

NOW ARENA PROMOTER GUIDE



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Address:

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Main Phone:

847-649-2222

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Capacity:

10,595

Restrictions:

Smoke-Free Environment



SPECTRA

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NOW Arena Overview



NOW Arena is owned by the Village of Hoffman Estates and managed by Spectra. Spectra provides venue management, ticketing and fan engagement. The NOW Arena opened in 2006 and has hosted such legendary performers including The Eagles, The Who, Rod Stewart, George Strait, Bob Dylan and

Elton John, just to name a few. The arena has also served as host venue to several televised events including Simon Cowell's X-Factor, PBS Soundstage featuring Faith Hill, Showtime's Strikeforce MMA, HBO Boxing, Chicago Invitational NCAA Basketball Tournament, USA Volleyball,

AEW ALL In Wrestling, Tyson's Cup Gymnastics, Women's Big 10 Basketball and more. In addition, the arena has been the host venue for several Indian shows including two AR Rahman concerts, Vibrant India Heritage Festival, SLAM, Abhishek Bachchan and others.

Booking Information

NOW ARENA

5333 Prairie Stone Parkway, Hoffman Estates, IL 60192

www.NOWArena.com

phone: 847-649-2222

fax: 847-649-2322

FACILITY DESCRIPTION

NOW Arena is a state-of-the-art, multi-purpose arena located in the northwestern Chicago suburb of Hoffman Estates. We host world-class entertainment including concerts, family shows, sporting events, and much more with capacities ranging from 2,200 (theater set-up) to 10,595 for end stage events.

BOOKING INFORMATION

To schedule an event at the NOW Arena, please call Ben Gibbs at 847-649-2201. The rental structure is based on established rental rates and may vary based on the type of event and space used. All events are considered to be tentative until a contract has been fully executed and returned with a nonrefundable security deposit. At the conclusion of the event, the licensee will be responsible for reconciling all outstanding facility expenses. The settlement will occur in the NOW Arena offices. If there are any questions regarding the settlement procedure, please contact your event manager.

MARKETING & PUBLIC RELATIONS

Our marketing department can help provide advertising and editorial contacts in the Chicagoland area, as well as rates, deadlines, format requirements, and demographics. Press releases can be written and/or distributed to the NOW Arena's media contact list. Listing of NOW Arena "Coming Attractions" in: local suburban newspapers, online at www.nowarena.com, inclusion in every small blast, digital marquee off I-90, in-house ribbon board, scoreboard and concourse monitors before, during and/or after all events, and select NOW Arena sponsors' retail locations. NOW Arena's logos, photos, seating charts, maps, etc. can be provided per promoter request for event marketing materials. NOW Arena must pre-approve any and all marketing and advertising utilizing the NOW Arena logo. NOW Arena VIP Insiders Email blast for special pre-sale offers, discounts, promotions and event announcements as well as other support based databases are also available to support marketing initiatives.

Full House Capacity Seating



Total Capacity: 10,595

Floor: 2,125

Lower Level: 5,154

Upper Level: 3,316

All totals not including kills for sight lines and production.

Three Quarter House Capacity Seating



Total Capacity: 7,410

Floor: 1,343

Lower Level: 3,561

Upper Level: 2,506

All totals not including kills for sight lines and production.

Half House Capacity Seating



Total Capacity: 5,961

Floor: 892

Lower Level: 2,923

Upper Level: 2,146

All totals not including kills for sight lines and production.

Theater Capacity Seating



Total Capacity: 4,628

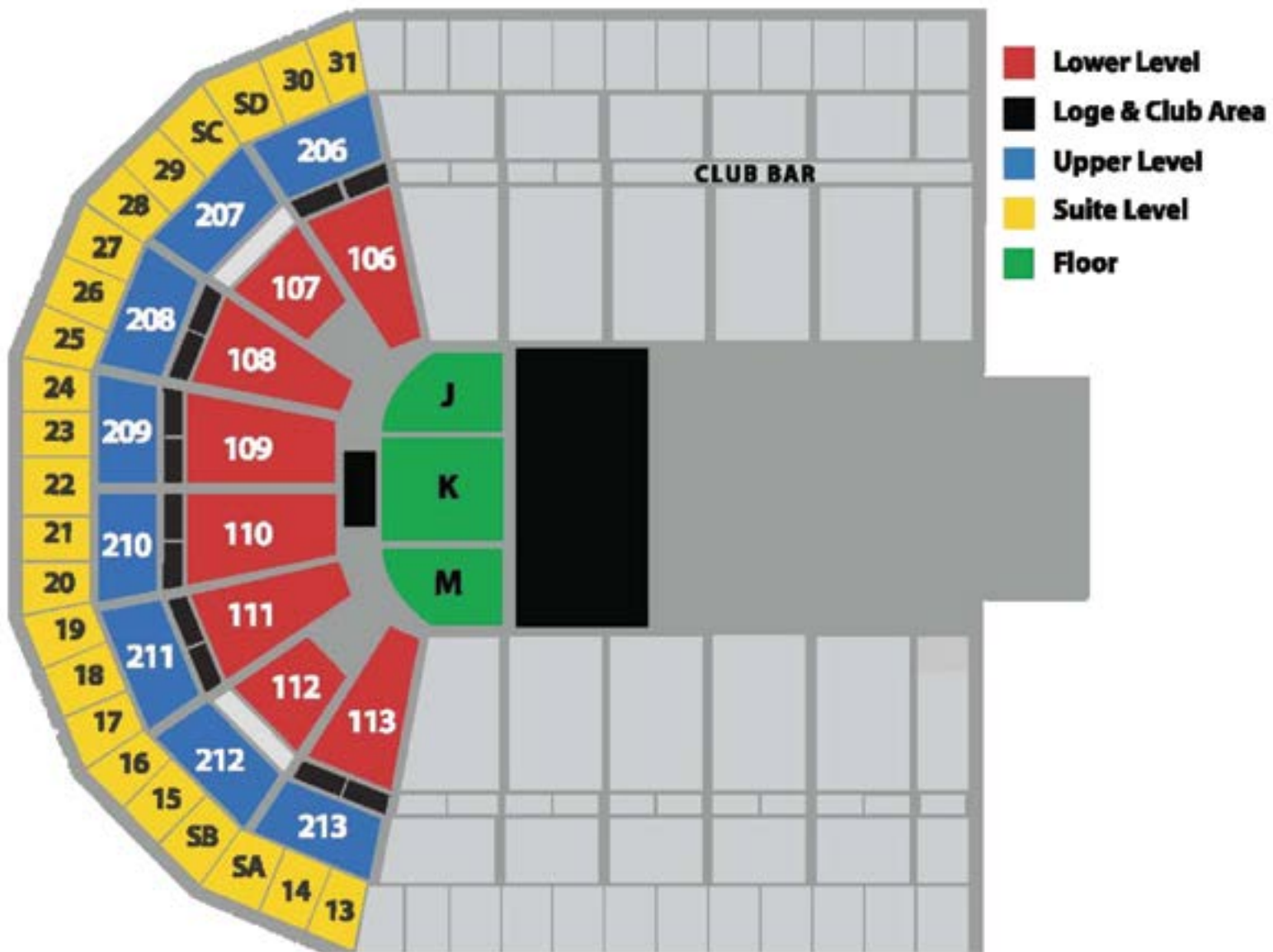
Floor: 602

Lower Level: 2,204

Upper Level: 1,822

All totals not including kills for sight lines and production.

