall is provided in optimum condition to each event at the time of their move-in. Every event expects to receive the facility clean and clear and ready for installation by their service contractor.

**Rule:** *When using permanently carpeted areas as exhibit space, your service contractor must lay heavy-duty visqueen and plywood over the permanent carpet before bringing freight or material-handling equipment into the area.*

**Perfectly good reason:** Your service contractor must take protective measures to avoid damaging permanently installed carpet. A combination of heavy-duty visqueen and plywood does the trick.

## Copyrights and Proprietary Material

**Rule:** You, as the sponsoring organization, are responsible for obtaining all necessary licenses and paying all costs and fees arising from the use of copyrighted music or dramatic materials, or any other property that is subject to trademark, patent, or other proprietary right which is used or incorporated into your event.

**Perfectly good reason:** These are part of the content of your event and pertain strictly to the conduct of your activities here in our venue. As such, in making decisions to incorporate such elements into your event activity, you retain the legal responsibility for complying with copyright and trademark requirements

## Permits

### Sound Permit

**Rule:** *If you plan to use amplified sound in any outdoor area, a permit must be obtained from the relevant City agency. The permitting agency varies depending on the proposed location.*

**Perfectly good reason:** If you plan to include music in an area other than your licensed function space, you will need a permit. It is not a difficult process, it just takes some planning and working with the appropriate agency. **Please talk to your event manager about any plans for amplified sound so that we can direct you to the appropriate agency during your planning process.** Ours is a wonderfully active neighborhood, with the vitality that comes with being in the heart of the city. That also implies that amplified sound be handled responsibly so that it does not interfere unduly with surrounding uses.

## ***Do's, Don'ts and Reasons Why***

## **Seller's Permit, State of California**

If any merchandise is to be sold on site during an event, **by either show management or exhibitors**, The State of California requires the selling party to have a valid California Sellers' Permit.

**Rule: Show Management or exhibitors who sell merchandise within The Moscone Center, or who take orders for merchandise, must have a valid California Seller's Permit.**

This applies to all exhibitors selling or taking orders from the floor. It pertains to show management if the organization sells merchandise in a bookstore or other sales outlet. It's important to note that it still applies to non-profit associations as well as for-profit entities, as non-profit organizations, with very few exceptions, are subject to California sales tax. It is your responsibility to"

- 1) Inform your exhibitors of the requirement
- 2) Obtain proof that your exhibitors either hold a valid seller's permit or are not offering for sale any merchandise subject to California sales tax.

**Perfectly good reason:** When it gets right down to it, a sale is a sale, whether it occurs on a show floor or in a store, and certain categories of merchandise are subject to sales tax, whether in California or most other states. Seller's permits allow the California State Board of Equalization to collect sales taxes on merchandise transactions, and the provision for temporary permits recognizes the one-time or periodic nature of trade or consumer show sales.

**Helpful Advice:** The easiest way for you to take care of your responsibilities is to **include complete information about this subject in your exhibitor service kit**. The permits are obtained from the State Board of Equalization and may be obtained by mail, fax or downloaded off of the Internet.

800-Number Information Center and Permit Request Line: 800/400-7115  
From TDD phones: 800/735-2929  
From voice phones: 800/735-2922

For a copy of a California Seller's Permit Application, visit the California State Board of Equalization Web site: [www.boe.ca.gov](http://www.boe.ca.gov) Look for form BOE-400-SPA

*For additional information and questions, please contact the appropriate branch office as shown below:*

### **For exhibiting companies located outside of California:**

California State Board of Equalization  
Out of State District  
3321 Power Inn Road, Ste. 130  
Sacramento, CA 95826-3889  
Tel: 916/227-6600

### ***Do's, Don'ts and Reasons Why***

**For exhibiting companies located in San Francisco:**

California State Board of Equalization  
121 Spear Street, Suite 460  
San Francisco, CA 94105-1584  
Tel: 415/356-6600

**For exhibiting companies located in other California cities:**

Refer to your local telephone directory or call information for the location of the nearest State Board of Equalization field office. This can be found under the State of California listings in the "taxes" section

***Do's, Don'ts and Reasons Why***

## **Health Permit**

**Rule:** *If any of your exhibitors either give away or sell food or beverage items not provided by our in-house catering operations, as show management you are responsible for obtaining a blanket health permit covering these exhibitors.* This applies whether your show is open to the public or to the trade only.

**Perfectly good reason:** When we provide the food or beverage product, it is our health permit that protects the consumer. When we do not provide the product, we can't be responsible for its safe consumption. Therefore, show management must assume responsibility for safeguarding the public's interest.

**Helpful advice:** If you have questions as to whether or not this applies to you, talk with your Food & Beverage Sales Manager, or contact the public health office here in San Francisco where the permits are issued:

Special Events Coordinator, Department of Public Health  
1390 Market Street, Suite 210  
San Francisco, CA 94102  
Tel: (415) 252-3828

## **Union Labor**

**Rule:** Labor for the installation and dismantling of exhibits, as well as for all material handling, falls under union jurisdiction in our facilities. This labor is supplied by your service contractors. As the chart on the following page shows, Union jurisdictions include the overall set-up and dismantling of exhibits, including signs and carpet laying. This does not, however, include the unpacking and placement of the exhibitor's merchandise in the booth. Union labor is not required if the display can be installed by one person in less than 30 minutes without the use of tools.

Union labor is also required for the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. However, an exhibitor may move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

**Perfectly good reason:** We're proud of the quality of our labor force here in San Francisco. In managing these facilities, we acknowledge the work rules as defined by the union contracts between the labor unions and the service contractors. These agreements provide uniform standards for labor and charges for services and are intended to encourage consistent levels of quality service for meeting planners, show managers, and exhibitors.

## ***Do's, Don'ts and Reasons Why***

## **Vehicles**

***Rule: Vehicles are permitted in exhibit hall areas strictly for purposes of loading and unloading freight.*** Unless they represent an integral part of a display, vehicles may not remain parked in any area of Moscone West. Display vehicles must conform to State and City fire codes as it pertains to fuel tanks and battery connections (see the Public Safety and Fire Management Plan in the Appendix).

***Perfectly good reason:*** Fire safety requirements are necessarily more stringent for facilities accommodating large numbers of people. Vehicles, because of the flammable nature of fuel tanks and their ability to obstruct exit ways, cannot safely remain in the high traffic areas.

