



# FACILITY GUIDELINES



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Rochester, New York 14604

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[www.rrcc.com](http://www.rrcc.com)

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JOSEPH A. FLOREANO  
ROCHESTER RIVERSIDE CONVENTION CENTER





## I. SPECIAL SERVICE/INFORMATION

### **CLEANLINESS:**

A clean building will be furnished at the start of the contract period and prior to the start of each day's events.

### **SMOKING POLICY:**

The Joseph A. Floreano Rochester Riverside Convention Center abides by the Monroe County Ordinance regarding smoking in a Public Building.

Because we recognize the hazards caused by exposure to environmental tobacco smoke, as well as the life-threatening diseases linked to the use of all forms of tobacco, and the addictive nature of nicotine through electronic cigarettes, it shall be the policy of The Joseph A. Floreano Rochester Riverside Convention Center, effective [January 1, 2014], to provide a tobacco-free environment for all employees and guests. This policy covers the smoking of any tobacco product and the use of oral tobacco products or "spit" tobacco, as well as electronic cigarettes (e-cigarettes) and it applies to both employees and guests of The Joseph A. Floreano Rochester Riverside Convention Center. Smoking in the Center is strictly prohibited. Guests may smoke outside the main entrance or patio and terrace locations



### **UTILITIES:**

The Joseph A Floreano Rochester Riverside Convention Center serves as its own utilities service contractor. Details regarding electric, telephone, Internet compressed air, water and drainage, custom cleaning, labor and special security services are listed on the respective order forms.

### **MEETING & ROOM AMENITIES:**

Complimentary meeting room amenities include: Podium and microphone, skirted registration table with chairs, signage in kiosks and outside of room, pencils, note cards, hard candy. A Manager on duty is available during all hours of the event, and a Guest Services Attendant is available in our lobby's.

### **WATER SERVICE:**

Water Stations can be made available in meeting rooms or the corridors outside of the room(s) at a cost (see Manager on Duty), as well as pitcher of iced water at the head table or podium are provided on a complimentary basis.

### **KEYS & LOCK CHANGES:**

Keys can be made available and locks can be changed for individual meeting rooms upon request in advance. All keys required by clients or exhibitors will be monitored. The request for keys should be made through your Event Coordinator. All keys must be returned on the last day of the event. Lost keys are subject to a replacement cost of \$50.00 each.

### **LOST & FOUND:**

Inquiries regarding items lost and/or found can be made to Joseph A. Floreano Rochester Riverside Convention Center Control Office. Dial 1500 or (585) 232-7200 ext. 1500.

## II. PARKING

Parking is available in the adjoining South Avenue Garage or one of the several parking lots or ramps in the immediate vicinity, at prevailing rates. Arrangements can be made to validate parking for your guests. Please contact your Event Coordinator or Catering contact for further information.

## III. GENERAL POLICIES AND REGULATIONS

### **BUILDING POLICIES:**

1. Helium balloons and adhesive backed decals are allowed only under limited circumstances. Please contact your Event Coordinator.
2. Games of chance, lotteries, raffles, etc. are regulated by New York State Law. Please consult with your Event Coordinator for more information.
3. Licensee shall comply with all Federal, State and Local laws, ordinances, rules and regulations pertaining to the Event and Licensee's use of the Center.
4. Defacing of any JAFRRCC premises or property is subject to repair and replacement charges.
5. All animals are prohibited with the exception of service animals. If any animal is considered part of an event, written authorization from the JAFRRCC must be provided, and requirements will be determined based on the event needs.
6. All Rochester Convention Center show personnel, exhibitors, service contractors, and other personnel are subject to inspection of all cartons, packages or other containers brought into or taken from the JAFRRCC.
7. Use of filming or recording devices during any event licensed by ASCAP, BMI, Actor's Equity, Screen Actors' Guild or American Federation of Television and Radio Artists is prohibited.
8. The Licensee shall not discriminate in the use of the premises and the conduct of the Event because of age, race, creed, color, sex, religion, sexual orientation, origin, disability, or martial status.

### **SIGNAGE:**

Signs are not to be affixed to walls, doors, windows, partitions, or any other fixture of the Joseph A. Floreano Rochester Riverside Convention Center. Bulletin boards, flip charts and easels can be made available for this purpose.

