



**GRAND OPENING  
EXPERIENCE**  
december 27-28, 2008

METRO LIGHT RAIL

GRAND OPENING CELEBRATION

# STATION CELEBRATION

PARTICIPATION GUIDE



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# Welcome to the METRO Grand Opening Celebration!

Welcome to the **METRO Light Rail Grand Opening Station Celebrations!** METRO and its contributing partners are excited to invite your local business or community group to participate in the Grand Opening Station Celebrations on Saturday, December 27, 2008. This historic event will introduce METRO light rail to the entire metropolitan area while highlighting the many businesses, attractions and destinations along the 20-mile route.

To assist in planning your participation in the METRO Light Rail Grand Opening Station Celebrations, METRO has compiled this helpful guide. Inside you will find general information on the METRO Light Rail Grand Opening Celebration as well as directions on how to apply for an exhibitor's booth. This guide is intended to streamline the exhibitor application process, and we encourage you to read this guide in its entirety before applying.

METRO light rail encourages the involvement of local businesses, non-profit groups, neighborhood associations, community groups, and media. We will assist applicants in creating a memorable experience at this event. METRO's goal is to ensure a safe, exciting and beneficial experience is had by our citizens and businesses.

We look forward to working with you in making the Grand Opening of METRO light rail a success for all involved.



# METRO Grand Opening Station Celebrations Overview

## METRO STATION CELEBRATIONS

- **Locations:** METRO Station Locations in Phoenix, Tempe and Mesa (see map on following page)
- **Date and Time:** Saturday, December 27, 10 a.m. – 5 p.m.
- **Attendance:** Varies depending on location.
- **Description:** An opportunity for all neighborhoods, community groups and businesses near light rail stations to participate in unique station celebrations featuring entertainment, food and beverages, and other special activities.

## RIDE METRO WEEKEND

- **All 20 miles of the METRO system**
- **Saturday, December 27, 10 a.m. – 8 p.m.**
- **Sunday, December 28, 10 a.m. – 6 p.m.**
- **Attendance:** 100,000+ ppl per day (approx.)
- **Description:** An opportunity for the general public to ride the entire route and attend station celebrations on Saturday. All activities, train rides and bus shuttles will be free to the public.



