



Blue Cross Arena at the War Memorial

One War Memorial Square
Rochester, NY 14614

Main Telephone:	(585) 454-5335	Event Booking:	(716) 855-4123
Box Office:	(585) 454-5335	Security Office:	585-286-9959
TicketMaster	1-800-745-3000		



Rochester Arena, LLC – A Pegula Sports & Entertainment Entity
Revised: April 1, 2021

Building Contacts

Title	Name	Phone	E-Mail
VP Business Operations	Rob Minter	(585) 286-9926	Robert.Minter@bluecrossarena.com
Director of Arena Operations	Michele Crawford	(585) 286-9962	michele.crawford@bluecrossarena.com
Event Manager	Sarah Murray	(585) 286-9963	sarah.murray@bluecrossarena.com
Director of Live Events	Rob Crean	(716) 855-4123	rob.crean@sabres.com
Merchandise Manager	Jeff Smith	(716) 855-4478	Jeff.Smith@sabres.com
Ticket Operations Manager	Tyler Smith	(585) 286-9931	tyler.smith@bluecrossarena.com
IATSE Steward	Chris Mason		

General Information

Seating Capacities

	<u>Reserved</u>	<u>General Admission</u>
180°	10,425	11,303
270°	11,348	12,226
360°	12,424	13,302
In the Round	12,906	13,784

Blue Cross Arena is ADA compliant. Seating is available for wheelchair patrons throughout the venue.

Building Rental Period: Normal license agreement is based on a 3 ½ hour performance but can be altered to accommodate a longer event.

Concessions / Catering: Delaware North Companies – Contact Event Manager for Catering Contacts.

Doors Open: 60 minutes prior to ticketed show time.

Fire Prevention / Floor Plans: All floor plans must be submitted 30 days prior to on sale for approval by the Fire Marshal. Local law requires 7 square feet per person for a GA Floor.

** City code requires Fire Marshal Representative on site for all events at Blue Cross Arena. Cost is billed at settlement.

Merchandise: Blue Cross Arena supplies stands and staff.

Pyrotechnics: City of Rochester/Monroe County Permits Required

** Pyrotechnic supplies are not to be forwarded to the venue

Shipping & Receiving: Event packages can be shipped to the venue. Packages should be delivered to the following address, regardless of courier. Standard receiving hours are Monday-Friday 9am-2pm.

Receiver Name
C/O Event Name & Contact
Blue Cross Arena
1 War Memorial Square
Rochester, NY 14614

Ticket Sales

Ticketmaster is the exclusive ticketing agency for Blue Cross Arena.

Advertising & Promotion

Blue Cross Arena has a full service, in-house marketing department that can provide a comprehensive advertising and promotions campaign to ensure the success of your event. We combine media buying, public relations and promotions, with our knowledge of the market to create a customized program that is right for your targeted audience.

Facility Security

The Arena employs 24-hour building Security

Additional Security requests can be arranged through the Event Manager

Requests for Police services should be directed to the Event Manager

Medical Services

AMR EMT Personnel are on site for all events from doors opening through walk out. Minimum staffing deployed will be a BLS, 1 Paramedic, 1 Supervisor.

The First Aid Room is located on the Main Concourse. This room meets or exceeds all NYS Department of Health Requirements

Special requests for medical services can be arranged through the Event Manager

Telephone, TV & Internet

Cable TV

Cable television is available throughout the backstage and dressing rooms.

Telephones

Phone service is available throughout the backstage and dressing rooms upon request.

Internet

The Arena has hardwired and Wi-Fi internet access in most backstage areas and dressing rooms as well as a public seating bowl Wi-Fi network for up to 4,000 unique users at a time.

Wi-Fi

EXTREME NETWORKS ARENA-WIDE WI-FI SOLUTION:

Blue Cross Arena deploys Extreme's full connectivity and analytics solutions, which includes ExtremeWireless™ access points and wireless controllers, ExtremeManagement™, ExtremeControl™, and ExtremeAnalytics™ to enhance Wi-Fi connectivity, improve game-day operations and support mobile services such as ticketing and concessions.

Blue Cross Arena was outfitted with **Extreme's flow-based 802.11ac Wave 2 technology**, including new access points that deliver [location-based application analytics](#) and upgraded speed, as well as additional capacity and enhanced security.

Show Parking

Show Parking (including trucks and buses) is available in the Court St. Municipal Parking Lot 10, located off Court St. Directly across from the Arena Loading Docks. Parking can be arranged through the Event Manager.