### **TICKET SALES:**

The Joseph A. Floreano Rochester Riverside Convention Center has full authority to review and/or control all ticket sales, ticket receipts and distribution of tickets for all events.



## IV. FIRE REGULATIONS

1. All stairways, exits, aisles and other public areas shall not be obstructed at any time.
2. All flammable liquids, gases and materials are prohibited. Inert gases and pyrotechnics are subject to specific approval of the Rochester Fire Department.
3. Gas variance: Any vehicle being displayed on premises must have less than 1/8 of a tank of gasoline, the tank must be sealed (locking gas cap or securely taped), and the battery must be disconnected. A suitable fire extinguisher must also be provided.
4. Decorations must be of fire resistant material or be treated with fire retardant solution. Certificates of flame retardant must be on file with the JAFRRCC.

## V. SECURITY GUIDELINES

1. Twenty-four (24) hour security for building perimeter areas and internal patrols is provided. A closed circuit television monitoring system is used to monitor all doors and the exterior of all event and storage areas. All clients are responsible for complete security within exhibit areas, meeting rooms, and other areas to be used by the client.
2. The use of Convention Center Security Guards are required for all hours of move-in and move-out, at the prevailing rates with a 4-hour minimum. The number of security guards needed would be determined based on event requirements.
3. Clients MAY BE REQUIRED TO PROVIDE SECURITY in leased areas from the time of initial occupancy until completion of move-out. The Joseph A. Floreano Rochester Riverside Convention Center shall have a final approval of security requirements for all events conducted within the facility.

All matters, rules, regulations, or deviations therefrom, shall be decided upon by the Joseph A. Floreano Rochester Riverside Convention Center Executive Director.

The Joseph A. Floreano Rochester Riverside Convention Center reserves the right to alter and/or amend these rules and regulations.

## VI. DAMAGES

Because of the significant financial investment of maintaining the Joseph A. Floreano Rochester Riverside Convention Center, and in order to assure you of the most comfortable setting for your event, we must preserve all aspects of the facility. Therefore, we must insist that you work closely with your staff, service contractors, attendees, and exhibitors to ensure that no damage is caused to the building.

You, the Licensee, are responsible for any damage resulting from your event. Your Event Manager will make detailed inspection of your leased premises before and after the event and will make note of damages. We encourage you to accompany the Event Manager for these inspections. If damage does occur, the Center has the right to require the responsible party to make the necessary repairs, or to pay for the cost of the repairs.

## VII. FACILITY FEATURES

### **EMPIRE EXHIBITION HALL:**

- 50,000 Square Feet of Clear Span Space
- Flexibility for Meetings, Exhibits or Banquets
- Direct Drive-on Access from Outside
- Can be Divided into Two Halls- North and South (25,000 sq. ft. each)
- Direct Access from Loading Dock to North and South Halls
- Loading Dock has Four Truck bays, each with Hydraulic Dock Plates
- Electric Plug-in Panel Boards, 120/208V, Three Phase, 100 AMP, Service and Overhead 800 AMP, 277/480V, Three Phase
- Phone Jacks, Water, Drainage in Floor Boxes (Utilities located 30 feet on centers)
- Compressed Air in Wall Units
- Restrooms within Hall
- Two types of Lighting with Variable Power Settings
- Security Cameras within Hall
- Concession Stands

### **LOWER LEVEL:**

- Up to 22 Meeting Rooms all with Flexible Sound Deadening Walls
- Recessed Fluorescent and Incandescent Lighting
- Electric Plug-In Panel Boards, 120/208V, Three Phase 100AMP Service in Floor and Wall Outlets
- Fully Carpeted Rooms
- Phone Jacks in All Rooms
- Meeting Rooms Without Windows
- Banquet and Exhibit Areas that feature Track Lighting Capabilities
- Individual Room Signage and Registration Areas Outside Rooms
- Box Office
- Café Area for Concessions
- Outdoor Patio overlooking the Genesee River
- Access for Move-in/out for Vehicles

### **OTHER FEATURES:**

- Computerized Marquee
- High speed Broadband Wireless Internet
- Access to Hotels, Parking and Area Businesses via Enclosed Climate Controlled Skyway System
- Extra Wide Corridors for Flexibility
- In-House Kitchen Facilities and Off-site Catering
- Handicap Accessible – Designed for Wheelchair Access and Hearing Impaired (Elevators and Escalators to All Areas)



