



HERSHEY THEATRE

Promoter's Guide

HERSHEY THEATRE



Staff Directory | Technical Information | Food & Beverage | Health & Safety | Marketing | Local Information | Transportation | Airport Information

Staff Directory



Owner - The M.S. Hershey Foundation

Executive Director
Cultural Arts & Development Manager
Director of Education

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Diane Paul
Mariella Trosko

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General Manager, Attractions & Events
Associate Vice President, Operations
Managing Director, Entertainment
Assistant General Manager, Facility Operations
Administrative Assistant / Project Coordinator

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Kevin Stumpf
John Lawn
Vikki Hultquist
Jay Robertson
Kay Lookenbill

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Marketing Coordinator
Promotions Coordinator
Public Relations Manager

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Nate Heckrote
Melissa Stradnick

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Administrative Assistant / Project Coordinator
Event Programming Manager

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Staff Directory

Event Operations

Event Operations Director
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 Event Operations Manager

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 Sarah Measley
 Rick Weimer

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 Master Electrician
 Audio Engineer
 Head Flyman

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 Peter C. DiBacco
 Bill Hartmann
 John Skworch

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 717-329-9682 / NA
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Director of Security

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 Assistant Manager, Ticketing

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 Cathy Lebo
 Dan Cleff

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Unions

IATSE Local #98
 American Federation of Musicians (AFofM)

Chester Ross (Business Agent) 717-991-4411 / NA
 John Lemke (Musical Contractor) 717-469-2354 / NA

ialocal98@yahoo.com
jslemke@comcast.net

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Technical Information

Mailing Address:

P.O. Box 395
Hershey, PA 17033

Building (Shipping) Address:

15 East Caracas Avenue
Hershey, PA 17033

Box Office: (717) 534-3405

Main Fax: (717) 533-2882

Seating Capacity

| | |
|----------------|------|
| Orchestra | 1144 |
| Loge | 122 |
| Balcony | 638 |
| Total Capacity | 1904 |

Box Office

Automated Ticket Program – In house tickets system consigning tickets to Ticketmaster, our exclusive on-line provider

STAGE INFORMATION

Dimensions

| | |
|---------------------------------------|--|
| • Proscenium Width | 48'-10" |
| • Soft Opening using house main | 38'-6" |
| • Proscenium Height | Arch 26'-10" off stage, 31'-9" on center |
| • Full Stage Depth | 42'-6" (From Proscenium to Back wall) |
| • Upstage Smoke Pocket to US pilaster | 41'-0" |
| • Full Stage Width | 74'-8" |
| • Stage between Columns | 72'-11" |
| • Distance between Fly Floors | 62'-11" |
| • Distance between DS obstructions | 56'-3" |
| • Clear Height under Fly Floor | 25'-5" |
| • Clear Height under Upstage Catwalk | 30'-0" |
| • Clear Height under SL Catwalk | 29'-0" |
| • Stage Center to SL Columns | 38'-6" |
| • Stage Center to SR Columns | 34'-5" |
| • Gridiron Height | 68'-6" |
| • Height under Stage | 8'-11" |
| • Apron Depth | 5'-0" (9'-0" with extension) |
| • Available Line Sets | 47 |
| • Batton Out Trim | 61'-0" |
| • Distance between 1st and last sets | 34'-4" |



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NOTE: THE STAGE FLOOR HAS TWO OBSTRUCTIONS LOCATED OFF STAGE AND DOWN STAGE

- Main Drape and Valance Cage SL

This cage is approx 32" x 32" square. The upstage, on stage corner is located 3'-0" upstage of plaster and 27'-5 1/2" from the centerline of the stage.

- Support Columns for elevated Fly Floor SR

This pair of columns is parallel to plaster and approximately 9" deep and 55" wide. The upstage, on stage corner is located 3'-2 1/4" upstage of plaster and 28'-9 1/2" from centerline of the stage. There is a second set of columns located upstage. The clear distance between the columns is 35'-7".