Utilities

Electrical –

- Arena Floor/Dressing Rooms – 20amp, 110v throughout
- Show Power
Stage Left
 - o (1) 600 amp/5 wire/208/3phase with bare ends
- Stage Right
 - o (3) 600 amp/5wire/208/3phase with bare ends

Lighting

Arena House Lighting –

- NGU/Ephesus LED Sports Lights
 - o System delivers +/- 140 - > 200 horizontal foot-candles of white light.
 - o The system also includes RGBA color fixtures to flood the arena bowl with a combination of color lighting.
 - o The system is controlled by Air Mesh
 - o (64) Lumasport 8 - 640 W Solid State LED Sports Lights
 - o (8) Prism 750 RGBA Fixtures
- 500-watt Emergency Incandescent

Washer/Dryer

Connections and power available backstage at Zamboni Pit

Followspots

Ten (10) follow spots are available for a center show, 8 for an end stage show. Each spot location has one light per basket. Arena spotlights are in permanent fixed locations and are unable to be moved.

Rental spots can be arranged if needed. Contact the Event Manager

Intercom

Headset System

Fourteen Telex headsets connect with ten spot stations, the sound booth, and three portable stations throughout the Arena.

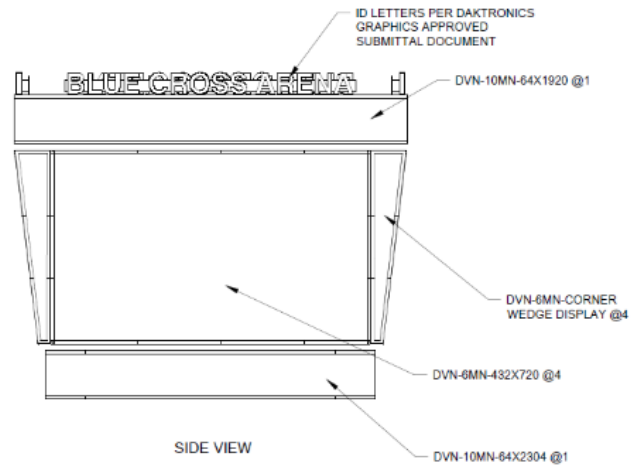
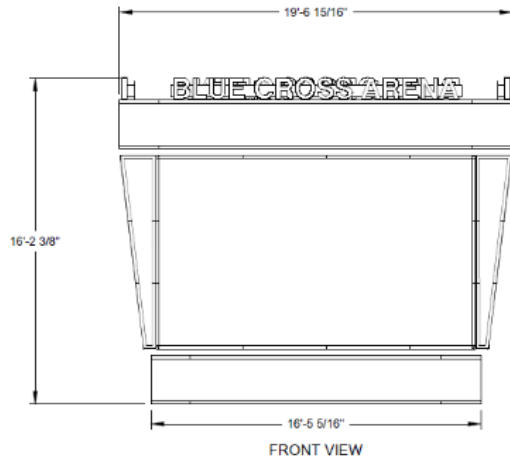
System can be interfaced with tour Clear Com systems

Arena Audio System

- The Arena is equipped with a state-of-the-art sound system in the seating area and concourses. The system can be zoned and distributed to different areas of the building.
 - o Microphones, stands and basic audio services are provided in-house.
- This sound system is suitable for announcements and music during sporting events and reinforcement of live speech and musical events.
- Arena Bowl contains nine main speaker clusters designed by Fulcrum Acoustics. It is approximately 40' feet from the arena floor to the bottom of the speaker clusters.
- The 70-volt distributed sound system services all levels of the arena, including event level, concourse, and suites. Each room has an individual control for manual volume override
- The system is powered and operated from the Suite Level Sound and Lighting booth.