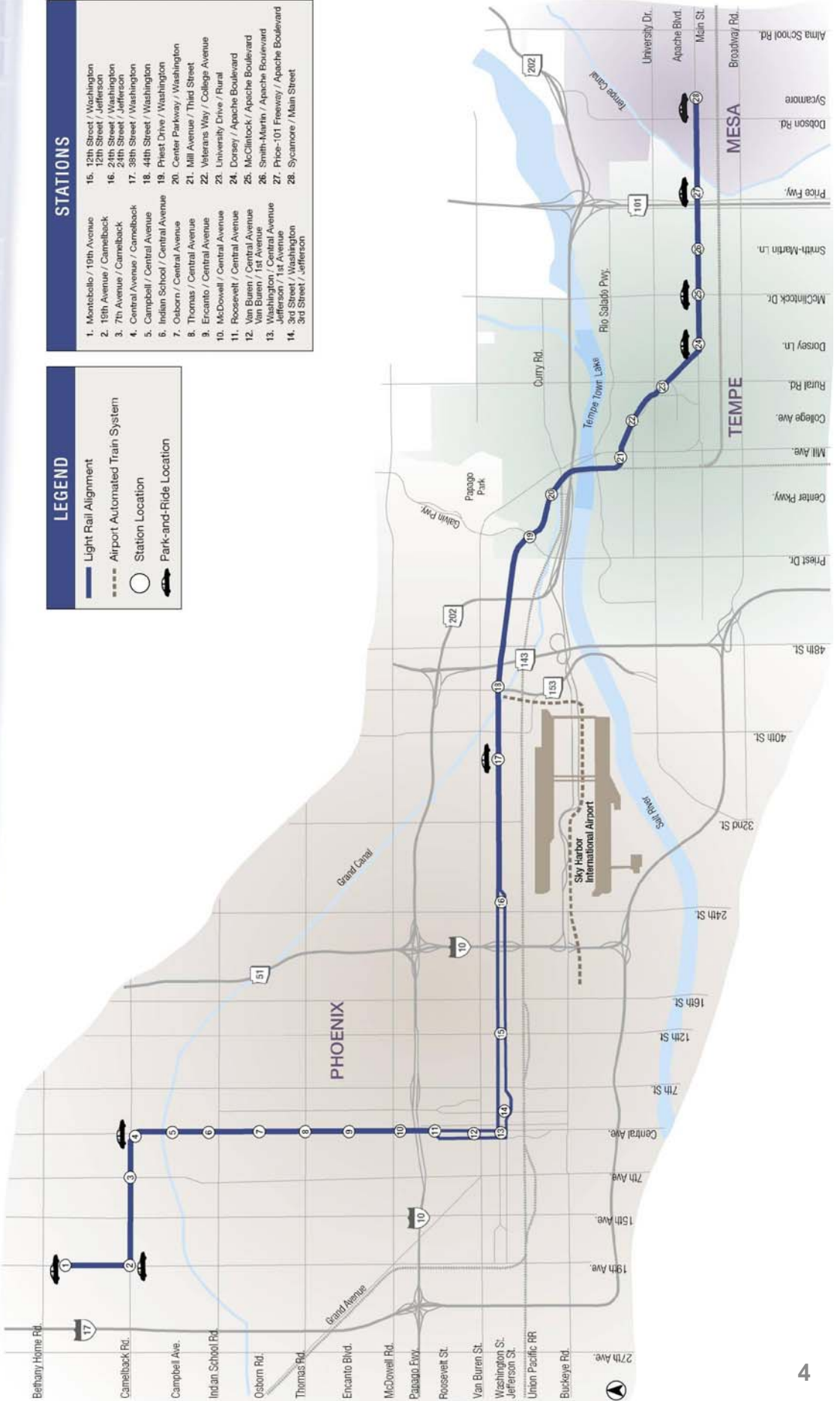
# LIGHT RAIL INITIAL LINE

### LEGEND

- Light Rail Alignment
- Airport Automated Train System
- Station Location
- Park-and-Ride Location

### STATIONS

1. Monticello / 18th Avenue
2. 18th Avenue / Camelback
3. 7th Avenue / Camelback
4. Central Avenue / Camelback
5. Campbell / Central Avenue
6. Indian School / Central Avenue
7. Osborn / Central Avenue
8. Thomas / Central Avenue
9. Encanto / Central Avenue
10. McDowell / Central Avenue
11. Roosevelt / Central Avenue
12. Van Buren / Central Avenue
13. Washington / Central Avenue
14. Jefferson / 1st Avenue
15. 12th Street / Washington
16. 24th Street / Washington
17. 38th Street / Jefferson
18. 44th Street / Washington
19. Priest Drive / Washington
20. Center Parkway / Washington
21. Mill Avenue / Third Street
22. Veterans Way / College Avenue
23. University Drive / Rural
24. Dorsey / Apache Boulevard
25. McClintock / Apache Boulevard
26. Smith-Martin / Apache Boulevard
27. Price-101 Freeway / Apache Boulevard
28. Sycamore / Main Street





# Application Process and Deadlines

Thank you for your interest. To participate, please complete the attached "Exhibitor Participation Worksheet" and any additional documentation and submit as indicated in the worksheet

The station celebrations will be limited by available space. One of the goals of station celebrations is to show appreciation for and recognize those stakeholders immediately adjacent to light rail.\* These stakeholders will receive priority consideration in the selection process. Other interested parties are encouraged to apply and, for a fee, will receive space if available. ***The application deadline is:***

***FRIDAY, November 7, 2008 at 5 p.m.***

Once your application has been received, the METRO Events Committee will review your request and determine participation on a first come, first serve basis and as space allows. METRO will inform you of your status in writing by November 21, 2008. If you are assigned booth space, Entertainment Solutions, Inc. will become your primary contact in regards to event logistics and infrastructure.