Theater Capacity Seating



Total Capacity: 3,622

Floor: 550

Lower Level: 1,622

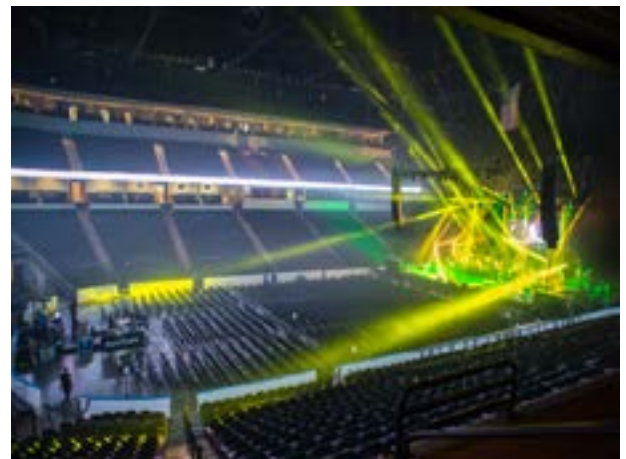
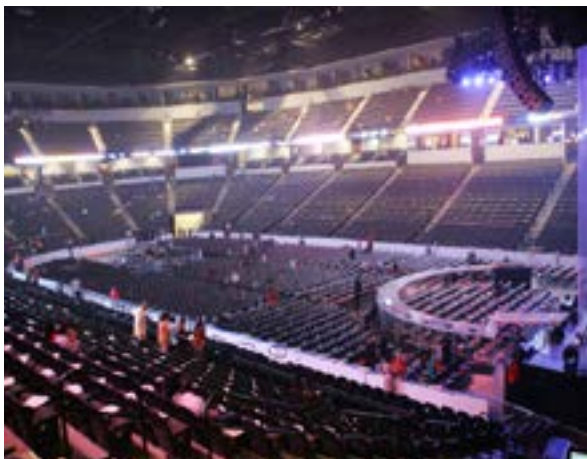
Upper Level: 1,450

All totals not including kills for sight lines and production.

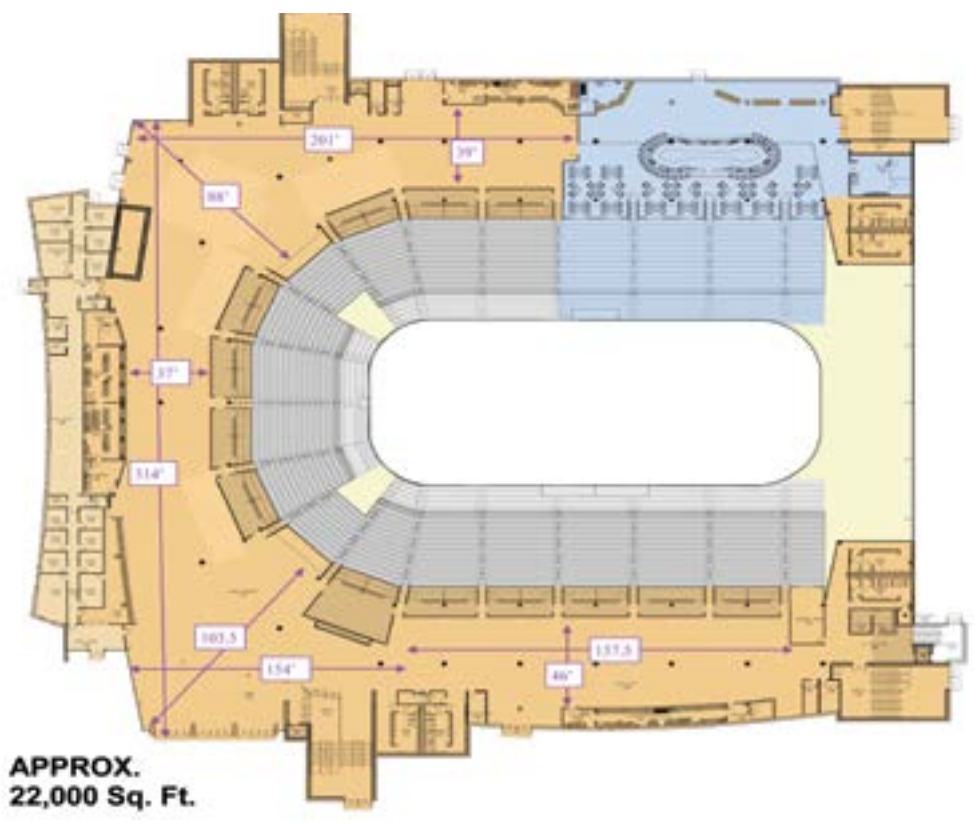
Event Floor



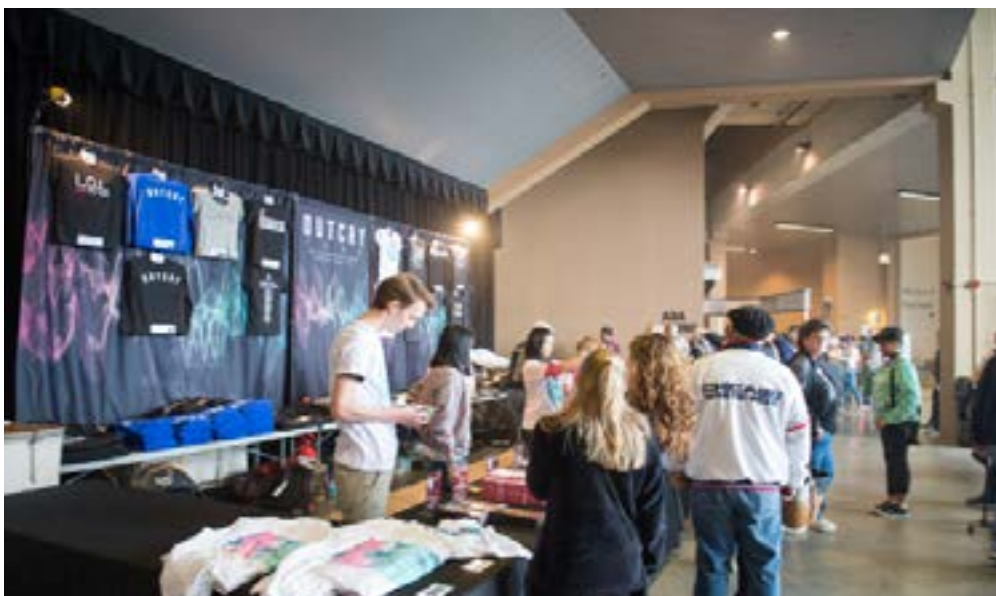
The NOW Arena is uniquely shaped in a horseshoe which provides a wide expanse to be utilized behind the scenes of an event. The event floor measures approximately 240 feet long by 85 feet wide. The event floor is located near the loading dock and back entrance which ensures easy and convenient equipment set-up, as well as full access to training rooms, restrooms, meeting spaces and production offices. With a large open space, teams will have an area for stretching and warming up prior to competition as well as direct access to their locker rooms.