DIMENSIONS LXW	AREA IN SQUARE FEET	CEILING HEIGHT	MEETING THEATRE STYLE	BANQUET	10'X10' BOOTH	CLASSROOM	CONFERENCE	RECEPTION CAPACITY
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## EXHIBITION HALL & BALLROOM

<b>EMPIRE HALL (total)</b>	<b>365' x 135'</b>	<b>49275</b>	<b>30'/45'</b>	<b>5,000</b>	<b>3,500</b>	<b>266</b>	<b>2,020</b>	<b>-</b>	<b>5,000</b>
Empire Hall North	180' x 135'	24300	45'	2,450	1,750	133	1,000	-	2,450
Empire Hall South	185' x 135'	24975	45'	2,450	1,750	133	1,000	-	2,450
<b>GRAND LILAC BALLROOM (total)</b>	<b>116' x 88'</b>	<b>10208</b>	<b>14'/16'</b>	<b>1200</b>	<b>700</b>	<b>55</b>	<b>400</b>	<b>-</b>	<b>1,000</b>
GRAND LILAC BALLROOM NORTH	88' x 58'	5104	16'	500	350	27	200	-	500
GRAND LILAC BALLROOM SOUTH	88' x 58'	5104	16'	500	350	27	200	-	500

## MEETING & EXHIBIT ROOMS

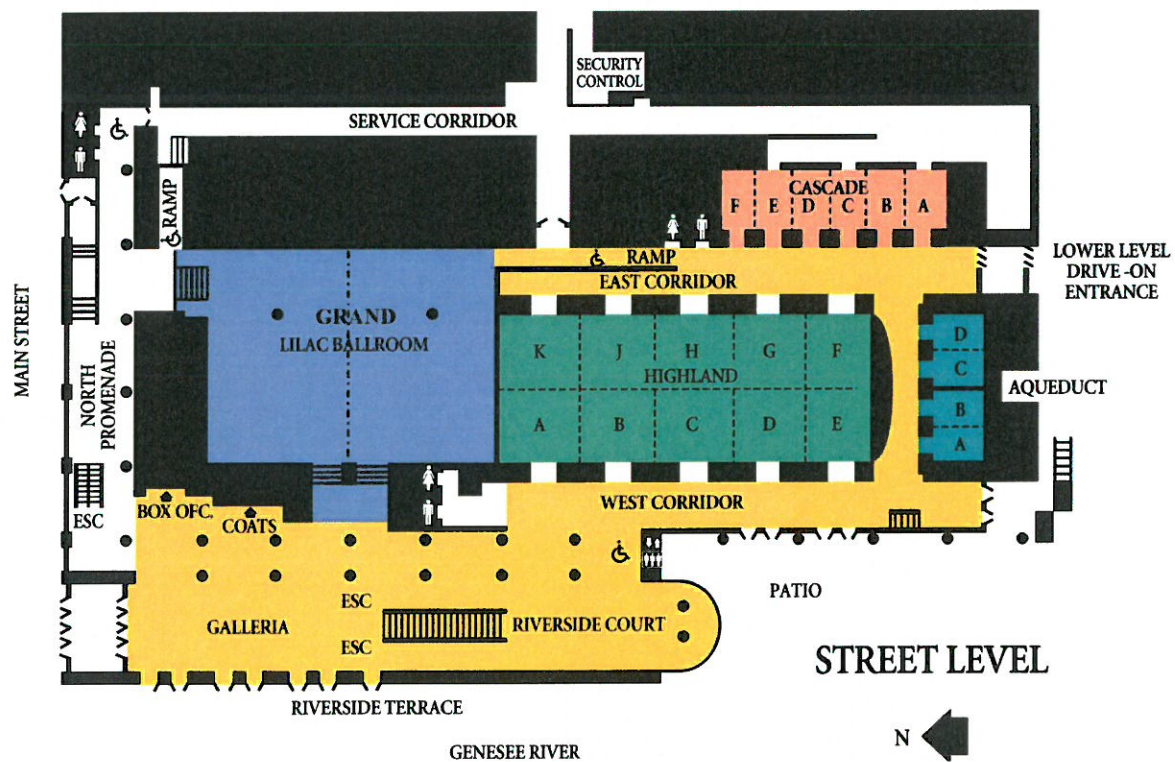
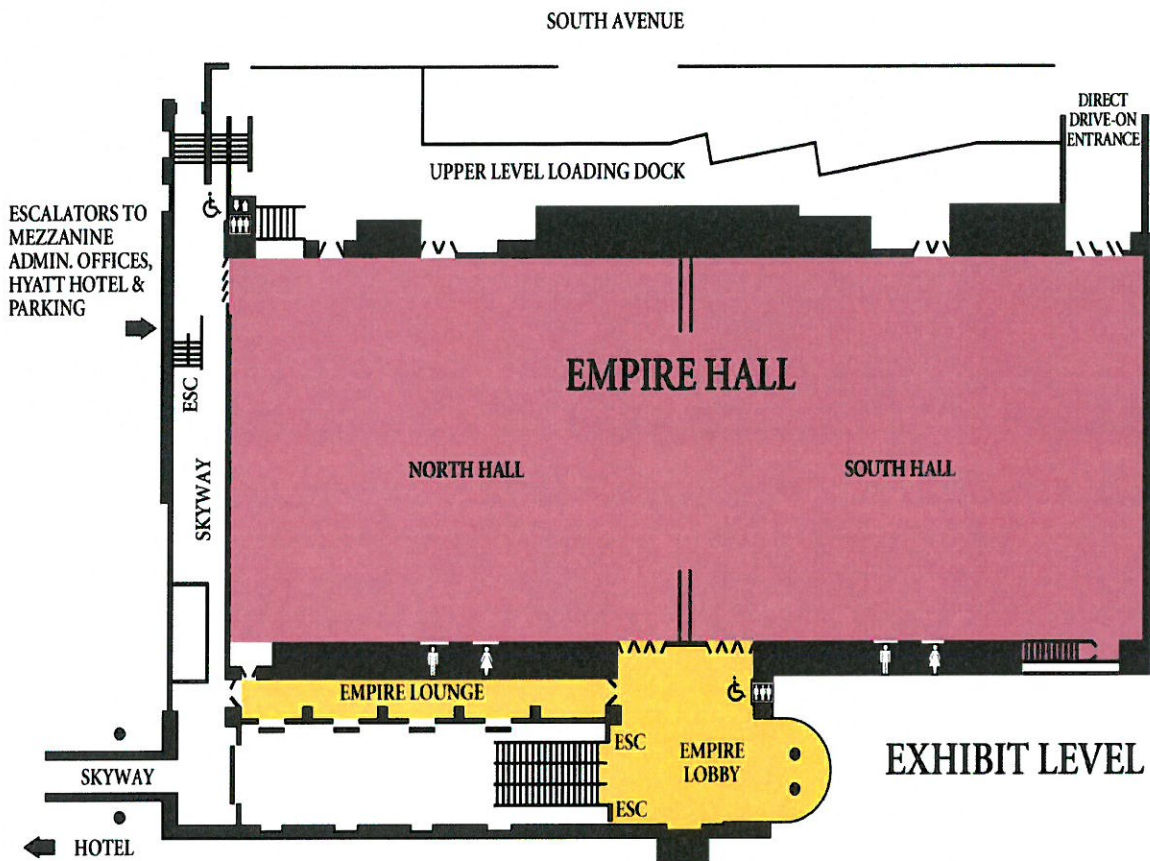
<b>HIGHLAND ROOMS (total)</b>	<b>153' X 58'</b>	<b>8874</b>	<b>11'/13'</b>	<b>1,000</b>	<b>600</b>	<b>51</b>	<b>360</b>	<b>280</b>	<b>920</b>
HIGHLAND ROOM A	35' X 29'	1015	13'	110	50	-	48	32	120
HIGHLAND ROOM B	30' X 29'	870	13'	100	40	-	36	28	90
HIGHLAND ROOM C	30' X 29'	870	13'	100	40	-	36	28	90