## ***What to expect if selected to participate:***

- Entertainment Solutions, Inc. will assign your organization at a designated station. A Set-Up Information Packet will be mailed out no later than December 15<sup>th</sup>. This packet will include set up instructions, arrival times, parking information, site map, and any needed credentials, depending on your location. Your footprint and placement is based on information provided in this packet.
- If parking passes are needed, they will be mailed with the Set-Up packet. Parking at some of the events may be inconvenient and a shuttle may be utilized. Additional parking passes may be requested, but are not guaranteed due to limited parking at some station celebrations.
- Please be careful to note which station location you have been assigned. We will make every possible effort to keep businesses as close to their storefronts, however, some station locations will have limited activity or space available.
- The booth package includes a 10' x 10' tent, two 6 foot tables and two chairs. Basic lighting and 20 amps of electricity will also be provided. (Twenty amps is the equivalent to your basic, two-socket home outlet.) You will also be expected to completely dress your booth, including signage, as no linens or signage will be provided.
- It is critical that your booth is staffed for the entire length of the event (10 a.m. – 5 p.m.). At no point should your booth be left unattended. Plan for staff in shifts that include breaks.

**\*Stakeholders will also include members of the Downtown Phoenix Partnership (DPP), Downtown Tempe Community (DTC) Phoenix Community Alliance (PCA) and Seventh Avenue Merchants Association (SAMA).**



# Frequently Asked Questions

## **WHO CAN PARTICIPATE IN THE STATION CELEBRATIONS?**

Station Celebrations are open to any local business, community group or organization that is interested in participating. Due to space limitations at the Station Celebrations, the number of participants will be limited at each location. Completion of this application does not guarantee exhibition space at the Station Celebrations; space will be filled on a first come, first serve basis with priority given to METRO designated stakeholders – those that are immediately adjacent and face the light rail line or are members of Downtown Phoenix Partnership (DPP), Downtown Tempe Community (DTC) Phoenix Community Alliance (PCA) or Seventh Avenue Merchants Association (SAMA).

## **HOW MANY PEOPLE ARE EXPECTED TO ATTEND THE CELEBRATIONS?**

Due to the historic nature of this community-wide event, attendance estimates for the weekend are expected to approach 200,000 people. Each celebration will experience varying attendance depending on the location, size and featured attractions.

## **WHERE WILL THE CELEBRATIONS BE HELD?**

METRO is currently planning several celebrations of varying sizes along the alignment. The size of each location depends on several factors, including sponsor participation, property approvals and physical space limitations.

Station Celebrations will be presented as close to each light rail platform as possible, but not on the actual platform. All platforms will remain clear for guest safety.

## **WILL EVERY STATION HAVE A CELEBRATION?**

Most stations will have a planned celebration. However, depending upon exhibitor and sponsor interest and space restrictions, some stations may have limited to no activity. See the METRO alignment on page 4 for station locations.

## **WHAT WILL EACH CELEBRATION CONSIST OF?**

The activities and attractions at the Station Celebrations will vary depending on the location. Such potential attractions at each location may include live entertainment, food and beverage and exhibitor booths.

## **WHAT IS THE COST TO PARTICIPATE?**

Accepted applications from METRO designated stakeholders will receive exhibition space at no charge. (Other fees may apply; if you would like additional booth accommodations or if you plan to sell product/food.)

Once stakeholders are placed, other applicants will fill in remaining exhibitor space. Non-stakeholder applicants will be charged an exhibitor fee. Refer to “Exhibitor Participation Worksheet” for more information on associated fees.

## **CAN I CHOOSE WHICH LOCATION I WANT TO PARTICIPATE IN?**

Every effort will be made to accommodate location requests for all participants. However, programming and space limitation may dictate the final location. METRO designated stakeholders will be given priority in site selection.