Videoboard, Scoreboard and Message Centers

Videoboard

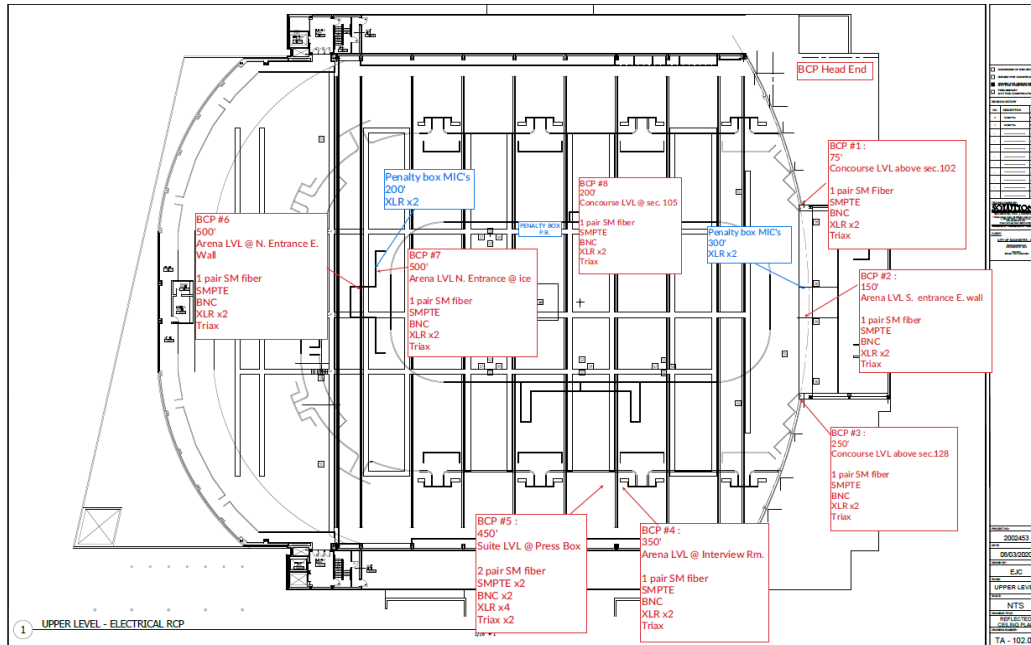


Description	Full Size	Zoned Size	Accepted Files
Top Halo	64x2304	64x576	PNG // .mp4 w/ H.264 Codec
Bottom Halo	64x1920	64x480	PNG // .mp4 w/ H.264 Codec
Wedge Displays	432x96	N/A	
Ribbon Wall (Stage End)	96x2880	N/A	PNG // .mp4 w/ H.264 Codec
Main Video	1920x1080	N/A	JPG // .mov file

****Please note that venue sponsorship contracts apply to Bottom Halo & Wedge Displays when videoboard components are used for events ****

Daktronics All-Sport 5000 Scoring console and shot clocks are available for sporting events

Broadcast Connection Locations



**** All panels terminate at head end located on loading dock ****

Location	SMPTE Fiber	SM Fiber	BNC	XLR	Triax
Concourse Section 102	1	1 Pair	1	2	1
Arena Level South	1	1 Pair	1	2	1
Concourse Section 128	1	1 Pair	1	2	1
Arena Level Interview Room	1	1 Pair	1	2	1
Suite Level Press Box	2	2 Pair	2	4	2
Concourse Level 116	1	1 Pair	1	2	1
Arena Level North	1	1 Pair	1	2	1
Concourse Level Section 105	1	1 Pair	1	2	1

Broadcast Control Room

Load-In

Blue Cross Arena has (4) loading dock bays. The loading dock is at standard tractor trailer height and have adjustable loading ramps.

It is approximately 60' from the loading dock to the End Stage position on the arena floor.

Blue Cross Arena has (1) accessible loading bay door at Grade/Event level.

Stagehands

IATSE Stagehands – Blue Cross Arena has a working agreement with IATSE Local 25. All needs should be coordinated with Event Manager. There is a 4-hour minimum for all load in crews, except for Riggers, who have a 5-hour minimum on the Load In. All load out crew have a 5-hour minimum, if the 5th hour is a working hour over time rates apply. All staff must be cut or fed at the end of any continuous working period of four (4) hours. If eating period is not taken, impacted employees will receive an additional hour of pay at the prevailing rate. A minimum of 4 heads will remain on throughout the event (Steward, Electrician, 2 Hands). All arena events also include house light operator, and sound man if any portion of Arena system is being used (PA, Intercom). Sundays are paid at an Overtime Rate.

IATSE Wardrobe – Blue Cross Arena has a working agreement with IATSE Local 858. All needs should be coordinated with the Event Manager. There is a 4-hour minimum for all load in and load out crews. Staff must be cut or fed at the end of any continuous working period of four (4) hours. If eating period is not taken, impacted employees will receive an additional hour of pay at the prevailing rate. Sundays are paid at an Overtime Rate

Freight Elevator

One (1) 8,000lb capacity freight elevator is located near the loading dock. This elevator accesses the basement, event, and concourse levels. Forklifts are unable to be used on the elevator.