Deck Extension / Platforms:

Hershey Theatre is equipped to extend its stage 4' beyond the apron when the orchestra pit and organ are not in use. The 8'-4' x 8' aluminum framed platforms used to create the extension may be used independently when the extension is not in use. Addition of the apron for production purposes nullifies the ability to move, seat, or use the orchestra pit.

Rigging System

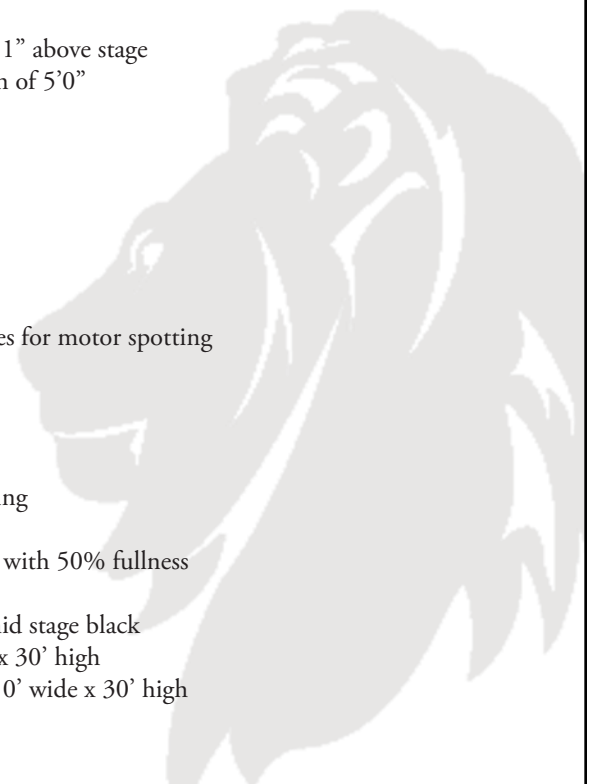
- Type Double Purchase
- # Sets 49 Sets--47 available for production (#3-#49)
- First Available Set # 3 – is 3'-3" from plaster line
- Spacing 8" centers typical
- Last Available Set # 49 – is 37'-7" from plaster line
- Distance between #3 & # 49 34'-4"
- Arbors 9'-0" x 12" with a capacity of 2000 lbs. of weight
- Fly Rail Stage Right
- Locking Rail Sets 1& 2 – Stage level, Stage Left
Sets 3-47 - Fly Floor, Stage Right – 26'-11" above stage
- Batten Length 52'-6" Typical with optional SL extension of 5'0"
- In Trim 4'-0" Typical
- Batten Travel 57'-4" Minimum / 61'-6" Maximum
- Out Trim 61'-4" Minimum / 64'-10" Maximum
- Counterweight 40,000 # available counterweight
- Grid Rating Live 30# / sq. ft Total 42# /sq. ft

Spot Rigging

- 30 single line spot blocks
- 26 – 4 inch (4") x 3'-0" Schedule 80 pipes for motor spotting
- 50' – 1'-0" Box Truss
- 2 - Inverted 1-ton chain motors
- 1 – Inverted 1/2 ton chain motor

Soft Goods

- Main Valance – Burgundy with gold piping
- Main Drape- Burgundy with gold fringe
- 5 Sets of Legs – each 10' wide x 24' high with 50% fullness
- 4 Borders – each 50' wide x 10' high
- 2 Panels – 25' wide x 24' high, used as mid stage black
- 1 Natural Muslin Cyclorama – 50' wide x 30' high
- 1 Set of black 50% fullness black legs – 10' wide x 30' high



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Movie Screen

1 Perforated Front Projection Movie Screen with Frame
Screen frame 50'w x 22'6"h
Distance to bottom screen at out trim 40'-10"
Screen size 44'6"w x 18'3"h
Image size 43'6"w x 17'3"h
1 Perforated Front Projection Screen
Approx. Size 40'w x 18'H
Screen masking 10' wide x 22'6" high

Man Lifts

Hershey Theatre has two(2) single man lifts.
• Genie PLC-24 – Battery Operated
• JLG 30AM – Electric

Note: The use of man lifts requires qualified operators and the bypassing of lift safety features will not be allowed in the Hershey Theatre by its staff or that of the visiting productions.