HIGHLAND ROOM D	30' X 29'	870	13'	100	40	-	36	28	90
HIGHLAND ROOM E	29' X 24'	696	13'	90	30	-	24	24	70
HIGHLAND ROOM F	29' X 24'	696	13'	90	30	-	24	24	70
HIGHLAND ROOM G	30' X 29'	870	13'	100	40	-	36	28	90
HIGHLAND ROOM H	30' X 29'	870	13'	100	40	-	36	28	90
HIGHLAND ROOM J	30' X 29'	870	13'	100	40	-	36	28	90
HIGHLAND ROOM K	35' X 29'	1015	13'	110	50	-	48	32	120
<b>CASCADE ROOMS (total)</b>	<b>94' X 24'</b>	<b>2208</b>	<b>10'/12'</b>	<b>288</b>	<b>170</b>	<b>8</b>	<b>96</b>	<b>20</b>	<b>295</b>
CASCADE ROOM A	24' X 17'	408	12'	36	20	-	16	20	50
CASCADE ROOM B	24' X 15'	360	12'	36	20	-	16	20	50
CASCADE ROOM C	24' X 15'	360	12'	36	20	-	16	20	50
CASCADE ROOM D	24' X 15'	360	12'	36	20	-	16	20	50
CASCADE ROOM E	24' X 15'	360	12'	36	20	-	16	20	50
CASCADE ROOM F	24' X 14'	336	12'	36	20	-	16	20	45
<b>AQUEDUCT ROOMS (total)</b>	<b>-</b>	<b>1260</b>	<b>10'/12'</b>	<b>50</b>	<b>80</b>	<b>-</b>	<b>48</b>	<b>16</b>	<b>120</b>
AQUEDUCT ROOM A	21' X 14'	294	12'	24	20	-	12	16	30
AQUEDUCT ROOM B	21' X 14'	294	12'	24	20	-	12	16	30
AQUEDUCT ROOM C	21' X 14'	294	12'	24	20	-	12	16	30
AQUEDUCT ROOM D	21' X 14'	294	12'	24	20	-	12	12	30
AQUEDUCT ROOM AB	28' X 21'	588	12'	50	40	-	24	24	60
AQUEDUCT ROOM CD	28' X 21'	588	12'	50	40	-	24	24	60