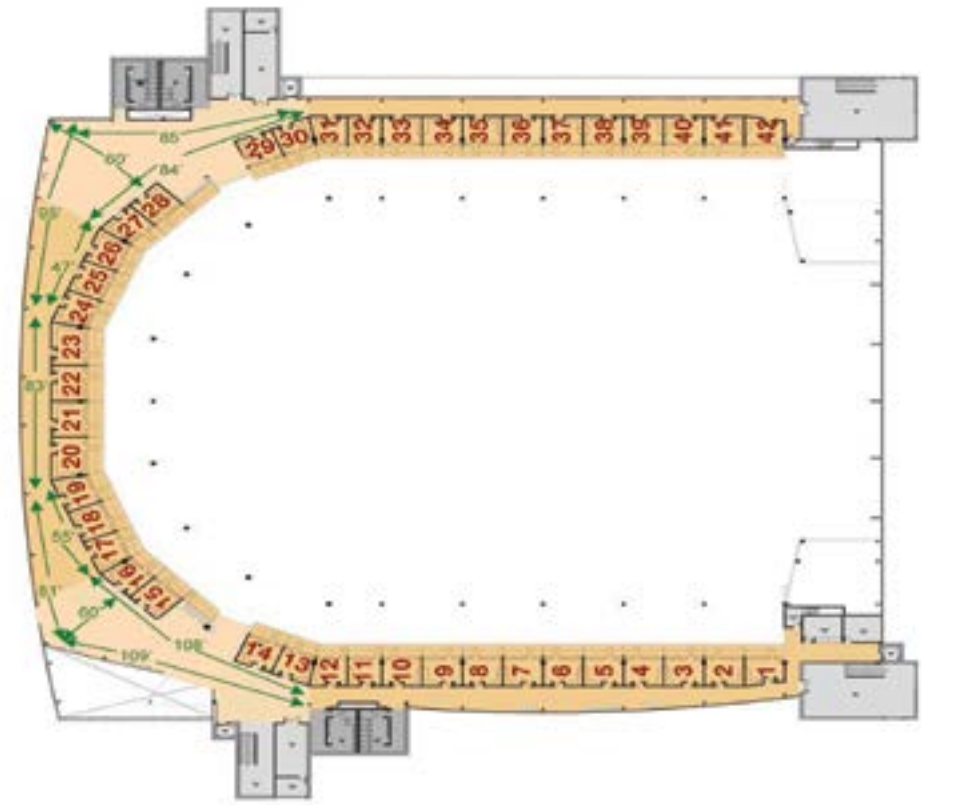
Concourse Map



The NOW Arena boasts a sprawling concourse area with approximately 22,000 square feet of ample room to accommodate merchandise booths and tables, as well as areas for teams to lounge, stretch and meet prior to taking the floor for competition.



Suite Level Map



NOW Arena offers over 50 luxury suites for fans and clients. Luxury suites provide the perfect venue to bring together family and friends, or corporate clients/contacts for an unforgettable experience. Each suite is lavishly furnished with upscale seating, flat-screen televisions, and a full complement of premium food and beverages available for purchase. Suites provide ample room for entertaining and offer spectacular views of the event floor.

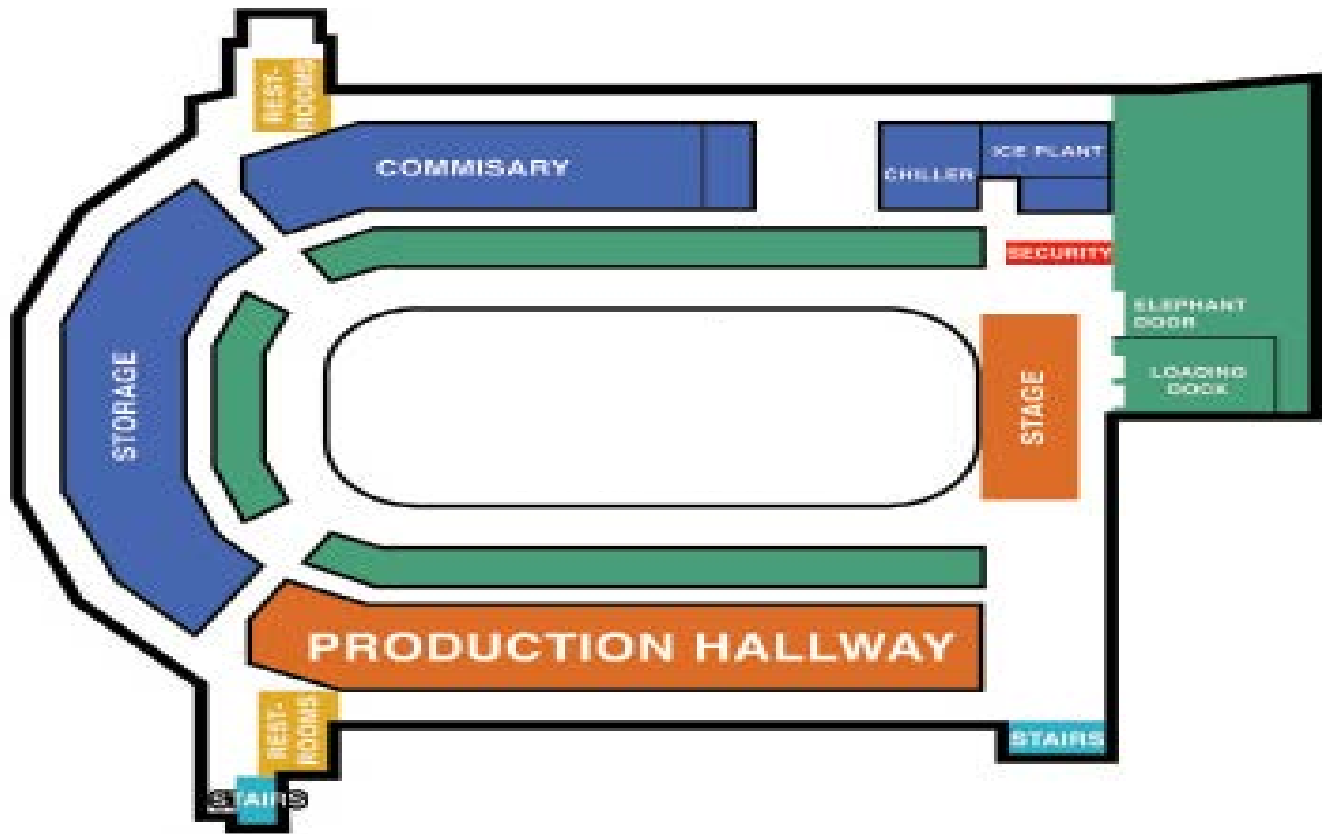


Lower Level Suite

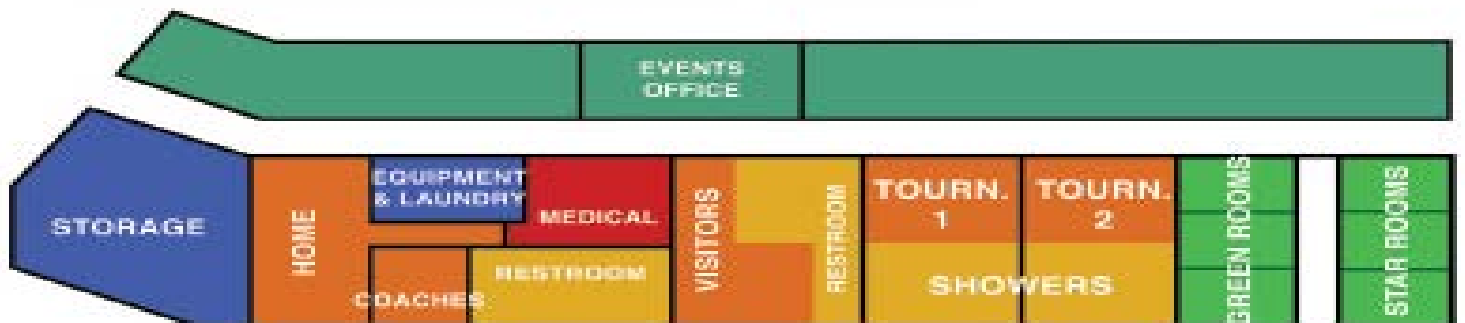


Upper Level Suite

Locker Room & Production Office



PRODUCTION HALLWAY



2 Locker Rooms: 17' x 14'6"

1 Locker Room: 16' x 28'

2 Warehouse Spaces

3 Dressing Rooms: 12' x 14'

3 Green Rooms: 11.5' x 20'

A/V Features



Production Capabilities

Electrical Power **Show Power**

400 Amp, 120/208V, 3 Phase @ north end / stage right.....	3
400 Amp, 120/208V, 3 Phase @ south end / stage left.....	2
200 Amp, 120/208V, 3 Phase @ east wall / loading dock.....	1
200 Amp, 120/208V, 3 Phase stage left.....	2
100 Amp, 120/208V, 3 Phase @ house right.....	1
100 Amp, 120/208V, 3 Phase @ house left.....	1
50 Amp Shore power available, east wall of loading dock.....	4

House Sound **Speakers**

JBL PD5212 (Covering the seating area)	36
JBL PD5212 (Covering the floor).....	8
JBL ABS6128V (Subwoofers)	8
Amplifiers.....	Crown I-Tech

House Sound **Portable Sound System**

Yamaha passive 2-lay speakers.....	2
With a 10 channel powered mixer (4 mono inputs & 3 stereo inputs)	

A/V Features

Production Capabilities

House Sound

Microphones & DI Boxes

Shure SM58 with on/off switch.....	2
Channels of wireless Shure SLX4	4
Shure Beta58A.....	3
Shure Beta87C.....	1
Audio-technica wireless unit (for Portable PA System).....	1
ATW-T202	1
Whirlwind PCDI.....	1

Lighting

LED Sport Lights

60 Fixtures hung from the catwalk.	
• 110,000 Ave. Lumens/Lamp	
• 175 Ave. Foot-candels	
ETC Source 4 Fixtures (emergency lighting for only aisles)	57

Lighting

LED Information

All boards support .txt .bmp and .avi files and only those file types.