TRUCK ACCESS AND LOADING

Landlord requires that no more than two trucks at a time be in the vicinity of the building during regular business hours (Monday -Friday, 8:00am – 6:00pm).

In addition, due to the building air intakes and the location of a daycare playground adjacent to the theatre's loading alley, trucks are not allowed to be kept running during landlord's business hours.

Use of the parking lot directly adjacent to the theatre's loading alley is not to be assumed even outside business hours. Permission is required in advance for each use.

Trucks are not to be moving while our audience is arriving to (one hour prior to curtain time) or leaving (20 minutes after) the show.

There is room for two trailers to park in the rear alley of the theatre. All other trailer parking is off-site and requires at least a 3-day notice to be available.

A theatre representative will advise Production of recommended procedure to comply with this requirement.

LOAD-IN / OUT

The theatre does not have a loading dock. Trucks are unloaded in the alley running parallel to rear of stage using ramps. Stage loading door is at street level. Stage level is 4'-0" drop from street level. House has a ramp for this transition.

The local crew is very familiar with the load-in situation and typically requires no additional personnel be added to load-in / out labor requirements to compensate for the ramps.

Forklift: Theatre does not have a forklift; advance arrangements can be made, with two-week notice and rental of such equipment is deemed a documented expense.

Loading Door Location: Up Stage Left

Door Size: 11'-0" High x 9'-10" Wide

An elevator with access to the stage, basement and all Dressing Room levels is accessible from the alley:

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Size: 5'-5" Wide x 5'3" Deep
 Location: Off Stage – USR
 Capacity: 2500 lbs
 Door: Stage Side: 3'-0" Wide x 6'-11" High
 Alley Side 3'-10 ½ "Wide x 6'-11" High



Production Power

Lighting/Automation: 1200 Amps
 Distribution: Disconnect A
 Location: 400 Amps, Down Stage Right
 Connections: Cam-Locks with Ground and Neutral Reversed

Distribution: Disconnect AA1 – 200 Amp sub of "A"
 Location: Up Stage Right
 Connections: Cam-Locks with Ground and Neutral Reversed

Distribution: Disconnect AA2 – 100 Amp sub of "A"
 Location: Up Stage Right
 Connections: Lugs for bare ends
 Notes: Typically used for motor power

Distribution: Disconnect B – 400 Amps,
 Location: Basement Electrical Room
 Connections: Cam-Locks with Ground and Neutral Reversed
 Notes: Cable path to Disconnect is through a rabbit hole located down stage right.

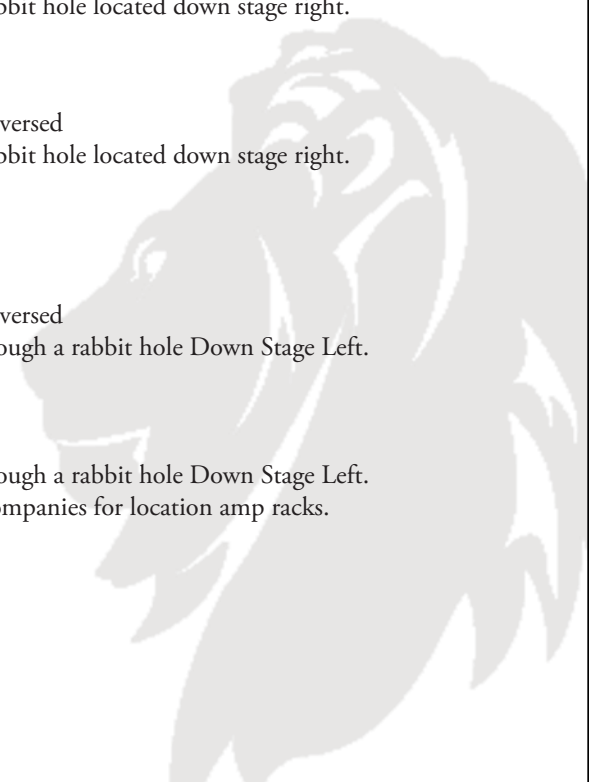
Distribution: Disconnect C – 400 Amps,
 Location: Basement Electrical Room
 Connections: Cam-Locks with Ground and Neutral Reversed
 Notes: Cable path to Disconnect is through a rabbit hole located down stage right.