## OTHER LOCATIONS

EAST CORRIDOR	165' X 20'	3300	12'	-	-	12	-	-	200
WEST CORRIDOR	165' X 20'	3300	12'	-	-	12	-	-	200
GALLERIA	103' X 38'	3914	60'	-	-	15	-	-	325
EMPIRE LOBBY	60' X 55'	3300	25'	-	-	12	-	-	150
EMPIRE LOUNGE	145' X 15'	2175	10'	-	-	-	-	-	150
RIVERSIDE COURT	54' X 38'	2052	12'	200	150	10	-	-	150
VIP CONFERENCE ROOM	11' X 10'	110	8'6"	-	-	-	-	10	-
CONFERENCE ROOM	30' X 14'	420	8'6"	-	-	-	-	12	-

NOTE: All set capabilities specified are maximum capabilities; space for a head table and podium is not included.







## VIII. DEFINITION OF BOOKINGS

### **TENTATIVE BOOKING:**

When space and dates are available, an interested client may request a tentative booking. The specified space and dates will be held by the Joseph A. Floreano Rochester Riverside Convention Center, for a reasonable time period while the client decides to make the booking definite or to release the dates.

### **DEFINITE BOOKING:**

An event becomes a definite booking upon receipt of a signed contract and deposit.

### **SECOND OPTION BOOKING:**

When other organizations are holding desired dates, a client may request a second option booking. The original holder of the dates has first option on the desired dates and will be contacted to either confirm or cancel the booking. If released, the space will then become available to the second client.

## IX. CONTRACT POLICY

All room rental fees must be paid in full upon the signing of the contract for the estimated use of exhibit space and/or meeting room(s). In some instances a payment plan can be arranged.

Deposits on any event are proof of the client's sincerity that the event will actually take place and that he/she is not speculating the event. Therefore, deposits are nonrefundable on any canceled event.

## X. INSURANCE

Conventions, trade shows and public events are required to provide the Joseph A. Floreano Rochester Riverside Convention Center with a one million dollar liability insurance policy no later than thirty days prior to the dates of initial occupancy.

The Licensee agrees to indemnify, defend and hold harmless the Rochester Convention Center Management Corporation and the City of Rochester, New York and their agents and employees from and against all claims, damages, losses and expenses arising out of or resulting from the operations of the Licensee.

