



SAP CENTER at SAN JOSE FACILITY INFORMATION GUIDE

POLLSTAR concert venue

DIRECTORY
2004/2005



2004/2005 EDITION

EXECUTIVE PROFILE
Jim Goddard
HP PAVILION AT SAN JOSE



Jim Goddard

HP Pavilion at San Jose

So far this year, HP Pavilion at San Jose – born as San Jose Arena in 1999 – has the No. 3 spot on Pollstar's Top 50 arenas ticket sales chart, filling

more than 445,000 seats from January 1st through September 30th. The two venues to top it – Manchester Evening News Arena and Bell Centre – are in England and Canada respectively, making HP Pavilion tops in the U.S. for all arena venues so far.

Along with winter concerts, HP Pavilion would normally be hosting main tenant the San Jose Sharks of the National Hockey League. Because of the continuing deadlock between team owners and players, the venue is contending with a 30-day window for scheduling because the NHL is releasing dates on a rolling basis. Meanwhile, the team has offered season ticket-holders free attendance to an American Hockey League game to be held November 9th between the Cleveland Barons and Edmonton Road Runners.

Merchants surrounding the arena in San Jose, Calif., are concerned, but HP Pavilion may be not be severely affected, considering the income generated by other events in the building.

Along with his thoughts on the hockey season, venue GM Jim Goddard shared with us some insights on what it's like to be part of the ArenaNetwork, working in a self-managed venue and hosting the coolest concerts of the summer.

Let's start with your background.

A I've been in the business 37 years, and worked my way up from an entry level position to

the senior executive of building operations.

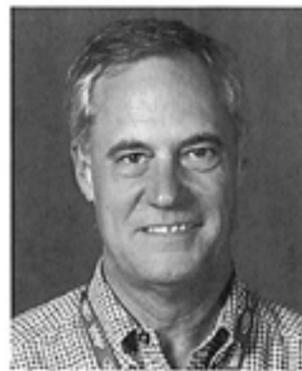
The National Hockey League expanded from six teams to 12 teams in '67 and one of the expansion teams was the Minnesota North Stars. In order to secure that expansion franchise with the NHL, a new arena, Met Center, was built in Minneapolis.

I was a student at the University of Minnesota. I had a friend who had been working at the baseball stadium next door, and he told me about a job opportunity at Met Center, which had just opened. I applied to be a part-time custodian and was given the job.

I worked while I was going to college and became more and more engaged with the business. I ended up sticking with that job and eventually worked my way up in that organization to vice president of operations.

It was a gradual evolution over many years, covering one area of responsibility after another, until I became responsible for the entire operation.

Jumping ahead, in early 1990, franchise owners George and Gordon Gund sold the business and George acquired another expansion NHL franchise, which became the San Jose Sharks. They invited Frank Jirik, who has since retired, myself and a few other staff members from Minnesota to move to California with them, where I began working on the design and construction of San



Jose Arena, then the ongoing operations of it.

What was your background in venue design?

A Over the years at Met Center, we improved a lot of things. We put in a new sports lighting system, a new scoreboard, added suites, updated the concourse and food service, and we made parking lot modifications. Project by project, I gained experience and knowledge in all of those areas.

When we came out to San Jose, we had the opportunity to be involved in the design and construction of a brand new venue. I applied everything I learned, from designing to construction as well as operation and booking. Working with the City of San Jose in the design and construction of San Jose Arena, which is now HP Pavilion at San Jose.

That seems like a full time job.

A Well, it was. From the winter of 1990, when I started working with the City of San Jose and their design consultants. Until the arena opened in September 1993, I was engaged full-time on the design, construction and preparation for startup operations of this venue.

It's a full-time, consuming job but when you've been in this business as long as I have, it's a terrific opportunity to be able to be involved in a brand new venue and see that everything is done

the way you believe it should be, based on your prior experiences.

So, what are you most proud of when it comes to designing a venue?

A The single most impactful thing is that the building would have been considerably smaller if the Sharks and I were not involved in the process. Today, it's a 17,500-seat hockey arena with up to 20,000 for concerts. It would have been 3,000 or 4,000 seats smaller if not for the analysis we did.

Through our input, the city realized an increase in capacity was necessary to support a major league hockey franchise as well as world-class touring events. Literally, it would not have functioned as either if it had it not been for our involvement.

In addition to that, what stands out is customer amenities, touring/production facilities, acoustics – we're happy with every aspect of the design, inside and out, front of house and back of house. We receive a lot of compliments from guests attending events and we receive a lot of compliments from the touring industry.

The test of the design, of course, is the reaction of the users and their satisfaction. We're very, very happy within the facility and it's served everyone's purposes extremely well.

What would the touring industry say was HP's best quality?

A We sell a lot of tickets to a lot of shows.

We have a lot of successful shows and, from a promoter's perspective, there's nothing more important than that. I often say the short story is we've got a great building in a great market with a great staff and, with those basics, we're very successful when it comes to the event schedule and the attendance level. I'm sure that's what the promoters would single out.

In addition, promoters are happy with the production facilities, the move in / move out facilities, and they're happy to work with our staff because we're both effective and friendly.

We receive a lot of compliments on how responsive the staff is and, at the same time, how friendly they are. We have a full-service sales and marketing department for events that can use some marketing assistance or want us to take a lead role in sales and marketing. It's very effective and helps drive the success of many events.

The NHL season is in a lockout. What adjustments will you need to make?

A Unfortunately there's relatively few adjustments we can make. All of the dates scheduled by the league need to be held until 30 days from the time the game is to be played. Once the date is released, it's only 30 days out so there's not a lot of business to be scheduled on that short of lead time. Frankly, we will not have a lot of opportunity to take advantage of those NHL dates, at least not in the first half of the season.

Some think if the collective bargaining agreement is not settled by mid-season – allowing for a partial, but at least a half-season to take place – the balance of the season will be canceled. Given 45 to 90 days lead time, we can begin to fill some dates and there are some things we're taking a look at.

So alternatives would be events other than concerts?

A To the extent that there are alternatives, I would say that's true, but there are not that many alternatives given the day-to-day uncertainty of when the NHL may commence playing, and the need for us to continue holding dates.

Even when we play hockey that's only 45 to 50 dates a year,

so we have around 320 dates to work with and that is a lot of dates. We're working aggressively to book events including concerts, motor sports, family shows or other sporting events, whatever the case may be, whether or not there's a work stoppage.

Fortunately, in this circumstance, we typically have more concerts in the winter months than we do in the summer months. That's because in the summer a significant percentage of performers choose to tour amphitheatres. In the winter, those performers choosing to tour are committed to playing indoors. So, even though we have the NHL to contend with, we have as many or more shows in the winter than in the summer months.

There's also more willingness for ticket buyers to go indoors for family and sporting events during the winter season. During the summer, there's a lot of outdoor activities, whether it's hiking, sightseeing, picnicking, youth sports and things that keep people occupied.

By the way, we had a phenomenal June. Among other things, we had two Prince concerts and Celine Dion's concert in eight days. For the third quarter, July through September, we've had more concerts during that time frame than we've had since the building opened in 1993.

We've had a lot of concerts this summer, a lot of big name acts and I think that's an indicator that a lot of artists are choosing to play indoors versus outdoors. They're choosing to have a controlled environment for both themselves and for their fans – lighting, presentation, acoustics, comfort and amenities, not the least of which are seats. We think that's part of the success we have had for the third quarter.

Does HP Pavilion have a curtaining system?



Jim and Steve Henshen (L) join in on a jersey ceremony with Rascal Flatts and Clear Channel Entertainment / BGI's Lee Smith October 10th.

A Yes we do. We have a full theatre system.

We're part of the Arena Network. In turn, we're part of the ArenaNetwork Theatre Group. We've committed nearly \$1 million to a full curtaining system. We can mask the stage end of the arena at any location within the arena, floor to ceiling, wall to wall, and we can also mask the upper level seating.

We're using portions of that system more often than not these days to create different configurations and different capacities. As it turns out, every show – whether it's 18,000 coming to see Prince or 5,000 people coming to Sarah Brightman in the theatre – in all cases the house appears full to both artist and guests.

It's a very pleasant, intimate environment, and I think we're starting to see significant results in the number of shows playing right-sized arenas, presented in a high-quality way. We're able to accommodate more entertainers.

I'd like to make a few comments about the importance of ArenaNetwork. I think it has been great; it's one of the best things to happen to the arena business in my career, this group

of 40 plus venues. We're working with each other, with ArenaNetwork's staff and, in turn, with a variety of producers and promoters to bring more events to our venues.

ArenaNetwork has been extraordinarily successful. The communication has been phenomenal among the buildings and others in the industry, including agents, managers, promoters and producers. We've increased our ability to reach out, capture more shows and make more shows successful. I can't say enough good things about Brad Parsons and his staff at ArenaNetwork and the benefit our building and the arena industry derives from it.

Recently, ArenaNetwork got together with USGA to promote the TJ Maxx Tour of Gymnastics Champions, which is coming to San Jose October 24th. We also have a Dolly Parton theatre tour and ArenaNetwork was instrumental in helping put that together. It's playing some other venues in addition to the ArenaNetwork Theatre Group and that's fine, but it's another tour that has everything to do with ArenaNetwork putting the package together.



Jim and Villa Montarvo (R) with Bruce Labadie take some time off at this year's Concert Industry Convention at Los Angeles Renaissance Hollywood Hotel February 20th.

Unlike many venues, you are self-managed.

A HP Pavilion and the San Jose Sharks are sister companies with a common owner. We have two legal entities but it's really run as if it was one organization.

HP Pavilion is owned by the City of San Jose; we have a long-term management contract with the city to operate it. The Sharks are our main tenant along with AFL and NFL franchises, to family shows and the rest of the tours. We work hand-in-hand with the Sharks, serving their customers whether it's guest service, cleaning, food service, parking, traffic management, pedestrian access and all the things that are part of a great experience.

Since the arena opened in 1993, we've filled the arena for Sharks games 11 years in a row. Of course, we think it has to do first and foremost with the team's performance and the excitement of NHL hockey. But, in addition to that, the arena experience and its user-friendly atmosphere are factors.

That is a big part of our responsibility – to make sure those events are successful, that customers have a good time and return game after game, year after year.

What are the advantages of being self-managed?

A I think it's a big advantage to be fully integrated. The Sharks are our primary tenant and to have the building operations fully integrated with the team serves both of us very, very well.

We share all of the common interests. We're

one organization in terms of goals, objectives, budgets and ownership. I believe that is the simple best way for a major league arena with a major league tenant to function: to be one organization, fully integrated. It serves the team well, it serves the building well.

I'd give you an example: As I indicated, what I consider one of my primary responsibilities is that every person who attends a Sharks game has a great arena experience and has every reason to come back and no reason not to.

On the other hand, during the playoffs, when you're looking at holding a lot of dates for potential playoff games, if we get an inquiry about a touring show and they want a particular date, we'll work hard to make it available, recognizing we've got alternatives for accommodating playoff dates. It's a two-way street – we work together and help each other out.

For concerts, specifically, what is your role?

A First of all, Steve Kirsner is our director of banking and events. He's been with us for eight years and does a great job. He has a lot of experience.

Steve worked at Triad as a production consultant, and he worked in production and touring with (magician) Doug Henning and on a number of projects with Chip Davis of Mannheim Steamroller. I think Steve enjoys working on the venue side of things a great deal and he's very effective in the job he does.

Because of his background, Steve has a lot of relationships in the industry. He handles most of the inquiries on date availability and most of the negotiations as well as event coordination.

My role has more to do with long range planning and strategy. It also has a lot to do with long term relationship building, promoters and agents. It also involves coming up with a successful strategy to market the building and a long term strategy to have a schedule of events that do very, very well so we can distinguish ourselves.

Any recent favorite shows you've seen?

A I thought Paul McCartney was one of the best if not the best shows I've seen for as long as I can remember.

The first show in my career (at Met Center) was Sergio Mendez

& Brazil 66 back in 1967. The next show after that was Frank Sinatra and I think Vanilla Fudge was our first rock concert. Shortly thereafter, we did Led Zeppelin. I'm not sure if I have a clear recollection of all the shows in the early days; there were a lot of shows.

I think McCartney was as good as any one I've seen. In June, we had Prince here two days and Madonna, who was here three days. I thought both shows were fantastic. I think I saw all five of them, just sat in a seat and watched. Prince came back for two more shows in September and I watched both of those as well. Prince happens to be from my hometown of Minneapolis so I've followed his career from the beginning.

We've had a lot of great shows here this summer. Eric Clapton came back for a couple of dates, Sarah McLachlan and Phil Collins were here – just a lot of very good shows. I hate to single anyone out.

I tell people that for the last three, four, five years, if you're a fan of concerts, I don't know if there's ever been a better time to be going to shows. I tell coworkers that, I tell my friends and neighbors that, and hopefully



HP Pavilion staff was snapped at the IAAI Conference in Reno, Nev., July 20th. Left: heading of events director Steve Kirsner, ticket operations director Dan DeBart, building services director Monte Chaves and building operations VP Rich Sorens.



Jim takes in a San Jose Sharks playoff game at HP Pavilion this spring.

they're attending a show that's a personal favorite. There's never been more great shows to choose from.

Are you in a competitive market?

A Yes, we are. I would say we're in a great music market. A lot of people attend a lot of musical events in the Bay Area and there's a lot of great venues, some of which we don't compete with because of their size. I believe we

compete with Shoreline as an amphitheatre and we compete with the Oakland Arena as an arena. However I think the competition is not as fierce as some people might think.

These days, many artists decide before the tour begins whether they are going to play outdoors or indoors. Once they've made that decision, it's not really about competition. In the case of indoor tours, the Bay Area is 8 million strong and the Oakland Arena is more than an hour away. We tell people that if you've got a good show, frankly you should play both markets, that there's enough people and the buildings are far enough apart that they can play both markets. That's what the family shows do and that's what a lot of other touring shows do.

Now, if they're playing only a limited number of geographic

areas or a limited number of dates, then we think our track record speaks for itself on a head-to-head basis. San Jose has a very large, very affluent and very diverse population. The shows we have here do exceptionally well, and we think we're the venue of choice in Northern California if there's going to be a limited number of plays.

Any other qualities about HP Pavilion you wish to emphasize?

A I would highlight the number of promoters we work with and strength of the relationships – Clear Channel (Bill Graham Presents), Another Planet, AEG Live, Nederlander, House of Blues Concerts and a variety of independents.

We're very thankful that we have the quality of promoters that we have to work with in this market. **A**



SAP Center at San Jose, opened on September 7, 1993, is a Silicon Valley showcase of comfort, beauty and technology - is appealing to guests as it is to the galaxy of performers who have played the facility and asked to be invited back.

The cornerstone of a revitalized San Jose downtown core, SAP Center is the home of the National Hockey League's San Jose Sharks and has been a magnet for many of the world's most prominent touring concert entertainers, family shows, sports tours, summer pro sports leagues and amateur sports events.

The attractive, highly functional building features state-of-the-art acoustics and seating, high definition video replay scoreboards, the area's largest and most convenient arena club/sports bars/restaurant complex, a full spectrum of executive options as well as innovative eating and entertainment terraces and unexcelled event transition efficiency.

First class guest service, that is the best in the industry, combines with the architectural, interior design and technological appeals to punctuate the arena's presence.

Among the entertainer headliners performing at SAP Center at San Jose have been:

- | | | | |
|-------------------|--------------|--------------|-------------------|
| Andrea Bocelli | Eric Clapton | Neil Diamond | Rod Stewart |
| Placido Domingo | The Eagles | Van Halen | Cold Play |
| Barbara Streisand | Madonna | James Taylor | Green Day |
| Paul McCartney | Pink | Taylor Swift | Metallica |
| Bruno Mars | Cher | Elton John | Bruce Springsteen |

The arena has been host to some of the premier sporting competitions:

- 1996 Men's Figure Skating Championships
- 1997 NCAA Division I Men's Basketball Tournament
- 1997 National Hockey League All-Star game
- 1999 NCAA Women's Basketball Final Four Championship
- 2012 World Figure Skating Championships
- 2012 Visa Championship 2012 Olympic Gymnastic Trials
- 2012 NCAA Division I Men's Basketball Tournament-rounds 2 & 3
- Home of the Arena Football League's San Jose SaberCats
- Pac 10 Women's Basketball Tournament

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Contact Information



SAP Center at San Jose
525 West Santa Clara Street
San Jose, CA 95113

Main Office 408-287-7070
Main Fax 408-999-5797
Building Security 408-888-5847

SAP Center at San Jose Staff

Jim Goddard, Executive Vice President/General Manager jgoddard@sapcenteratsanjose.com	408-999-5725
Rich Sotelo, Vice President of Building Operations rsotelo@sapcenteratsanjose.com	408-999-6855
Steve Kirsner, Director of Booking and Events skirsner@sapcenteratsanjose.com	408-999-5834
James Hamnett, Director of Booking and Events jhamnett@sapcenteratsanjose.com	408-977-4718
Patrick Doherty, Director of Ticket Operations pdoherty@sapcenteratsanjose.com	408-999-5724
Greg Carrolan, Facility Technical Director gcarrolan@sapcenteratsanjose.com	408-999-5850
Monte Chavez, Director of Building Services mchavez@sapcenteratsanjose.com	408-977-4725
David Cahill, Director of Guest Services dcahill@sapcenteratsanjose.com	408-999-6780
Mike McCarroll, Ushering and Emergency Medical Manager mmccarroll@sapcenteratsanjose.com	408-999-5816
John Heberden, General Manager ARAMARK jheberden@sapcenteratsanjose.com	408-999-5860
Yvette Rangel, Administrative Assistant/Booking Calendar yrangel@sapcenteratsanjose.com	408-999-5809

Facts and Figures



SAP Center at San Jose
525 West Santa Clara Street
San Jose, CA 95113

Site Area:	Approximately 17 acres
Building Dimensions:	425 ft. square and 117 ft. high
Internal Space:	450,000 square feet
Seating Capacity:	20,000 maximum; Basketball - 18,500; Theater - 3-12,000; Multi-purpose - 16-20,000; Hockey - 17,562
Parking:	1800 spaces on site; up to 8,000 within 5-10 minute walk
Developer:	Redevelopment Agency of San Jose
Owner:	City of San Jose
Builder:	Perini Building Company, Western Division
Construction Manager:	HuntCor, Inc.
Architect:	Sink, Combs, Dethlefs
Arena Operator:	San Jose Arena Management, LLC dba SAP Center at San Jose

Ticket Office

Patrick Doherty, Director of Ticket Operations, pdoherty@sapcenteratsanjose.com 408-999-5724
 Judy Jones, Ticket Operations Manager, jjones@sapcenteratsanjose 408-999-5803
 Event Information Line 408-287-9200

Ticket Facility Fee: \$3 on tickets \$40 and higher, \$1.50 on tickets \$39.99 and lower

Ticket Windows Regular Hours	Mon - Fri	9:30am - 5:30pm
	Sat - Sun	Closed
Ticket Windows Summer Hours	Mon - Fri	10:00am - 3:00pm
	Sat - Sun	Closed



Ticket Office is open extended hours as required during events.
 Ticketmaster is the exclusive ticket provider, www.ticketmaster.com.
 Accepted method of payment: Cash, Master Card, Visa, American Express.
 There is no service charge on tickets purchased at SAP Center's Ticket Windows.

Catering

Dan Tweddle, Director of Food and Beverage - dtweddle@sapcenteratsanjose.com - 408-999-5724
 Madelyn Lacayo, Catering - mlacayo@sapcenteratsanjose.com - 408-999-6814

ARAMARK is the contracted caterer for SAP Center at San Jose. All catering services in the public areas of the facility will be provided by ARAMARK. Food and beverage (exception alcohol) for back of house (non-ticket guests) may be provided by User. This privilege is limited to areas generally on the lower level, including the press lounge, dressing room areas and back stage. All caterers or others providing food and beverage service must comply with County Health Department licensing and other licensing requirements and must provide a certificate of insurance naming SAP Center at San Jose and the City of San Jose as additional insureds.

Tour caterers are welcome. Specific areas have been designated by the fire department where cooking may take place. Any open flame cooking must be done outside the building in the Arena Event Loading Area. There is a 3 basin sink, refrigerator, freezers and a small ice machine in the Press Lounge. There is no buyout charge for a tour caterer, there is a \$350 clean up charge.