Audio 400 Amps
 Distribution: Disconnect D
 Location: 400 Amps, Basement Crossover
 Connections: Cam-Locks with Ground and Neutral Reversed
 Notes: Cable Path Stage to Disconnects D is through a rabbit hole Down Stage Left.

Distribution: Disconnect DD1 – 200 Amp sub of "D"
 Location: House Right (Stage Left) Cove
 Connections: Cam-Locks with Ground and Neutral
 Notes: Cable Path Stage to Disconnects D is through a rabbit hole Down Stage Left.
 This space is commonly use by visiting companies for location amp racks.

Shore 60 Amps
 Distribution: Disconnect – 60 Amps,
 Location: Basement Crossover
 Connection: Lugs for bare end tie in
 Notes: Path to outside is through wardrobe area



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LIGHTING

- System: Dimmer per circuit with patch panel in basement
- Dimmer: 1-216 – 2.4 ETC Sensor Dimmers Available for Production Use. House Dimmers start on 217
- House Lighting Console: 1 – ETC Expression 3, Back Stage Right or Back of House
- Road/Rental Console:
 1. Usual visiting board position is at the rear of the orchestra level on centerline 96' from stage. This area is 8' wide x 5' Deep and elevated 12".
 2. Usual visiting dimmer location is typically in the alcove down stage right.
 - a. Snake path to FOH runs through basement level through rabbit holes in this area
 - i. 200' Snake needed

Front Lighting:

Note: The theatre has a fully suspended plaster lath ceiling from original construction with no high front position. Due to historical landmark status of building one cannot be put in. In addition, there are **NO RIGGING POINTS**, downstage of the proscenium in the audience ceiling for lighting or sound.

Projection Booth

| | |
|-----------|----------------------------|
| Circuits: | None |
| Control: | Manual |
| Throw: | Approx. 134' at 26 degrees |
| Fixtures: | 3 – Xenon Super Trooper II |
| Lamp: | 2k Xeonor lamp |

Balcony Rail

| | |
|-----------|---|
| Circuits: | 48, House Circuits 1- 48 Starting House Right (Stage Left) |
| Control: | Dimmer per Circuit, 2-DMX runs available from down stage right |
| Throw: | Curved rail 54' Throw at center at 15 degrees 50' to plaster at centerline 14' elevation above stage |
| Fixtures: | 24 – Altman 30 degree 4 – Altman 40 degree |



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Box Boom Right & Left

Circuits: 12 circuits per side
House Right Circuits 49-60
House Left Circuits 61-72