Video Board

- 736 x 21312 pixels • 24.15' H x 43.04' W

Ribbon Board (25mm)

- 32 x 2784 pixels • 32'6" to bottom from floor

Concourse Board (10mm XL series)

- 240 x 416 pixels
- Only 30' to bottom on 2 sections under Aux boards

Marquee (outside 34mm)

- 560 x 272 pixels

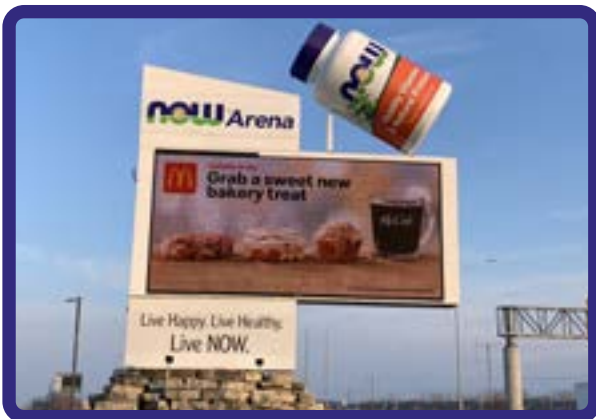
A/V Features

Production Capabilities

Graphics

Misc. Tech Information

Any graphics provided by the event must be in .bmp (still images) or .avi (moving images). The venue is happy to generate event-related graphics with enough notice. If any more information is needed on A/V or IT related issues, please contact your event manager.



Marquee



Concourse Board



LED Ribbon Board



Scoreboard

Vendor Contact Information

Merchandising In-House Vendor

(used unless merch buyout in contract)

Select Serve - Dave Lathos
dlathos@aol.com | (773) 562-8751

Pyrotechnics Permits

Scot Neil - Village of Hoffman Estates Fire Prevention Bureau Manager
scot.neil@hoffmanestates.org | (847) 843-4835

Strictly FX
1230 Jarvis Ave, Elk Grove Village, IL 60007 | (847) 290-0272

Sound

Gand Sound
1944 Lehigh Ave. Suite B, Glenview, IL 60026 | (847) 724-3333

dB Sound
501 dB Drive, Mt. Prospect, IL 60056 | (847) 437-6277

Sound of Authority
8835 S. Greenwood Ave., Chicago, IL 60619 | (773) 374-1200

Lights

Upstaging
821 Park Ave., Sycamore, IL 60178 | (815) 899-9888

Theatrical Lighting Connections
411 Heathrow Court, Burr Ridge, IL 60527 | (630) 986-8200

Music Equipment

Fat Cat Guitars - Scott Bond
2271 Randall Rd, Carpentersville, IL 60110 | (847) 844-8844

Furniture

Rental arrangements may be made through the NOW Arena Event Manager.

Information Technology

GENERAL INFORMATION

The technological resources in our facility are reliable, with connections and power readily and plentifully available in almost all locations.

A variety of information technology services integrating voice, video and data communications are available at the NOW Arena, made possible by our infrastructure of fiber optic and high speed copper cabling.

The Data Network is powered by Juniper Networks and is designed with a 20 Gigabit backbone and Switched Gigabit ports throughout the building. Internet connectivity is supplied via fiber connections. Wifi wiring is available throughout the arena.

Telephone Service

Digital service and analog lines or expanded calling capabilities may be purchased.

Two-way Radios

Structured on a 800Mhz frequency, this internal system permits 2-way communication spanning 3 city blocks. Two-way radios can be made available for show management and key individuals involved with the operation of an event. This open line of communication allows immediate contact with NOW Arena Event Managers, Floor Supervisors and other personnel.

DATA COMMUNICATIONS

Copper Cabling

NOW Arena's data network is cabled with Category 6 copper wiring that supports Gigabit Ethernet and other network protocols. Our Category 6 copper wiring infrastructure is suitable for 10BASE-T/100Base-TX/1000BASE-T (Gigabit Ethernet).

Data Networking

The backbone of NOW Arena's data network consists of Juniper Networks gigabit fiber switches that link all other distribution frames in the building. The data network was designed with reliability and performance in mind. The backbone switches are deployed as highly available pairs to prevent disruption. The EAPS protocol provides fast protection switching to Layer 2 switches interconnected in an Ethernet ring topology, and offers the advantage of converging in less than 1 second when a link in the ring breaks. An Ethernet ring built using EAPS can have resilience comparable to that provided by SONET rings, at a lower cost and with fewer restraints (such as ring size).

This solution allows for the creation of Virtual Isolated Networks to provide the highest level of security. Monitoring and reporting are accomplished by our internal staff via RMON.

Information Technology continued

DATA COMMUNICATIONS

Internet Connectivity

Our production internet is provided through a fiber-optic circuit that can be provisioned to upstream and downstream based on event needs. Our service provider for this circuit is VinaKom communications. Please ask event manager for cost.

For broadcasting audio and/or video over the internet, we highly recommend a wired internet connection. We can extend this connection virtually anywhere in the building and you can enjoy a reliable low latency connection to your upstream server!

Wireless Network

The NOW Arena is equipped with the next generation of Ruckus Networks wireless networking devices to provide a truly scalable WLAN solution. This solution provides the security and manageability required by enterprises and service providers alike. The Extreme Network Switch Software system provides a secure, highly scalable, cost-effective solution based on the IEEE 802.11 standard. Strong wireless service is provided throughout the arena for an outstanding mobility experience!

We are committed to presenting a website that is straight-forward, fast, easy to navigate, and loaded with genuinely useful information and resources.

On-Site Video Advertising

We also have the ability to run show or other commercials before, during, or even after your event on plasma screens located throughout the arena concourse, club bar, and suite levels.

Video Production

Our facility is equipped with state of the art in-house video production equipment as well as a first class team of technicians to enhance each and every event. Our capabilities include a 3 camera switch with graphics, slow motion, and instant replay.

NOW Arena Video Production Equipment includes:

- NewTek TriCaster Broadcast Unit
- 3 Sony HD Cameras
- NewTek TimeWarp Slow-Motion and Instant Replay Unit

Marquee

Coordinating with your announcement plans, we will include your show in rotation on our 8' H x 18' W Full Color LED Marquee, on the edge of Interstate 90, where thousands of cars pass daily.

Location Fee

Use of arena premises for a film or video location shoot, such as taping a commercial or scenes for a movie or television show is considered to be facility rental.