Telephone Service / Internet Access

1. Promoter, Tour, Radio and TV persons requiring telephone service must place their request one week in advance.
2. All telephone service is provided by SAP Center at San Jose. The requesting party must place the order in writing with exact details regarding call restrictions and special requirements needed. The charge for service is \$150 per line. ISDN, or high speed-internet access is \$250 a day.
3. All dressing rooms are equipped with phone jacks and internet access. AT&T is the exclusive wireless provider for data. Please alert the event manager prior to your arrival if you plan to set up a wireless network. There is no wireless tech support on site.
4. After hours support can also be provided if requested in advance. There is a support fee associated with this service.

Promotional Vehicle Parking Policy



1. Upon stations agreement with the Promoter, station management must inquire about on-site parking arrangements with the SAP Center at San Jose Event Manager no later than 48 hours in advance of desired date.
2. Permission will only be granted to stations having a formal sponsorship or promotional agreement with the promoter of the event.
3. SAP Center Management reserves the right to limit the number as well as size of promotional vehicles allowed to park on the property. Locations will be assigned by SAP Center at San Jose Event Managers after consulting with the promoter.
4. Promotional vehicles will not be allowed on arena property until three hours prior to the scheduled start of the event. To avoid impacting the neighborhood, volume levels must be kept at moderate levels. Vehicles must exit the premises no later than 1/2 hour after event starts or upon request of SAP Center at San Jose.
5. Banners, posters, balloons, etc., are not to be affixed to arena property, including barricades and trash receptacles, without advance authorization from the SAP Center at San Jose.
6. Flyers, promotional items, stickers or handouts cannot be distributed without written approval from SAP Center at San Jose. Stickers of any kind are not allowed on or near arena property. At no time will flyers or other promotional materials be placed on vehicles in the arena parking lots. Any station which distributes promotional items, without written approval will be subject to a \$250.00 fee.
7. Damage caused by a promotional vehicle or activity to arena property will be billed to the responsible station.
8. Promotional vehicles must be self sufficient regarding power requirements, telephone lines and staffed the entire time they are parked on arena property.

Any station not adhering to these policies will be denied future access.

Station Manager

SAP Center at San Jose

Promoter

Please contact Steve Kirsner at 408-999-5834 or James Hamnett at 408-977-4718 with any questions and/or access requests. This document must be executed and received by SAP Center at San Jose 24 hours prior to event.

SAP Center at San Jose Policies

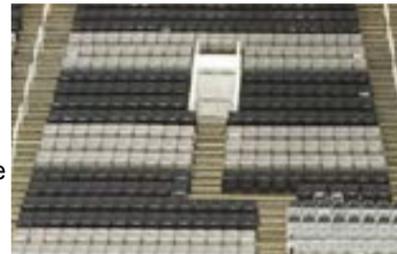
The following policies are designed to ensure that all Users of SAP Center at San Jose will be able to enjoy the benefits of the facility in a safe and efficient manner. If everyone works together in complying with these policies, all Users of the facility will have a more pleasant experience at the arena.

SAP Center (SAPC) requests all Users of the arena comply with the following policies while in or around the arena, the arena's parking facilities and the arena grounds. SAPC reserves the right to administer, alter and enforce these policies in conjunction with the terms of The SAP Center at San Jose Use Agreement for your event.

It is the intent of SAPC to assist the User any way possible to help make the event a success while abiding by SAPC policies and procedures. These policies are provided as a guide to assist you in maximizing your experience at SAP Center at San Jose.

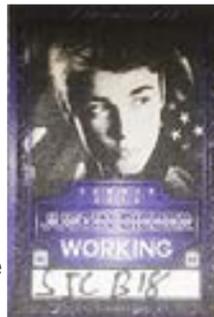
1. Use of the Facility: As a User of SAP Center at San Jose, you are granted permission to use specific parts of the arena Facilities. Parking lots, the executive suites and the club areas are not included as arena facilities and will remain under the direct control of SAPC.

It is understood that you are a temporary tenant at SAP Center at San Jose. The arena always remains under the control of SAPC. During the term of your use of the arena there may be other activities that take place in different areas of the facility that you may or may not be using. Providing SAPC makes its reasonable best effort to schedule these activities in a way that does not disrupt or delay the progress of your event, SAPC may use areas of the facility for other activities. SAPC has complete authority to schedule the sharing of facilities. You are not entitled to use other areas of the facility, such as /Meeting Rooms, Suites, the Club Level, and Parking Lots, without securing the permission of SAPC.



2. Third Party Responsibility: It is the responsibility of the User to inform any third party, such as artists, vendors or sponsors, of these policies and terms of the Use Agreement to ensure they agree to work within and abide by the policies set forth here. In the case when a conflict arises between any other agreements the User has with any third parties, this policy and the Use Agreement will prevail.

3. Access: SAPC requires that all guests who enter the building must possess a ticket for the event, regardless of whether they are going to be backstage (except touring or working personnel). SAPC has approval over the number of backstage guests and specific access policies and procedures. It is the Users responsibility to issue proper credentials and provide the arena security staff copies of the credentials along with a list of who they are provided to, if available, and specific access policies and procedures intended for each different type of pass. The User is responsible for the behavior and activity of all backstage guests and working personnel. SAPC reserves the right to refuse entry to or eject anyone whose behavior is deemed inappropriate. The User is responsible for any damage caused by or to the people granted access to the backstage area. In addition, SAPC may allow access to other people it deems appropriate to be in the area.



4. Parking: SAPC will provide parking for the Users trucks and other vehicles per the Use Agreement. The loading area is for loading and unloading of service vehicles, therefore parking in the loading area is restricted to vehicles approved mutually by SAPC and User. No washing of vehicles or dumping of trash is permitted in the loading area. A reasonable number of vehicles will be provided a parking pass and may park in the general parking lot. SAPC does not provide free parking for volunteers or sponsors working staff.



5. Smoking: The entire building has been designated a smoke-free facility. No smoking will be allowed anywhere in the arena including backstage, dressing rooms, restrooms, Comerica Club, The Grill and Executive Suites.



To accommodate smokers, smoking is permitted outside in the Building Receiving area, outside the exit doors adjacent to sections 104-106, 110-112, 114-116 and 118-120 and outside entrances, in addition to the exits, during events. SAP Center at San Jose smoking policy conforms to California law which prohibits smoking within 20 feet of entrances, exits, and operable windows of any building.

6. Sponsors and Advertisers: Commitments should not be made to sponsors, vendors, advertisers, etc. without securing the permission of SAPC.

SAPC and the San Jose Sharks have entered into agreements with many different sponsors and advertisers, some of which contain exclusive rights. To this extent, you may not advertise or promote any goods or services during the event inside or outside the arena without securing the permission of SAPC.

Users may not commit space including, but not limited to, booth and display space inside or outside the SAP Center at San Jose without securing the permission of SAPC. SAPC does not generally allow any space inside or outside of the arena to be assigned to any third party not directly involved with the event. From time to time, SAPC may deem it in the best interest of arena guests to allow a third party to have a booth or display at the arena. User must provide a diagram or photograph of the booth or display prior to the event. The booth or display must be directly related to the event, nature of the booth or display can not be of such nature that it could be construed as vulgar, offensive or outside of what the community standard would consider in "good taste". If permitted, size, location and appearance of the booth are subject to the approval of SAPC. Individuals staffing the booths must comply with SAPC'S appearance and conduct policies including no sitting, eating or drinking in view of guests.

Vehicles including, but not limited to cars and trucks may not be displayed inside the entrances, on the Concourse or the Club at SAP Center at San Jose. Vehicles may be displayed outside on arena property and under special circumstances on the arena floor in the seating area. The display of vehicles requires prior permission of SAPC and must be consistent with these policies.

User should consult SAPC before making commitments for on-site exposure to any media sponsor. Media sponsors may be permitted to have vehicles outside on arena property, but you must first secure the permission of SAPC. All media sponsors must sign a policy letter which outlines the "do's & don'ts" while at the arena.

7. Signs and Banners: Users should not commit to display banners or signs inside or outside SAP Center at San Jose without securing the permission of SAPC. No permanent signage may be covered, removed or altered to prevent exposure at the event. The commitment and display of signs or banners must be consistent with these policies. Space for signs and banners for event sponsors is limited to positions at the North and South entrance railings. Signs or banners will be permitted in the seating area for select events or if the signs and banners are a part of the performance, i.e.: on the stage. User understands that signs or banners must not impair the view of any guest in the arena. Information contained on the sign or banner must be directly related to the event and can not be of such nature that it could be construed as vulgar, offensive or outside of what the community standard considers in "good taste." The method of hanging a sign or banner shall not damage wall surfaces.



8. Personnel: SAPC shall provide personnel necessary for the operation of the arena during your event at rates established by SAPC. The User will be responsible for payment according to the Use Agreement. SAPC has the right to approve all persons employed by you who will be performing work in the arena. The User will be responsible for the behavior of its employees or sub contractors and be sure that they adhere to the policies set forth here. SAP Center at San Jose has agreements with various unions. There are different unions for different functions such as stagehands, building engineers, crowd management, cleaning and conversion. All Users of the facility agree to abide by the union contracts the building has entered into.

9. Concessions and Merchandise: SAPC has the sole responsibility for the sale of food and beverage in the Arena. User has no right to sell any food or beverage or share in any revenue derived from the sale of food and beverage.



Food Safety Subcontractor and Indemnification

Agreements: ARAMARK may be exposed to liability whenever third parties are permitted to sell or serve food and beverages at a facility such as SAP Center at San Jose. This typically occurs when exhibitors or event sponsors receive permission to sell or serve food or beverages, or when ARAMARK permits subcontractors to do so. In each such instance, the third party must agree to indemnify ARAMARK and HP Pavilion Management (SAPC) and to comply with ARAMARK's insurance requirements, by executing a designated form agreement provided by ARAMARK.

All merchandise you may have for sale will be sold by ARAMARK. A percentage of the net sold will be paid to you in accordance with ARAMARK's corporate policy. The Merchandise Manager will count the product and balance the money for the event. Products including food and beverage other than those normally sold will not be offered or sold by SAPC without securing the permission of SAPC. Such agreement must be obtained in writing before any commitments are made by User to sponsors, advertisers, suppliers, vendors or others.



Users wishing to use the standard merchandise stands inside SAP Center at San Jose must secure the permission of SAPC. Any User who wishes to use non standard temporary vending stands will be assigned space by SAPC if the space is available. The use of any merchandise stands must be consistent with these policies.

10 Sampling Guidelines:

Product Restrictions: products offered should not have any impact on food and beverage sold on behalf of ARAMARK concessions. In addition, products sampled must not interfere with Sponsorship agreements set in place by SAP Center at San Jose Sponsorship Department.

Size Restrictions: Must be pre-packaged. No greater than 2 - 3 ounces in size.

Location restrictions:

1. 1 or 2 locations.
2. Assigned locations must not interfere with ARAMARK portable cart placements, Concession Stands, Merchandise locations or Program Sellers that are scheduled to be open. Please review with Event Manager prior to placement to ensure product sampling does not interfere with sales activity at any given location that is scheduled to be open.
3. Items such as soda cans or other items that can be thrown will not be permitted.

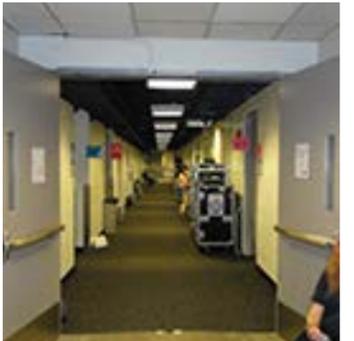
There will be no sampling of wine, beer or alcoholic beverages. User should consult with SAPC before making any commitments of sampling. No sampling will be allowed without securing the permission of SAPC.

11. Hand Outs: SAPC does not generally allow any brochures, literature, propaganda, stickers, promotional items or paraphernalia to be handed out to guests inside or outside of the arena. From time to time, SAPC may deem it in the best interest of arena guests to allow material to be distributed. User must provide a sample of what is to be given out prior to the event. The material must be directly related to the event; information contained in the material can not be of such nature that it could be construed as vulgar, offensive or outside of what the community standard considers in "good taste". After securing the permission of SAPC, material directly related to the event may be placed at the Information Desks located on the North and South Concourses for guests to pick up if they so chose. To prevent litter in the surrounding neighborhood, fliers will not be permitted to be distributed on the exit. Arrangements may be made with SAPC to place fliers on seats before the doors open.

12. Permits: The Licensee/User shall, at its sole cost and expense, obtain and keep in full force and effect all government permits, licenses and authorizations as may be required for the Event, including, but not limited to, business licenses, pyrotechnic permits, permits related to the use of animals, permits related to employment of minors.

13. Copyrights: The Licensee is responsible for payment of all royalty fees to licensing organizations such as ASCAP, BMI or SESAC.

14. Dressing Rooms: SAPC will provide dressing rooms for your use. Any special furnishings you may require will be provided at additional cost. SAPC will provide security for the dressing room area at additional charge, but will not be responsible for items left in the dressing rooms. User will be responsible for any damage to the space or its contents.



15. Show Office: SAPC will provide space for a show office. The space is to be vacated at the end of your event and left in the same condition as when you arrived. You will be responsible for any damage to the space or its contents. SAPC will provide telephone service and internet access for the office. There is a service charge for telephone service and internet access.

16. Recording: If you plan to film, video tape, record or broadcast any or all of your event, you must first secure the permission of SAPC to do so. You will be responsible for any additional payments to any union that is involved with the production of your event as a result of the above. In addition, there is a rights fee paid to SAPC.

17. Public Address, Scoreboard. Large Screen Video System: You may use the large screen video system, digital LED ribbon board and arena public address system as long as information conveyed on the video system, electronic matrix board and over the public address system is not of such nature that it could be construed as vulgar, offensive or outside of what the community standard would consider in "good taste." The information must be directly related to the event. The systems require a number of operators and User agrees to reimburse SAPC for the cost of these operators.



18. Volunteers: Volunteers may be allowed, on a limited basis, with the prior approval of SAPC, to perform certain tasks during the event, which will augment but not replace SAPC personnel. The use of volunteers must be consistent with SAPC's labor/collective bargaining agreements. Volunteers must meet appropriate standards for the tasks they will be performing and comply with SAPC appearance and conduct policies including no sitting, eating or drinking in view of the guests. SAPC does not provide free parking for volunteers.

19. Advertising: Should Licensee/User purchase any advertising through SAPC's advertising and marketing departments you will be charged for the cost of the advertising plus our standard fee. User must provide proofs of any advertising material that has reference to the arena for our approval. SAPC reserves the right, if appropriate, to advertise future events coming to the arena, using the sound system or the digital Led ribbon board or video screens in the arena during ingress, at intermission and egress of your event.

20. Alterations: The User shall not mark, paint, drill into or in any way mar or deface any part of the Facilities or the arena. The User shall not display or erect any lettering, signs, pictures, notices or advertisements upon any part of the exterior or interior of the arena or make any alterations or improvements in or to the arena without securing the permission of SAPC.

21. Risk of Loss. The User agrees that all of its property or property of others brought into the arena shall be at the risk of the User and that SAPC shall not be liable to the User for any loss, damage or theft or for any loss of use of such property.

22. Use of Tables on the Concourse: Tables will be located only in approved locations. These locations include sections 103 and 127 on the South side of the building and sections 117 and by the East and West sides of the stairs on the North side of the building. In addition, Sharks ASM tables only, will be allowed at sections 101 and 115.



Users of the tables are to enter the building through the security entrance, located on the corner of St. John and Montgomery Streets. They will receive their credentials at this point. Admittance will not be granted unless a credential has been left with security. Any person entering the venue through the security entrance must provide a picture ID and is subject to search.

If the user is bringing equipment and it can fit through an ordinary door, they can bring it through the security entrance. If it is any larger, please notify the event manager and arrangements will be made to allow access to the Arena Event Loading Area and the freight elevator. Items are not permitted to be brought through the glass doors at either entrance. Personnel are not to open doors and grant access to any person even if the person is known. Everyone must enter through the loading area or the security entrance.

The user should arrive with enough time to have their area set up and ready prior to doors opening. Any table that appears to be unused 15 minutes after door opening will be removed from the concourse. There is no food or drink allowed at the table. No gum chewing. The people working the table must be standing, ready to serve the customer. Appropriate attire should be worn, no shorts, sandals or t shirts. Chairs will provided only in the event a person has a legitimate handicap that prevents them from standing.

Handouts are to be placed on the table for the guest to take if they wish. No soliciting or handing items directly to guests. The user must remain at the table at all times during the event. There is no overnight storage. Any deviations from these guidelines are discussed on a case by case basis.

23. Balloons - Please note: SAP Center at San Jose is in the flight path of the San Jose Airport. The following is the law regarding the release of balloons around the arena.

It shall be a misdemeanor for any person to release or fly or cause to be released or flown, within five miles of any airport, any moored balloon, kite, unmanned rocket, or unmanned free balloon which might be ingested by an aircraft engine or might cause a pilot's view of the airport and zone approach to be obstructed, or which could be used to suspend an object capable of endangering airborne aircraft or impairing a pilot's vision.



**THE #1 VENUE
IN NORTHERN CALIFORNIA
HAS A BRAND NEW NAME.**



SAP and Sharks Sports Entertainment share a vision to re-image the SAP Center and build on its standing as the premier sports and entertainment center in Northern California. Together, we'll implement breakthrough technology - leveraging industry - leading SAP solutions designed to enhance the audience and the artist experience, and distinguish SAP Center as one of the top venues in the world.

SAP Center at San Jose Marketing Services



The experienced and motivated Marketing Staff at SAP Center at San Jose are dedicated to assist with your show's marketing campaign which leads to success through a creative and innovative campaign utilizing the assets of SAP Center at San Jose.

San Jose Demographics

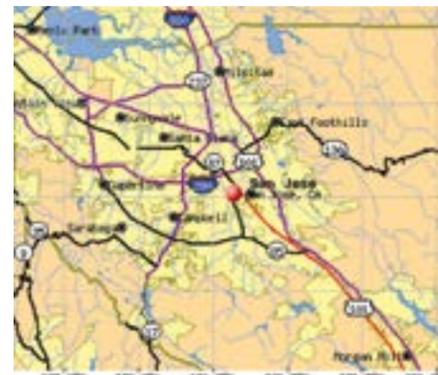
San Jose California

San Jose is the 10th largest city in the United States and is the largest city in the nine county San Francisco Bay Area

San Jose has the highest mean household income of any American City at \$86,430

Median home value of San Jose is \$554,244

3.5 million people live within a 30 mile radius of SAP Center at San Jose



Tour Announcement Support

- Tour Press Release will be sent to all Bay Area media
- Public Relations department at SAP Center at San Jose will contact all local print and online publications with tour date and image for calendar listing
- Load event information and image on Artsopolis.com
Silicon Valley events website from which all chamber and city websites pull their events

Social Media Support

- Presale announcement on SAP Center at San Jose Facebook, MySpace and Twitter pages
- SAP Center at San Jose Tour date announcement on Facebook, MySpace and Twitter and Event Page created on Facebook
- Images and videos will be added to and highlighted on SAP Center at San Jose Facebook and MySpace pages
- Contest run on SAP Center Facebook, MySpace and Twitter
2 Contest - 1 On-Sale and
1 Last Chance (requires 12 tickets)
- Continuous show status and media tour updates
Ex. TV Appearances, Additional Seats Released, Special Offers, etc.