Control: Dimmer per Circuit, DMX run available from down stage right

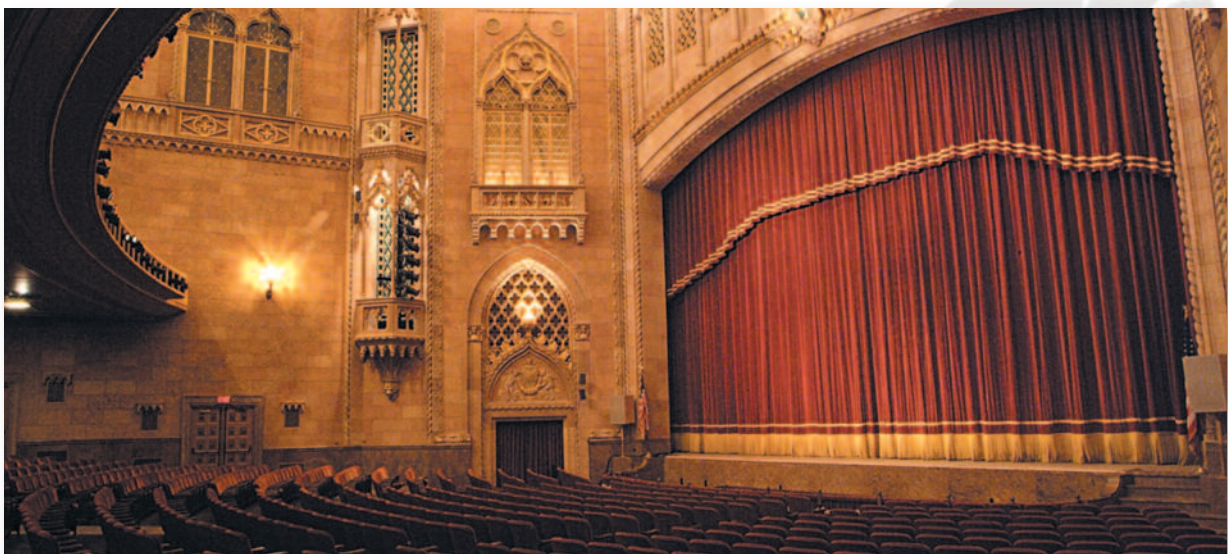
Throw: Ladder Position
37' Throw from bottom at 23 degrees
41' Throw from top at 33 degrees
22'-6" to plaster line
38' of centerline
15' to 22' elevation above stage

Fixtures: 12 – Altman 30 degree per side

Stage Lighting

Circuits 36 – Stage Floor Pockets
Stage Left 73-87
Stage Right 88-102
Upstage 103-114
72 – Loading Rail Sacopex 1-12
Stage Right 115-186
30 – Basement Sacopex 1-5
Stage Right 187-216

Fixtures 64 – Source Four Pars w/ a 575 lamp
5 – Altman Sky-Cyc-3 Cell with 1000w Lamps



Technical Information

AUDIO

House Control Console:

1. Allen & Heath GL3800 console
2. 24 inputs including 8 stereo inputs, 8 sub groups / 10 aux sends, 4 way matrix L, R, Mono master.
3. Located above back of balcony, house left, adjacent to spot booth

Equalization:

1. 8 Channel Ashley Protea System II 4.24G Digital EQ with delay, compression available for each channel

Road / Rental Console:

1. Usual visiting Front of House position is at the rear of the orchestra level on centerline 96' from stage.
This area is 11' wide x 10' deep
2. Usual visiting Amp location is typically a storeroom house right with direct access to the stage.
 - a. Snake path to FOH runs through basement level through rabbit holes in this room
 - ii. 200' Snake needed.
 - iii. Equipment access to this room is through the house not across the stage.
3. House Patch Location
 - a. 4 Channels at FOH Position
 - b. 2 Channels DSL and 16 Channels DSR
 - c. 3 Dry Lines to Spot booth

NOTE: In consideration for it's audience, the Hershey Theatre has established a maximum decibel level of 85db for performances.