Building Specifications

Dimensions

Maximum Floor Dimensions.....105' x 248'
Ice Rink Maximum Dimensions.....200' x 85'
Ceiling Height (floor to steel).....70'

Seating Capacities

(maximums - without production kills)

Maximum with G.A. Floor11,218
End Stage10,543
Family Theater3,622
Concert Theater2,200+
.....4,000+
.....6,000+
Football.....8,362
Soccer8,172
Lacrosse8,329
Basketball8,700+
Open Floor (permanent seating only) 8,418

Floors & Surfaces

Main Floor..... Concrete
Concourse Floors..... Concrete
Basketball Floor NBA/NCAA/HS
dimensions & markings

Ice

In-House Ice-Making Ability Yes
Ice Rink Maximum Dimensions.....200' x 85'
Ice Maintenance Equipment...(2) Zambonis
On Site

Portable Stage

Stage Rite® Decking built to suit (120) 4'x8'
decks

Rigging

30' x 34' Main Steel Bays54,000
lbs Per Structural Beam110,000 lbs total
.....in the theatrical grid

Electrical Power

Show Power:

400 Amp, 120/208V,
3 Phase @ north end / stage right.....3
400 Amp, 120/208V,
3 Phase @ south end / stage left2
200 Amp, 120/208V,
3 Phase @ east wall / loading dock1
200 Amp, 120/208V, 3 Phase stage left.....2
100 Amp, 120/208V, 3 Phase house right.....1
100 Amp, 120/208V, 3 Phase house left1
Shore power available:
East wall of loading dock.....4 @ 50 Amps

House Sound

Speakers:

JBL PD5212 (covering seating area).....36
JBL PD5212 (covering the floor).....8
JBL ABS6128V (subwoofers).....8
Amplifiers Crown I-Tech

Portable Sound System:

Yamaha Passive 2-way Speakers.....2
*{w/ a 10 channel powered mixer (4 mono
inputs & 3 stereo inputs)}*

Microphones & DI Boxes:

Shure SM58 w/ on/off Switch2
Channels of Wireless Shure SLX44
Shure Beta58A.....3
Shure Beta87C.....1
Shure 184 Lavalier.....1
Audio-Technica Wireless Unit.....1
(for portable PA system)
ATW-T2021
Whirlwind PCDI1

Building Specifications

Lighting

LED Sport Lights:

All lights hung from the catwalk

- 60 Fixtures
- 110,000 Avr. lumens/lamp
- 175 Avr. foot-candels

Emergency Aisle Lights:

ETC Source Four Fixtures.....57
(shuttered down to light only the aisles)

LED Information

All boards support .txt .bmp and .avi files and only those file types.

Video Board (16mm)736 x 1312 pixels
(30' to bottom from floor)

Ribbon Board (25mm).....32 x 2784 pixels
(32'6" to bottom from floor)

Concourse Board.....240 x 416 pixels

Marquee (outside 34mm)....570 x 262 pixels

Load-In

Loading Docks

Sunken at Trailer Height.....2 (9' wide)

Elephant Door.....20' wide

Drive-On Floor Access..... Yes

Dressing Rooms:

Dressing Rooms.....3
(with private baths/showers)

Team Dressing Rooms.....3
(with bathrooms & club showers)

Green Rooms/Production Rooms.....3

Catering Room.....1

Other

Concession Stands.....5 Built-In
(Specialty and portable concessions available)

Restrooms.....(8) male, (9) female

Water & Drains for Lasers..... Yes

Basketball Goals3

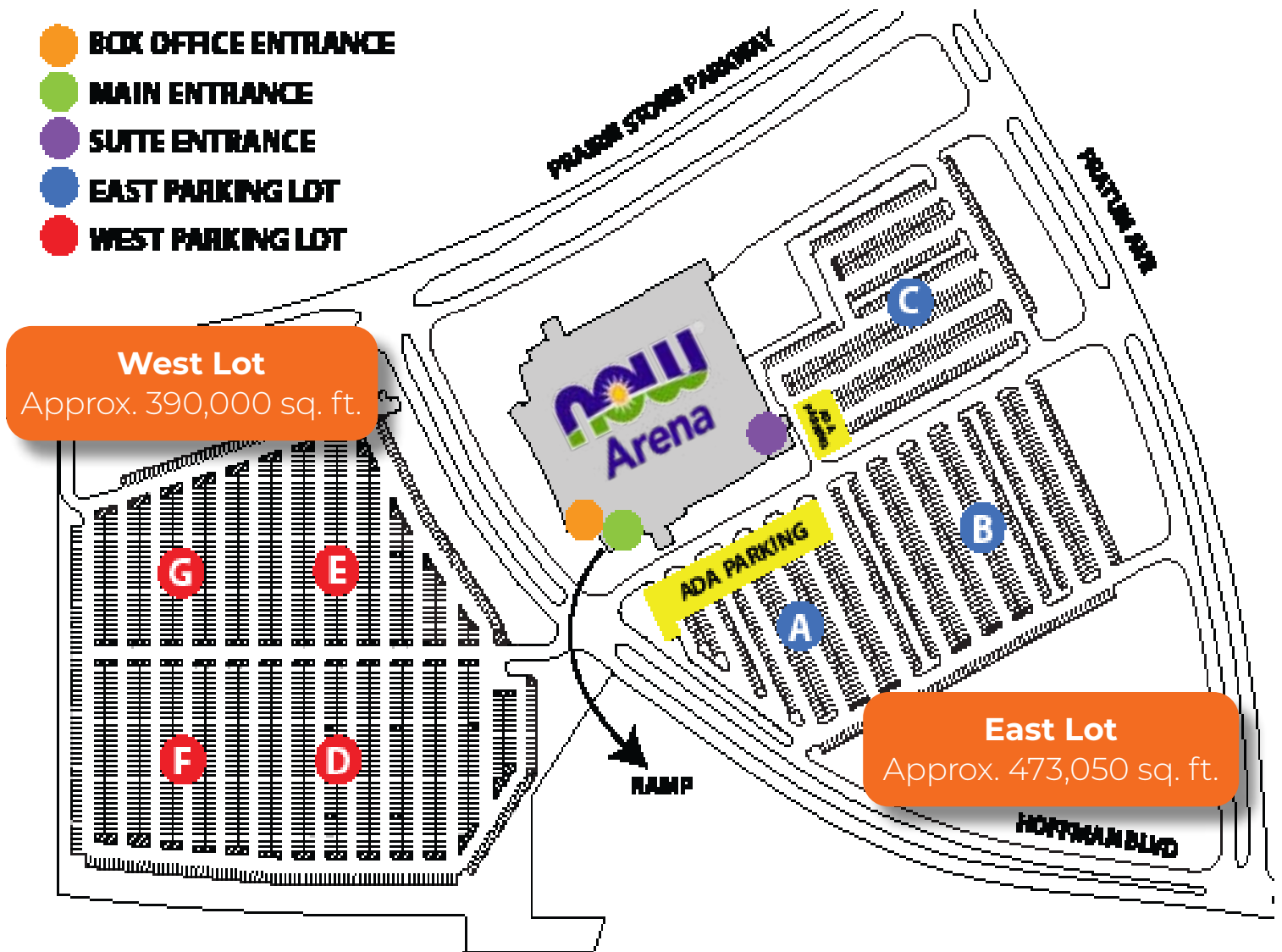
Elevators3 passenger
(to main, lobby, suite and floor levels)

On-Site Truck/Bus Parking..... Yes

Blow Thru Barricade100' (4' sections)



Parking



There are 3,900 on-site parking spots at the NOW Arena. The lots are accessible off of Prairie Stone Pkwy, Hoffman Blvd, and Pratum Ave (see detailed map). Approaching the arena, signage and parking attendants will direct visitors to the closest lot.

Additional parking lots available to the public are located at Cabela's on Pratum Ave.

Ticketing

The Ticketmaster logo is displayed in a white, lowercase, italicized sans-serif font with a registered trademark symbol (®) to the upper right of the word.

Ticketmaster offers you the following superior products and services today:

- Competitive pricing & distribution services
- Fan Identity & data based digital ticketing
- Personalized fan engagement utilizing opt-in databases of over 3 million customers in Chicagoland
- State-of-the-art fraud reducing access management system
- State-of-the-art box office features to assist with time management
- Marketing assets to compliment your own efforts
- Mobile ticketing solutions as well as real-time reporting

SERVICES PROVIDED

Ticket sales supported through:

- Sales at the NOW Arena Box Office
- Online at www.ticketmaster.com
- On the Ticketmaster app for iPhone and Android

BOX OFFICE

The NOW Arena Box Office is open Monday through Friday from 10:00am to 5:30pm, on Saturday from 10:00am to 2:00pm, and closed on Sundays when there is no event. If Sunday is an event day, the box office opens based on the event schedule, beginning at 10:00am.