E-Mail Database Support

- Pre-Sale e-blasts sent to our databases
 - SAP Center at San Jose Database (400,000+)
 - Season Ticket Holder/VIP Database (15,000+)
 - Sponsorship Database
 - Viral marketing campaign to all employees of sponsors
- Maintenance e-blasts sent to our database lists reminding subscribers to buy tickets
 - Monthly Calendar e-blasts
 - Holiday e-blasts
 - Thank You e-blasts



Text Club Support

- Pre-Sale Text Blast sent to our databases
 - SAP Center Database (1,200+)
- E-Blast/Text Contest
 - E-blast sent to SAP Center database encouraging fans to sign up for Text Club in order to receive exclusive contest details
 - Text blast sent asking members to text a keyword to our short code to enter to win 2 tickets to the show (requires 2 Tickets)
 - Bounce back text to all entrants with a link back to Ticketmaster



Online Support

- SAP Center Website Presence
 - Splash Page in rotation from time of the on-sale thru the show date
 - Promo Box in rotation on Home Page during on sale campaign
 - Including "More Info" link to artist/show website
 - Including "Get Tickets" link to Ticketmaster
 - Calendar Listing for entire sale campaign



Event graphic will be included throughout the sale period on the digital Outdoor Video Display located on Santa Clara Street, the main thoroughfare through San Jose



Event graphics will be created and featured on the tallest 360 degree LED fascia board in the country during events at SAP Center

Event graphic will be included throughout the sale period on Ticket Office Digital Video Message Boards
 TV spot to air on concourse, club and suite TVs during ALL events at SAP Center at San Jose
 Radio spot will play on SAP Center's on-hold phone system throughout on-sale period
 Event flyers distributed from SAP Center at San Jose Information Booth on the concourse during all SAP Center at San Jose events (requires 5,000 Flyers)



Concourse TV's



Suite TV's



Ticket Office Digital Video Message Boards



NEW Event graphic will be in rotation on 16 brand new digital pendants on the SAP Center concourse



New Event Date in rotation on 2 brand new LED dasher boards

San Jose Sharks will support your show with

In-Game Ticket Giveaways (requires 10 tickets)

PA Announcements

TV Spot to air on the largest Hi Def Video Board in the West during stoppage in play

Radio Spot to air on 98.5 KFOX during Sharks live radio broadcasts

TV Spot to air on CSNCA & CSNBC during Sharks live TV broadcasts

Event graphic on the tallest 360 degree LED Facia Board in the country

Tour date listing on the tallest 360 degree LED Fascia Board's upcoming events reel

Event listing in Sharks Magazine



Sharks Ice, the official practice facilities of the San Jose Sharks, have three convenient Bay Area locations where we will promote your show

Facilities in San Jose, Fremont and Oakland

Attract more than 1.5 million visitors annually

Sharks Ice at San Jose is the largest ice facility west of the Mississippi River

Sharks Ice will play your artist's music during Open Skating Sessions (need MP3 Songs)

Sharks Ice will hang event posters inside each facility (requires 10 posters)

Sharks Ice will keep event flyers at point of sale areas throughout each facility (Requires 5,000 flyers)



STREET TEAM SUPPORT

The SAP Center at San Jose Street Team will distribute event collateral to local businesses throughout the Bay Area

From Salinas to Marin and all points in between - Primary emphasis on San Jose and surrounding cities

Consistent presence in the community

Cost effective (please budget \$300 per 100 locations)

Complete recap upon completion of campaign



SAP Center at San Jose Media Buying Coverage

The experienced and dedicated marketing and public relations staff at SAP Center at San Jose have established strong relations with all Bay Area media. We will negotiate advertising, promotions and on-air media coverage for your event date at SAP Center at San Jose.

SAP Center at San Jose has an extensive trade and promotional media partner list and will activate these relationships to promote your event.



Summary of Required Assets

Tickets

- 12 for Social Media Giveaways
- 2 for Text Club Giveaway
- 10 for Sharks In-Game Giveaways

Collateral

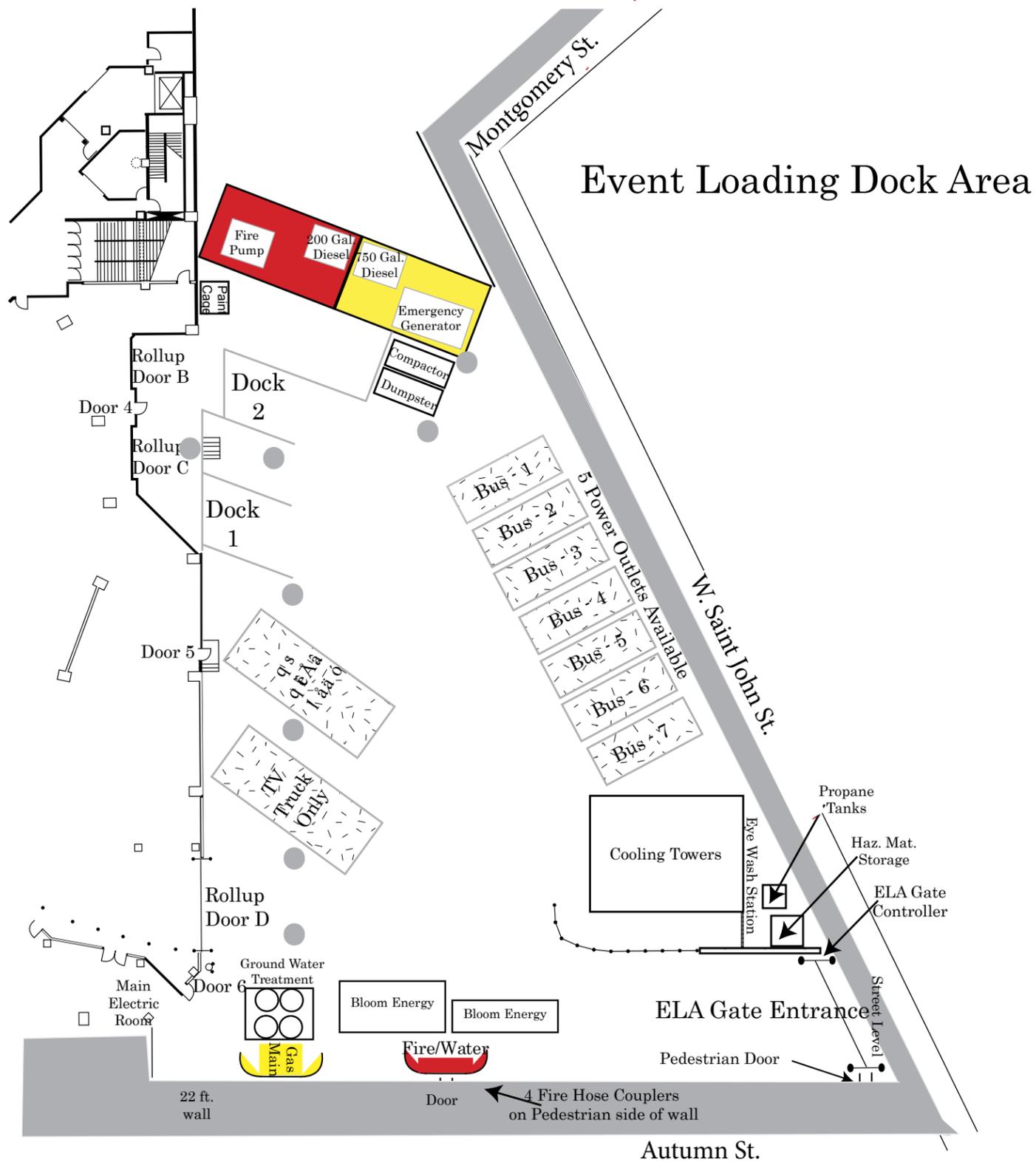
- 10 Posters
- 10,000 Flyers
- Additional poster/flyers for street team distribution - Quantity TBD
- TV and Radio Spot
- Tour logo and additional images

Other

- MP3 of show/artist's music
- \$300+ net for street team labor and mileage (TBD based on desired coverage)

THE ADVANTAGE IS CLEAR

No Other venue in the Bay Area does more to market your show than SAP Center!



SAP Center at San Jose Event Loading Area

Service area ramp entrance is on St. John Street, immediately West of the intersection with Autumn Street.



The ramp grade is designed to accommodate semi-trailers with belly boxes within 16" of level grade. For boxes with lower clearances, set air ride to highest level before entering.

Service area includes:

- Two (2) Staging Docks
- Two (2) TV Truck Positions
- Six (6) Tour Bus Parking Positions (additional busses may be parked parallel to the bus parking positions)

Staging Docks

Total of two (2) staging docks under building overhang. Accommodates two (2) semi-trailer/tractor units simultaneously. Additional trucks can unload to street level using a ramp or forklift through Door E. Dock leveler at Staging Dock #2. Dock at approximate +4'0". Dockboards available (1)



TV Truck Positions

Two (2) dedicated outside parking positions. Accommodates two (2) expandable side units simultaneously.

Crew and cable doors to arena level are adjacent.

Truck power and signal tie points are adjacent inside building. Two (2) dedicated company switches each 400 amps 3-phase 5 wire, each on separate transformers. Additional company switches within 100 feet.

Tour Bus Parking

Space for at least six (6) busses, five (5) with power at 50 amp 240V 2 pole 3 wire. Additional bus parking is possible, but may restrict truck maneuvering. Direct access to Backstage and Dressing Rooms via Staging Docks.

No washing of vehicles is permitted in this area.

If arriving at the arena between the hours of 6:00 pm and 6:00 am contact security upon arrival at 408-999-5847 or at the security desk located near the corner of St. John and Montgomery Streets. If other arrangements are necessary contact the event manager.

Sports Equipment

Hockey - Boards, Glass, Nets (4), - PlexiGlass all the way around. Marsh pegs in floor set at lift, and 15 ft.

Basketball - Robbins 120' x 60' court, Hydra-Rib backstops (2), break-away rims (2), backup back-board w/ break-away rim (1) and nets

Indoor Football - Floor is owned by San Jose Sabercats, dashboards straight to regulation size.\

Stage

Platform Systems - Stage-Right sectional platform system. **ALL DECKS ARE 3' x 8'**

Section deck elements 3'0" x 8'0" in plan. Support system adjustable +48" to +76". Sets up with a combination of supported and bridged deck elements to allow clear passage beneath deck in both directions. Includes stairs (3 sets), wheelchair ramp, all height adjustable to match deck elevation. Includes sectional perimeter guardrails. Loading capacity: live load of 125 pounds per square foot.

Sample setups:

Platform	56'0"W x 42"D with two 24'0"W x 15'0"D side wings (total width 104'0")
Platform	80'0"W x 57'0"D. (This would use all of our frames)
Mixer Platform	24'0"W x 57'0"D x 16" to 24"H
Crowd Barricade	90'0"W x 4'3"H

Platform Inventory:	42	Mel1500 support system (48" - 78")
	1	12 2800-HD support system (16" - 24")
	205	Deck 3'0" x 8'0"
	3	Stairs, folding, adjustable (48" - 78")
	2	Stairs, folding, adjustable (16" - 24")
	13	8' x 42" Guardrail
	18	6' x 42" Guardrail
	2	3' x 42" Guardrail
	13	Lot Skirting

Back Stage

Forklifts - Two (2) 3725 Clark 3500lbs. Fork Extensions available. Additional fork lifts may be rented



Staging/Loading Area - North

HS 20 highway loading. Hold clear of exit lane, truck lane and snow melt pit. Wash hose, flood hose and drains.

Visitor Lockers - Northwest

Two (2) separate suites identified as Dressing Room B and Dressing Room E, each with dressing area, sinks, toilets and showers, Coach office, Trainer's room and storage. Each includes: Game/show progress loudspeakers and a television.

Back Stage

Dressing Rooms - Northwest

Two (2) Chorus dressing rooms, Dressing Rooms C (wired for TV studio) and D (equipped with lockers for team changing).

Four (4) "Small" dressing rooms, Dressing Rooms A, F, G, and H, accommodate 4 to 6 persons each.

All include: Sinks, Mirrors, Toilet(s), Shower(s), Show progress loudspeakers, TV Set, Telephone lines and internet access

Press Room

Includes general press area, two (2) work rooms, food serving line, pantry and in-suite toilets. Includes separate PA system, Pool and tie lines to TV (Broadcast) and ENG Truck areas.

Storage Area

Available at lower level by arrangement. Road cases may be stored according to storage plan using the perimeter of the hallway that traverses in an oval around the exterior of the lower level.

Elements must clear 1 1'0"W x 8'0"H door



Rigging

Refer to Catwalk level drawing - 92' from deck to bottom of low steel
Handicapped Accessible Elevator access to Catwalk

Electrical

Lower Level

Five(5) total One(1) 400 amp 120/208V which equals 320Amps
@ 80% (3) 400 amp

(1) 600 amp 3-phase 5 wire company switches adjacent to Zamboni Vomitory; each on a separate power transformer adjacent to switches.

Three (3) manholes interconnected with straight runs of 16" PVC pipe for show cable paths/access. One (1) manhole at company switch location and one (1) at each side of Lower Level.

Two (2) 60 amp 120/208V JEC receptacles, one (1) at each side of the Lower Level.

High power switch gear within 100 feet of Staging/Loading area if additional power is required

Two (2) 400 amp 120/208V 3-phase 5 wire company switches at the North outside wall adjacent to the loading dock area for TV truck power

Tour bus power at Service Yard; five (5) at 50 amp 240V 2 pole 3-wire

Concourse Level - At Wheelchair seating Southwest, one (1) 60 amp 120/208V IEC receptacle

Upper Tier Seating - At Camera Box at Southwest facia, one (1) 60 amp 120/208V IEC receptacle

Penthouse - two(2) 100amp 120/208v IEC receptacles



Electrical



Catwalk Level

One (1) 400 amp 120/208V 3-phase 5 wire company switch at Catwalk Level in center of the arena. (Which equal 320 Amps @ 80%)

Two (2) 60 amp 120/208V IEC receptacles on each of two (2) side and four (4) corner follow spot platforms. Total twelve (12) receptacles, each with 40 amp breaker

Four (4) 60 amp 120/208V IEC receptacles on end followspot platform each with 40 amp breaker

Followspots

Ten (10) Strong Electric "Gladiator III"

SAP Center at San Jose House Lighting

Incandescent (quartz) dimmable, operated from Control Room or Catwalk position

SAP Center at San Jose Event Lighting

Metal Halide floodlights, relay controlled. Incandescent (quartz) special event and emergency lighting, dimmable. Both operated from Control Room or Catwalk position

Illumination Level Schedule

Target horizontal plane 3' above ice/court
Tilted vertical plane at 15 degrees from vertical
c = footcandles.

	Tilted Vertical Plane	Target Horizontal Plane
Televised Hockey	150 c	250 c
Televised Basketball	125 c	200 c
Boxing/Wrestling	200 c	500 c
Non Televised	60 c	125 c
Exhibition Floor	N/A	60 c
Floor Seating	N/A	20 c
Work Lighting	N/A	20 c

Parking Lot

One (1) 150 (which equals 120 amps @ 80%) amp 3-phase company switch at satellite uplink position in parking lot adjacent to Southwest quadrant. Switch located inside Transmission Building.

ENG Vehicle power: 10 at 15 amp 120V duplex blade receptacle Twist-Lock (L5-20R) at ENG monument in parking lot. Parking lot power: Four (4) 100 amp (which equals 80 amps @ 80% 120/240V. Two (2) 100 amp 120/208V 3-phase.

Portable Power Distribution

Show power distribution equipment Union Connector Co., "DistroBox" Series

Electrical



IEC Cordsets

Two (2) 100 amp Tails.
Four (4) 60 amp 10'
Four (4) 60 amp 25'
Four (4) 60 amp 50'

Distribution Boxes

Two (2) 100 amp (which equals 80 amps @ 80%) IEC in to two (2) 60 amp IEC out
Four (4) 60 amp IEC in to six (6) 20 amp Twist-Lock (L5-20R) and six (6) duplex (5-5R), each on GFCI breaker

Twist-Lock (L5-20) Cordsets

Eight (8) 25' TL/TL.
Eight (8) 50' TL/TL.
Eight (8) Two-Fer TL/Two TL.
Twenty-four (24) 15' TL to 3 blade receptacles

Blade (5-15) Cordsets

Eight (8) 15' Blade to 3 blade receptacles

Includes general press area, two (2) work rooms, food serving line, pantry and in-suite toilets. Includes separate PA systems, Pool microphone and tie lines to TV (Broadcast) and ENG Truck areas.

Upper Tier Seating

Convertible box seating areas at fascia area along Northwest and Southeast sidelines
Two (2) at 40' linear feet and Two (2) at 15" linear feet

Press Box

Located at Catwalk Level with Handicapped Accessible Elevator access

Press Area

Six (6) permanent counters, each 18' long
Four (4) convertible followspot platforms each with removable counter, each 18' long Total 180' of counter
Each seating location includes
Duplex power (NEMA 5-15R)
Three (3) RJ- 11 telcom/data receptacles

Shared by pairs of seating locations

One (1) MATV type "F" connector
One (1) arena official statistics headphone feed with volume control
One (1) set of audio recording outputs

SAP Center at San Jose - operated pool cable

ENG Vehicle parking area with power and signal ties

Power: 12 at 20 amp
Signal: Refer to ENG Prewire Schedule
Refer also to "Broadcast" section

Electronic News Gathering

ENG Prewire Schedule

Type	Location & Function	Camera	Video Tie	Microphone	Line/PL Tie	MATV Receipt
TSS2T	ENG Patch-Multipurpose AI 02	0	Note 1	Note 1		8
*TSS3T	ENG Truck Monument	0	12	0	24	12
TP6	Concourse C271	0	6	0	12	8
TPII	Press & Interview	0	6	0	12	8
TPI5	Dressing Room C	0	8	0	16	8
TSS1T	Truck Tie (Host Broadcaster)	0	8	0	16	8
TP2	Arena Near I4 & K	0	6	0	12	8
*TSS4T	Transmission Building	0	8	0	16	4

Note 1: All Home Run to TSS2T. Satellite

* Comments 6 dark fiber to TSS2T - 12 dark fiber to TSS1T

Satellite downlink/uplink location at West border of parking lot with clear view of entire geostationary arc.

Conflict study and site survey available from Comsearch, Reston, VA. No significant reception conflicts in C and KU bands

Uplink power available at Transmission Building; 150 amp 120/208V 3 phase 5 wire on company switch

Broadcast Provisions

Arena - operated pool cable
TV Production truck parking at Service Area
Power: Refer to Electronics
Signal: Refer to Broadcast Prewire Schedule

Broadcast Booths

Four (4) at Penthouse Level. Include operable and removable glass, ceiling struts for lights, curtains, etc. Each includes:

Tech power: Four (4) 20A on 5-15R (Blade receptacle)
Lighting: Seven (7) 20A on L5-20R (Twist-Lock receptacles)

Pool Interview Locations

Press Area and Sharks Interview/Viewing.

Above include PA system, pool microphone distribution, and prewire to Broadcast and ENG

Dressing Room C. Includes prewire to Broadcast and ENG

Broadcast Provisions

Broadcast Prewire Schedule:

Type	Location/Function	Camera	Video Tie	Microphone	Line/P L Tie	Comments
TSS1T	Truck Tie	Note 1	Note 1	Note 1	Note 1	Dark Fiber to Transmission Building & Pacific Bell MPP
TP1	Arena NW	2	6	12	12	
TP2	SAP Center Vomitory	1	2	2	2	Coordinate with ENG at 14 & K
TP3	SAP Center Entry	2	4	12	12	
TP4	SAP Center SW	2	4	4	4	
TP5	Concourse	2	4	4	4	
TP6	Concourse	1	2	2	2	Coordinate with ENG at C271
TP7	Penthouse	4	6	12	12	
TP8	Penthouse	0	0	0	0	No Panel; access to cable tray for future use
TP9	Catwalk Press Box	2	4	8	8	
TPIO	Catwalk Press Box	0	0	0	0	No Panel; for future use
TP 11	Press & Interview	2	6	12	12	Coordinate with ENG
TP12	Edit	0	0	0	0	No panel; for future use
TP13	Club	2	4	8	8	
TP14	Penthouse Broadcast Booth 2		6	12	12	
TP15	Dressing Room C	2	4	4	4	Coordinate with ENG

Note 1: All Home Run to TSS1T

Distributed four-way, quad-amplified loudspeaker clusters, deployed as follows:

Two (2) Type C1:	Playing area
Ten (10) Type C2:	Lower tier seating
Twenty (20) Type C3:	Upper tier seating

Public Areas - Distributed loudspeakers

Back of House

Distributed loudspeakers with assignable program and paging sources. Allows zone and area page for pre-event use

Control Room - Located on Arena Level next to loading docks

Console - Yamaha DM 2000

Sound System

- Sixteen (16) each S1001 Mono microphone/line input modules
- Eight (8) each S1201 Stereo line input modules
- Two (2) each S2001 Auxiliary Master Send-Return modules
- Eight (8) each S3201 Subgroup with 8x8 Matrix output modules
- One (1) each S4001 Master Monitor/Stereo Buss Output module

Source Equipment

- One (1) Compact Disc Player
- One (1) Digicart, 360 Systems
- Four (4) Wireless Microphone Receivers

Processing Equipment

- Yamaha – DME 64 Network System

Special Features

- Stereo distribution to arena seating
- Isolated subwoofer bus
- Isolated playing area cluster feeds
- Isolated floor mix feeds
- Four (4) channel interrupt foldback system
- One (1) channel RF-IFB system; two (2) receivers
- Guest tie panels
- Digital Distribution System

Multi channel Clear-Com system/Reedal Artist Communications System.