## Frequently Asked Questions

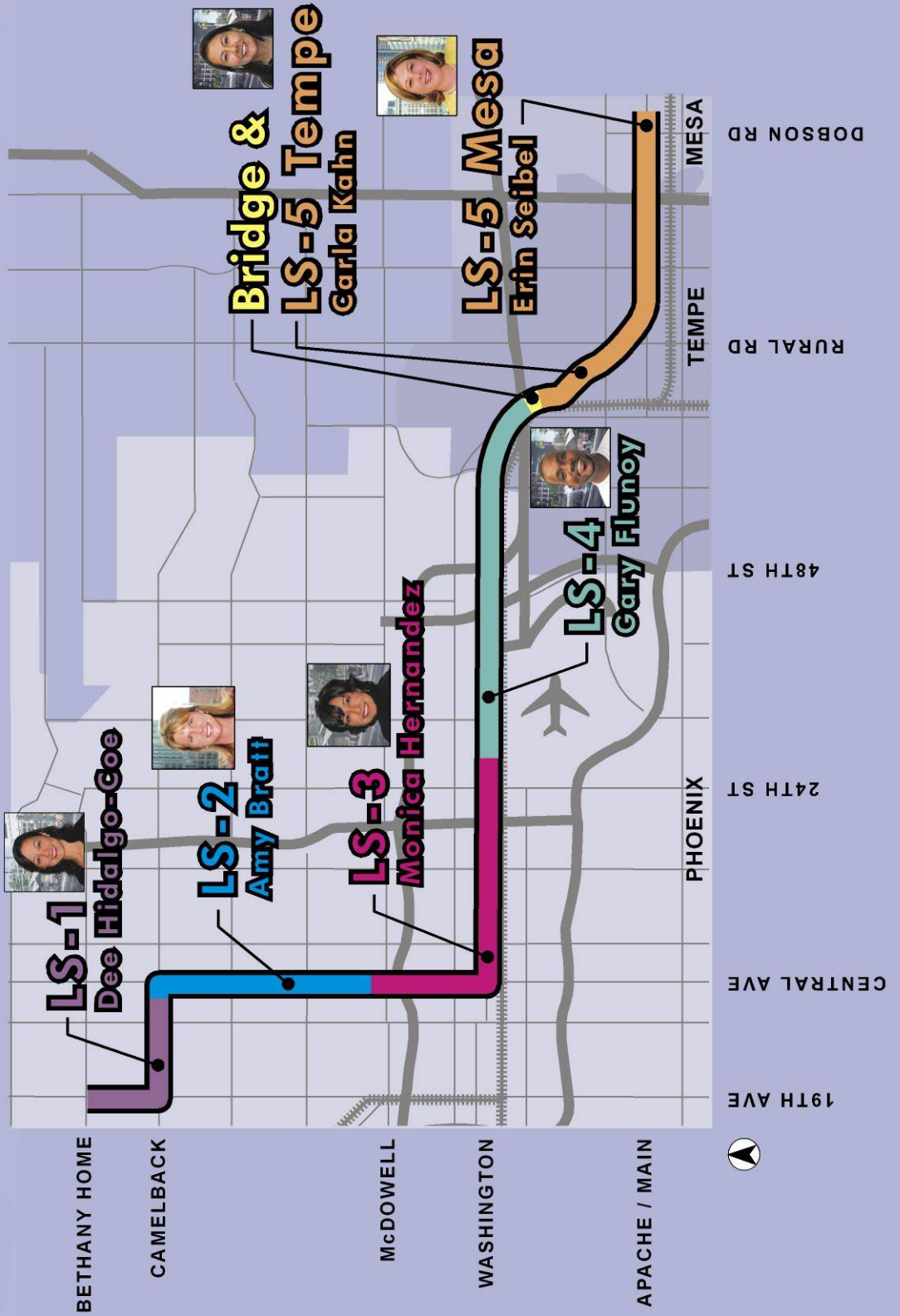
### **I AM A MEMBER OF THE MEDIA, HOW DO I GET INVOLVED?**

METRO encourages the participation of media outlets in the Grand Opening. If you are interested in becoming involved, please complete this application and send it to the attention of Andrea Libey at METRO (see page 9 for complete contact information). Your exhibitor fee will be waived.