***Rule: Vehicles or other equipment that are part of an exhibit or display are limited in size to those capable of being transported by freight elevator. The largest elevator accommodates loads of 30,000 pounds and 30 feet in length.***

## **General Facility Information**

## Union Labor Requirements and Jurisdictions

The quality of San Francisco's labor force is excellent. Because much of the labor required for your event falls under various union jurisdictions in our facilities, it is important that you, as well as your contractors and producers, understand these functional roles so appropriate labor can be provided. The following are the principal areas as defined by union jurisdiction:

Freight Handling:	Both delivery and movement is handled by the Teamsters Local 85
Sign and Display Installation and Removal:	This falls under Local 510 of the Sign and Display Workers.
Staging, Rigging, Theatrical lighting, Sound and Audio Visual Services and Computer Installation:	These tasks are under the jurisdiction of Local 16 of I.A.T.S.E.
Food and Beverage Services:	All food and beverage preparation and service are handled by Local 2 of the Hotel and Restaurant Workers Union.
Electrical Services:	These services to exhibit booths are under the jurisdiction of I.B.E.W., Local 6. Electrical services in a theatrical environment are handled by Local 16 of I.A.T.S.E.
Security Staffing:	Security personnel and staff for badge checking are provided through the Theatrical Employees Local B-18
Telephone Services:	Installation of hardware, maintenance and service of telephone cable and equipment is provided by CWA.

Any questions about the provision of labor within the facilities should be directed either to your Event Manager or General Service Contractor. *General Facility Information*

## Audio Visual Services

We recognize that many meeting planners have multi-year contracts with audio visual suppliers. You're welcome to work with your preferred supplier **as long as they provide union labor while working here**, as Local 16 of I.A.T.S.E has jurisdiction in our facilities.

Projection Presentation Technology, our non-exclusive, in-house supplier, offers a full range of audio visual, sound reinforcement, slide projection, and other related services. In addition, they are **the only authorized operator for the Moscone Center sound systems permanently installed on all three levels of Moscone West**.

### **Moscone West Sound System**

Moscone West offers state-of-the-art sound systems on all three levels of the facility. While use of this sound equipment is available to your event at no cost, **there are costs for labor**.

Here is where we try our best to explain a rather complicated policy so that it isn't confusing. Stick with us -- even if you have to read it more than once. And after you've read it the second time, if it isn't perfectly clear, give your Event Manager a call. They're experts at clearing up any confusion.

**Our in-house audio-visual company is the only authorized operator for the center's permanent sound systems.** If you choose to contract with another audio-visual supplier, they will utilize the services of our in-house company for your sound services. This will not add to your costs or duplicate any labor, but it will guarantee that only trained staff, knowledgeable in the system's operation, will be working with our technically sophisticated equipment.

### **Labor for Microphones**

Here's where it can get confusing, so let's take it one step at a time. For your use of the Moscone West meeting space on Levels 2 and 3, **we will provide one complimentary microphone per room, provided that you use Projection as your A/V supplier.** Otherwise, all microphones are charged at the standard rate. Furthermore, please note that Projection provides **all microphones** to those areas where permanent PA systems are provided, and **there are labor charges for installation, operation, and removal.** These are labor charges which you would incur regardless of which supplier provides A/V services to your event.

Paging can be provided for the exhibit hall and can be directed to specific areas. However, installation points are limited, and the paging microphone must be ordered through our in-house sound supplier.

## **General Facility Information**

**Now, about the subject of costs.** We've already explained that use of the Moscone Center sound system is provided to you at no charge. But, as with the installation of any sound equipment in virtually any venue, there are labor charges for installing and operating the microphones. **You can get an estimate of these charges directly from Projection,** whose offices are located right here at the Moscone Center. They can be reached directly at 415-974-4077.

### **Electrical and Plumbing Services**

Electrical and plumbing services in exhibit areas and lobbies are provided through your general services contractor. Power from wall outlets in meeting rooms and ballroom areas is provided through our Engineering Department. Additional power to any area is provided through the general services contractor.

### **Freight Ramps and Loading Docks**

All load-in and load-out, as well as all deliveries of any kind, must come through the Moscone West loading docks located at the basement level. The entrance and exit are at the west end of the facility on Howard Street and is secured by Moscone Center staff. There are nine loading docks, as well as a limited area that can be scheduled for POV move-in and out.

All activities taking place in the Moscone West loading dock area are under the management of the Moscone West Dockmaster. He is responsible for managing all loading dock schedules and logistics, as well as overseeing the operation of the facility's four freight elevators. These elevators are operated only by Moscone West personnel and are staffed during normal operating hours during move-in and move-out between the hours of 7:00 a.m. and 11:00 p.m. Arrangements can be made for operators before and after these hours at established hourly rates.

While the Moscone Center loading dock level is rated for unlimited loads, the freight ramp is rated at Highway Standard 20, as determined by the State of California. Levels 1, 2, and 3 are rated at 125 pounds per square foot.

### **Hours of Operation**

***Standard operating hours for our facilities are from 7:00 am until 11:00 pm, although arrangements for activity before and after these hours can be made through your Event Manager.*** Your contract with the facility will show either these standard building hours or other hours agreed to at the time of contracting. Times earlier or later than standard building hours are subject to overtime charges for necessary facility staff.

## ***General Facility Information***

## **EAC Check-In Area**

It is essential that you designate a check-in area for all Exhibitor Appointed Contractors, as many of you already do. We suggest the area of your general contractor's service desk. This will certainly help all of us keep track of all contractors working for your event, ensuring the highest quality service to your exhibitors.

## **Parking**

***Unfortunately, there is no public parking on-site at any of our facilities.*** This includes loading docks, freight ramps, or the exhibit floor. Any vehicle found in violation will be towed at the owner's expense. However, Moscone

While we benefit from the blessings of our intense urban environment, the downside is that of the dense city scene. Space is limited and illegal parking is quickly punished, as vehicles blocking freight entries or other access ways can seriously impede everyone's progress. Time spent trying to find the driver of offending vehicle costs money.

## **Badges for All Contractor Personnel**

All personnel working within the facility must be wearing, in an easily visible location, a photo identification badge issued either by their employer or by the union dispatching the labor. Wristbands specific to the day's activity must also be issued to each worker by the employing contractor and worn visibly. Anyone not wearing these items as specified can be denied admittance to the facility.

## **Business Center**

Business services for your attendees and exhibitors are provided in our business center located in the main floor lobby area. It will be open during all event hours on your meeting and show days or by arrangement with our Facility Services Division. New services or facilities are added from time to time, so check with our Facilities Services staff if you have questions. For your convenience, major credit cards are accepted for services or purchases.

