



# Planner's Guide

## PLANNER'S GUIDE

Dear Valued Customer:

Thank you for choosing the Sevierville Convention Center for your event. The staff of the Sevierville Convention Center welcomes the opportunity to serve you and your patrons.

The Planner's Guide is designed to assist you with most event-related issues, ranging from work rules and fire safety regulations to facility specifications and inventory rental rates. In the early stages of event planning, one of our experienced Event Coordinators will be assigned to your event; they will contact you personally. Your Event Coordinator will personally supervise all aspects of your event as it relates to the facility operation.

Once you have reviewed the planner's guide, please do not hesitate to call 865-868-1554 or 865-868-1553 if you have any questions. We look forward to serving you.

Sincerely,

The Sevierville Convention Center Staff

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## INTRODUCTION

Welcome to THE SEVIERVILLE CONVENTION CENTER, a tradeshow, competitive arts, expo and retreat facility in Sevierville, Tennessee. We believe your time in our community will be both a pleasant and enjoyable experience. The Sevierville, Sevier County and Great Smoky Mountains area is one of the most beautiful areas in the United States and offers a vast array of activities to meet the interests of our visitors.

An important part of the mission for the Sevierville Convention Center is to enhance Sevierville's economic vitality. We are extremely proud you have chosen the Sevierville Convention Center for your event and the economic impact it brings to our community via your attendees renting hotel rooms, eating in our restaurants, shopping in our retail businesses and attending our attractions.

We trust the following information regarding our services, policies, procedures, rules and regulations will assist you and your staff as you plan your event at our facility.

## SEVIERVILLE, TENNESSEE

Sevierville, Tennessee, home of the Great Smoky Mountains National Park and So Much More is where Smoky Mountain Fun Begins! From the moment your event attendees arrive in Sevierville, the overwhelming beauty of the Great Smoky Mountains will envelop them. Located at the base of one of the world's oldest mountain ranges, this area's lush foliage and inviting streams are highlights of the Great Smoky Mountains experience. Couple all that natural beauty with our true southern hospitality and you'll see that Sevierville is more than a place to visit; it's a place to return year after year.

Chock full of fishing holes, nature trails, museums, golf courses, baseball games, outlet shopping and other exciting attractions to entertain, educate or relax any group, Sevierville is conveniently located just off Interstate 40. You will find that Sevierville is equipped for any type of group.

Your group is welcome in Sevierville! Good old-fashioned southern hospitality is what you'll find here in the Great Smoky Mountains. With more than 3,000 rooms and cabins, Sevierville has some of the best and newest lodging in the area.

Each year Sevierville adds new restaurants to its wide array of dining options, from local eateries to national chain restaurants. You'll find that the wonderful flavors of the Great Smoky Mountains will tempt you to try little bit of everything. From simple to sumptuous and local flavor to ethnic cuisine, you're sure to satisfy any craving when dining in Sevierville.

Sevierville is a shopper's paradise! From country crafts and china to electronics, Christmas gifts and fashions, Sevierville has everything a shopper is looking for and needs. Outstanding values and exceptional service are hallmarks of our quaint local shops and outlet stores.

## SEVIERVILLE CONVENTION CENTER

The Sevierville Convention Center is a multi-purpose complex in scenic and historic Sevierville TN and designed to comfortably accommodate a wide range of events from tradeshow, competitive arts, expos, conferences and retreats. It is this region's most versatile facility; featuring everything from event coordination assistance to available in-house services such as catering and electrical services.

Our facility offers indoor space listed below and 54,000 square feet of outdoor exhibit space, with available utilities and tent anchors, providing more than 182,000 square feet of total exhibit space.