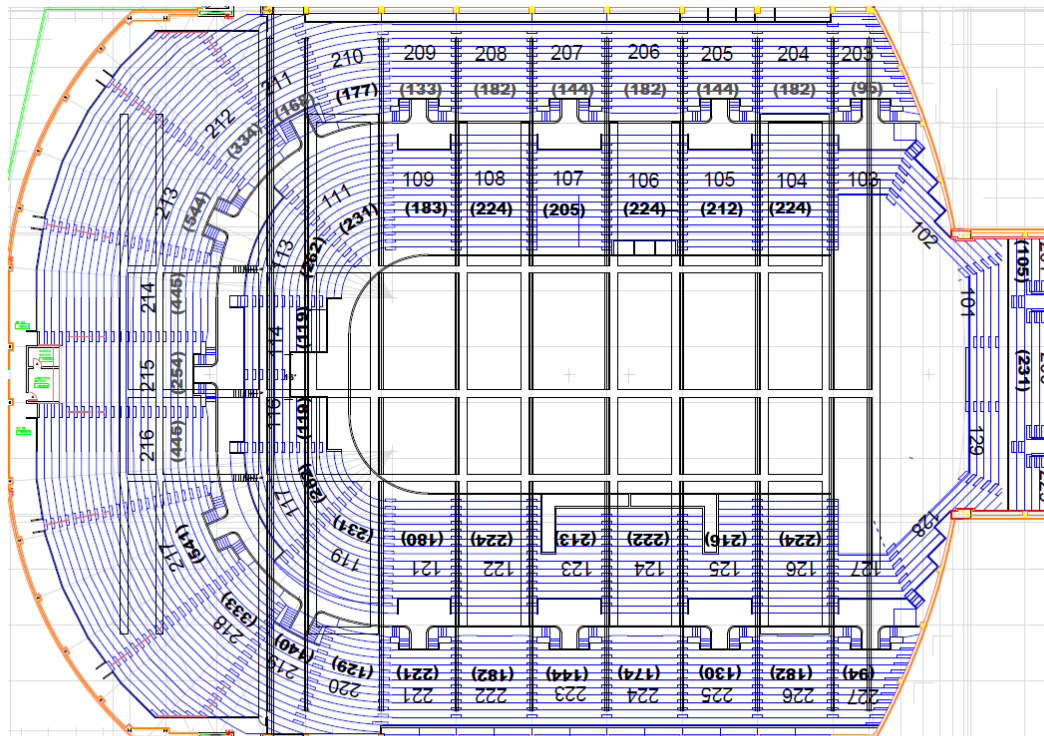
Rigging

Arena Rigging

Open steel throughout the Arena. Low steel is 44 feet from the floor. Maximum two tons per 27-foot span. Maximum 1.75 tons per 0-feet of catwalk parallel to the truss. No load should be attached to any components of the catwalk.

**** All events with 90,000 lbs. or more of rigging will be subject to an Engineer's Analysis.**

Minimum rigging call is 3 up, 1 down in case bridling of points is required



Equipment

Basketball Court

Court with NBA, NCAA, High School markings available.

Concert Barricade

Manufacturer – R.A. Reed. The self-supporting concert barricade has eight sections of blow through style and 16 sections solid. Quantity includes twenty 4' sections, maximum of 80' wide.

Concert Stage

Manufacturer - StageRight stage Model #ME3750. The rolling concert stage is 80'x80' with skirting and handrails. Heights from 4' to 6' can be built in any 4'x8' dimension as well as tiered in different heights.

Forklifts

Three Yale forklifts each have a 5,000 lb. capacity and standard forks. Additional lifts or extensions can be arranged through Event Manager and billed at settlement. Forklifts operated by IATSE 25 staff, and must be included in event labor call

Hockey Rink/Astro Turf

Athletica 200' x 85' dasher and acrylic 590 system.
Fourteen rolls of Turf Nation carpet with NLL Lacrosse markings also available.

Ice Deck

The Ice Pro ice deck covers 200'x85'.

Mixer Risers

The gray carpeted 4'x8' mixer risers all interlock. The three different leg sizes include 8", 16", and 24", all 18 in quantity.

Scissor Lift

Seating Risers

Manufactured by StageRight. One end court seating riser is 7 tiered 56'x28'. The Arena also has two side court seating risers, two tiered, at 96'x8'.

Tables & Chairs

The Arena has thirty-six 72" round tables, eighty-four 8'x3'x30" tables, and twelve 3'10"x 8'x 30" banquet tables. Two hundred fifty chairs can accompany any layout.