## **Some Helpful Advice for Meeting Planners and Tradeshow Managers**

The next few pages bring you the reprint of an article which appeared in PCMA's Annual Meeting issue of *Convene Magazine*. It comes to you with the author's blessing, as Julie Burford is our Assistant General Manager, and someone you've probably already met.

Rev: March, 2008

We hope you find it useful -- particularly those of you who aren't yet veterans in working with convention centers. You may have spent years working with hotels or smaller conference centers and only recently begun making the transition to larger convention centers like ours. Or perhaps you have a substantial history of working with convention centers, but find confusion in the differences in approach or technicalities.

Since there are notable differences in the planning process which you may now just be starting to encounter, the article's intent is to offer some straightforward information on how and why convention centers ask what we do of you. Just as importantly, the article takes a stab at debunking some of the myths that sometimes surround meeting planners' perceptions of working with convention centers.

Read on, and keep in mind that our most important goal in preparing this handbook is to help make your job easier and more enjoyable.

## **How to Work with Convention Centers**

You know how to plan a meeting. In fact, you're so good at it that after years of successful meetings in hotels, your association's needs have grown. It's time to make the move to a convention center. Now what do you do?

It can be a tough transition because there are differences in the ways that hotels and convention centers are run. But with good communication, you can make the transition a smooth one.

Other than the obvious differences in scale, the most fundamental difference between a hotel and a convention center is that the center consists purely of function space. That means that the center arranges staffing on the basis of demand, not on a 24-hour basis as hotels do. As a result, it's important that the center staff knows well in advance how to organize and set spaces for your specific uses.

Here are some basic rules of the road that can make the transition an easy one, whether this is your first meeting anywhere, or just your first meeting in a convention center:

***Block space in the convention center as far in advance as possible.*** It is not unusual for centers to hold space on a definite basis 10 years or more in advance.

***View the booking process as a firm business commitment.*** Once the space hold is confirmed, the center staff will hold that time and space out of their working inventory and reserve it for your use.

***Review your hold from time to time to make sure your needs haven't changed and that the dates and space remain appropriate.*** If changes occur, update your hold through the CVB or the center, whichever is appropriate. The closer you get to your dates, the less flexibility there will be for changes.

***Respond promptly to the center's contracting process.*** Until you have a signed and executed contract and have made a deposit, you do not have legal claim to the space. Most centers contract between 12 and 24 months in advance.

***Schedule your site visits well in advance.*** Busy convention centers have activity in progress most of the time. This means key staff members often have to juggle demands from events in progress with requests for tours and meetings regarding future events at the same time.

## ***How to Work with Convention Centers***

***Communicate often with your key convention center contacts.*** Never make assumptions about services or facilities without checking. Ask any question that occurs to you. If you have the question, it's the convention center's job to provide you the answer. And there are no stupid or unnecessary questions -- only the pitfalls of not having asked.

***Submit your floorplans well in advance for fire department approval.*** And most importantly, don't sell space until you have an approved floorplan and an executed contract for the space. Selling off of an unapproved plan can cause you the embarrassment of having to alter booth locations after you've taken orders for them.

***Provide your event requirements in final form to your convention center event manager at least three weeks before your event begins.*** That allows the convention center to anticipate labor requirements and schedule crews so that all of your needs can be handled smoothly -- especially in the case of tight turnovers.

***Let the convention center know immediately when you have a problem.*** Don't wait until everything's over and you're back in your office brooding about it. If the convention center knows about a problem as it's occurring, they should do everything within reason to solve it.

***Let the convention center know how it produced for you.*** Convention center staffs are usually groups of seasoned professionals who take pride in their work. Let them know where they shone as well as where they could use some improvement. They'll thank you for it with their commitment to helping you succeed.

There are some common misconceptions about convention centers that deserve dispelling:

***Convention centers are public buildings run by bureaucrats.*** That may have been true in the past. But today convention centers are frequently operated by private management companies that are there to bring accountability and a business ethic to the operation.

***Convention center rental is negotiable.*** This is rarely the case. Convention centers are under increasing pressures from fiscally strapped cities and counties to produce sufficient revenue to cover their operating costs. While most centers' mission is to generate hotel tax through visitor expenditures, the days when convention centers could be supported as loss leaders are virtually gone forever. Negotiability is most possible for events scheduled for the holidays or the shoulder season (the time adjacent to the convention center's peak periods).

## ***How to Work with Convention Center***

***Convention center contracts are unreasonably inflexible.*** In most instances, centers make concerted efforts to accommodate requests for changes in language or softening of some requirements. But some clauses, particularly those dealing with insurance requirements and terms of indemnification, are often fixed by the center's own legal requirements and the "deep pockets" risks to which publicly owned buildings can be subject.

Today's marketplace is characterized by increasing competition, as more and more cities build and expand convention centers. In the end, this can only benefit the customer -- the meeting planner and show manager. In the future, convention centers will only be able to distinguish themselves from their competitors through the level of service they offer.

At Moscone Center, we're constantly thinking about new ways we can make our customers' jobs easier. And we're convinced that the more we open the real lines of communication the more we talk to each other and share ideas -- the sooner we'll make superlative customer service a reality.

## APPROVED SECURITY CONTRACTORS

<p><b>Contemporary Services Corporation</b>          1710 S. Amphlett Blvd., Suite 128          San Mateo, CA 94402          650/524-8889          650/524-8896 Fax          Contact: Craig Graber</p>	<p><b>King Security Services</b>          323 Geary Street          San Francisco, CA 94102          415/433-5464          415/433-5614 Fax          Contact: Kim King</p>
<p><b>Corporate Security Service, Inc.</b>          The Hearst Building          5 Third Street, Suite 314          San Francisco, CA 94103          415/543-3460          415/541-0464 Fax          Contact: Ave Seltsam</p>	<p><b>Maloney Security</b>          1055 Laurel Street          San Carlos, CA 94070          650/593-0163          650/593-1101 Fax          650/371-8452 Voicemail          Contact: Paul Cademartori</p>
<p><b>D.L. Simmons Security Services</b>          76 South Winter Park Drive          Casselberry, FL 32707          407/699-5308          407/622-0675 Fax          Contact: Frank Hadnot</p>	<p><b>Placement Pros</b>          27 Maiden Lane, Suite 202          San Francisco, CA, 94108          415/397-3384          415/397-2464 Fax          Contact: Lillian Kwock</p>
<p><b>Event Security &amp; Services, LLC</b>          1801 Turk Street # 12          San Francisco, CA 94115          415/923-9293          415/923-9354 Fax          cell: 415/606-1457          Contact: Jeff Gutierrez  <a href="http://www.jgutierrez.net">www.jgutierrez.net</a></p>	<p><b>Security Industry Specialists</b>          6071 Bristol Parkway, Suite 200          Culver City, CA 90230          800/201-3742          Contact: John C. Spesak</p>
<p><b>K-Dubb Security</b>          1485 Bayshore Blvd., Suite 429          San Francisco, CA 94124-1114          415/467-4900          415/467-5226 Fax          Contact: Kevin Whitfield</p>	

Note: The above list includes companies who have provided us with proof of a CA valid license and an insurance certificate that meets our requirements.