Fixed stations:

- Three (3): Clear-Com 812 Master Stations
- Two (2): Clear-Com TW-12B TV Truck interfaces
- Various: Clear-Com 812 Wall and Rack stations

Communications Systems

Portable stations:

- Six (6): Clear-Com WTR-2 Wireless Beltpack
- Ten (10): Clear-Com RS-501 Beltpack
- Two (2): Clear-Com RS-522 Dual Channel Beltpack
- Ten (10): Clear-Com CC-75B Single Muff Headset
- Four (4): Clear-Com CC-240B Dual Muff Headset
- Three (3): Clear-Com TW-12B Universal Interface
- Four (4): Clear-Com KB-111 A/M Speaker Station
- Two (2): Intercom Specialties SCS100 Sportscaster System
- Two (2): Sennheiser HMD Series



Facility Panels - Identified as FP*

- All lines home run to Control Room
- All mic and line trunks patchable
- Point to point tie lines may be established

Communications Systems

MATV System

Arena wide distribution of a combination of CATV utility channels and arena origination channels. Separate Public area and Back-of-House feeds. Thirteen (13) modulators each with selectable audio and video source.

Runners

RUNNER RATES - Promoter must pay runners direct

These are the daily rates for any runners, van drivers or office personnel.

Rate #1 — Any shift from 1 to 12 hours = \$175

Examples: 7am — 11pm or 8am— 12am or 9am — 1am (or anytime in between)

Rate #2 — Any shift between 12 to 16 hours = \$225

Examples: 7am — 12am or 8am—2am

Rate #3 — Any shift exceeding 16 hours = \$300

Examples: 6am — 12am or 7am — 2am

These rates are for cash or check payments. Please keep in mind that these are professional employees who work on a regular basis for the main promoter in the Bay Area. They are familiar with the area and all have well equipped runner vehicles.

Internet Access

The IT staff provides the following:

- Multiple Dynamic addresses through DHCP
- Static addresses may be available upon request to the IT Dept.

All of our DHCP scope addresses and static addresses support PPTP pass-through for PPTP Version 1 only. If another version is required by YOUR RAS server, please contact IT Prior to your arrival.

You may obtain a Dynamic address by simply plugging into any of the orange ports located in the dressing rooms or other areas around the building. (NOTE) not all ports are constantly active. If you want to plug into a certain port and it is not currently active, we will need to patch it in for you. Just let us know where it is located and we will supply the connection.

Thank you for visiting our Building

Uy Ut Director of IT

email: uut@sharksports.net

phone: 408-999-5740

Large Screen Video Display

Display

Located in Scoreboard
Four (4) face center hung

Cameras

Two (2) EFP configuration Triax cameras
Hitachi Z-One BUF with Telemetrics back
Fujinon A18 x 8.5 BERM Lens and Sachtler System 20 Tripod/Head
Two (2) NHL Hockey Goal Judge cameras

Production

Ross Video M424 Production Switcher
Abekas A51 DVE; One (1) Channel with Warp and Key Options

Audio

TAC Bullet B-2 with ESAMII interface
One (1) limiter, Symetrix 525
One (1) Dual 2/3 Octave EQ, White 467

Graphics

GVG/Dubner 30-KN with Paint and Digitizer
Hitachi HV-C10A Camera with 12 x 7.5 lens
Bencher copy stand

Videotape/Videodisc

Two (2) Sony PVM-2800 Betacam SP
One (1) Panasonic AG-7750 S-VHS
Two (2) Pioneer VDR-V 1000 Laser Disc Recorder
One (1) Sony BVR-75A Slow Motion Controller
One (1) Sony Clipmaster System

Support Equipment

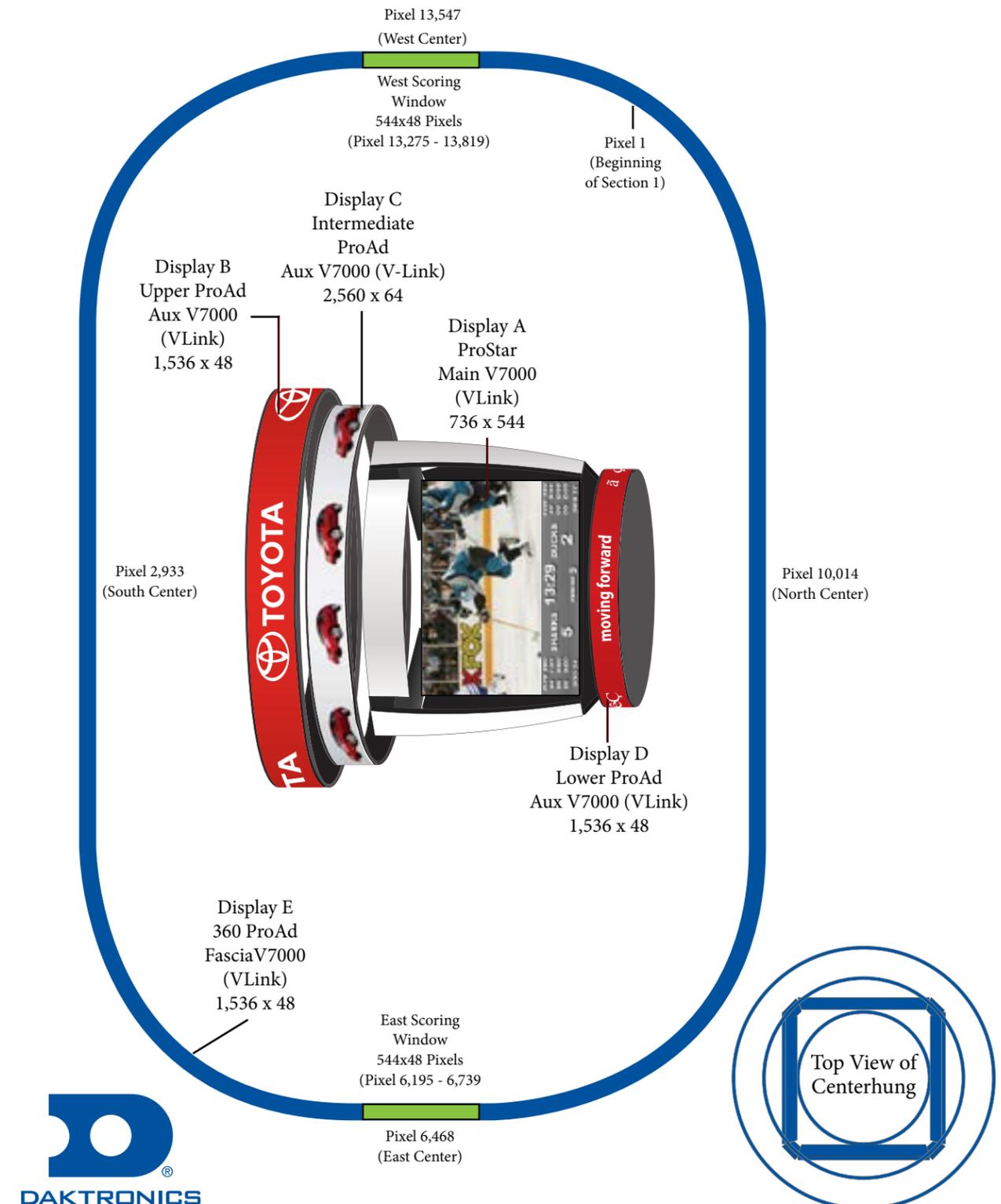
GVG Horizon Routing Switcher
Leitch SPG
GVG VDA's
One (1) Nova Systems Sync F4 Frame Sync
Magni System WFM and Vectorscope
Sony Precision Monitor

Special Features

Patchable monitor wall and Programmable tally system

SAP Center Display Layout

Note: Not drawn to scale. Pixel Ratio given in W x H



Guidelines for Submitting Artwork for Keyframe

to Produce Final Content

- Storyboard layout design or ideas in approximate proportion.
- All artwork and logos may be sent electronically (via e-mail or through Keyframe's Extranet site), or on disk (CD or DVD).
- Logos and other artwork should be submitted in vector graphic format (EPS, AI) whenever possible so that scaling and effects may be applied without any resulting loss of image quality.
- Photos and artwork not available in vector graphic format (acceptable file types include: BMP, JPG, PSD, TIF) should be of the highest quality and resolution available.
- Reversed logos (those appearing on a black or colored background) are preferred over traditional logos (those appearing on a white background).
- Submit raw or master video footage at full standard NTSC video resolution and frame rate, without graphics or text overlays. Acceptable formats are: BetaSP, DVCPRO 25, DVCAM and HDCAM.
- Submit rendered video or animation in an uncompressed AVI format.
- If a message requires a specific font, the entire font may be submitted in either Mac or PC format. The message may also be typed in Illustrator, converted to outlines and submitted as an AI or EPS file.
- If sending completed content created to specific display dimensions, animations should be submitted as 30fps, uncompressed AVIs. Static images should be 72 dpi PSD, JPG or BMP files.

NOTE:

- Artwork of a quality less than required by LED display technology, adds time to the creation process due to redrawing or creating. Keyframe can redraw or recreate artwork for an additional cost to the client.
- All client supplied artwork must be received at least two (2) week in advance of the programming due date.

Display-Ready Content from Outside Agency

Must meet the following requirements

- Dimensions (pixel resolution w x h):
- Display A - 736 x 544 - Main Video
- Display B - 2,768 x 96 - Upper ProAd
- Display C - 2,560 x 64 - Intermediate ProAd
- Display D - 1,536 x 48 - Lower ProAd
- Display E - 14,154 x 48 - 360 ProAd
- RGB, 72 dpi
- Static file formats: BMP uncompressed, PSD or JPG at high quality
- Motion file formats: AVI, uncompressed or HUFFYUV compression, 30 (29.97) frames per second and a square pixel aspect ratio

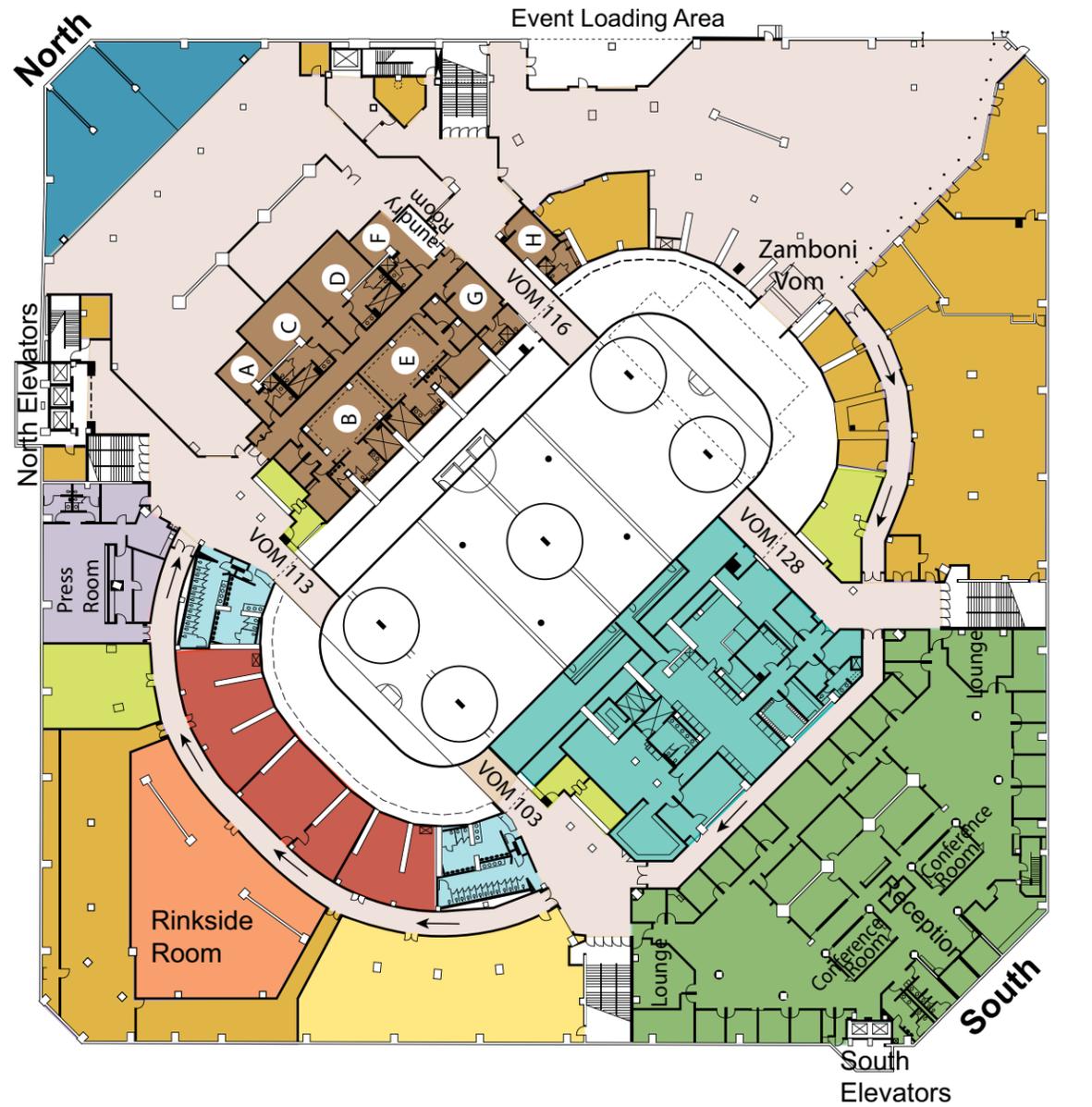
Content Considerations

- Content created for the 360-degree fascia display (Display E) should take into consideration the scoring windows outlined on the display diagram on page 1. Make sure logos, artwork and text does not get cut off when scoring windows are active.
- The optimal length of time for content is 10–15 seconds. This allows for the message to be conveyed effectively to the greatest number of spectators before their attention is focused elsewhere, or as in many sports applications, before play is resumed and movement is no longer allowed on the displays.
- All content should loop, or transition smoothly in time, from the end back to the beginning of the message in case it is run multiple times consecutively.
- Text messages should be concise, appear in bold, highly legible fonts and move into and out of the viewing area in a quick, attention-grabbing fashion.
- Vivid, high-quality logos, images and text should appear in front of a contrasting background.
- Predominately white backgrounds should be avoided, as they tend to be so bright as to wash out the accompanying logos/images/message.
- Wide (horizontally designed) logos are more effective than tall (vertically designed) logos on fascia displays. When only a tall logo is available, it may have to scroll vertically through the display, with the logo never appearing in its entirety at any one time on the display.
- The use of multiple overlapping layers and 3-dimensional logos or text add depth and interest to content.
- Content created for the 360-degree fascia display should be repeated a minimum of four times across the display to ensure visibility from all seats within the facility.
- When content needs to be repeated across the length of the display, attention should be paid to making it appear "seamless" so that the end of one section blends into the beginning of the next section.

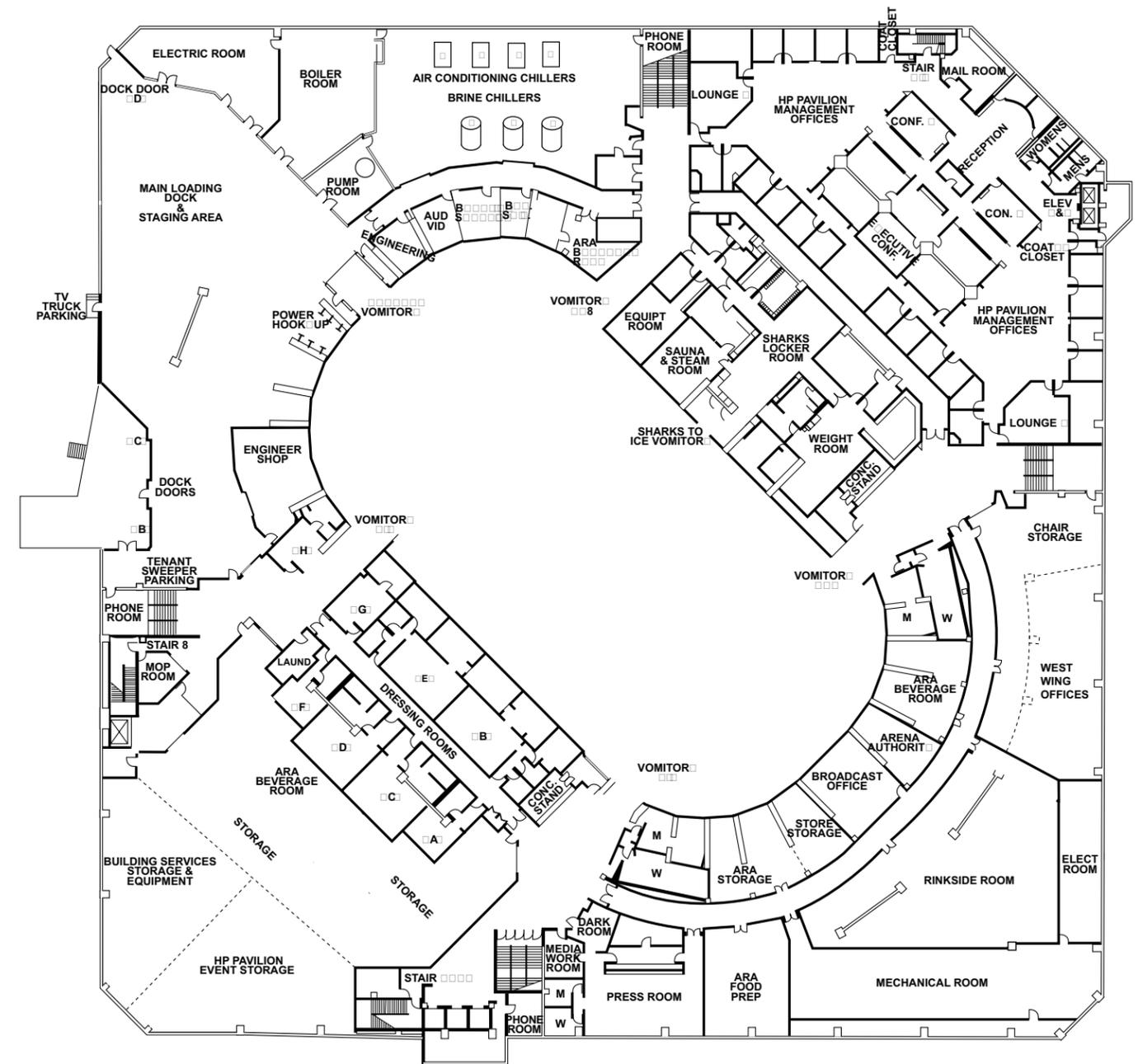
Computer List

Computer Name	Sign On computers	Display	V-Links
V7 Main	736 x 544	A	Yes
V7 Aux	2,768 x 96	B	Yes
	2,560 x 64	C	Yes
	1,536 x 48	D	Yes
V7Fascia	14,154 x 48	E	Yes
DSTI	Daktronics Scoring-Timing Interface		