### SPECS AND FACTS

#### **EXHIBIT HALLS**

- 108,230 Square Feet (390L x 270W)
- Divisible into two halls
  - Exhibit Hall A – 66,496 sq ft
  - Exhibit Hall B – 41,749 sq ft

#### **BALLROOMS**

- 19,290 Square Feet
- Divisible into four rooms
  - Ballroom A - 4,832 sq ft
  - Ballroom B - 4,813 sq ft
  - Ballroom C - 4,813 sq ft
  - Ballroom D - 4,832 sq ft

#### **MEETING ROOMS**

- Four meeting rooms
  - Meeting room A – 529 sq ft
  - Meeting room B – 529 sq ft
  - Meeting room C – 511 sq ft
  - Meeting room D - 511 sq ft

Meeting rooms C and D can be combined to make one room – 1,022 sq ft

## **OTHER EVENT SPACE**

- Rotunda
- North Pre-function
- East Pre-function
- South Pre-function
- West Pre-function

## **AVAILABLE AMENITIES**

- Show Manager's Offices
- Ticket/Registration Area
- Cash Room
- First Aid Room

## **AVAILABLE SERVICES**

- Electrical Services – Provided through our exclusive In-house service contractor
  - Power Voltage – Electrical capacity sheet provided
- High Speed Internet/Phone/Water – Order form provided
- Concessions/Catering/Food Court – Provided through our exclusive Food & Beverage Co.

## **LOADING FACILITIES**

- Ten Loading Dock Births
  - Two with automatic levelers
  - Eight that require dock plates
- Four Loading Dock Doors
  - One at grade 10' X 10"
  - One at 20 wide & 18 high
  - Two at 12 wide & 18 high

## **PARKING**

- 1,571 spaces adjacent to the facility including surface lots and a three level parking garage

## **RULES & REGULATIONS**

### **Air Conditioning/Heating**

Air conditioning and/or heating is provided when Licensee pays full rental fees or during show hours. Minimal air conditioning and/or heating is provided on move-in or move-out days.

### **Alteration of Premises**

We will provide the Sevierville Convention Center premises in a clean condition. We, in turn, ask that Licensee return the premises in a damage free and clean condition (hard surfaces swept; carpeted surfaces vacuumed) at the conclusion of the period of the lease agreement. No alternations or changes permitted without prior approval by SCC Management. Alterations in this policy include, but are not limited to: movement of equipment or relocation of furnishings. A clean-up fee may be assessed if premises are not returned in an acceptable condition.

### **Animals**

Only service dogs or service dogs in training will be allowed into the Sevierville Convention Center. All other animals are prohibited except as approved by SCC Management. Animals that are approved to be in the facility must be on a leash or under similar control at all times. The owner(s) will be fully responsible for his or her animal(s) at all times in accordance with all state and local laws.

### **Capacities**

Capacities vary and are determined by the Sevierville Fire Marshal and are to be adhered to at all times.

### **Carpeted Areas**

During move-in and move-out, carpeted areas must be protected from the movement of crates, registration counters, pallet jacks and all other rolling vehicles or stock. This may be accomplished by the use of visqueen, particle board or plywood type product.

Concourse and ballrooms areas are carpeted; therefore, when these areas are being used, special precautions are to be taken to protect the surfaces. The extent of precautions will be determined by the facility superintendent.

## Clean-up

Licensor will provide the Sevierville Convention Center premises in a clean condition. We, in turn, ask that Licensee and their staff return the premises in the same condition at the conclusion of the period of the lease. Licensor will provide general cleaning services of public areas (i.e., restrooms, lobbies, ETC.). The Licensee will be responsible for the cleaning of the leased space and removal of all bulk trash, crates, lumber and packing materials during the term of the lease (move-in, move-out and show dates). There will be a labor charge for above-normal clean-up services at the Licensor's prevailing rate on the dates of the event.

The removal of bulk trash is applicable to exhibit halls, meeting rooms and pre-function areas (i.e., registration, show offices). Bulk trash is defined as all trash, boxes, packing materials and other items not easily removed by a push broom or vacuum. Compactor Service is provided at the prevailing rate at time of event (ask one of our Event Coordinators for the current rate).

Interpretation of these terms is the right of the Sevierville Convention Center.

## Communication Services

- High Speed Internet with Broadband Access is available.
- In-house sound system is available for public address, announcements, paging, ETC.

For additional AV services, Licensee can contact one of our Event Coordinators for a list of vendors.

## Concessions/ Catering

The exclusive Food and Beverage provider at the Sevierville Convention Center, Ovations Food, manages our full service catering department and concessions services. Contact an Ovations Representative to discuss concessions for your next event.