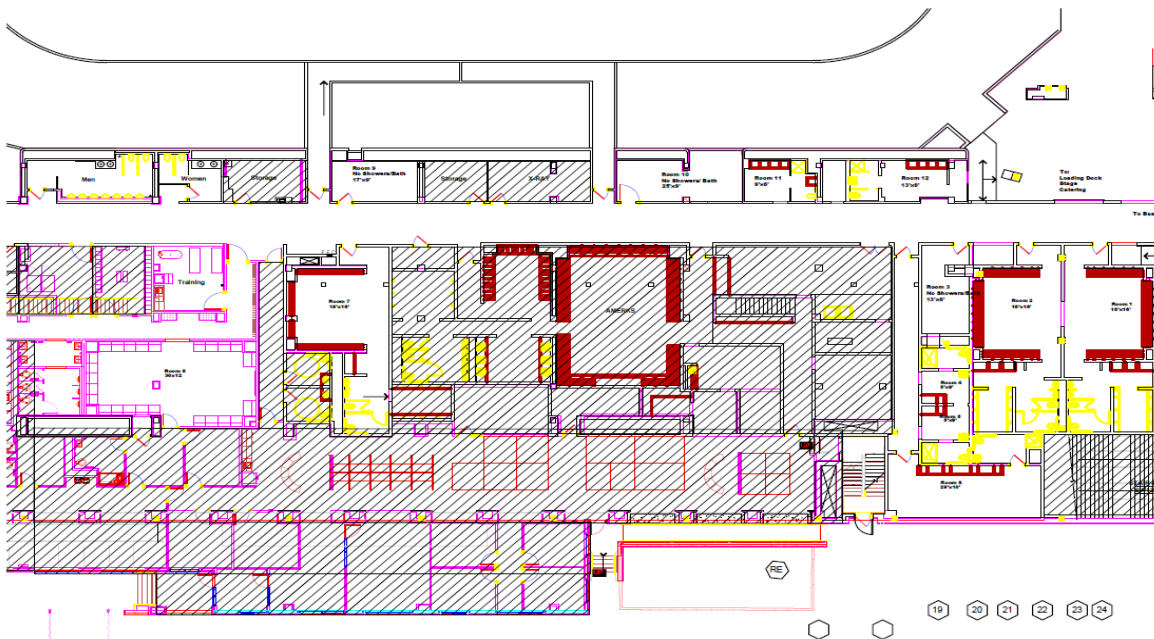
Dressing Rooms & Back of House

Dressing Rooms

Room No.	Size	Mirrors	Toilet	Showers	Cable TV
Room 1	18'x16'	YES	YES	TEAM	YES
Room 2	18'x16'	YES	YES	TEAM	YES
Room 3	13'x8'	N/A	N/A	N/A	YES
Room 4	5'x9'	YES	YES	SINGLE	N/A
Room 5	5'x9'	YES	YES	SINGLE	N/A
Room 6	29'x10'	YES	YES	SINGLE	YES
Room 7	18'x16'	YES	YES	TEAM	YES
Room 8	30'x12'	YES	YES	TEAM	YES
Room 9	17'x9'	N/A	N/A	N/A	YES
Room 10	25'x9'	N/A	N/A	N/A	YES
Room 11	9'x8'	YES	YES	N/A	N/A
Room 12	13'x8'	YES	YES	SINGLE	N/A

Hospitality Rooms

Room	Square Feet	Capacity (banquet)	Capacity (Standing)
Arena Club N	1,289	75	175
Arena Club S	1,417	75	175
Combined	2,706	150	350
Rochester Room	810	50	120
LeCesse Room	785	50	120
Memorial Room	535	20	30
Combined	2,130	120	270



Catering

Blue Cross Arena has an exclusive catering service available for clients with service from an on-site fully equipped kitchen. Select from a wide variety of menu items or create specialized menus for banquet functions.

Directions to Blue Cross Arena

Directions

From the East

NYS Thruway to exit 45 (Victor)
Take I-490 West and exit at Clinton Avenue
Left at Broad Street (third light)
The Arena is located on the corner of Broad and Exchange streets.

From the West

NYS Thruway to exit 47 (LeRoy)
Take I-490 East to the Inner Loop exit (left side exit)
Exit right on to Plymouth Avenue
Left at Broad Street (third light)
The Arena is located on the corner of Broad and Exchange Streets

From the South

From I-390 North, take I-590 North
Take I-490 West and exit at Clinton Avenue
Left at Broad Street (third light)
The Arena is located on the corner of Broad and Exchange streets.

Vendors

Arial Lift Platforms

ADMAR Supply	585-272-9390
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CO² / Propane Gas Canisters

Irish Carbonics	585-254-6844
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Jackson Welding	585-328-4330
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Decorators

Great Lakes Decorators	585-436-6010
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Pyrotechnics

Young Explosives	585-394-1783
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Scaffolding

Brede Tool and Supply	585-436-3910
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Sound and Light Companies

CMI Communications	585-424-1900
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Northeastern Productions	585-427-8760
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Audio Images	585-343-4050
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Applied Audio	585-272-9280
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Brighton Sound	585-328-1220
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Truck Tire Repair

Lewis Tire	585-334-0900
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