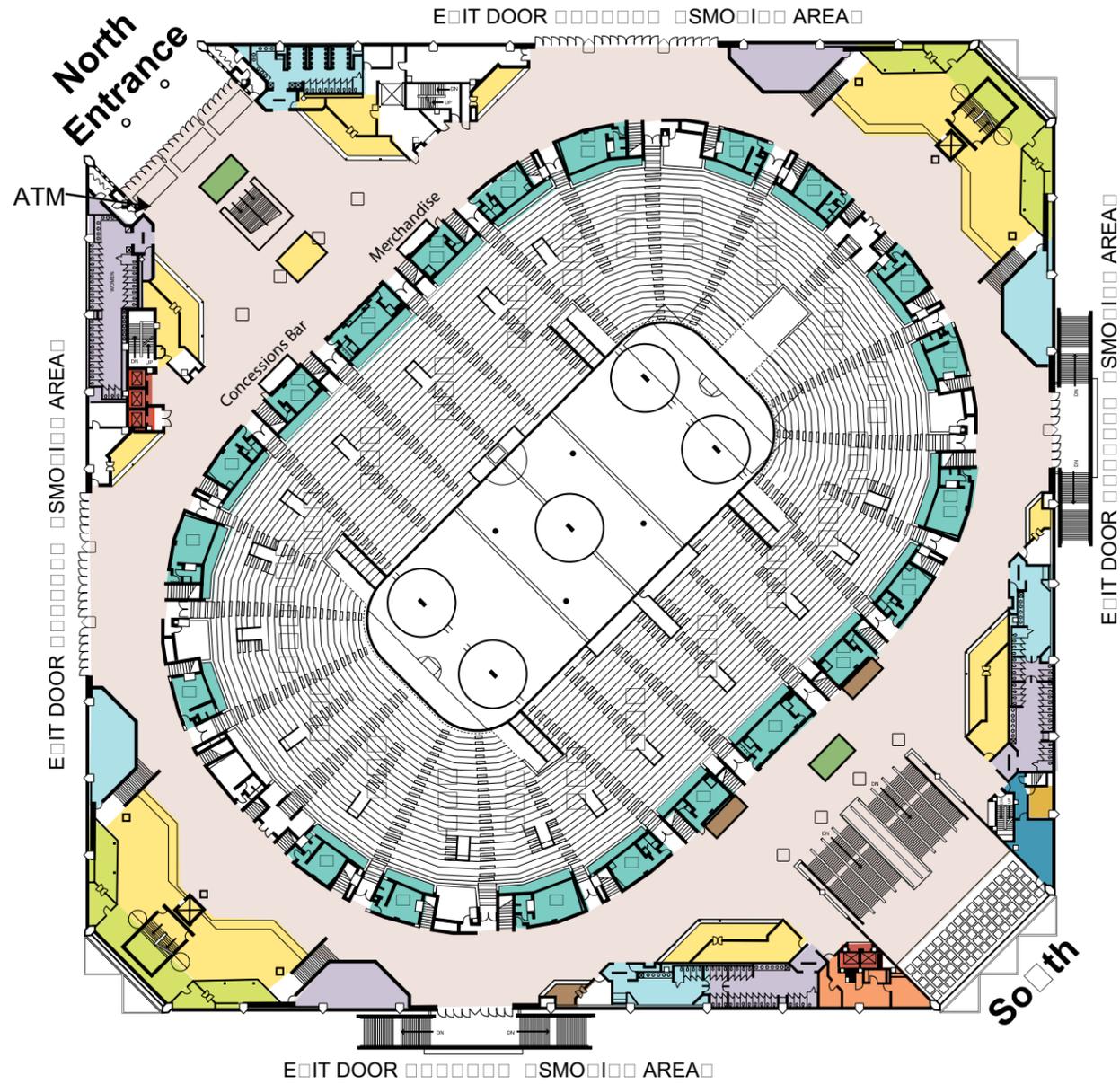
Note: All Venus® 7000 computers will have a primary and a backup. There are two operator stations on in the control room. There is one operator station located in the rack for other operations.



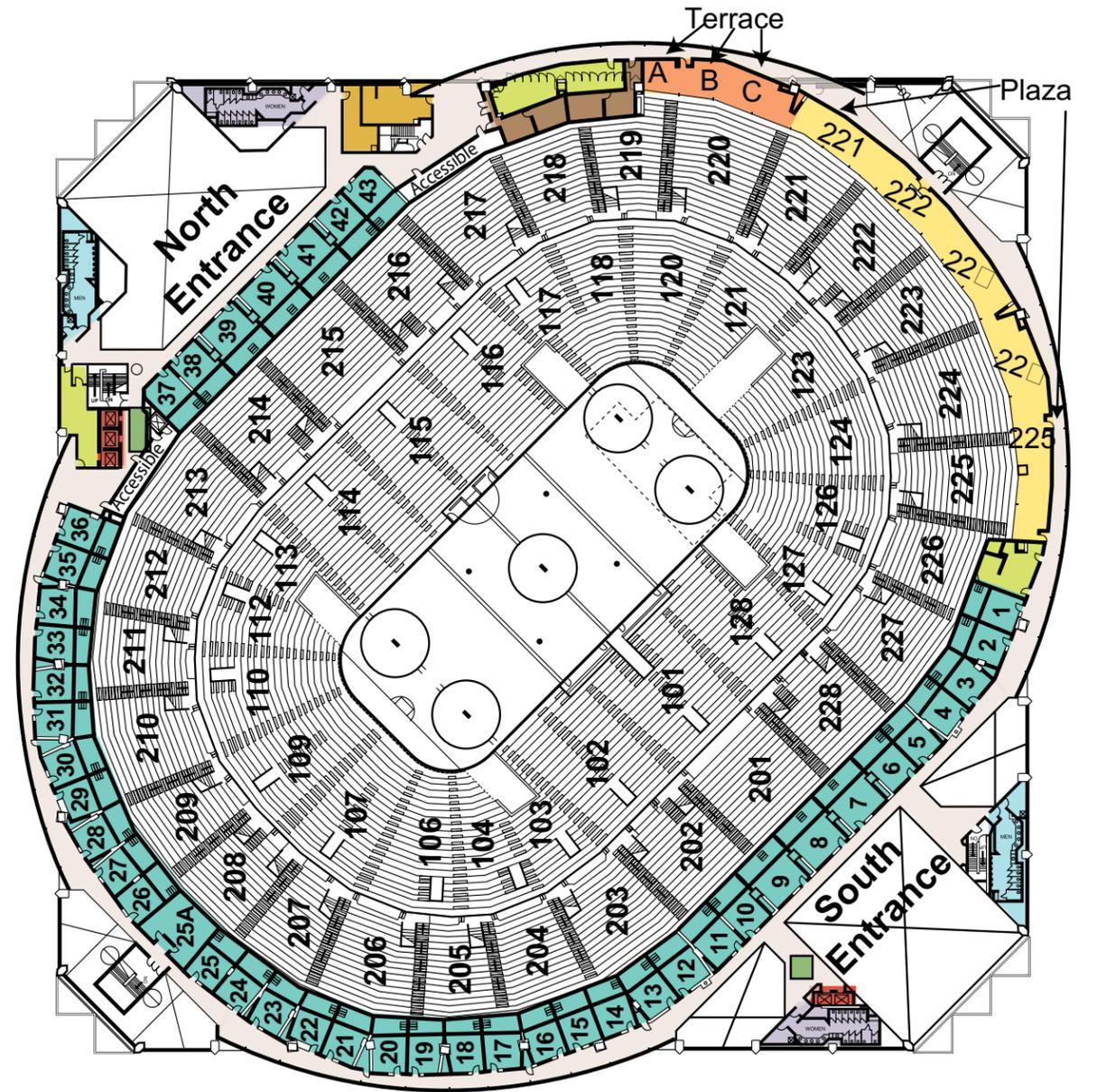
- | | | | | | | |
|-----------------------|----------|------------|----------|---------------|--------------|-----------------|
| Corridor | Restroom | Open space | Restroom | Rinkside Room | Merchandise | Arena Authority |
| Sharks Dressing Rms | Press | Media Room | ARA | ARA | Mfg Services | Engineering |
| Restroom | Press | Media Room | ARA | ARA | Mfg Services | Engineering |
| Visiting Dressing Rms | Storage | Restrooms | | | | |



* Note: Sharks Locker Room: Weight Room, Sauna & Steam Room, Equipment Room are off limits to all except Team & Team Personnel.



- | | | |
|------------------|------------------|-----------------------------|
| The Concourse | Concessions | Elevators |
| Concourse Suites | First Aid | Engineering/Bldg Services |
| Information Desk | Women's Restroom | Concessions/Upper Mezzanine |
| Merchandise | Men's Restroom | Event Office |



- | | | |
|------------------|------------------|-------------|
| The Penthouse | Plaza 221 - 225 | Elevators |
| Penthouse Suites | Terrace A, B & C | Engineering |
| Suite Concierge | Women's Restroom | ARAMARK |
| Broadcast | Men's Restroom | |

Seating Capacity - WCA

Wheel Chair Accessible - Seating Designations and Seat Numbering

Section	Row	Seat #'s	Entry Level
128	WCA	4-10 & 15-16	Club
102	WCA	1-5	Club
106	WCA	1-5	Concourse
107	WCA	1-3	Concourse
110	WCA	1-5	Concourse
120	WCA	1-5	Concourse
121	WCA	1-3	Concourse
123	WCA	1-3	Concourse
124	WCA	1-5	Concourse
112	WCA	1-14	Floor
213	WCA	1-16	Penthouse
217	WCA	1-19	Penthouse
221	WCA	1-11	Penthouse
222	WCA	1-14	Penthouse
223	WCA	1-14	Penthouse
224	WCA	1-16	Penthouse
225	WCA	1-24	Penthouse



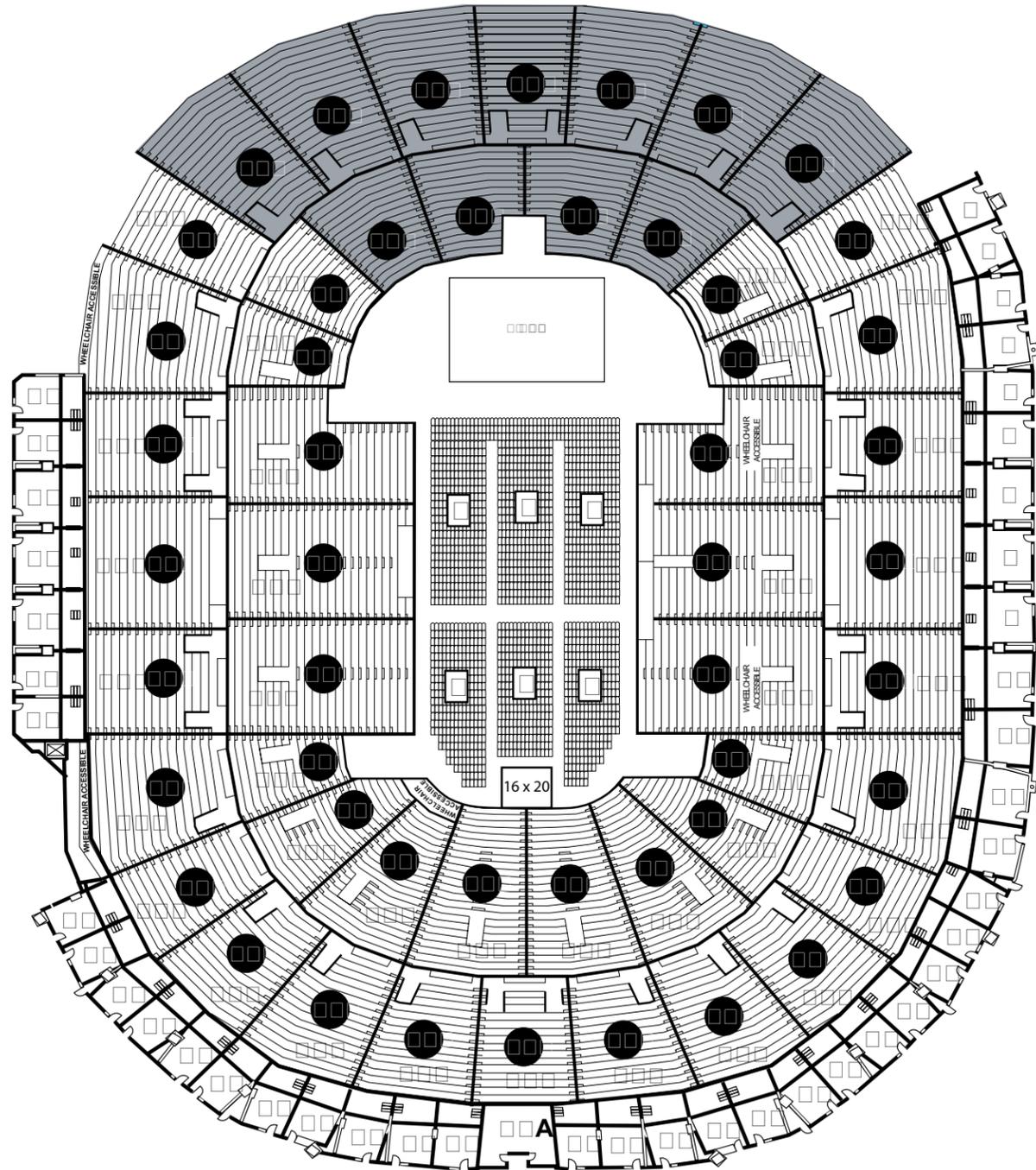
Seating Capacity by Section

Lower Seating		Upper Seating	
Section	Capacity	Section	Capacity

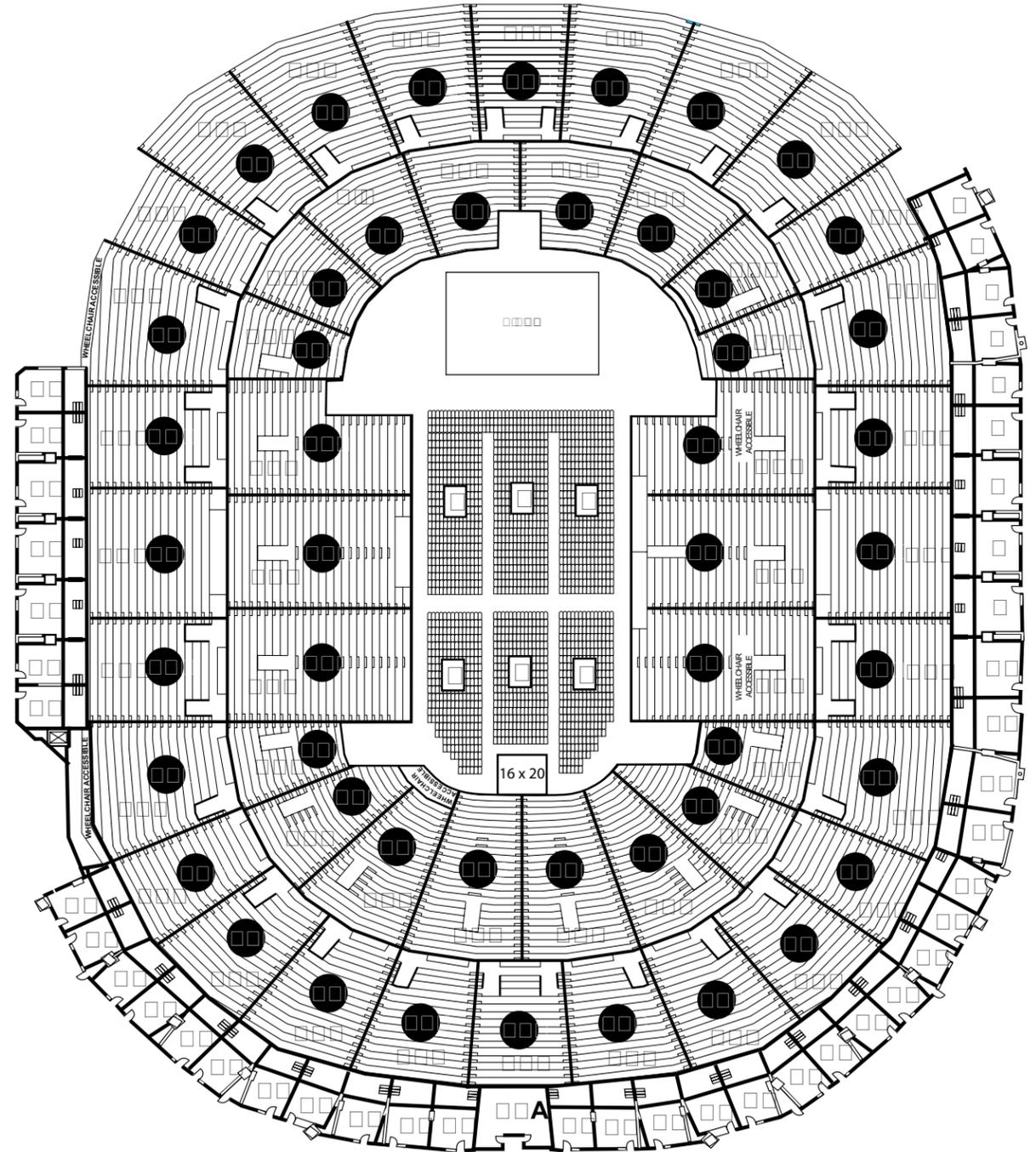
101	455	201	427
102	478	202	320
103	199	203	341
104	246	204	289
106	329	205	261
107	347	206	329
109	340	207	254
110	310	208	260
112	252	209	256
113	201	210	323
114	514	211	260
115	466	212	288
116	447	213	334
117	234	214	316
118	225	215	416
120	312	216	316
121	308	217	342
123	308	218	288
124	313	219	280
126	188	220	370
127	231	221	312
128	403	222	316
		223	314
		224	391
		225	352
		226	285
		227	339
		228	320

Floor Section Capacity		
1	633	
2	602	Based on 50 rows, 1 cross aisle, 14 seats per row, with Flr 1 & 3 tapered at the back.
3	633	

Level	Capacity
Floor	2,112
Lower Concourse	7,106
Upper Concourse	8,899
Total	18,117

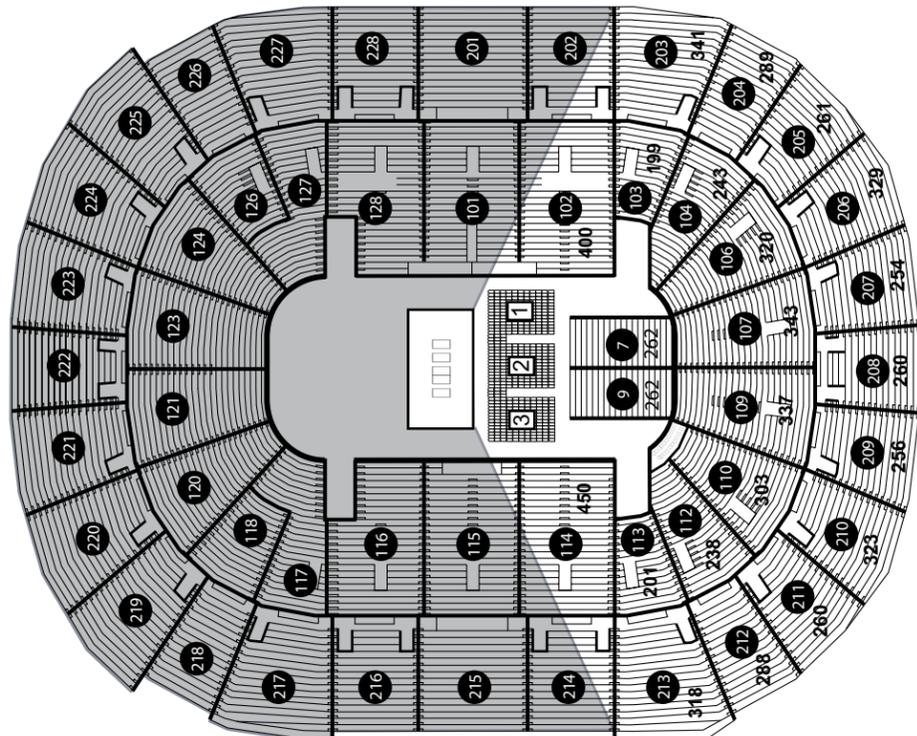


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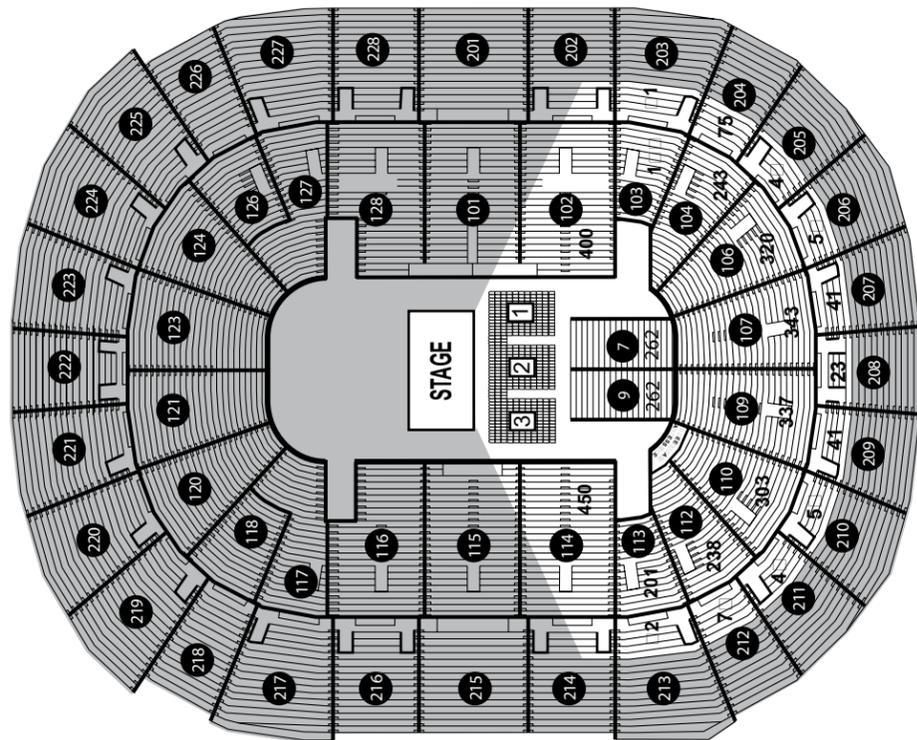