The Rochester Convention Center Management Corporation and the City of Rochester, New York must be listed on the certificate of insurance as additional insureds.

Licensee may request to be named as additional insured on the Rochester Convention Center Management Corporations certificate of insurance. In this instance a \$50.00 Fee would be charged to Licensee.

## **XI. FOOD AND BEVERAGE SERVICE:**

The Joseph A. Floreano Rochester Riverside Convention Center holds the exclusive rights to provide all food and beverage within the facility. From formal sit-down dinners to receptions with food stations, from breaks during convention sessions to concessions for the public attending your event, the Riverside can meet your needs.

Catering is available in any area throughout the facility. We also cater at offsite locations.

No food and beverage will be permitted to be brought into the Center without approval of Center Management. Please see Food Samples section below. Decisions by the Joseph A. Floreano Rochester Riverside Convention Center's Executive Director are final.

### **LIQUOR LICENSE:**

In accordance with the rules and regulations of the New York State Liquor Board, it is against the law for a tenant to bring alcoholic beverages into the building for any purpose. All arrangements for alcoholic beverages must be made through the Joseph A. Floreano Rochester Riverside Convention Center Food and Beverage Director and/or Catering Manager.

### **FOOD SAMPLES:**

The Joseph A. Floreano Rochester Riverside Convention Center has the right to provide all food and beverage. However, the Convention Center must be made aware in advance by the Licensee of any vendors, exhibitors or affiliates of the Licensee that would be distributing food samples at said Licensee event, and what those types of food items are. Samples must be no more than (3) ounce portions in disposable containers. For any food items requiring refrigeration or cooking on site, the individual vendor, exhibitor or affiliate of the Licensee is required to obtain a temporary food permit from the Monroe County Health Department, and the Joseph A. Floreano Rochester Riverside Convention Center must be added as additionally insured to their insurance. For any food items that do not require refrigeration or cooking on site (i.e. cookies, candies, bite sized pieces of cake, etc.) a temporary food permit is not required, however, the vendor, exhibitor or affiliate of the Licensee must still add the Joseph A. Floreano Rochester Riverside Convention Center as additionally insured to their insurance. It is the responsibility of the Licensee to insure that all food vendors, exhibitors or affiliates of the Licensee have complied and obtained the required permits and insurance, and that copies of these items are provided to the Convention Center (3) business days prior to the start of the event.



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

### **SPECIAL NOTE TO EXHIBITORS**

1. Provision for removal of show related by-products (grease, lubricants, solvents, metal shavings, etc.) are the responsibility of the client or exhibitor.

#### **2. Move-In**

- a. During the stated move-in hours of your event the loading dock will be available for unloading exhibit material. No one is permitted on the loading dock outside the stated hours of the event move-in, without permission from the operations department.
- b. The dock is located on South Avenue off of Main Street. When unloading, pull into the dock area when there is space available, unload your vehicle, then immediately move to the appropriately assigned area.
- c. After your vehicle is parked, return to the loading dock for the material and proceed to locating your booth. Once your booth is located, please unload all materials at your booth and return the material handling equipment to the dock immediately.
- d. There is material handling equipment available on the loading dock in assisting you with large quantities of material, however for trade and public shows all freight will be handled by the chosen decorator.

#### **3. Move-Out**

- a. Tear down your exhibit FIRST.
- b. Once your exhibit has all been packed and ready to be moved out, sign for and obtain material handling equipment.
- c. Load up and move all equipment onto the loading dock, unload materials and return the materials handling equipment immediately.
- d. Get your vehicle and return to the loading dock to load your materials.
- e. No vehicle is permitted onto the loading dock unless all materials are loaded at the dock first.

#### **4. Remember**

- a. No vehicle will be allowed to park in the loading dock area!!
- b. Parking on South Avenue is not allowed. The Joseph A. Floreano Rochester Riverside Convention Center is not responsible for City-issued Parking tickets.
- c. No material handling equipment is allowed on the exhibit floor while the show is open to the public, unless it is part of your display.
- d. No vehicle will be allowed on the exhibit floor until all electrical equipment has been removed and permission is secured by Convention Center Management.

## **RECEIVING OF SHIPMENTS**

The Joseph A. Floreano Rochester Riverside Convention Center, cannot accept advance freight shipments for any customer, exhibitor, or delegate of client.