### **WHO DO I CONTACT IF I AM AN ENTERTAINER AND WANT TO PARTICIPATE?**

Submit your press kit to our entertainment manager, Carolyn Reyes at Entertainment Solutions, Inc. 480-663-0700 or [carolyn@solutionsaz.com](mailto:carolyn@solutionsaz.com). Include the following items: demo CD, a few hi-res photos, band biography, playlist (required for cover bands), performance footage, and complete contact information.

If you have additional questions, please use the information on the following pages to determine who to contact.





# STATION CELEBRATION

## Key Contacts

COMPANY	NAME	OFFICE	E MAIL	AREA
<b>Contacts for Immediate Stakeholders</b>				
101 N. 1 <sup>st</sup> Ave. Suite 1300 Phoenix, AZ 85003	Howard Steere	602-332-4476	hsteere@metrolightrail.org	Public Involvement
	Dee Hidalgo-Coe	602-495-8233	dhidalgo-coe@metrolightrail.org	Line Section 1
	Amy Bratt	602-495-8217	abratt@metrolightrail.org	Line Section 2
	Monica Hernandez	602-322-4427	mhernandez@metrolightrail.org	Line Section 3
	Gary Flunoy	602-322-4457	gflunoy@metrolightrail.org	Line Section 4
	Carla Kahn	602-744-5552	ckahn@metrolightrail.org	Line Section 5 – Tempe
	Erin Seibel	602-495-8213	eseibel@metrolightrail.org	Line Section 5 – Mesa
<b>Contacts for Non-stakeholder Businesses, Community Groups at Large or Media</b>				
101 N. 1 <sup>st</sup> Ave. Suite 1300 Phoenix, AZ 85003	Andrea Libey	602-495-8209	alibey@metrolightrail.org	Communications Specialist



**EXHIBITOR PARTICIPATION WORKSHEET**  
**METRO GRAND OPENING CELEBRATION**  
*December 27, 2008*

**GENERAL INFORMATION**

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Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ On Site Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ On Site Contact Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Pager/Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

Would you prefer to have your communications sent: \_\_\_ Email \_\_\_ USPS Mail

**STAKEHOLDER STATUS**

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METRO Stakeholder – business located DIRECTLY on the light rail alignment\*  
**BOOTH PACKAGE TOTAL DUE: FREE OF CHARGE**

Business or Community Group At Large – businesses not directly located on the light rail alignment  
**BOOTH PACKAGE TOTAL DUE: \$1,000.00 for one booth package**

\*If you are unsure whether you are a METRO Stakeholder, contact your Line Section Coordinator.

**EXHIBITOR LOCATION PREFERENCES** (see page 4 for station locations)

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Please indicate your preferred station(s) in order of preference: \_\_\_\_\_

\_\_\_\_\_

Every effort will be made to accommodate location requests for all participants. However, programming and space limitation may dictate at which location you can or cannot participate. Immediate stakeholders will be given priority to site selection. Depending on the level of exhibitor and sponsor participation, some celebrations may have limited activities or none at all.

**FOR INTERNAL USE ONLY**

**PI:** \_\_\_\_\_ **LOCATION:** \_\_\_\_\_ **STAKEHOLDER:** Y / N **INS RECV'D:** Y / N **PAID:** Y / N

# ON-SITE SPACE / BOOTH REQUIREMENTS

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Each booth package includes the following:

- ONE 10x10 Tent
- 10 Feet of Sidewall
- TWO (2) Tables
- TWO (2) Chairs
- Basic lighting package
- 20 amps of power

Entertainment Solutions, Inc. can assist you with additional on-site equipment rentals that you may need. Indicate your requirements below:

I will need to order additional equipment as follows: \_\_\_\_\_

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<u>Item</u>	<u>Cost</u>	<u>Qty</u>	<u>Extended Cost</u>
Sidewall per Ft.	\$3.00/ft	_____	\$ _____
Table 6'	\$12.00	_____	\$ _____
Table 8'	\$15.00	_____	\$ _____
Chairs Folding	\$5.00	_____	\$ _____
Elec. Cord 25'	\$35.00	_____	\$ _____
Other	Call for Cost and Availability		

**Total Additional Equipment Costs: \$** \_\_\_\_\_

I will provide my equipment as follows: \_\_\_\_\_

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Total Footprint: Depth: \_\_\_\_\_ Width: \_\_\_\_\_ Height: \_\_\_\_\_

Total Set-Up Time Required: \_\_\_\_\_

Please indicate if a PA System/Video/Electronics will be used during the event: \_\_\_\_\_

## BOOTH LAYOUT:

In order to properly assign your booth space, please draw a sketch of your booth layout below, including dimensions, etc.