Are you in need of a customized menu? We would be happy to help you create options specifically suited for your group or event. Please contact Kerry at [kerry.terrana@ovationsfs.com](mailto:kerry.terrana@ovationsfs.com) for more information.

**ALL food and beverage must be purchased from Ovations. ALL food and beverage sampling must have prior written approval from Ovations.** You, as Licensee, agree to prohibit your employees, exhibitors, partners and attendees from bringing any food or beverages or portable chairs into the facility. A failure

to comply may require special security, which cost will be responsibility of Licensee. No alcoholic beverages may be brought into or taken out of the Sevierville Convention Center.

### **Decorations**

SCC Management must approve any special decorations as to location and method of installation. Helium filled balloons are not permitted inside the Sevierville Convention Center. Smoke Machines are not permitted in the ballrooms unless approved by Building Superintendent.

**\*GAFFERS TAPE ONLY** (Can be purchased from Licensor. Please contact your Event Coordinator for pricing.)

### **Electrical Services**

Electrical services will be provided through our Exclusive In-House Electrical Contractor, Griffin Electric. Please contact your Event Coordinator for more information.

### **Equipment Rental**

The Event Coordinator assigned to your event can provide you a list of available inventory/services and their prevailing rates on request.

### **Event Coordinator**

An Event Coordinator is assigned to your event and will be your liaison with our staff from your initial planning through the culmination of your event. All information regarding your event should be communicated to your assigned Event Coordinator no later than thirty days prior to the commencement of the event. Failure to comply may result in additional fees for setup. Receiving information as early as possible enables your assigned Event Coordinator to make all the necessary facility arrangements with our staff, alert you to potential problems and provide you with a clear explanation of charges for your event.

### **Exits and Aisles**

All exits, aisles and doorways must be kept clear and unobstructed. Exit signs must remain visible at all times.

## Fire Regulations

Exhibitors, service contractors and all event promoters must comply with all federal, state and local fire codes. The Licensee, or the Show Manager for Licensee, must provide a floor plan thirty days in advance for review and approval by the City of Sevierville Fire Marshal.

## Hazards

Please report any hazard to facility personnel.

## Insurance Requirements

Licensees using any of the facilities of the Sevierville Convention Center are required to have insurance coverage in effect during their entire occupancy, including move-in, event days and move-out. For additional insurance requirements please review “**Package Deliveries**”. The Licensee bears the full cost of insurance coverage.

A Certificate of Insurance complying with the following requirements is due in our office at least 30 days in advance of your event move-in date:

- \$1,000,000 -- For death, bodily injury sustained by one person in any one occurrence
- \$1,000,000 -- For death or bodily injury sustained by more than one person in any one occurrence
- \$1,000,000 -- For damages or loss of property in any one occurrence
- Worker’s Compensation in amounts as required by Tennessee law

Licensee agrees to provide Sevierville Convention Center proof of insurance in the above amounts of coverage. The policy shall name as additional insured Licensor and the City of Sevierville and shall provide that Licensor shall receive 30 days’ written notice of cancellation, change or non-renewal of coverage.

In the event Licensee fails to provide such certificates in proper form and/or within required timeframe listed above, Licensee understands and agrees the Licensor reserves the right to purchase insurance on behalf of Licensee, with the premium costs and admin costs added to final invoice. The Licensor shall not be responsible for any loss or damage to machinery, equipment, paraphernalia, costumes, clothing, scenery, trunks, exhibit materials, musical instruments, and items for sale or any other property of the Licensee caused by theft, fire, riot strikes and Acts of God.

- 1.) Certificate of Liability Insurance will need to list the City of Sevierville, TN., and Sevierville Convention Center as additional insured in reference to License Agreement # S.C.C.

### **Key Cards**

Your Event Coordinator will provide all the necessary key cards for use during the event. Requests for additional key cards should be made through an Event Coordinator and all key cards must be returned to an Event Coordinator on the last day of the event.