## LOCAL NON-PROFITS & DONATION SERVICES

Food, gift items, medical supplies and many other products from your convention can be donated locally to assist people in need. The non-profits listed below have the resources to collect donation items from an entire show at the Moscone Center. Each group can make arrangements for volunteers, trucks, and other collection equipment. Please donate to benefit our community!

### **SAN FRANCISCO FOOD BANK**

900 Pennsylvania Avenue  
San Francisco, CA 94107  
Attn.: Ron Clark, Marketing Manager  
phone: (415) 282-1900  
fax: (415) 282-1909  
*Perishable and non-perishable food.*

### **GOODWILL INDUSTRIES CENTER**

1500 Mission Street @ Van Ness  
San Francisco, CA 94103  
Attn.: Terry Fitzpatrick, Chief Operations  
Officer  
phone: (415) 575-2106  
fax: (415) 575-2170  
*Items for the home.*

### **SALVATION ARMY**

850 Harrison Street  
San Francisco, CA 94107  
Attn.: Mike Afshar, Food Service  
Administrator  
phone: (415) 777-5350  
fax: (415) 777-2831  
*Perishable and non-perishable food.*

### **UNDER ONE ROOF**

2362-B Market Street  
San Francisco, CA 94114  
Attn.: Paul Olsen, Manager  
phone: (415) 252-9430  
fax: (415) 252-8498  
*Saleable gift items.*

### **DELANCY STREET FOUNDATION**

600 Embarcadero  
San Francisco, CA 94107  
Attn.: Robert LeBoe  
phone: (415) 512-5118  
fax: (415) 512-5113  
*Day-to-day items for residential living.*

### **WALDEN HOUSE**

520 Townsend Street  
San Francisco, CA 94103  
Attn.: Christiaan Canter, Director of  
Community Development  
phone: (415) 554-1109  
fax: (415) 861-6798  
*Housewares and items for residential use.*

### **VIDA**

6251 Hollis Street  
Emeryville, CA 94608  
Attn.: Marc Manashil, Program Director  
phone: (510) 655-8432  
fax: (510) 655-8281  
*Basic primary health care supplies and  
some medical and dental equipment.*

### **CHRISTMAS IN APRIL**

Pier 28  
San Francisco, California  
Attn.: Mike Gower, Project Coordinator  
phone: (415) 905-1616  
fax: (415) 905-1610  
*Building materials, tools, cabinetry, et*

# Changing Conventions



## Current Recycling and Donation Programs

The Moscone Center is committed to setting the standard for convention center recycling. We encourage you to participate in these programs during your stay. The intent is to significantly reduce the facilities' waste stream, use resources more efficiently, benefit our local non-profit community, and reduce trash removal costs. Recycling is also the law in California. As you prepare to move-out at the end of a show, please determine whether or not you will leave any merchandise behind. Here's what we currently accept for recycling and donation:

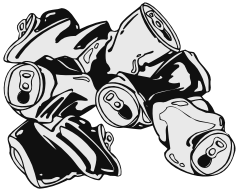
Please help make these programs successful!

### Recycling



**Identify Your Boxes of leftover literature -** Why pay to transport boxes of unwanted literature and materials? You can recycle them here! Place a green recycling sticker on all unwanted boxes of literature and handouts -- even pallet loads full. Stickers are available at the Contractor's service desk and from the Recycling Manager.

**Empty Your Corrugated Cardboard Boxes –** Moscone staff will collect cardboard throughout the show. There are also large green carts marked "cardboard only" located around the perimeter of the exhibit floor. Please be sure the boxes are empty. No packing materials, plastic or wood.



**Recycle Cans & Bottles -** Bins marked "cans & bottles" are located in lobby areas, on the exhibit floor, and near food and beverage catered functions. Please place empty glass bottles, aluminum cans, and plastic bottles into the marked recycling bins. No cups.

**Donate Merchandise -** Any leftover merchandise, food products, giveaways, even boxes of bags, can be labeled for donation to local non-profits. Affix a blue donation sticker and set aside the items during move out. Stickers are available at the Contractor's Service Desk and from the Recycling Manager. We'll make sure your donation benefits the local community.



**Use Donation Stickers -** The Recycling Manager will walk through the exhibit floor making recycling and donation stickers available directly to you prior to move-out. You can also get stickers from the Contractor's Service Desk. For more information on Moscone's recycling and donation programs, call Kathleen Hennesey, our Recycling Manager at (415) 978-3425.

**THANK YOU FOR YOUR COOPERATION!**

## Medical/Hazardous Waste Disposal

Current law, known as the Medical Waste Management Act (MWMA, California Health and Safety Code Chapter 6.1), became effective January 1, 1991. Enforcement of MWMA began April 1, 1991.

The MWMA requires all businesses which generate medical waste to treat that waste, or have someone else treat it, prior to disposal. Historically, businesses considered to be small quantity generators (those generating less than 200 lbs of medical waste per month), were exempt from any regulation. That is no longer the case.

### Types of Medical Waste

**Laboratory wastes** – specimen or microbiologic cultures, stocks of infectious agents, live and attenuated vaccines, and culture mediums.

**Blood or body fluids** – liquid blood elements or other biohazardous body fluids, or articles contaminated with blood or other biohazardous body fluids.

**Sharps** – syringes, needles, blades, broken glass.

**Contaminated animals** – animal carcasses, body parts, bedding materials

**Surgical specimens** – human or animal parts or tissues removed surgically or by autopsy.

**Isolation waste** – waste contaminated with excretion, exudates, or secretions from humans or animals who are isolated due to the highly communicable diseases listed by the Centers for Disease Control as requiring Biosafety Level 4 precautions.