Balcony (Main Cluster) Loudspeakers

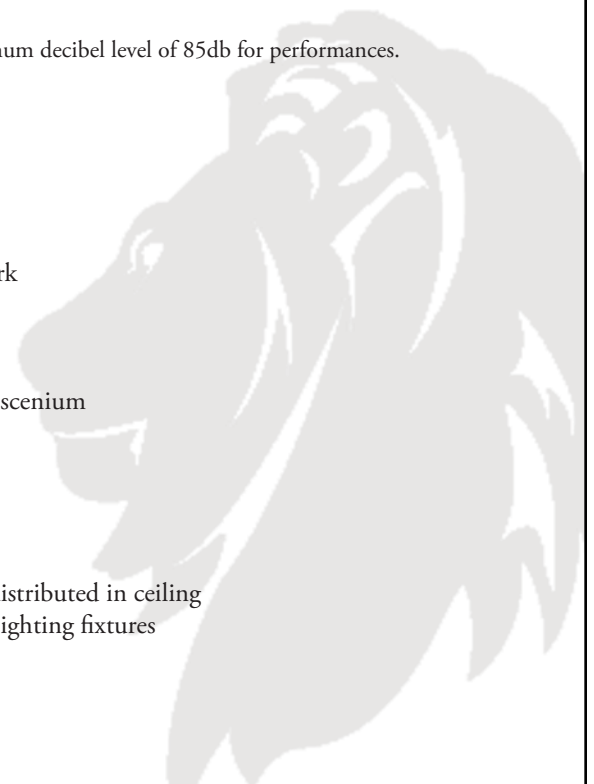
| | |
|----------|---|
| Cabinets | 2-Custom 3-way loudspeakers JBL – Low and Mids Altec – Highs Horns – 40 X 60 |
| Location | Built into proscenium behind decorative framework |
| Amps | 1 - BGW-SPA3 Amps per cabinet |

Lower Orchestra Loudspeakers

| | |
|----------|--|
| Cabinets | 2 - Custom 2-way loudspeakers right & left of proscenium |
| Location | Right & left of proscenium, 5' above stage level |
| Amps | 1 - BGW-SPA3 amp per cabinet |
| Delay | Ashley Protea System II 4.24G |

Upper Orchestra (Under Balcony) Loudspeakers

| | |
|----------|--|
| Cabinets | 30 - Altec #405-8HT loudspeakers/transformers distributed in ceiling |
| Location | Distributed in groups of 3 around under balcony lighting fixtures |
| Amps | QSC ISA 300T AMP |
| Delay | Ashley Protea System II 4.24G |



Technical Information

Stage Monitors:

1. Amps
 - a. 1 QSC RMX 1450 2 ch Power Amplifier
 - b. 1 Crown #DC-300 2 ch Power Amplifier
 - c. 1 BGW 7500 2 ch Power Amplifier
2. Speakers
 - a. 2 EV #FM12-2 Floor Monitor Loudspeakers.
 - b. 2 EV #FM-12-3 Floor Monitor Loudspeakers.
 - c. 2 Column speakers
 - d. 2 EV SH-1502 Loudspeakers
3. Monitor control room located off down stage right (amps, EQ's, and patch panel)
4. Processors
 - a. 8 ch Ashley Protea System II 4.24G with wired remote.
5. Monitor system is equipped for six channels of mix onstage from rental monitor mix board or 2 channels controlled at main audio board.

Show Monitors:

1. Follow spots, all dressing rooms, back stage hallway and common areas powered by a TOA-M-900 mk2 amp
2. Talk back from dressing rooms is not possible.
3. Follow spot both is delayed using a channel of an Ashley Protea System II 4.24G

Paging System:

1. All dressing rooms and common areas are equipped with speakers for program monitor and paging. All speakers have individual volume control.
2. 4 Airphone #TB-6F telephone intercom stations and paging stations.