**Please provide a brief description of proposed activities on-site:**

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Will you be selling anything onsite?  YES  NO

If yes, refer to tax licensing portion of this worksheet (Page 8 of 8)

Will you be serving food or beverage onsite?  YES  NO

If yes, refer to health department licensing portion of this worksheet (Page 8 of 8)

Do you have existing event signage? \_\_\_\_\_ If yes, please indicate quantity and type:

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\*Quantity and placement must be approved by event management prior to installation\*

Indicate planned décor items for booth space: \_\_\_\_\_

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Total # of on-site staff: \_\_\_\_\_ Will you staff in shifts? \_\_\_\_\_

If yes, indicate shift schedules: \_\_\_\_\_

List any other special requests or needs that you may have on-site:

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**ADDITIONAL POWER REQUIREMENTS**

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List *all* additional items requiring electricity with their amperages:

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_

Regardless of stakeholder and non-stakeholder designation, if additional power is required for your booth space, the following charges will apply.

**Power Requested** (Check at least one option)

- 110/20 amps (included in booth package)  220/40 amps \$150
- 110/30 amps \$100  220/50 amps \$175
- 110/45 amps \$125  220/60 amps \$200

**INSURANCE REQUIREMENTS**

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All sponsors, exhibitors and vendors must include proof of insurance as detailed on page 7 of 8 of this worksheet. No parties will be allowed to set up on site without supplying proof of required insurance.

## AUTHORIZED SIGNATURE

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I, \_\_\_\_\_, representing \_\_\_\_\_ have read and agree to abide by the rules and regulations of the METRO Grand Opening Celebration as addressed in this worksheet and the attached Exhibitor Regulations.

Signature (required)

Date

Please return this worksheet IMMEDIATELY, but no later than 5:00 p.m. on November 7, 2008, in order to expedite the planning and layout process. If you have any questions concerning this application, contact your representative identified in the Participation Guide.

**Return completed worksheet and accompanying documentation to METRO, 101 N. 1<sup>st</sup> Avenue, Suite 1300, Phoenix, AZ 85003 or FAX to 602-262-2682**

**Applications will not be considered COMPLETE until full payment (if required) and insurance certificate are received.**

### Contacts for Immediate Stakeholders

Dee Hidalgo-Coe	602-495-8233	dhidalgo-coe@metrolightrail.org	Line Section 1
Amy Bratt	602-495-8217	abratt@metrolightrail.org	Line Section 2
Monica Hernandez	602-322-4427	mhernandez@metrolightrail.org	Line Section 3
Gary Flunoy	602-322-4457	gflunoy@metrolightrail.org	Line Section 4
Carla Kahn	602-744-5552	ckahn@metrolightrail.org	Line Section 5 - Tempe
Erin Seibel	602-495-8213	eseibel@metrolightrail.org	Line Section 5 - Mesa

### Contact for Non-Stakeholder Businesses, Community Groups at Large or Media

Andrea Libey	602-495-8209	alibey@metrolightrail.org	Communications Specialist
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# METRO

## Grand Opening Exhibitor Regulation

**SELECTION PROCESS:** Once you have submitted your application, it will be reviewed by the METRO Events Committee and you will receive notice by METRO of your selection status by November 21, 2008. If your application is accepted, you will be contacted by Entertainment Solutions, Inc. to facilitate the onsite logistics for your booth set up.