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Diagram - Theater Set-ups

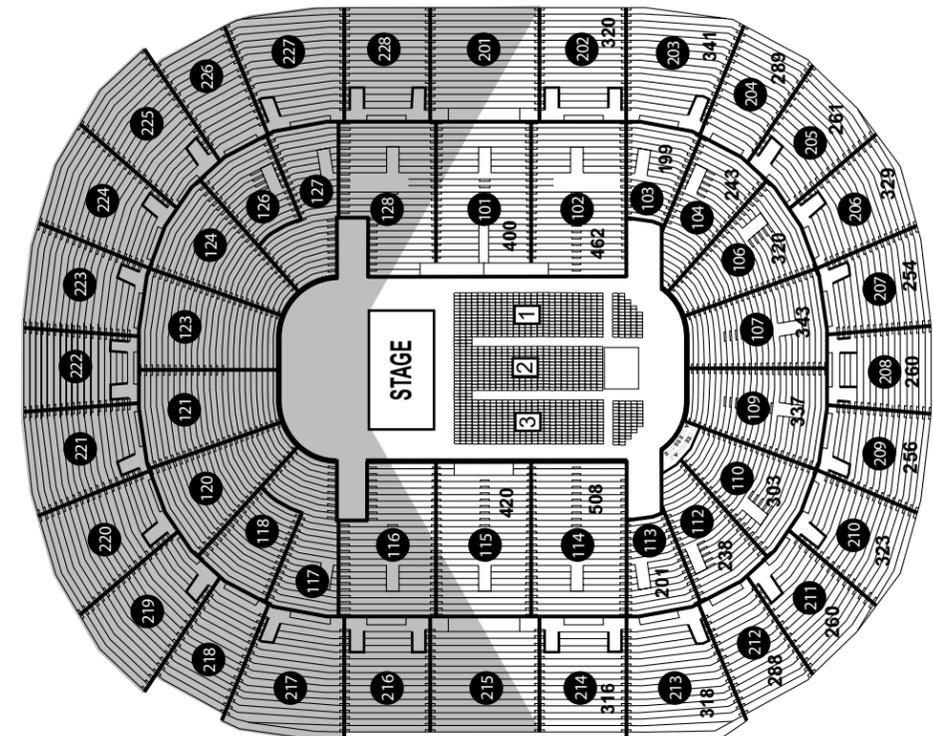


The Theater at SAP Center at San Jose: Stage Floor Plan 2B - Capacity 5,816 +989 Floor + Risers = 6,802

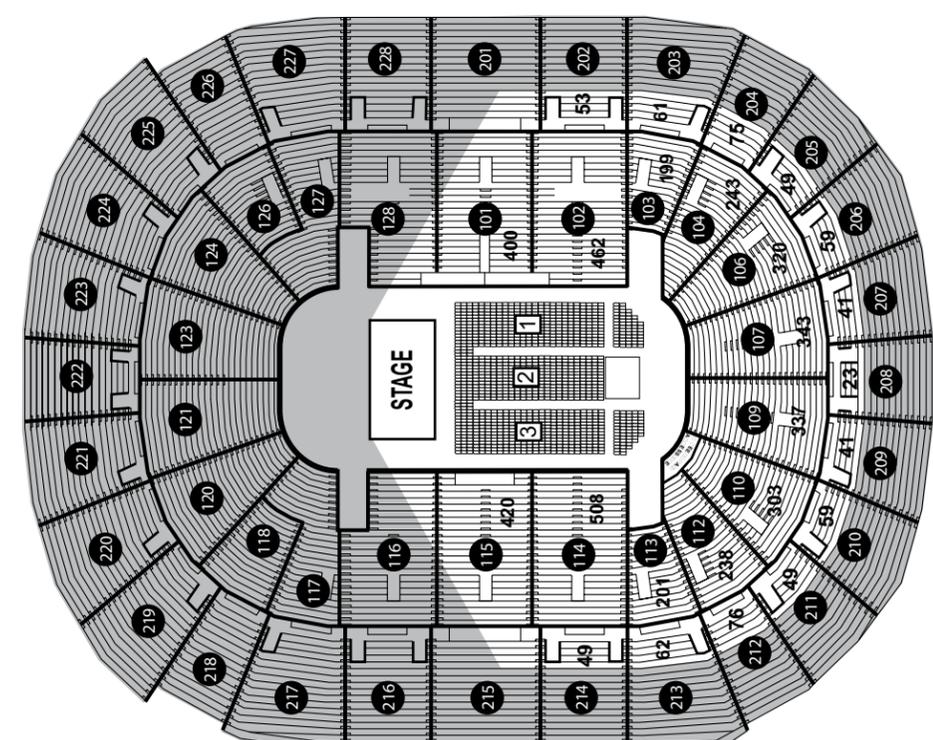


The Theater at SAP Center at San Jose: Stage Floor Plan 2C - Capacity 3,579 +989 Floor + Risers = 4,565

Diagram - Theater Set-ups

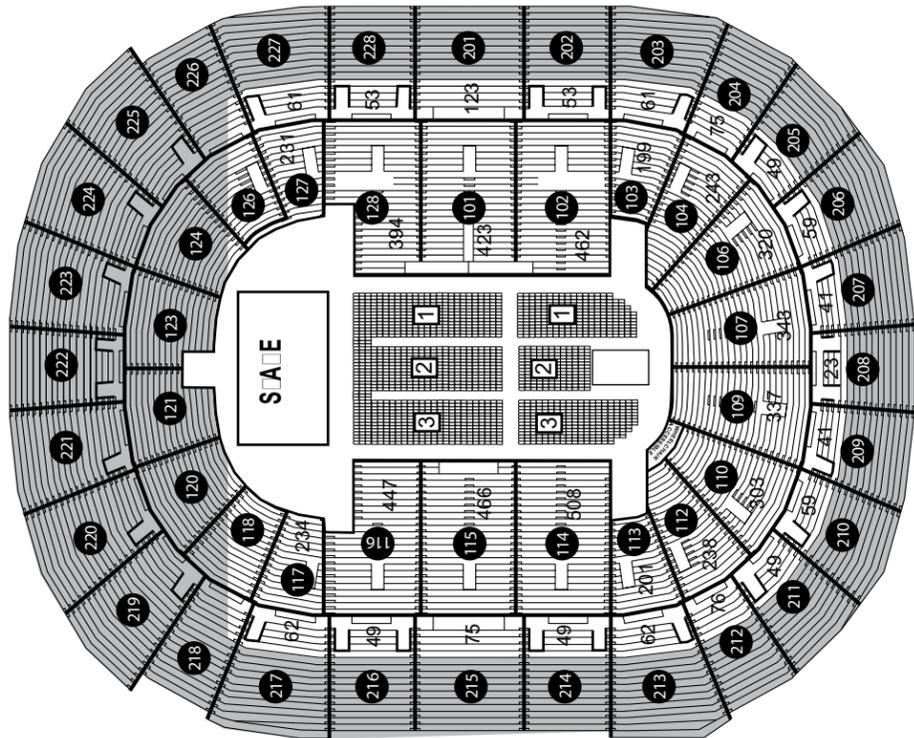


The Theater at SAP Center at San Jose: Stage Floor Plan 3 - Capacity 7,789+1,184 Floor = 8,973

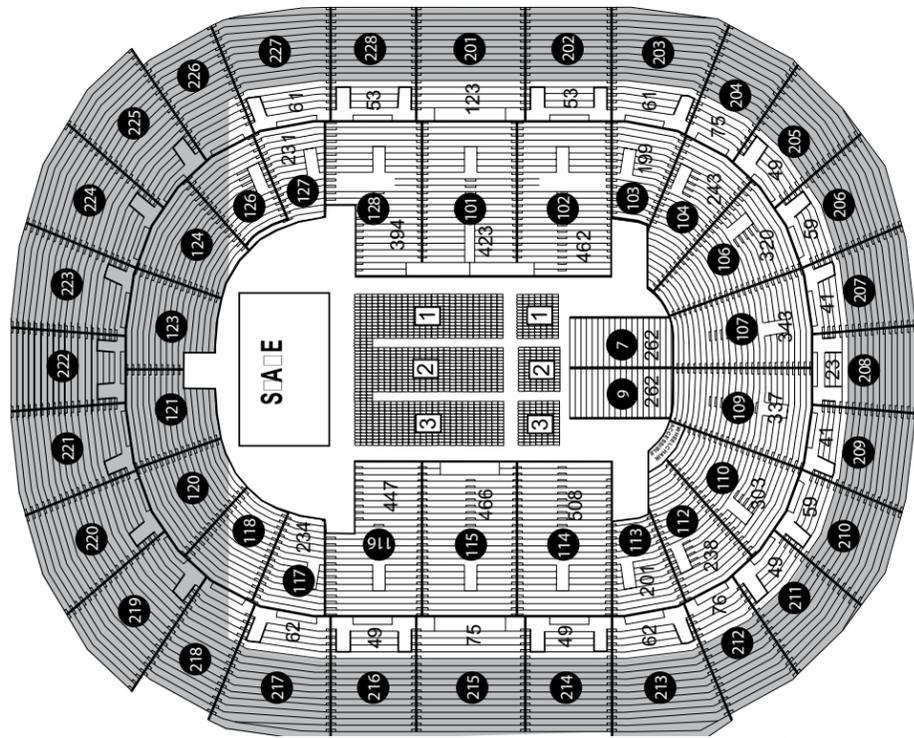


The Theater at SAP Center at San Jose: Stage Floor Plan 3A - Capacity 4,671+1,184 Floor = 5,885

Diagram - Theater Set-ups



The Theater at SAP Center at San Jose: Stage Floor Plan 4 - Capacity 6,469 + Floor 1,768 = 8,237



The Theater at SAP Center at San Jose: Stage Floor Plan 4A - Capacity 6,469 + Floor & Riser 1,768 = 8,355

Diagram - Center Stage

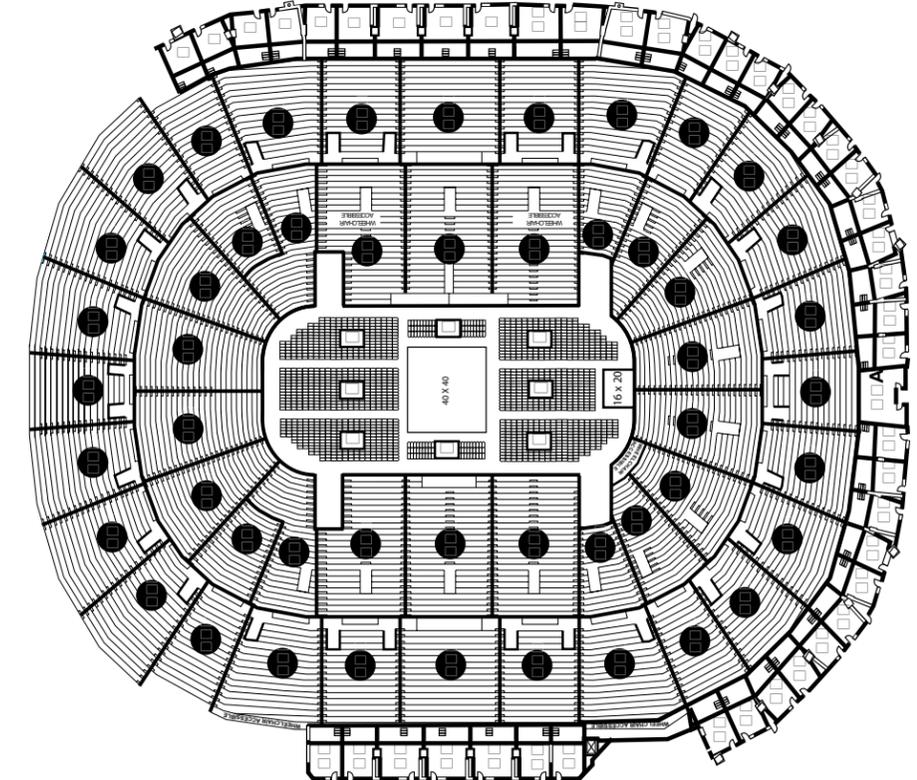
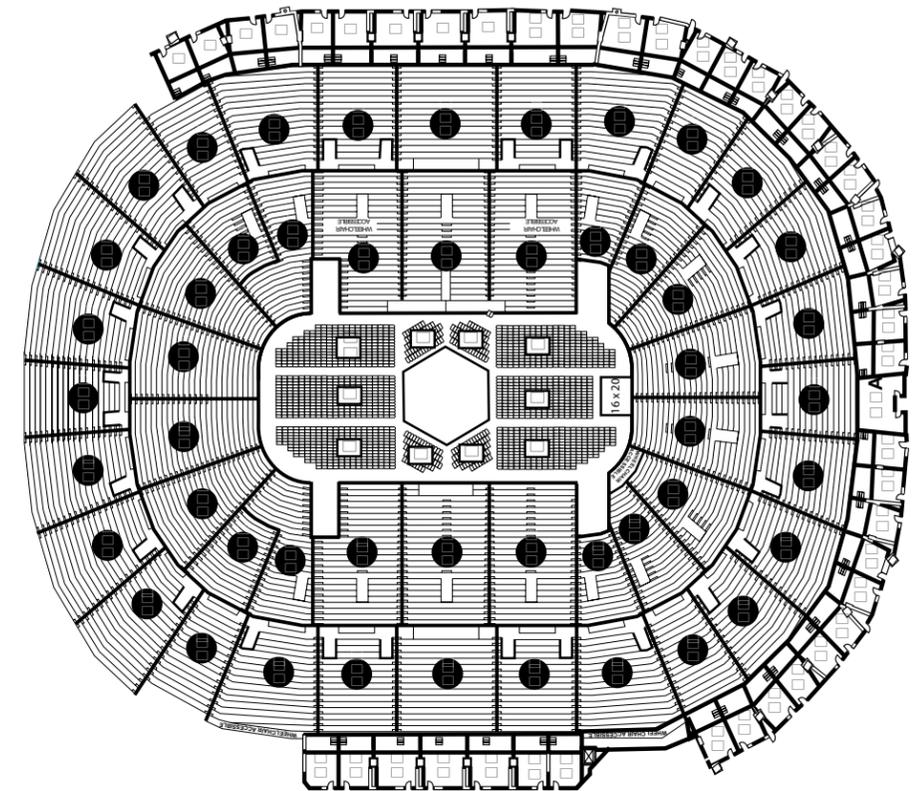