### **Loading Dock**

For your convenience, we feature a ten bay loading dock with drive-on ingress ramps and three elephant doors. To assist you during move-in and move-out at the loading docks, you must assign one of your staff members to patrol the dock. Your staff must enforce all rules at the dock area and control dock traffic. Loading dock areas are operated under the supervision of SCC Management and are for loading and unloading only. **Loading dock areas and ramps are considered egress areas which cannot be blocked during event hours and may be inspected by the Sevierville Fire Marshal at any time.**

### **Lost and Found**

The Sevierville Convention Center requires show providers to designate an area for Lost and Found during the show. Any and all items are the responsibility of the Show Manage Team. Any items remaining in our facility will be kept for one month; those unclaimed after that time will be donated to charity. In most cases any unclaimed credit or debit cards are destroyed immediately as recommended by the issuing financial institution.

### **Medical Services (EMS)**

The Sevierville Convention Center will assist you in scheduling your EMS personnel through The City of Sevierville Fire Department for your event. Please take into consideration the special needs of your event and the anticipated attendance when you determine your requirements. **EMS must be considered for all events open to the public and certain private events; this is the legal responsibility of the Licensee and cannot be transferred to the Licensor.**

### **Movable Walls**

The movable walls, referred to as air walls, in the Sevierville Convention Center exhibit halls, ballrooms and meeting rooms must be put in place and removed by SCC personnel only. Please do not lean or place any objects against the movable walls. The walls in the ballroom areas do have special finishes; therefore, precautions are to be taken to protect the finishes.

### **Package Deliveries**

**Unless prior arrangements are made with the Director, or designee, no packages or freight are to be delivered prior to start of contract date.** If arrangements are made, there will be a service fee to Licensee based on the number of day's storage and number of packages being stored. Licensee hereby waives any right and all claims against Licensor, the City of Sevierville and their officers, agents and employees for deliveries refused, lost, damaged or returned to Licensee.

### **Propane**

**NO propane allowed in the building during show hours.**

### **Room Changeover**

With the rental rate, one setup is included. Any additional set-up or changes during your event will be charged to Licensee on a cost-of-labor basis.

### **Security**

The Sevierville Convention Center offers security through the City of Sevierville Police Department at the prevailing hourly rate (minimum of four hours) per officer. Please contact your Event Coordinator for more information.

### **Security Badges**

All individuals working in the Sevierville Convention Center are to wear photo identification badges that clearly identify the wearer's name and their respective employer.

## Trash/ Garbage/ Cardboard/ Dumpsters/ Compactors

### Definitions:

- A. GARBAGE: Anything related to food items or office type garbage.
- B. CARDBOARD: ANY CORRUGATED BOX (Including the box staples & box tape)

### Instructions:

1. All “garbage” collected by SCC Staff is to be placed into the “garbage compactor”.
2. All “garbage” collected by Show Decorator is to be placed into the “garbage compactor” (example: booth garbage collected in a trade show).
3. FOOD garbage is to be placed into the designated dumpster and is for FOOD WASTE ONLY.
4. Metal and large wood is to be placed into the “open” roll-off dumpster.

## Vehicle Displays

If a vehicle is part of a display or an exhibit inside the facility, the vehicle must meet the following requirements:

- Vehicle must have less than 1/4 of a tank of gas/fuel.
- Any de-fueling must be done outside of the building.
- A spotter must be used to maneuver vehicle into/out of building.
- Vehicle must remain stationary during show hours.
- Gas cap must be locked or taped.
- Battery cables must be disconnected from the battery.
- An extra set of keys to the ignition must be left with the Show Promoter in case of emergency.

## Water Displays

To limit your liability and protect our facility, those exhibits or displays with fountains, pools, spas and/or decorative water containers are permitted in the exhibit hall or outdoor area only.

## **Rules and Regulations**

**All rules and regulations established from time to time by Licensor are incorporated in the License Agreement by reference, and Licensee shall comply fully with said rules and regulations. Any violation of said rules and regulations by Licensee, its agents, employees and attendees shall be a breach of this License Agreement. Licensee hereby acknowledges receipt of a copy of the rules and regulations by signing the License Agreement.**

***Sevierville Convention Center Management reserves the right to revise the Rules and Regulations as needed without prior written notice.***