### **CRITERIA FOR SELECTION:**

**METRO Stakeholders** – Preference will be given to businesses or groups who have been identified as METRO designated stakeholders. The primary objective of this process is to give affected businesses and/or neighborhoods an opportunity to market themselves to the Grand Opening crowds.

**Booth Content** – Programming involving political affiliations and/or candidates is not permitted. Selection of exhibitors will be content neutral.

**Non-Competitive Business** – Other interested parties and outside vendors should not expect to participate at a location with a directly competitive existing business in close proximity that is a METRO stakeholder.

**Application Received Date** – Apply early! There is limited space at each station location for exhibitors. Space WILL run out.

**FEES:** Cashiers checks or money orders made payable to METRO must be received no later than December 1, 2008 (one week after notification of participation). Personal checks and credit cards will not be accepted as payment for your booth. All fees must be mailed to:

**METRO**  
**101 N. 1<sup>st</sup> Avenue, Suite 1300**  
**Phoenix, AZ 85003**  
**Attn: GO Exhibitor Fee**

**SETUP AND BREAKDOWN:** Space locations, set up times and parking information will be included in your acceptance packets, which will be mailed on or around December 15, 2008. You must set up and breakdown your own booth. Set up must be completed by 9 a.m. on Saturday, December 27. METRO will inform you of the breakdown time as part of your acceptance packet. No vehicles will be allowed into the event site for breakdown until clearance is given by the event producers. A site coordinator from METRO will be on-site to assist you in locating your booth space as well as addressing special needs that you may have throughout the event. **Due to security policies, no booths or structures may be left unattended at any time.**

**BOOTH SPACE STRUCTURE AND SIZE:** Due to space limitations, you will not be allowed to expand beyond your designated booth space. A white canopy/pop-up tent structure will be provided. Pop-up tents of other color or open-space vending **will not** be allowed. You are responsible for dressing your booth. You must provide all items needed to decorate your space including signage. You may not sublet your space.

**FIRE AND SAFETY:** You must obey all fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety.

**ALCOHOLIC BEVERAGES:** METRO exhibitors are prohibited from consuming and/or selling alcoholic beverages at METRO designated station celebrations, park-and-ride locations or anywhere on the METRO light rail system.

**FOOD MENU:** If applicable, a complete list of food items to be served with pricing must be submitted with your application. You must sell only those items listed. Substitutions must be submitted in advance for approval.

**WASTE AND CLEANUP:** Keep all areas clean of debris for safety of the event goers. Trashcans, recycling receptacles and dumpsters will be provided at the event site. Grease barrels will NOT be provided.

**ELECTRICAL USAGE:** Electrical is available to those vendors that need it. Fees and electrical requirements are listed on the application. **All vendors must provide a Heavy Duty 100' extension cord for your hookup!** List all items and the correct amperage for each item in order to avoid power outages. All power hookups will be checked, and if you are drawing more power than requested, additional fees may be incurred. Overnight power is not available.

**PARKING AND ENTRY INFORMATION:** Parking and load-in information will be provided in the Set-up Information Packet and available at the pre-event production meeting that will be announced when you are informed of your space location on December 15th. Parking may be inconvenient and a shuttle may have to be utilized. If parking passes are needed, they will be distributed with the Set-up Information Packet. Additional vendor passes may be requested but no additional parking passes will be available due to the limited parking area.

**CANCELLATIONS AND REFUNDS:** If you cancel more than 30 days before the event, 50% of your money will be refunded. If you cancel less than 30 days before the event, no refunds.

**INCLEMENT WEATHER:** No refunds will be given due to inclement weather or any other uncontrollable act of nature; the event will occur rain or shine.

**RENTAL EQUIPMENT:** A fair replacement cost will be assessed to all missing rental items. Any damage to rental equipment will also be assessed.

**UNAUTHORIZED PROMOTION/MARKETING:** Only accepted exhibitors will be allowed to participate in the events. Outside vendors or promotional efforts are strictly prohibited, including flyering, sampling, selling, use of unauthorized PA systems, etc.

**MISC. PROGRAMMING REGULATIONS:** Due to METRO safety policies, balloons of any kind are prohibited at exhibitor booths.