Diagram - Basketball

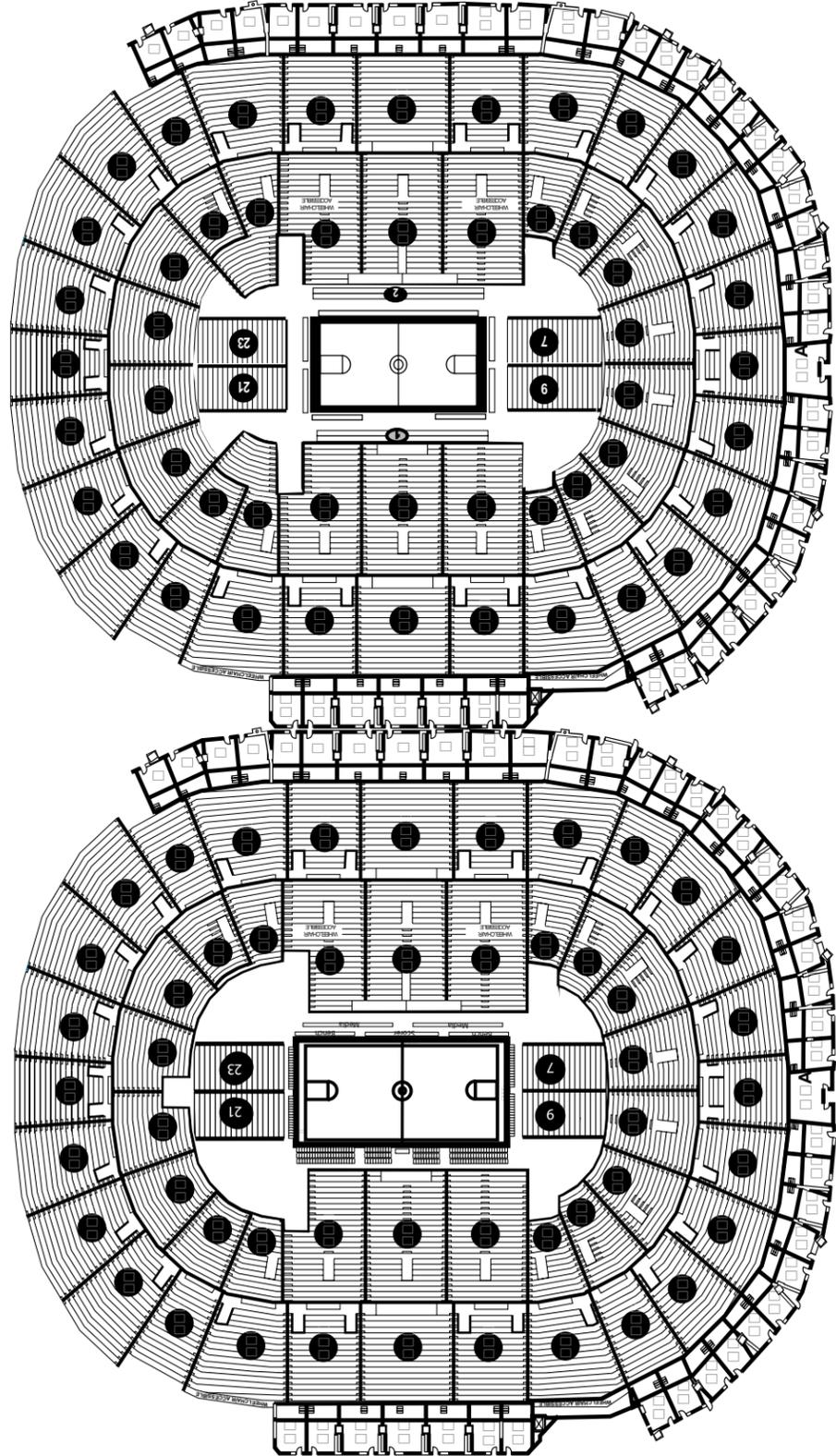


Diagram - Boxing/Martial Arts

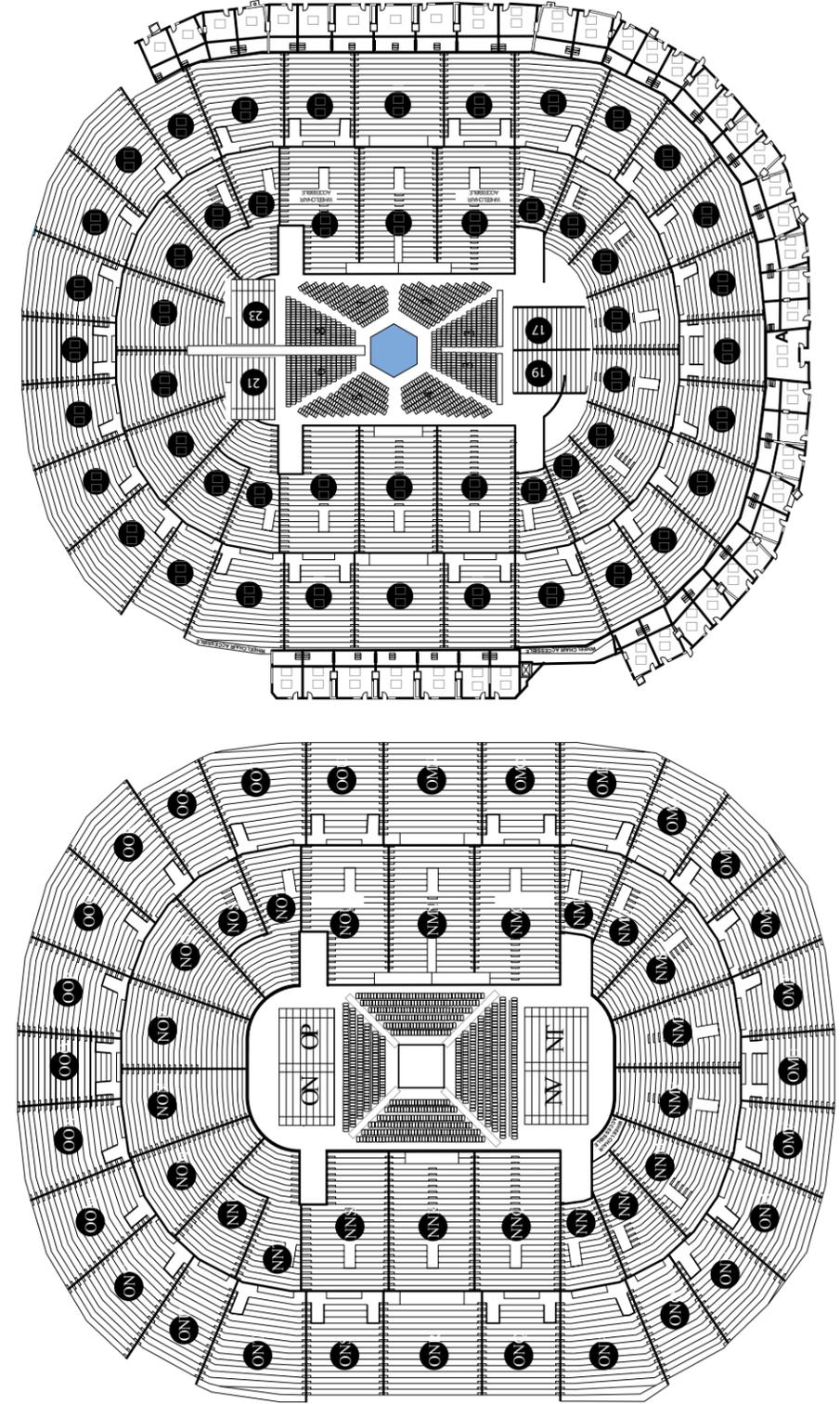


Diagram - Ice Show/Circus

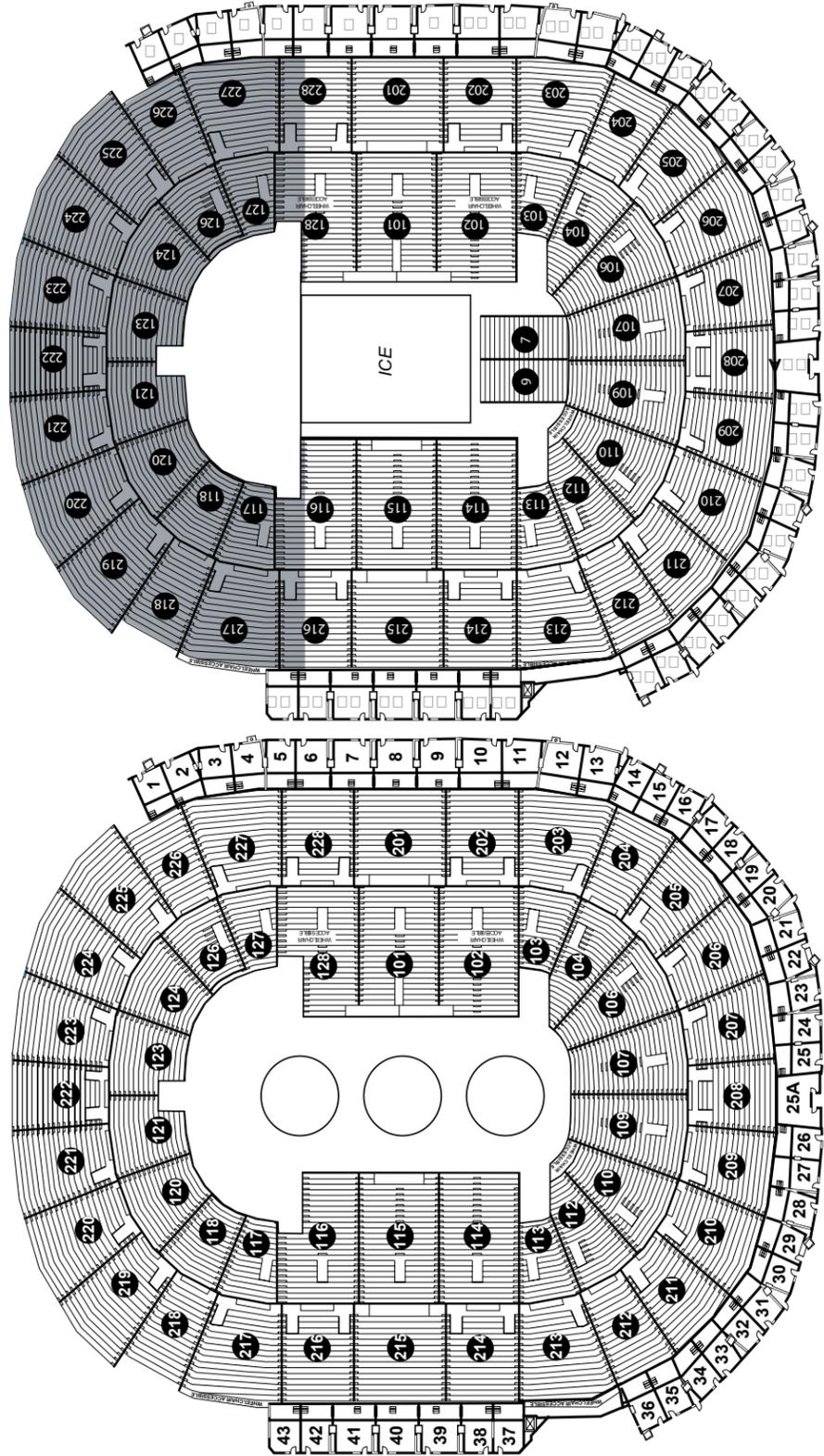
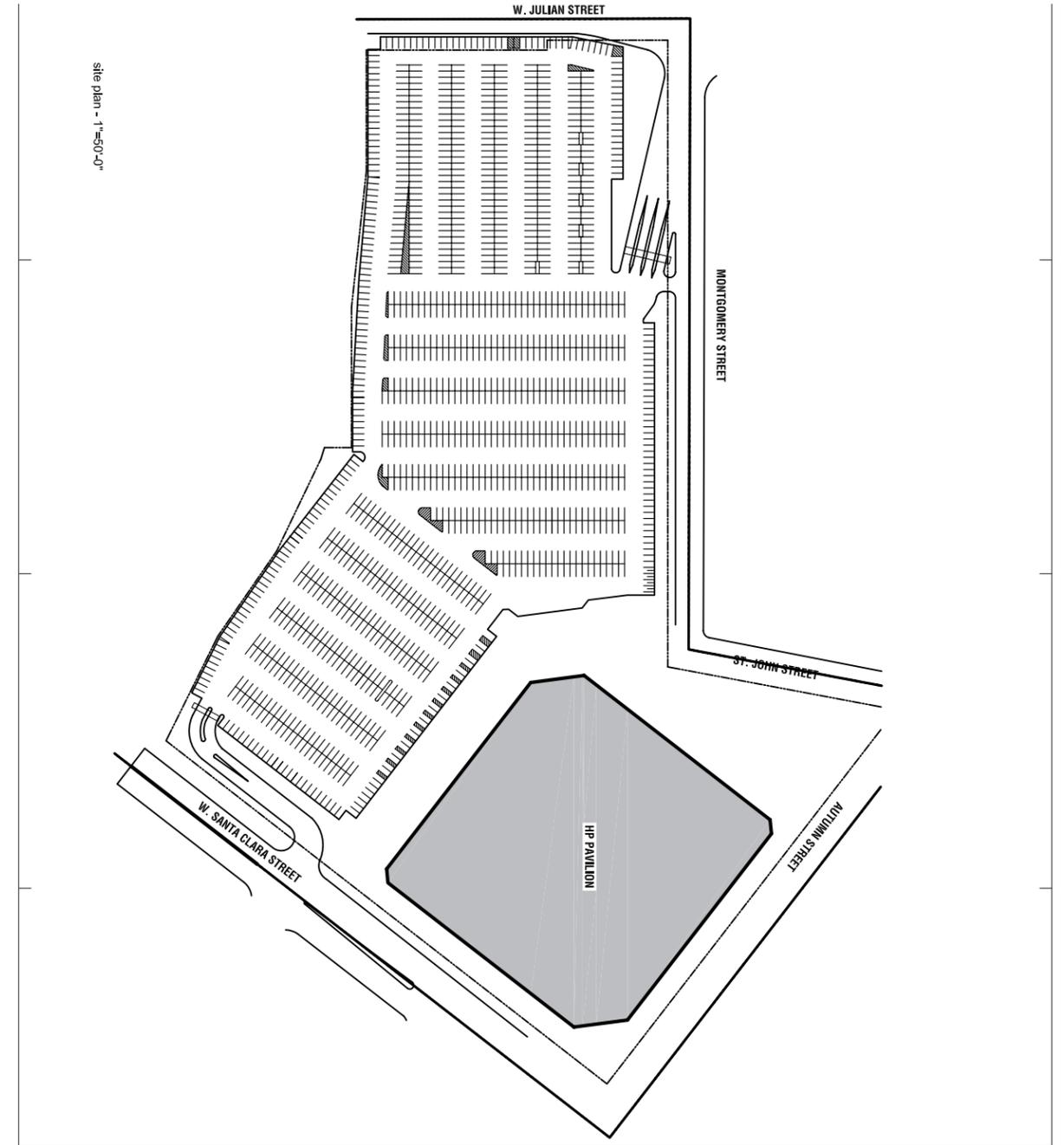


Diagram - Blue Prints



site plan - 1"=50'-0"

General Notes

- These drawings are intended to convey design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the fabricator. The contractor shall ensure the quality of the structure quality in and through for all components.
- Colors are shown for reference only, and are subject to the limitations of the printing process. Refer to finish samples and/or color system swatches for accurate references.
- Scale figures, where shown, are for reference conditions.
- Locations shown are approximate. Final locations to be determined in field.
- Messages shown in the drawings are for reference only. Refer to Copy Schedule for actual messages for each identification.
- These drawings and the associated CAD files are provided for reference only. All conditions are to be field verified.

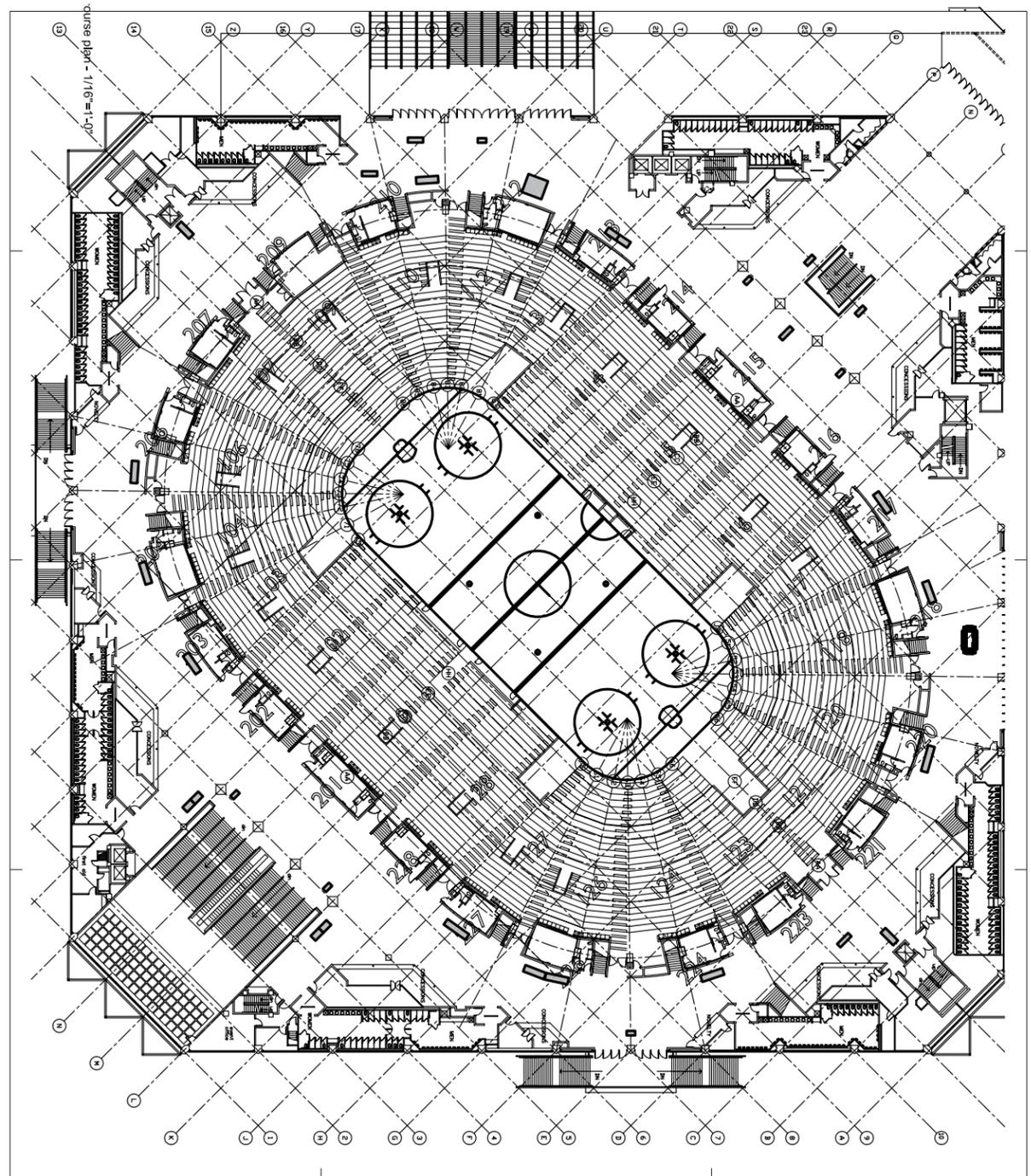
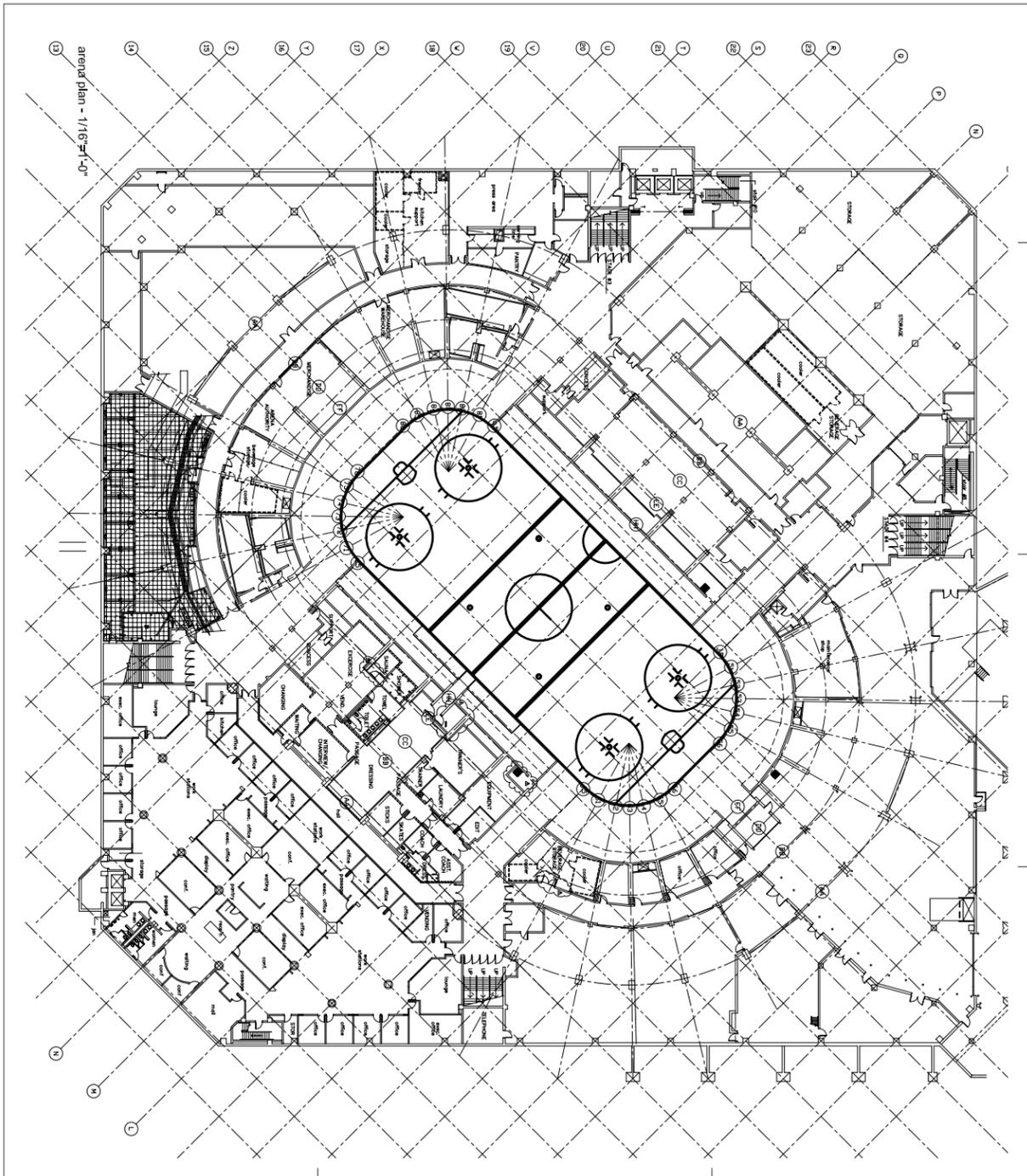
Project Info:

Proj. No.	08003
Project Name	1"=50'-0"
Client	SAP center at San Jose
Architect	Keppel Creative Strategies
Engineer	Keppel Creative Strategies
Contract No.	