**As Moscone Center is not equipped to dispose of medical/hazardous waste, the treatment and transportation of medical/hazardous waste should be pre-arranged with a qualified medical/hazardous waste disposal company.**

### **Medical/hazardous Waste Disposal Service Providers :**

Steri-Cycle: 510-562-1781

All Chemical Disposal, Inc: 408-363-1660

## Policies for Protecting Permanently Carpeted Areas

The following policies, regulations, and limitations apply to all permanently carpeted areas of The Moscone Center and Bill Graham Civic Auditorium. This includes lobbies, swing spaces, ballrooms, corridors, and meeting rooms.

1. All carpeted areas require *100% coverage* with heavy-duty visqueen at all times when work is being performed that includes delivery, movement, unloading, construction, installation, or dismantling of materials and equipment. This includes booth areas as well as aisles.
2. No forklifts are allowed at any time on permanently carpeted areas without specific and prior written permission from the facility. If permission is granted, facility carpet must be protected from damage at all times using scrap carpet turned backside up in addition to heavy-duty visqueen.
3. Electric pallet jacks, standard pallet jacks, electric vehicles, and dollies may be used on carpet provided that 100% coverage with heavy-duty visqueen is in place. No forklifts of any type are allowed under this rule.
4. All crates, pallets, freight, boxes, road cases, and other shipping items must be placed on heavy-duty visqueen or heavier protection. No such deliveries may be made on carpeted areas without such protection. Heavy crates may require the placement of carpet scraps under them in order to avoid tearing the protective Visqueen.
5. No cutting of carpet, foamcore, or other materials is permitted on carpeted areas without proper protection.
6. Only approved tape may be used on carpeted areas.
7. Scissors, boom, knuckle, and all other lifts require the use of complete tire wrapping and or Visqueen at all times.
8. The use of paint, glue, inks, dyes, oil, solvents, other industrial liquids or adhesives is not permitted without 100% protection.
9. Electric vehicles may not be parked on carpeted surfaces for charging.
10. Motor vehicles used for display must be pushed to their designated locations. A dropcloth large enough to cover the entire undercarriage of the vehicle must be used during display. Vehicles may not be started or moved under power for any reason while on carpeted surfaces.
11. Any items that are likely to snag carpet fibers or leave a residue may not be used on any carpeted surface without 100% protection. This includes paint, adhesives, soil, grass, flowers, chalk, water, unapproved tape, screws, nails, Velcro, rough lumber, metal glass, or other items likely to cause damage.
12. Sticky Visqueen may not be used on any building surface at any time.
13. Exceptions to any of these rules, policies, and limitations must be granted in writing in advance by the facility's Assistant General Manager or General Manager. No exceptions will be granted after the fact, and immediate removal of offending items or materials will be required.
14. The facility reserves the right to change, modify, or add these regulations without prior notice.
15. Initial enforcement will be provided through the use of existing SMG staff. If satisfactory compliance is not evidenced immediately upon receipt of these policies, additional staff will be scheduled to monitor activities in these areas at the contractor's cost.

## Audio Recording Information

The Moscone West Convention Facility has a central audio recording bay located in Sound Control Room 107. This central patch bay services the meeting rooms on the second and third floor. Access to this equipment room is only through [Projection Presentation Technology](#).

The room audio feeds terminate at a wall-mounted patch bay with XLR male Connectors. The output is balanced line level audio with the connectors wired pin #2 HOT

*Note: If you carry XLR-F adapters to unbalanced inputs Pins #1 and #3 must be tied.*

The recording area has four breakout boxes and table space for two to four recording personal. Total number of rooms is thirty-eight.

The West meeting rooms system utilizes a six-channel Microphone/Line mixer. Mic Input 1 and Line Input 1 have been un-gated to the Auxiliary output that feeds the taping buss for recording confidence.

The Moscone West Convention Facility recording bay can also supply video patch feeds from all meeting rooms.

## The Americans With Disabilities Act

The ADA went into effect in January 1992 and is intended to provide a clear and comprehensive national mandate to end discrimination against those with visual, hearing, mobility and other disabilities.

As event planners and facility managers, we all need to be concerned with complying with the law and making events accessible to everyone. We're certainly willing to do all we can on our end to make our facilities friendlier to our guests with disabilities.

There are also several things you can do or at least need to consider in your planning process. For example, how could you make your meeting more accessible to a wide variety of attendees? In your pre-registration mailers, we recommend you provide a section that would allow individuals with disabilities to indicate what kind of aid or assistance they may need. You could request mobility and communication access information and a phone number to clarify any questions, and you should also provide your voice and TDD numbers along with the names of contact people. While an attendee's failure to disclose such information does not relieve any of us of our obligations, it can ensure more efficient allocation of resources.

By finding out what accommodations are needed, you can certainly save yourself a great deal of last minute problems by, say, forecasting seating arrangements for people in wheelchairs, budgeting for sign language, providing assistive listening systems, or preparing large print or Braille materials.

The following is a sample of language which you might find useful to include in your registration materials.

*"Please check any of the following services you require:*

- Interpreter*
- Assistive Listening System*
- Cassette Tape of Printed Materials*
- Braille Materials*
- Large Print Materials*
- Special Diet*
- Other"*

All contracts with exhibitors should contain a clause addressing their responsibilities in complying with the ADA. The key to successful compliance lies in proper planning.

## Facilities Telephone List

Administrative Offices	974-4000
Event Management	974-4016
Food & Beverage	974-4040
Sales & Marketing	974-4055
Security Control	974-4021
Telecommunications	974-4080
Theatrical Services	974-4088
Projection Audio Visual	974-4077

## NOVELTY AND PROGRAM SALES POLICY

The sale of programs and novelties at the San Francisco Convention Facilities (SFCF), including The Moscone Center and the Bill Graham Civic Auditorium, is subject to control by the San Francisco Convention Facilities.

In this regard, a novelty supervisor will be assigned to all events where these items are to be sold. The responsibilities of this supervisor are as follows:

- Review and audit merchandise.
- Assign merchandise to sellers.
- Make payment to sellers.
- Account for sales and pay appropriate percentages.

The number of sellers assigned to each event will be determined by the novelty supervisor and the San Francisco Convention Facilities' management based upon anticipated attendance and the volume of merchandise offered. No personnel will be allowed to sell other than those assigned through the facilities.