# **METRO**

## **Additional Insured Requirements**

All vendors must issue a certificate of insurance naming METRO as the certificate holder showing proof of the following coverages:

### **Commercial General Liability of \$1,000,000 each occurrence**

The insurance shall be written on an occurrence form and shall, at a minimum, include coverage for any and all of the following: bodily injury, broad form property damage, personal injury, and products and completed operations. This insurance, by specific endorsement, using a form at least equal to Insurance Service Office ("ISO") CG2010, shall include the following as additional insureds:

"Valley Metro Rail, Inc. and its Members, the State of Arizona/Arizona Dept. Of Transportation, RPTA and their respective consultants, representatives, agents, officers, employees, and directors, and Entertainment Solutions of Arizona Inc."

### **Workers' Compensation Insurance**

Vendor shall maintain workers' compensation and employers' liability insurance in accordance with the Federal and State statutes having jurisdiction over the vendor's employees. The limits of liability for employers' liability coverage shall not be less than \$500,000 each accident for bodily injury by accident and \$500,000 each employee for bodily injury by disease. If the vendor does not have employees this requirement will be waived with proof that the vendor does not employ other individuals.

Vendor waives all rights of subrogation or similar rights against METRO, Inc. and its Members, State of Arizona/Arizona Dept. of Transportation, RPTA and their respective consultants, representatives, agents, officers, employees, and directors and Entertainment Solutions of Arizona Inc., its subsidiaries, shareholders, directors, officers, employees and agents.

ALSO, one of the following entities MUST be included as additionally insured based upon your station location:

#### **City of Tempe**

20 E. 6<sup>th</sup> Street  
Tempe, AZ 85281  
Attn: Laura Guerrero  
Fax: 480-858-2171

#### **City of Phoenix**

Parks and Recreation  
Special Events  
200 W. Washington Street  
Phoenix, AZ 85003  
Fax: 602-534-3787

#### **City of Mesa**

Risk Management Dept.  
P.O. Box 1466  
Mesa, AZ 85211-1466  
Attn: Barry Hegrenes

**Certificates should be faxed to 480-663-0718**

# METRO Licensing

## Health Department Licensing

If you are planning to sell or sample food or beverage products, you must adhere to all rules and regulations setup by the Maricopa County Health Department. The rules for permitting have recently changed. If you are not licensed prior to the event, you will not be allowed to set up - no exceptions. The county requires that all employees obtain food service cards. All Health Department fees must be paid directly to the Maricopa County Health Department. Fees vary depending on set up.

Please direct questions to Jessica Reighard at 602.506.6978 or [jreighard@mail.maricopa.gov](mailto:jreighard@mail.maricopa.gov)  
Or visit their website at <http://www.maricopa.gov/EnvSvc/envhlth>

## Tax Licensing

If you plan to do on-site retail sales, you must acquire your own local sales tax permit and pay local sales tax. You are responsible to obtain any other business licenses or permits, which may be required. You are also required to pay all necessary fees, state and other taxes. Please contact individual city licensing offices for additional information and forms.

### **City of Mesa – Contact: Mary Thomas**

Phone: 480-644-2051

Email: [salestax.info@cityofmesa.org](mailto:salestax.info@cityofmesa.org)

ALL businesses are required to purchase a permanent tax license regardless if they are located in or outside of The City of Mesa.

ESTIMATED COST: \$50, license never expires if purchased before Jan 1, 2009.

### **City of Tempe – Contact: Kay Savard**

Phone: 480-350-8650

Web address: <http://www.tempe.gov/salestax>

ALL businesses are required to purchase a temporary tax license regardless if they are located in or outside of The City of Tempe.

ESTIMATED COST: \$30, expires 12/31/2008

### **City of Phoenix – Contact: Finance Department**

Phone: 602-495-5155

Web Address: <http://phoenix.gov/PLT/taxinfo.html>

If business is located within City of Phoenix and already has a tax license, no additional license is required. Businesses are instructed to report revenue with existing tax license information.

ESTIMATED COST: \$25, good for 30 days