TICKET DELIVERY

Partnering with Ticketmaster, NOW Arena is able to provide a variety of ticketing options to suit the needs of every guest.

Customers who purchase tickets online at www.ticketmaster.com may have their tickets sent to them by email for free.

Tickets that are mailed or held at Will Call at the arena are charged \$5 per order.

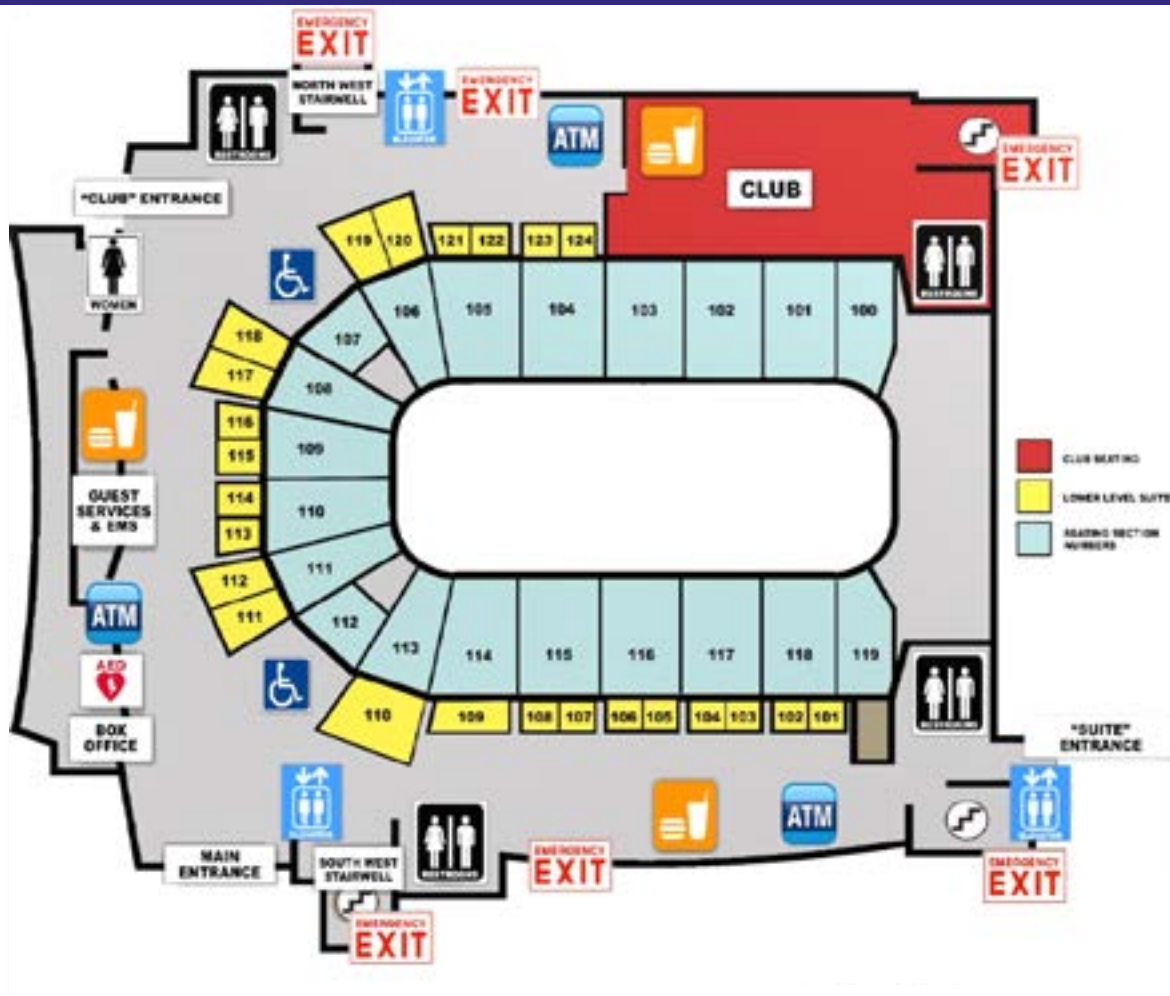
Tickets may also be added to your Ticketmaster account as e-tickets, which can be saved to your mobile device, or printed at home.

Tickets can be sent to customers via 3-day Fed-Ex shipping for \$14.50 or 2-Day Fex-Ex shipping for \$18.50.

Food & Beverage

Levy

Levy Restaurants is the exclusive concessionaire at the NOW Arena. The use of outside catering companies is permitted in the back of house event level areas. Whether they have 10 guests or 10,000, Levy obsesses about every detail, making sure it is the best it can be. That's because their restaurant roots helped pioneer the idea of premium dining at sports and entertainment venues. When the action starts, how about crab cakes and beef tenderloin? Even the hot dogs and nachos will be the tastiest in town! Levy always serves up "fan"-tastic experiences at over 100 exhilarating locations around the world and the hottest events, from the Super Bowl to the Kentucky Derby, and every major league championship game in between.



Financial Consideration

BASE LICENSE FEE

The Base License Fee is an all-inclusive estimate, consisting of Arena rental and all arena staffing necessary to hold the event, including guest services, security, police, EMTs, cleaning and set-up. The base license fee does not include union labor, sound & light production, catering, event insurance, credit card fees at the box office, parking lot rental, ASCAP/BMI/SESAC, carpet installation, warehouse setup and any other items not mentioned above.

STAFFING

All staffing charges are included in the Base License Fee above.

SET-UP & BREAK DOWN

All set-up and break-down charges for in-house equipment are included in the Base License Fee.

SPECIAL EQUIPMENT

Tables and chairs are available as part of the base license fee. However, any equipment not in-house will include a fee.

FACILITY SECURITY & TRAFFIC CONTROL

All charges for facility security and traffic control are included in the base license fee. Extra security for celebrities or VIPs is not included.

FACILITY CLEANUP

All charges for facility cleanup are included in the base license fee.

FIRST AID & EMERGENCY SERVICES

All charges for first aid and emergency services are included in the base license fee. First aid consists of a first aid room with two medics onsite during all event times to treat patron accidents or injuries. The staffing does not include an onsite physician or onsite ambulance for the teams.

PARKING

The event producer will be provided with 100 parking spaces as part of the base license fee. Guest parking will be charged per car.

MERCHANDISE

The event producer will have exclusive rights to sell merchandise as part of the base license agreement using our merchandise vendor.

SIGNAGE

No royalty or fee will be provided to the venue for event signage commitments. Exclusive sponsorship categories are currently NOW Foods, Coca-Cola and Miller-Coors. Spectra Partnerships must approve all sponsorship needs.

PROGRAMS

No royalty or fee will be provided to the venue for sales of the event program by event producer.

TICKETING

Ticketing set-up fees are included in the base license fee.

LUXURY SUITES

Luxury suites are sold exclusively by Spectra Partnerships. Event producer will have the ability to sell suites & reimburse with an agreed upon amount.

ADDITIONAL CHARGES

The base license fee does not cover any items not included in the arena inventory - decoration, rented carpeting, rented furniture, special risers, electronic needs, production needs, etc. Also, items not included in the base usage fee are: on-site physician, ambulance, event insurance, credit card fees at the box office, stagehands/teamsters, and catering.

Security



Since 1924, Andy Frain Services has been one of the nation's most trusted names in the Sports and Entertainment industry. This legacy is worn with pride by every Andy Frain employee. Their focus is the total fan experience. Andy Frain may be the first exposure a fan has as they enter your event, and the last exposure they have as they leave... Along the way, their protection, satisfaction, and positive experience is priority #1.