A total of 38.5% of gross receipts from all merchandise sales will be deducted for payment to union sellers, novelty supervisor, the Convention Facilities, and California sales taxes. The percentage is distributed as follows:

<u>NON-MUSICAL</u>	<u>MUSICAL</u>
<ul style="list-style-type: none"> <li>• 20% to union personnel selling merchandise</li> <li>• 8.5% to state sales tax</li> <li>• 5% to novelty supervisor</li> <li>• 5% to the facility</li> </ul>	<ul style="list-style-type: none"> <li>• 10% to union personnel selling merchandise</li> <li>• 8.5% to state sales tax</li> <li>• 2.25% to novelty supervisor</li> <li>• 17.75% to the facility</li> </ul>

There will be no exceptions to the above rules without the specific consent of the Director of Facilities of SFCF. Please contact the organization below for details on selling merchandise within the San Francisco Convention Facilities:

CONCESSION AND PROGRAM  
 EMPLOYEES UNION LOCAL #468  
 81 Fourteenth Street  
 San Francisco, California 94103  
 Telephone: 415/621-5230  
 Bill Fritz: 650/588-6436

# San Francisco Convention Facilities Public Safety and Fire Management Plan for Moscone Center North, South and West

## INTRODUCTION

The purpose of this plan is to provide information necessary to maintain acceptable levels of fire and public safety within the San Francisco Convention Facilities. These are the *minimum* fire safety requirements which shall apply to all events whether open or closed to the public. A Fire Marshal has been appointed as the official staff representative responsible for enforcing all fire and safety rules and regulations. The Fire Marshal is required to:

1. Provide guidance to show management for floor plan preparation.
2. Review proposed floor plans, booth layouts and construction (including special suppression systems if required).
3. Monitor the facility for prohibited processes and equipment from set-up through show hours and dismantling.
4. Monitor all exhibitions to assure that interior finishes and furnishings meet code requirements.
5. Review the permit requests for use of restricted materials.
6. Make final inspection and approval of a show prior to opening.
7. Review plans for new construction and tenant improvements.
8. Maintain and update the Emergency Plans.

## FLOOR PLAN APPROVAL PROCEDURES

### Exhibit Space

Before exhibit space is offered for final sale to exhibitors, show management or its designate, shall submit one copy of the **proposed** floor plan drawn to scale, to the facility Fire Marshal for review. PDF are welcome for this purpose. Exhibitors shall submit nine (9) copies for final approval thirty (30) days prior to the event. All floor plans shall indicate:

1. Show name, dates, times and decorator.
2. Booth configurations drawn to scale; including all base and height dimensions and locations.
3. Aisle locations and dimensions:
  - a. A minimum 10' width between rows of booths at Moscone Center and 9'6" in Bill Graham Civic Auditorium is required.
  - b. Booths or displays are prohibited in any aisles or emergency access areas.
  - c. A minimum 10' wide perimeter aisle is required in Moscone Center South, and the front crossing aisle shall be a minimum of 20'.
  - d. Cross aisles shall be clearly marked on all floor plans and placed directly in line with exits in all facilities.
4. The locations of concession areas or proposed temporary cafeterias.
5. Exits, aisles, fire and life safety devices (i.e. fire extinguishers, hose cabinets, PERS stations) locations and clearance dimensions.
6. Dimensions and locations of exhibit hall platforms, staging, sound/light mixers, stage lighting, scaffolds and speaker systems.

### **Large Seated Session Areas**

Floor plans for general sessions or other large seated events held in any exhibit hall or ballroom must be submitted under the same conditions as those for exhibit areas. These must include dimensions and locations of platforms, staging, sound/light mixers, stage lighting, scaffolds and speaker systems.

*When seating rows have 14 or less seats, the minimum clear width between rows shall not be less than 12 inches measured as the clear horizontal distance from the back of the row ahead and the nearest projection of the row behind (Ref: Article 25, 2001 California Fire Code).*

### **Lobbies**

Lobby area plans must be provided under the conditions listed above and indicate the dimensions and location of all equipment to be placed by or through the event's general service or registration contractor. This includes but is not limited to counters, tables, kiosks, draped or hard-walled storage and lounge areas, computer stations, and any other equipment to be placed in lobby areas.

### **Approval Process**

Notice of approval or rejection of a floor plan will be given within ten working days of receipt. Carefully review all returned floor plans for corrections. If the plan is rejected, the areas in question will be marked in red ink. Red ink markings on plans are for exclusive official use by SFFD approving authority. The determining factors for rejection will be outlined to facility management who will inform the appropriate show staff representative. The plan shall then be corrected and re-submitted for final approval to facility management. Copies of the approved plans along with any relevant correspondence shall be maintained in the master event file, one copy to be retained by the Fire Marshal and a copy of the approved plan shall be displayed in a conspicuous place in the decorator service area during set-up for examination/conformance by show management.

### **ON-SITE EXHIBITION PROCEDURES**

Prior to commencement of a show set-up or dismantling, when notified by show management/decorator through the control room, the facility Fire Marshal may have smoke detector systems in appropriate exhibit areas deactivated if necessary. This will eliminate the possibility of false alarms due to by-products of combustion from vehicles used during set-up and dismantling. Upon completion of work activity, and prior to show opening, the show decorator/show management shall so inform the control room duty person. The smoke detector systems shall then be reactivated by control room personnel. All vehicle movement in and out of all facilities is strictly regulated. Unloading of show material on exhibition floor is controlled. A walk-through inspection of the exhibit area will be made prior to final approval and opening of a show by the facility Fire Marshal, Event Manager and Exhibit Manager or their officially designated representatives. Violations to these guidelines or situations posing any undue hazard to public safety shall require immediate correction.

All fire protection and life safety systems and devices shall be fully operational before the facility is opened to the public. This will be accomplished by a final visual inspection of all areas and by confirmation of status of equipment through the facility fire alarm system. While a show is in progress, it will be the responsibility of the facility Fire Marshal, facility staff, show management staff and exhibitors to

maintain the approved clearances to all fire and safety equipment and to make sure that ***all emergency exits and required aisles are free of obstruction.***

Violations of the San Francisco Fire Department mandated guidelines observed during the operation of a show will be documented and brought to the attention of both show and facility management for immediate correction. If, in the opinion of the facility Fire Marshal, there is an extreme hazard to safety, he has the authority to delay or terminate the show until the problems have been satisfactorily corrected.

### **EMERGENCY REPORTING PROCEDURES**

Moscone North, South, and the Esplanade are equipped with Public Emergency Response System (PERS) stations. Moscone West and the Bill Graham Civic Auditorium are equipped with Fire Alarm Pull Stations located throughout the building. All buildings have white courtesy telephones available. **The emergency number is 511**, and is designated on the handset. Detailed reporting procedures that are building specific can be found in the Emergency Preparedness Plan.

If evacuation/relocation of an area is required, voice instructions will be announced through the public address system.