Site Plan

GR 01.00

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PO Box 171, Lafayette, CA 94508-0171
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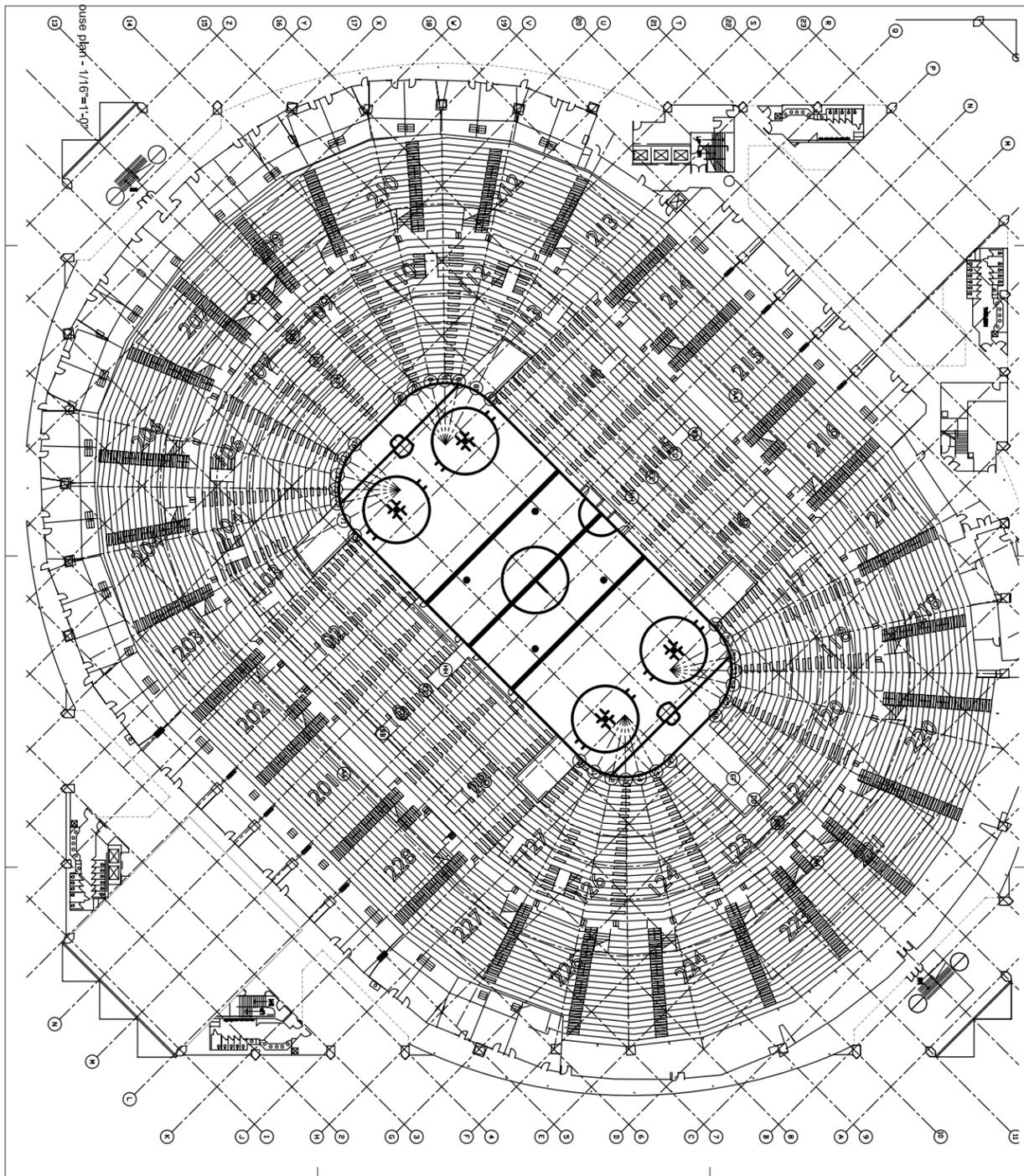
Rev	Description	Date
01	Arena Plan	08.09.12

Arena Pla
GR 01.0

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Rev	Description	Date
01	Concourse Plan	08.09.12

Concourse Plan
Full Seating
GR 01.02a



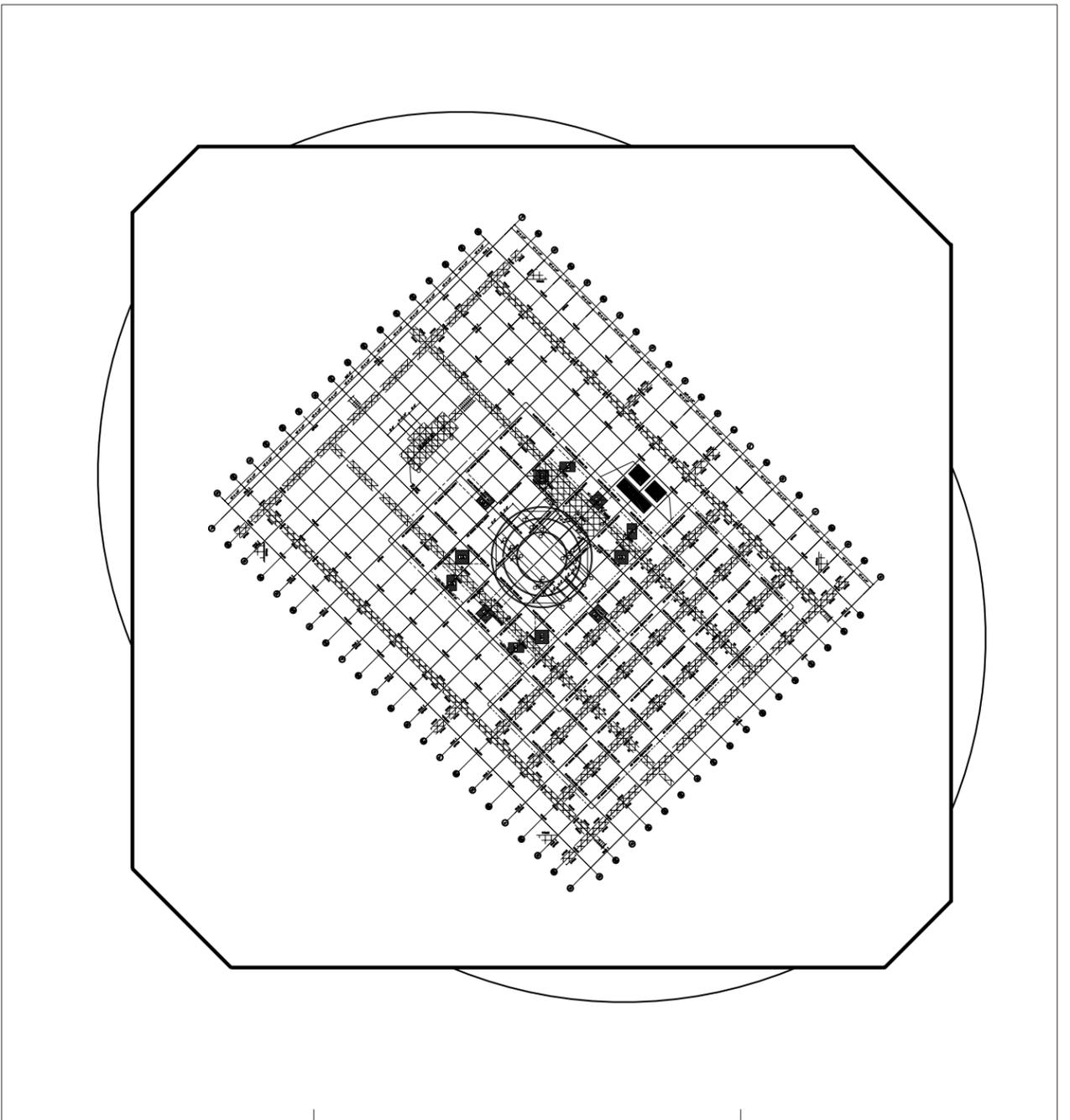
- General Notes**
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 - Colors are shown for reference only, and are subject to the limitations of the printing color system switches for accurate reference.
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Rev	Description	Date
01	Penthouse Plan	08.08.12

Penthouse Plan

GR 01.03



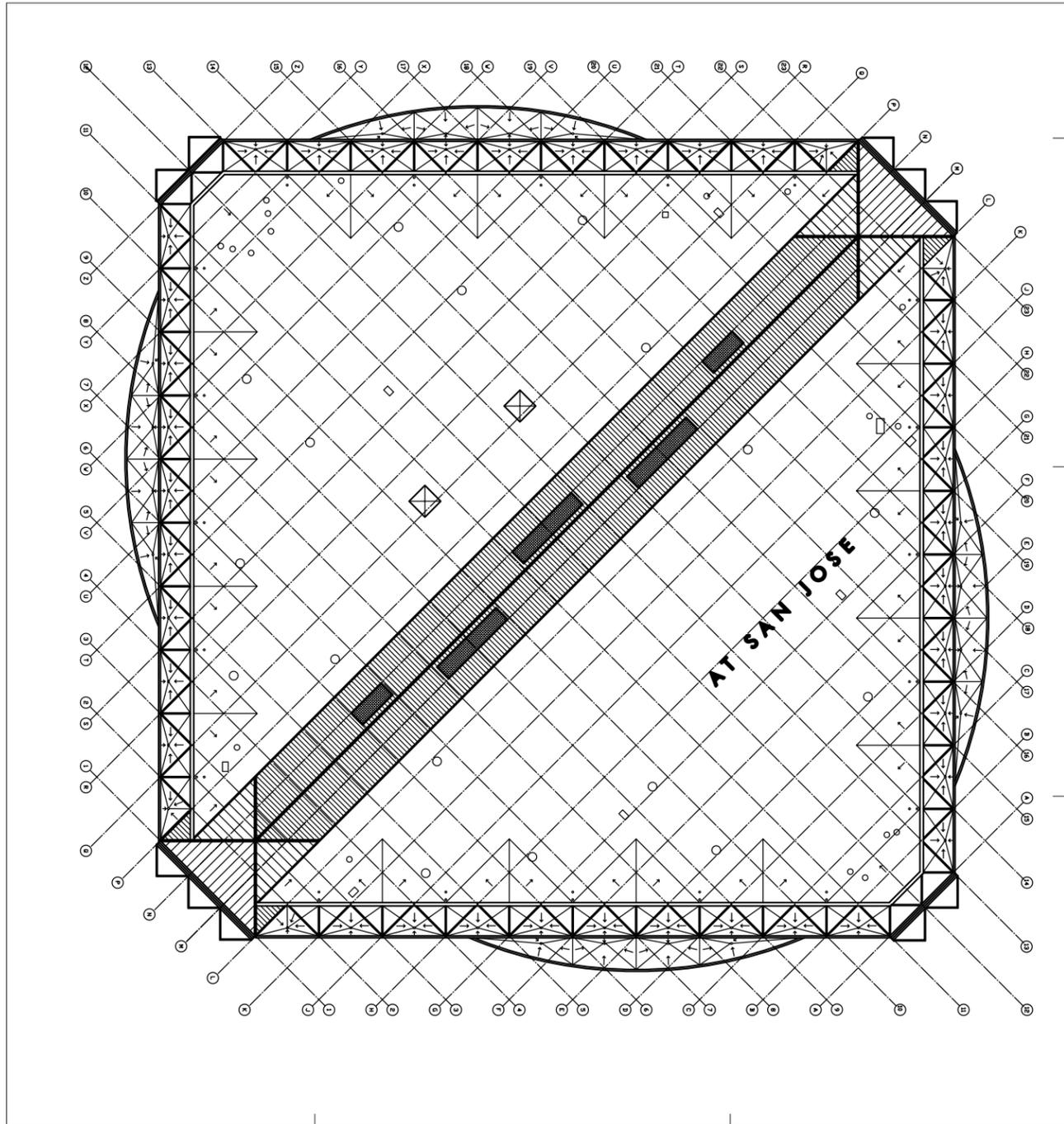
- General Notes**
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Rev	Description	Date
01	Rigging Plan	08.08.12

Rigging Plan

GR 01.04



- General Notes**
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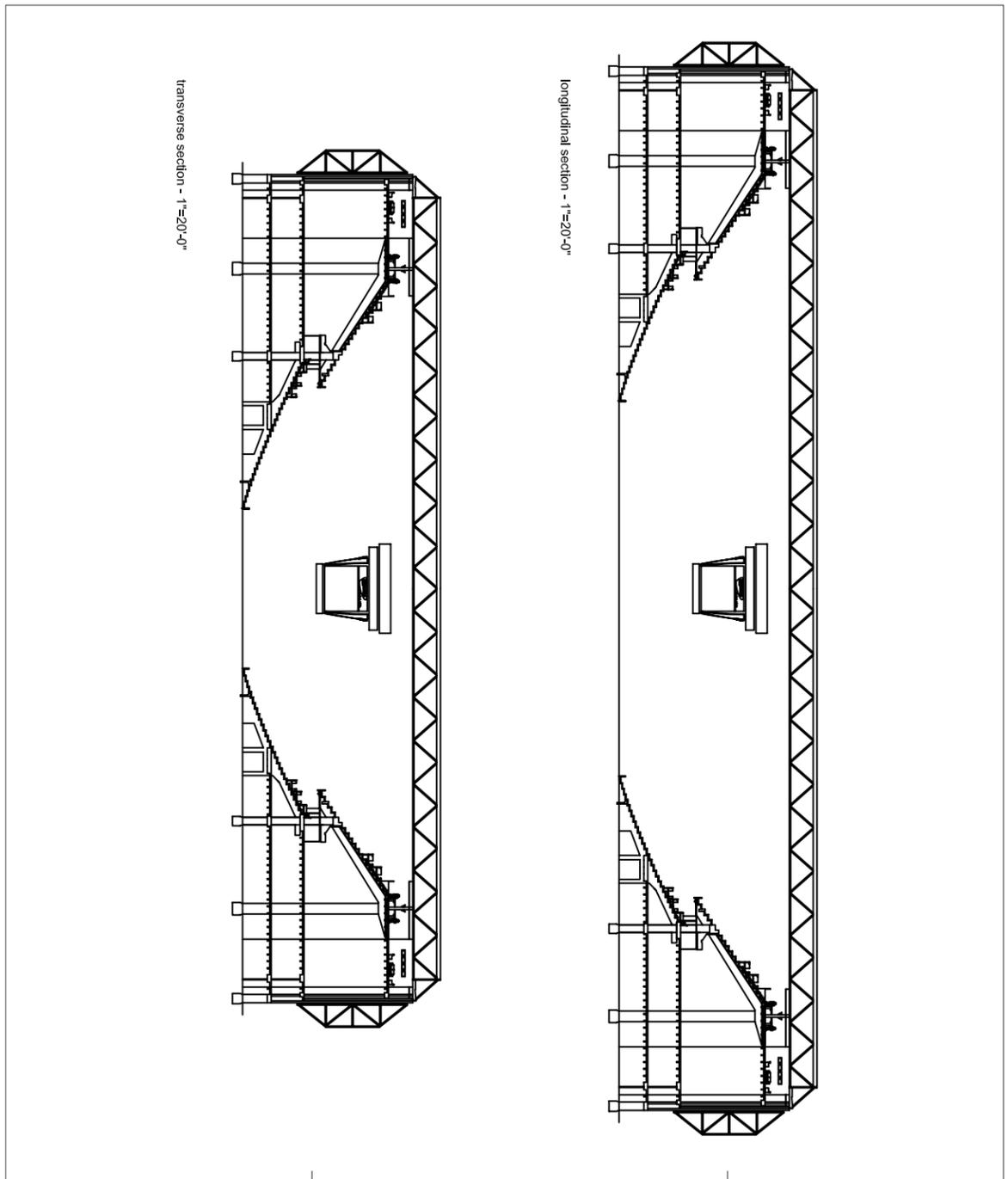
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Rev	Description	Date
01	Roof Plan	08.08.12

Project No: 08003
Scale: 1"=20'-0"

Roof Plan

GR 01.05



- General Notes**
- These drawings are intended to convey design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the Fabricator to ensure quality fit and finish for all components.
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 - These drawings and the associated CAD files are provided for reference only. All conditions are to be field verified.

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Rev	Description	Date
01	Building Sections	08.08.12

Project No: 08003
Scale: 1"=20'-0"

Building Sections

GR 01.06

GETTING AROUND DOWNTOWN



DOWNTOWN SAN JOSE PARKING MAP

- | | | | |
|---------------------|---------------------|--------------------------------------|-------------------------------|
| City Streets | DASH (free shuttle) | SJ City Operated Parking | PARKS |
| State Roads | Light Rail Line | Privately Operated Parking | Public Restrooms/Walking Maps |
| Interstate Highways | Caltrain Line | SJ City Validated Parking | HOTELS |
| | | Privately Operated Validated Parking | Attractions |
| | | | Motorcycle Parking |

Arena Shuttle Service - 321-2300. Free shuttle service between the San Jose Arena, light rail system and selected downtown parking garages is available one hour prior to, and 30 minutes after, Arena events. Call for latest routes and times.

Amtrak - 287-7462, 800/872-7245; 65 Cahill St., San Jose. Operates seven days a week from 6:45 a.m. to 8 p.m. Call for destinations, ticket prices, and departure times. Reservations required; credit cards accepted.

BART - 510-441-2278. The ride to or from San Francisco takes approximately one hour and 15 minutes. Purchase tickets at the automated machines outside the station. To get to the Fremont BART station from San Jose, take bus #180 at First and San Carlos streets in downtown. The bus will take you directly to the station. Children under 5 ride free.

CalTrain - 291-5651, 800/660-4287; 65 Cahill St., San Jose. The ride to San Francisco takes approximately one hour and 25 minutes. Call for departure times to and from San Francisco. Purchase tickets at the station. Exact change is not required. Cash only; no credit cards are accepted. Once in San Francisco, public transportation (MUNI) operates buses throughout San Francisco (415-673-6864).

Santa Clara Valley Transportation Authority (VTA) - 321-2300. The Transit Information Center is located at 2 N. First St. in downtown San Jose. You may purchase tickets and receive trip-planning assistance at this office. The driver will issue a ticket when you board if you don't already have one. Tickets are valid for both the bus and light rail system. Exact change is required.

VTA Light Rail System - 321-2300. Light rail service is provided 7 days a week from early morning to midnight. Trains operate every 10 minutes weekdays, every 15 minutes Saturdays, Sundays and holidays; every 30 minutes evenings. Riders purchase tickets from machines located at the light rail stations. The machine will take \$1 or \$5 bills as well as coins and give change if needed. You must have proof of purchase before boarding.

Historic Trolleys - 321-2300. Historic trolleys operate in downtown San Jose's Transit Mall, a 1.5-mile loop that circles the city center (First St. and Second St.). Each trolley car has been restored to look as it did 75 years ago, when it first went into service. Historic trolleys operate every day Memorial Day through Labor Day (weather permitting). Tickets may be purchased at any light rail station. Push the button marked "Historic Trolley." Trolley tickets are not valid for travel on light rail trains or buses.

San Jose International Airport Airport Information

Terminal A Information Booth is located in Baggage Claim; Terminal C Information Booth is located in main lobby near car rentals and KidPort. Mon. - Sat. 8 a.m. - 9 p.m., Sun. 9 a.m. - 9 p.m.

Ground Transportation

Terminal A - On site car rentals are located in Baggage Claim. For off site car rentals/commercial shuttles, see Hotel/Shuttle Services reader board in Baggage Claim next to Information Booth. Public transportation is located on Departure-side, north of curbside check-in, daily 6 a.m. - midnight.

Inter-terminal shuttle pick-ups on Departure-side. Long-Term Parking shuttles pick-ups outside of Baggage Claim (free). Shuttles depart approximately every 10 minutes, 5 a.m. - midnight. Taxis/hotel shuttles are located outside Baggage Claim.

Terminal C - On-site car rental located in walkway leading to Baggage Claim. For off-site car rental/commercial shuttles, see Hotel/Shuttle Services reader board in Baggage Claim. Public Transportation is located outside Baggage Claim.

Inter terminal shuttle pick-ups at shuttle stops outside of airline ticket counters and across the street from Baggage Claim. Long-Term Parking shuttles pick-ups at shuttle stops outside of airline ticket counters and across the street from Baggage Claim (free). Shuttles depart approximately every 10 minutes, 5 a.m. - midnight. Taxis/commercial shuttles are located across the street from Baggage Claim.