Hundreds of millions of fans have enjoyed a safe, secure, and enjoyable Andy Frain Experience: MLB, NBA, NHL, PGA, USGA, LPGA, NCAA, NHRA, and major arenas are all served by Andy Frain.

Building Services & Policies

Stagehand Conditions at the NOW Arena

Stagehands - I.A.T.S.E. Local 2

- Will handle, assemble and dismantle any and all equipment extending to carpentry, electrical (including spotlights), video screens, property and sound in connection with any theatrical/entertainment type production, including rehearsals.
- A head of department is required for all calls including: steward, Lights, Sound, Carpenter, Properties.
- Three (3) hours or less shall constitute a performance.

Minimum Calls

- Calls made on days when no performance or rehearsal is scheduled shall be eight (8) hours.
- Calls made on day of performance or rehearsal shall be a minimum of four (4) consecutive hours which shall not terminate more than two (2) hours before the rehearsal of performance call.
- On day of performance or rehearsal, men may be called one (1) hour immediately prior to performance or rehearsal call.
- Calls for extra men to be put on shows shall be a minimum of eight (8) hours at prevailing rate.
- Calls for extra men to take out shows shall be a minimum of four (4) hours at the overtime rate.
- Fractions of an hour will be computed as a whole hour and paid as such.

Overtime Rates

- In excess of eight (8) hours per day.
- Between the hours of 12:00 midnight and 8:00am.

- On Sundays, except for performances. Sunday performances shall be computed at one and one-half (1 ½) the single-time rate.
- All holidays as such:
 - **Double performance rate:** New Year's Day, Memorial Day, Independence Day, Thanksgiving Day, Christmas Day
 - **One and one-half performance rate:** President's Day, Veteran's Day, Election Day, Labor Day, Columbus Day
- All extra men who take out shows, but do not work the performances.
- When lunch period is not granted after third hour of work, but in any event not later than the end of any five (5) hour interval, men will be paid one (1) hour double time.
- If less than eight (8) hours elapses between the end of one shift and the beginning of the next call, all hours worked will be at the overtime rate until a rest period of eight (8) hours is given. Less than a break of four (4) hours shall be considered as time worked and employees shall be paid for said break period. This clause applies when working on the same attraction and not change overs from one event to another, which shall be treated as separate calls.
- After forty (40) hours at single-time rate on same attraction.
- Employer may not replace men on job in order to avoid payment of higher rates, the same men must be kept on until the completion of the call.

Television

- When the booked attraction is taped or broadcast for professional use, all stagehands will receive an additional performance rate and applicable hourly rate for hours exceeding three (3).

Hotel Accommodations



Official Hotel of NOW Arena

Chicago Marriott Northwest

4800 Hoffman Estates Blvd., Hoffman Estates, IL 60192

(847) 645-9500

Full Service

Available Rooms: **295**

www.chicagomarriottnorthwest.com

Call Grant Aikin to receive a special NOW Arena partner rate!

Additional Hotels in the Area

Country Inn & Suites

2280 Barrington Rd, Hoffman Estates, IL

(847) 744-5110

Available Rooms: **130**

www.countryinns.com/hoffman-estates-il

Hampton Inn and Suites

2825 Greenspoint Pkwy, Hoffman Estates, IL

(847) 882-4301

Available Rooms: **138**

www.hoffmanestatesuites.hamptoninn.com

Hawthorn Suites

2875 Greenspoint Pkwy, Hoffman Estates, IL

(847) 490-1686

Available Rooms: **120**

www.hawthorne.com/hotel/46507

Hilton Garden Inn

2425 Barrington Rd, Hoffman Estates, IL

(847) 277-7889

Available Rooms: **183**

www.hoffmanestates.hgi.com

Holiday Inn Express

5325 Prairie Stone Pkwy, Hoffman Estates, IL

(847) 450-6170

Available Rooms: **117**

<https://www.ihg.com/holidayinnexpress/hotels/us/en/hoffman-estates/chips/hoteldetail>

Hyatt Place

2750 Greenspoint Pkwy, Hoffman Estates, IL

(847) 839-1800

Available Rooms: **126**

www.HyattPlaceChicagoHoffmanEstates.com

Red Roof Inn

2500 Hassell Rd, Hoffman Estates, IL

(847) 885-7877

Available Rooms: **118**

www.redroofinnchicago.com

Quality Inn

2075 Barrington Rd, Hoffman Estates, IL

(847) 884-6400

Available Rooms: **96**

www.qualityinn.com

The Tourism Office of the Village of Hoffman Estates is happy to provide a no cost housing authority to support your efforts. We can send out the lead sheet, collect rate and room commitments, and obtain contracted room commitments once required. The Tourism Office will assist in coordinating registration, transportation, group outings, volunteer solicitation/training and any other services you may suggest. Printed versions of the Hoffman Estates Visitor's Guide (www.visithoffman.com) will be provided at no cost to assist in providing concierge services to your production team, athletes or guests.

Regional Assets

USEFUL WEBSITES

These sites provide a better view of Chicago's suburban areas.

Northwest Suburban Chicago Sports Council

www.innovationsconsulting.org

Information regarding sporting entertainment for suburban Chicago.

Woodfield Chicago Northwest Convention Bureau

www.chicagonorthwest.com

A comprehensive guide to Chicago's Northwest region including information on hotels, shopping, transportation, etc.

Chicago Airport System

www.ohare.com

Information regarding Chicago O'Hare International Airport, Midway International Airport and Gary-Chicago International Airport.

Daily Herald

www.dailyherald.com

News and information from Suburban Chicago's daily newspaper, the Daily Herald.

Northwest Herald

www.nwherald.com

News and information from Suburban Chicago's daily newspaper, the Northwest Herald.

Chicago Tribune

www.chicagotribune.com

News and information from Chicago's daily newspaper, the Chicago Tribune.

Chicago Sun Times

www.suntimes.com

News and information from Chicago's daily newspaper, the Chicago Sun Times.

ENTERTAINMENT

iPic Theaters

100 W Higgins Rd, South Barrington, IL 60010
(224) 293-1001

Prairie Stone Sports & Wellness

5050 Sedge Blvd, Hoffman Estates, IL 60192
(847) 285-5403

Pinstripes - Bowling, Bocce, Bistro

100 W Higgins Rd, South Barrington, IL 60010
(847) 844-9300

BANKS

American Chartered Bank

100 W Higgins Rd, South Barrington, IL 60010
(847) 551-8550

Citibank

2550 Sutton Rd, Hoffman Estates, IL 60192
(224) 699-5850

Fifth Third Bank

4653 W Higgins Rd, Hoffman Estates, IL 60192
(847) 645-0281

Hoffman Estates Community Bank

2497 W Golf Rd, Hoffman Estates, IL 60194
(847) 884-0500

Regional Assets

RESTAURANTS

Buffalo Wild Wings

2450 N. Sutton Rd, Hoffman Estates, IL 60192
(708) 552-0310

Chipotle

4600 Hoffman Blvd, Hoffman Estates, IL 60192
(847) 649-5800

Claim Jumper

2610 N. Sutton Rd, Hoffman Estates, IL 60192
(847) 645-6400

Denny's

4690 Hoffman Blvd, Hoffman Estates, IL 60192
(847) 645-1234

Dunkin Donuts

2716 N. Sutton Rd, Hoffman Estates, IL 60192
(847) 441-4277

Garibaldi's, Inc.