**All fires** active or extinguished shall be reported to the control room.

### **PROHIBITED MATERIALS, PROCESSES AND EQUIPMENT**

Use of the following materials, processes or equipment *is prohibited*:

1. Blasting agents, or explosives.
2. Pyrotechnics in Moscone West.
3. Flammable cryogenic gases.
4. Smoking within the facilities.
5. Fueling of motor vehicles.
6. Wood matches with all-surface strikes.
7. Cellulose nitrate motion picture film.
8. Aerosol cans with flammable propellants.

### **PROHIBITED EQUIPMENT AND OPERATIONS DURING SET-UP AND DISMANTLING**

The following equipment or operations are prohibited during exhibition, booth construction or dismantling:

1. Materials-handling equipment which exceeds established emission levels.
2. Electrically powered tools and equipment other than those listed by Underwriters Laboratories, Inc. or approved by a nationally recognized testing laboratory.
3. Portable heating equipment.
4. Painting with flammable or volatile paints and finishes.
5. Any equipment or operation that increases the risk to fire and life safety.

### **MATERIALS, PROCESSES OR EQUIPMENT REQUIRING SPECIAL PERMIT FOR USE**

Use, display or storage of the following materials, processes or equipment are restricted and subject to approval of the facility Fire Marshal and may also require a permit from the San Francisco Fire Department:

1. Natural gas fired equipment.
2. Open flame devices (including candles and cooking equipment).
3. Exhibits involving hazardous processing or materials.
4. Pyrotechnic displays.
  
5. Liquefied petroleum gas (Ref: Uniform Fire Code Article 82)
6. Fossil fuel powered equipment.
7. Lasers.
8. Hydraulically powered equipment using flammable fluids.
9. Radiation producing devices.
10. Flammable liquids.
11. Welding, cutting or brazing.
12. Other materials or processes judged by the facility Fire Marshal to increase the risk to fire and life safety.

**Please Note: All Equipment must be UL Listed**

**Liquid and Gas-Fueled Vehicles and Equipment used for display, competition or demonstration within this facility shall be in accordance with the California Fire Code, Section 2505.** The pertinent sub-sections are as follows:

1. The location of vehicles or equipment shall not obstruct or block means of egress.
2. Batteries shall be disconnected in an approved manner.
3. Vehicles or equipment shall not be fueled or defueled within the building.
4. Fuel in the fuel tank shall not exceed one quarter of the tank capacity or 5 gallons (18.9L), whichever is less.
5. Fuel systems shall be inspected for leaks.
6. Fuel-tank openings shall be locked and sealed to prevent the escape of vapors.

**SPECIAL APPROVAL**

To obtain approval, the exhibitor shall submit in writing:

1. The nature of the process or equipment to be used.
2. The quantity of restricted materials to be used.
3. Provisions that will be made to provide fire suppression or other life safety measures.

This request must be submitted to facility management 30 days in advance of the first move-in day of the show. It will then be given to the facility Fire Marshal who will approve or reject the request. If a San Francisco Fire Department permit is required, instruction for applying will be stated.

**BOOTH CONFIGURATIONS**

The following booth configurations are acceptable:

1. Open top exhibition booths.
2. Platforms not exceeding 500 square feet in area.

The following booth configurations **will require prior approval**:

1. Platforms exceeding 500 square feet in area.

2. Exhibition booths with canopies.
3. Single-level covered exhibition booths.
4. Booths/exhibits of a height exceeding 16'.
5. Any booth designed with a second level. Plans must be certified by a licensed professional engineer before floor plans are submitted. If the

occupancy load is nine persons or less, one exit is sufficient. If occupancy load is more than 9 persons, two means of exiting are required (Article 12 of the Uniform Fire Code).

### **ACCEPTABLE MATERIALS FOR BOOTH CONSTRUCTION**

The following types of materials will be acceptable for booth construction and decoration:

1. Wood; properly treated as per UBC Standard 8-1, and certified (See definition of UBC Sec 207 for fire treated wood).
2. Combustible materials having a flame spread rating of less than 225 and a smoke density rating of less than 450, as determined by ASTM E84 (Tunnel Test), and certified as such.

### **ACCEPTABLE INTERIOR FINISHES AND FURNISHINGS**

Use of the following materials and furnishings is controlled:

1. Drapes, hangings, curtains, and props.
2. Foam core board (PVC) shall be a certified flame resistant type. **No exceptions.**
3. Poster paper and banners.
4. Decorative fabrics.
5. Christmas trees. (Cut trees shall be flame retardant by a State certified applicator and a current certificate posted in booth.)
6. Motion picture screens.
7. All other decorative materials, including plastics.

### **All materials and furnishings shall be:**

1. Made from non-combustible materials; or
2. Treated and maintained in a flame retardant condition by an approved flame retardant solution or process. Flame retardant treatments shall be renewed as necessary or after each cleaning. Identification showing the date and type of treatment and the firm that treated the material **shall** be located on, or affixed to all treated materials or posted in booth.
3. Approved by the facility Fire Marshal when containing material constructed of plastic. (Note: Oil paper, tarpaper, sisal paper, nylon, Orlon and certain other plastic materials cannot be made flame-retardant and their use is prohibited.)

Interior furnishings and materials shall not be located as to obstruct or block exits, fire and life safety devices or equipment. Placement of chairs in aisles and corridors is strictly prohibited. Chairs shall remain within booth boundaries and under strict control of booth operator.

### **PORTABLE SPOTLIGHTS**

All clamp-on types of portable spotlights shall be protected from metal-to-metal contact by having electrical insulating pads or wrapping material permanently attached to the lamp holder clamp.

Use of ceramic-porcelain or molded composition type of neck-shell is the only type approved for use in the San Francisco Convention Facility. On/off switches are usually located in the neck.

Where any spotlight or lamp is subject to physical damage, damp places, or comes into contact with combustible material, it shall be equipped with a substantial guard attached to the lamp holder or the handle.

Flexible cord extensions may only be used for portable lamps/appliances that are of allowable amperage for the size and type of three (3) conductor cords connecting to and for the utilization of any equipment. The third conductor is used for equipment grounding purposes.

### **FLAME RETARDANT TREATMENT**

All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials, shall be flame retarded to meet the San Francisco Fire Department and the State Fire Marshal's requirements.

All table coverings, fabric walls, paper, or any decorative material whatsoever must have a California flameproof certificate or tag. Only California certificates will be accepted, and they must be prominently attached to the material used so they may be easily seen by the facility Fire Marshal.

### **COMBUSTIBLES**

Literature on display shall be limited to reasonable quantities (1 day's supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes.