Shipments arriving prior to the show without proper arrangements with the Center will be sent to the drayage contractor at customer/exhibitor risk and expense. The Joseph A. Floreano Rochester Riverside Convention Center does not provide exhibit crate storage. No shipments will be accepted more than three days prior to the event. The organization may ship event related materials (i.e. programs, registration materials) to the facility no more than three days prior to the event. The assigned Event Manager must be made aware in advance of the materials being shipped. Please address the shipment in the following manner:

Event Name  
ATTN: Event Manager Name  
Joseph A. Floreano Rochester Riverside Convention Center  
123 East Main Street  
Rochester, NY 14604

\*COD deliveries will not be accepted at the Center.

## **XIII. UNIONS**

### **LABOR UNIONS:**

The Joseph A. Floreano Rochester Riverside Convention Center is comprised of three labor unions:

Maintenance.....United Brotherhood of Carpenters Northeast Region Local 276

Engineers.....International Union of Operating Engineers Local 158S

Food Service.....Rochester Regional Joint Board in the Food Service Department

Because there are very few union regulations that directly involve the client, the Joseph A. Floreano Rochester Riverside Convention Center can be easily described as a “union friendly” building. (For example, exhibitors are free to unload and set up their own booths.)

The basic requirements are, that all food and beverage functions utilize \_\_\_\_ waitresses, waiters and bartenders. All room sets that are comprised of Convention Center equipment (including tables and chairs) are to be performed by facility personnel only. Additionally, International Alliance of Theatrical Stage Employees (IATSE) must be utilized for any rigging equipment's.

### **ADDITIONAL LABOR RATES:**

Meeting rooms shall be arranged in theatre, classroom, conference, banquet or reception one (1) time during the term of the lease. Equipment (i.e. chairs, tables, staging, etc.) will be provided within the limits of the Center’s inventory. Labor costs for room changeovers and/or rental of equipment will be charged to the client at the prevailing rates.



## XIV. AUDIO VISUAL

The Joseph A. Floreano Rochester Riverside Convention Center does not own any audio visual equipment. The Convention Center does not have an exclusive supplier, however, we can make audio visual arrangements for your event with our local supplier, CMI Communications.



CMI Communications  
400 Mile Crossing Blvd.  
Rochester, NY 14624  
(585) 424-1900  
[www.cmiav.com](http://www.cmiav.com)

Groups are welcomed to utilize audio visual suppliers of choice. Plug in and access charges will apply to all audio visual suppliers.

## XV. DECORATOR

The Joseph A. Floreano Rochester Riverside Convention Center does not have an in-house decorator or service contractor. If pipe and drape, table skirting (for anything other than food & beverage event), signage or drayage is required, an outside decorator must be contracted. The Center does not have an exclusive contractor but we do recommend the following companies:

### **Great Lakes Events**

100 Bickford Street  
Rochester, NY 14606-2298  
585.458.2200  
[greatlakesevents.com](http://greatlakesevents.com)

### **Hale Northeastern**

828 East Ferry Street  
Buffalo, NY 14211  
716.896.6170  
[www.haleexpo.com](http://www.haleexpo.com)

### **Northeast Decorating & Exhibit Services**

3360 Milton Avenue  
Syracuse, NY 13209  
315.471.9989  
[www.northeastdecorating.com](http://www.northeastdecorating.com)

### **Bob Spatola's Party Rental Inc.**

1625 North Clinton Avenue  
Rochester, NY 14621  
585.266.4200  
[www.spatola.com](http://www.spatola.com)

### **Champion Exposition Services**

139 Campanelli Drive  
Middelborough, MA 02346  
508.946.8500  
[www.championexpo.com](http://www.championexpo.com)

### **Century Decoration, Inc.**

923 Church Street  
N. Syracuse, NY 13212  
315.452.1240  
[www.centurydecorations.com](http://www.centurydecorations.com)

### **Clifton Park Rental**

871 Main Street  
Clifton Park, NY 12065  
518.877.8371  
[www.cliftonparkrental.com](http://www.cliftonparkrental.com)

### **L-T Rental Services, Inc.**

435 Smith Street  
Rochester, NY 14608  
800.482.4049  
585.217.0217  
[www.lrental.com](http://www.lrental.com)