2346 W. Higgins Rd, Hoffman Estates, IL 60192
(847) 884-8663

Jersey Mike's

4610 Hoffman Blvd, Hoffman Estates, IL 60192
(224) 802-2922

Jimmy John's

4593 W. Higgins Rd, Hoffman Estates, IL 60192
(847) 645-9556

Kyoto

4680 Hoffman Blvd, Hoffman Estates, IL 60192
(224) 484-8499

Main Event

2575 Pratum Ave, Hoffman Estates, IL 60192
(224) 209-3919

Moe's Southwest Grill

4589 W. Higgins Rd, Hoffman Estates, IL 60192
(847) 645-1800

Panda Express

4585 W. Higgins Rd, Hoffman Estates, IL 60192
(847) 645-9886

Panera Bread

100 W. Higgins Rd, South Barrington, IL 60010
(847) 783-0209

Red Robin

2472 N. Sutton Rd, Hoffman Estates, IL 60192
(847) 645-1455

Rookies Sports Bar and Grill

4607 W. Higgins Rd, Hoffman Estates, IL 60192
(847) 645-0005

Saddle Room

2559 Pratum Ave, Hoffman Estates, IL 60192
(847) 645-7500

Starbucks

2800 N. Sutton Rd, Hoffman Estates, IL 60192
(847) 645-1427

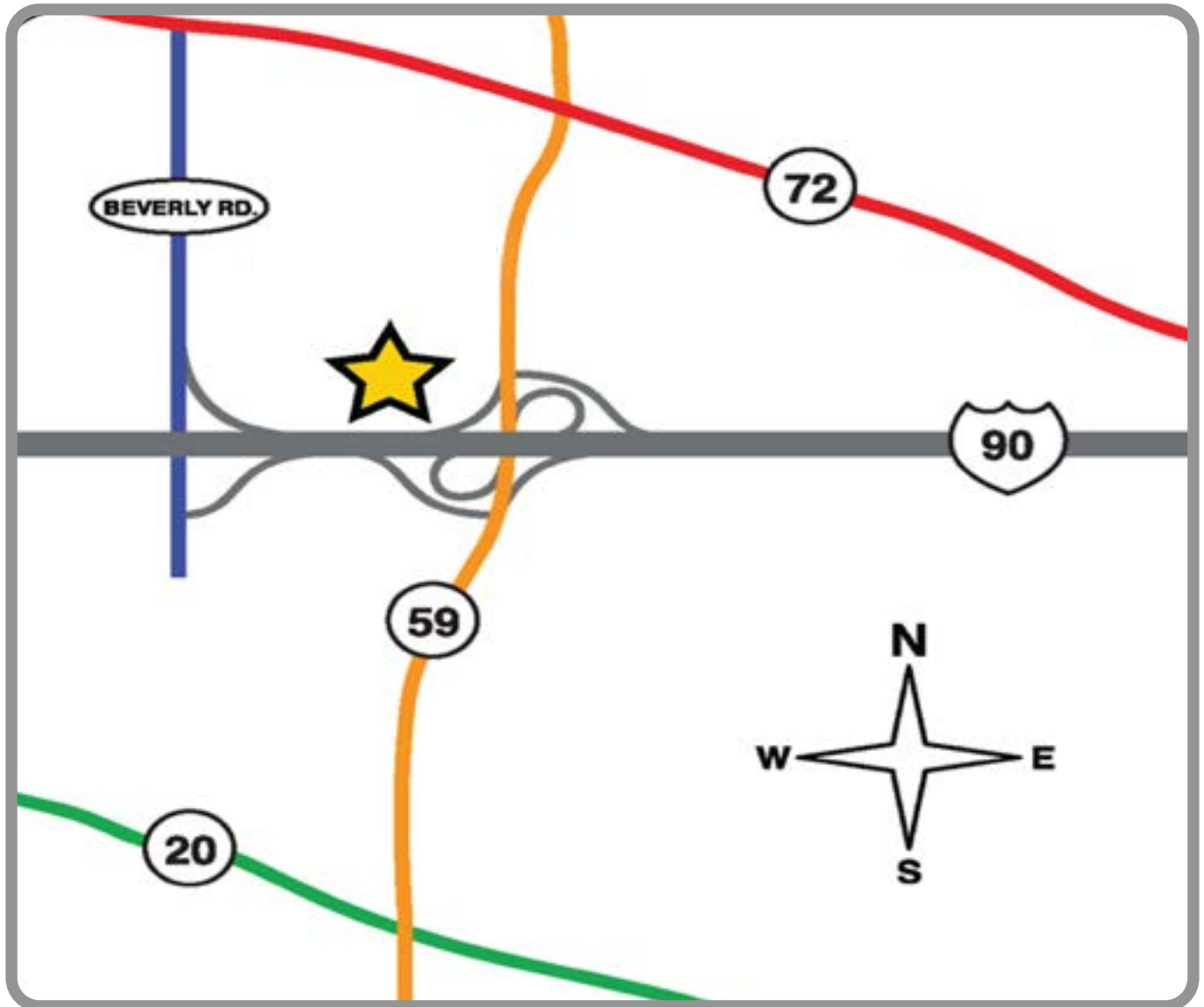
Subway

2634 N. Sutton Rd, Hoffman Estates, IL 60192
(847) 645-0300

Which Wich?

2478 N. Sutton Rd, Hoffman Estates, IL 60192
(847) 645-8989

Directions



The NOW Arena is located in the Prairie Stone Business Park, immediately north of the Northwest Tollway and west of Illinois Route 59.

From Downtown Chicago:

West on the Kennedy Expressway (I-90) to Northwest Tollway (I-90). Take I-90 West to the New Sutton Rd. (Route 59) exit and go straight. The building will be on your right.

From Southbound or Northbound Tri-State Tollway (I-294):

Exit at Northwest Tollway (I-90) toward Rockford. Take I-90 West (the Northwest Tollway) to the New Sutton Rd. (Route 59) exit and go straight. The building is on your right.

From Eastbound Northwest Tollway (I-90):

Take I-90 East (the Northwest Tollway) to the New Sutton Rd. (Route 59) exit. Turn left onto the New Sutton Rd. and go north to the next traffic light. At the light, make a left turn into Hoffman Boulevard. The building will be on your right.

Promotion



- Minimum of one (1) stand-alone email blast featuring event info to over 100,000 opt-in members of the NOW Arena VIP Newsletter Club including databases from all past events.
- Inclusion in NOW Arena Coming Attractions spot to be placed ROS on the Comcast Cable Cross-Channel to run a minimum of two weeks prior to event. (Value \$5,000)
- Inclusion in NOW Arena Coming Attractions ad on Page 2 of Friday's Daily Herald Time-Out section as soon as event is placed on sale.
- Sixty (60) column inches of advertising space in Daily Herald (Monday-Saturday) to appear as two 3x10" ads or three 2x10" ads. (Value \$4,500)
- Inclusion on outdoor LED matrix in Village of Hoffman Estates Police Station on Higgins Road (72) and at the intersection of Shoe Factory Rd. and Beverly Rd.
- Event listing on Comcast Channel 6- Hoffman Estates Calendar of Events to 10,000 subscribers
- Opportunity for inclusion of coupons in water bills to 54,000 subscribers in the Village of Hoffman Estates (production fee applies).
- Inclusion in bi-weekly "VIP Newsletter" email blast to over 100,000 opt-in members of the NOW Arena VIP Newsletter Club including databases from all past events.
- Development of grassroots plan targeting specific events and businesses throughout the Chicagoland Region that fit the demographic and psychographic of the target market for the event.
- Opportunity to utilize NOW Arena preferred rates with
 - Daily Herald & Reflejos
 - Chicago Tribune
 - Comcast
- Inclusion as featured event on NOW Arena homepage (www.NOWArena.com), in addition to website calendar listing.
- Distribution of press releases/media advisories to comprehensive list of Chicago media outlets.
- Feature story and advanced interview pitches to local, monthly/weekly/daily print publications, radio stations, and TV stations (based on availability of performers).
- Vocus Service as part of public relations campaign.
- Inclusion in "parketing" fliers distributed to vehicles entering the NOW Arena at TBD events.
- Inclusion in LED Matrix, and Signage at NOW Arena Events.
- Inclusion in Outdoor Billboard/Matrix Messages that are visible on a rotating basis from I-90.
- Opportunity to develop print trade campaigns with outlying/suburban print publications - opportunities would be pitch to the following (not limited to):
 - South Barrington Life
 - Northwest Quarterly Magazine