Show management shall assume responsibility for daily adequate janitorial and rubbish pickup service and shall advise all exhibitors that booths shall be cleaned of combustible rubbish daily. Storage of empty cartons in exhibit booth area is not permitted.

Storage of any kind is prohibited behind back drapes or display walls, and inside the display area. All cartons, crates, containers, and packing materials which are NECESSARY FOR REPACKING shall be labeled with "EMPTY" stickers and REMOVED FROM THE FLOOR.

### **OBSTRUCTIONS**

Nothing shall be hung from or affixed to any sprinkler heads or piping. All exit doors shall be in an operable condition at all times. Exit signs shall not be obstructed in any manner. All entrances, exits, aisles, stairways, lobbies, passageways, and fire and life safety devices shall be unobstructed at all times. Booth construction shall be substantial and fixed in position in a specified area for the duration of the show. Easels, signs, etc. shall not be placed beyond booth area into aisles.

### **MOVE-IN / MOVE-OUT PROCEDURES**

No move-in or move-out will be allowed through the Moscone Center lobbies. Arrangements can be made to use emergency ramp access to the exhibit hall for

"hand carried" materials, hand carts or other small dollies. The major decorator of an exhibition event shall maintain control of the exhibit floor during set-up and dismantling.

1. No vehicles will be allowed in tunnel areas, loading docks or exhibit halls without proper I.D.
2. Only company-owned vehicles with proper signage (permanently affixed decals) or temporary loading/unloading permits will be allowed in work areas.
3. Independent decorators and sub-contractors must be properly bonded, insured and have access permission to loading/unloading areas through the show management or general services contractor and must maintain a valid permit from the facilities.
4. Individual exhibitors loading/unloading merchandise must secure a temporary access permit prior to entering booth areas from the decorator service desk or show office.
5. Trucks are not permitted in Moscone exhibit halls unless dock space is unavailable. Idling of vehicles is prohibited.
6. No vehicles are allowed in the Esplanade or Gateway Ballrooms at any time unless they are part of an exhibition.
7. No vehicles shall be permitted in Bill Graham Civic Auditorium unless they are part of an exhibit. There are several approved parking spaces located in the basement for permit parking only.
8. **KEEP ALL FIRE LANES CLEAR FOR IMMEDIATE USE BY EMERGENCY VEHICLES.**

#### **PARKING**

There is ***no parking allowed within the San Francisco Convention Facilities at any time.*** Unauthorized vehicles will be towed at owner's expense. Trash compactor and debris box removal area, as marked on the floor, shall be kept free and clear at all times, as well as the access area to the baler.

#### **EXHIBIT CRATE STORAGE**

Since most crates and cartons are not flame resistant and the packing materials are not treated, ***storage of these items is not permitted within the Moscone Convention Center.*** However, limited crate storage will be allowed in Moscone West due to a sprinkler system density designed for higher hazard areas.

***Storage of empty crates is prohibited in all areas of the Bill Graham Civic Auditorium, Polk and Larkin Halls.*** Limited storage of required decorator equipment is allowed when approved on a show-to-show basis by the facility Fire Marshal.

(Rev. 04/09)

# “Facsimile”

## **A Work of Public Art by Elizabeth Diller and Ricardo Scofidio**

### A Project of the San Francisco Arts Commission

Gliding slowly across the glass and steel façade of Moscone West is a uniquely mobile work of art. Facsimile was commissioned by the San Francisco Arts Commission and funded through the City’s Percent for Art ordinance. It is one of two works of public art installed at the city’s newest convention facility.

A marriage of art and technology, Facsimile consists of a 15’ by 25’ LED video screen attached to a 100’ tall steel armature that moves along the building’s exterior. A video camera is mounted at the back of the screen with the lens positioned to look directly into the second floor lobby, allowing for broadcast of live images from within the lobby directly onto the exterior-mounted screen. Fictional pre-recorded video programs created by the artists – programs that give the appearance of live activity -- are randomly alternated with the live images. Live images from an additional camera mounted at the building’s roofline also appear in the video sequences, displaying shots of the city’s skyline.

While the live images naturally correspond with the speed and direction of the scanning motion, the pre-recorded programs are constructed to simulate the same speed. In this way scenes of real activity inside the space are purposefully “confused” with pre-recorded simulations of interior scenes that could occur in a hotel or office building, or even in the otherwise real space of Moscone West. In this way the artists’ concept is realized as a playful deception as to what happens in real time and what is created from the artists’ imagination. The result is a blurring of the boundaries between reality and invention and a suggestion as to the virtual transparency of the structure. The conventions and tradeshow that take place inside a seemingly “public” structure are in reality private events that are open to a defined and credentialed audience. Thus the concept executed by “Facsimile” suggests a small public glimpse into what remains a protected and private interior.

In addition to the images appearing on the screen and facing onto the public streetscape, the back side of the screen facing into the lobby space features four LED text displays spaced evenly up the height of the screen. They are designed to send text messages across at the exact speed of the screen’s movement, creating the illusion of “floating in mid-air” as they are seen through the glass from the inside of the second floor lobby. They contain words or phrases taken from news reports from around the world as delivered from the Internet via a Google news data port and selected through a special software program. The intention is to channel into the building’s interior a series of

filtered dispatches from the world outside the structure.

## **Facts at a Glance**

Owner: City and County of San Francisco

Project Cost: \$ 2 million

Funding: Moscone West construction funds as mandated by the City's Percent for Art ordinance.

Artists: Elizabeth Diller and Ricardo Scofidio.

Date of Commission: February, 1997

Date of Installation: December, 2003

LED Screen Motion: The screen moves at a speed of 10 feet per minute, completing a round trip along both Fourth and Howard Street frontages in 45 minutes.

## About the Artists

The artist team of Elizabeth Diller and Ricardo Scofidio was selected in 1997 through a public competition conducted by the San Francisco Arts Commission. Diller and Scofidio have achieved worldwide fame as celebrated multi-disciplinary designers and are based in New York. They have been singularly recognized as the first architects ever to receive the prestigious MacArthur Foundation Genius Grant. Their work has been exhibited in major museums throughout the world. They have been commissioned to design the new Institute of Contemporary Arts in Boston, Massachusetts, and they are the lead designers of a new masterplan for Lincoln Center in New York City. Their design for the Blur Building at the 2001 International Swiss Expo became the signature icon for that event.

The text displays visible from the interior of Moscone West's second floor lobby were designed by Ben Rubin and Mark Hansen under the supervision of Diller and Scofidio.

For further information, please contact Jill Manton, Public Art Program Director for the San Francisco Arts Commission at (415) 252-2585.