Locations:

- Stage Manager position off stage right
- Sound Room
- Spot/Projection Room
- Box Office

Intercom System:

1. Intercom: Single channel (Clear-Com compatible)
2. Locations
 - See diagram for locations on stage
 - Orchestra Pit
 - Lower Orchestra – Under Seat H-114
 - Rear of Orchestra Level
 - Sound Room
 - Spot/Projection Room (3)
 - Loading Bridge
 - Panel Room
 - Dimmer Room
3. Headsets: PI SMH 310 and Telex PH88



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Snake System

- One 20-connector stage box, 4 fixed inputs FOH, 2 fixed inputs SL and 3 fixed inputs upstage.
- See diagram for location of mic inputs on stage.
- Six Channel snake from Balcony Rail to DSR patch panel
- 1 Channel under seat H-114 on Orchestra Level to Patch panel DSR
- 3 Dry Lines to spot booth via stage DSR or USR

Microphones

- 1-AT-25 with switch
- 6-Shure #SM-57
- 6-Shure #SM-58
- 2-Crown #PZM-30GP
- 2-AT 853RX Cardioid Condenser
- 2-Samson CO2 Condenser

Stands/Cable

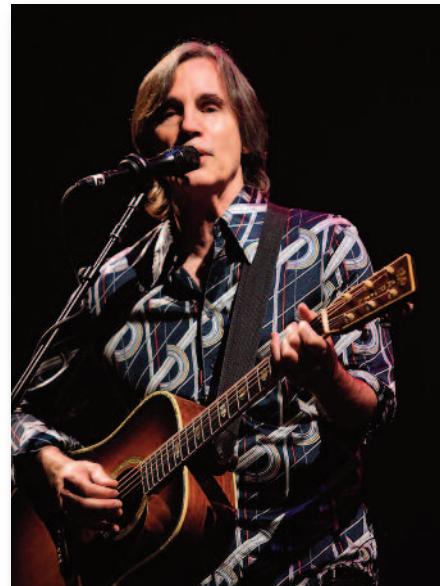
- 5 Atlas #MS-12C Stands
- 1 Atlas DS-7 Desk Stands
- 4 Atlas GN-13 Goosenecks
- Ample mic cable available

Other Equipment

- 1 Sure 4 Channel mixer DS
- 2 Radial MK3 direct boxes
- 1 Radial PCDI stereo direct box
- 1 CD player (Tascam CD-01U) at FOH booth position
- 1 CD / Cassette player (Tascam) at monitor position
- 5 Ch DBX Compressor
- 1 Alesis Nano-verb

Musical Instruments

- | | |
|---------------|--|
| • Grand Piano | Black 7' Steinway & Sons Piano Bell Bottom B w/ Padded Bench |
| • Upright #1 | Black Yamaha Model U5 |
| • Upright # 2 | Black Yamaha U-SPE Pro Upright w/ Artist Bench |
| • Percussion | Standing Chimes |



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STAGE LAYOUT:

| | | | |
|---|-------------------------|-------|------------|
| | 0000 | | US |
| P | | | |
| I | | | |
| N | 20 Channel Head Box 50' | | |
| | X | | |
| | SR | STAGE | SL |
| R | X | | |
| A | | | |
| I | | | |
| L | | | |
| X | X | | X (23)(24) |

| | | | | |
|---------|----|----------|----|----------|
| DS PROC | 00 | to patch | 00 | to patch |
| | 00 | panel | 00 | panel |

DS APRON

X

PIT

0 - Mic Inputs

X - Intercom Stations

(**Diagram not to scale**)

Wardrobe

Location:

Theatre Basement, Stage Left

Wardrobe 1

18'w x 10.5'd
 3 - 6' Tables
 Direct Access to Sink
 Power - 5 - 20 amp
 1-Phone Jack

Wardrobe 2

11'w x 6'd
 No Sink
 2 - 6' Tables
 Power 2-20 amp located in nearby hall

Wardrobe 3

L-Shaped Lower section 14' x 14', upper section 9' x 9'
 No Tables
 Direct Access to Sink
 Power 4-20 amp

Laundry:

Location

Theatre Basement, Stage Left, Through Wardrobe 1

Washers

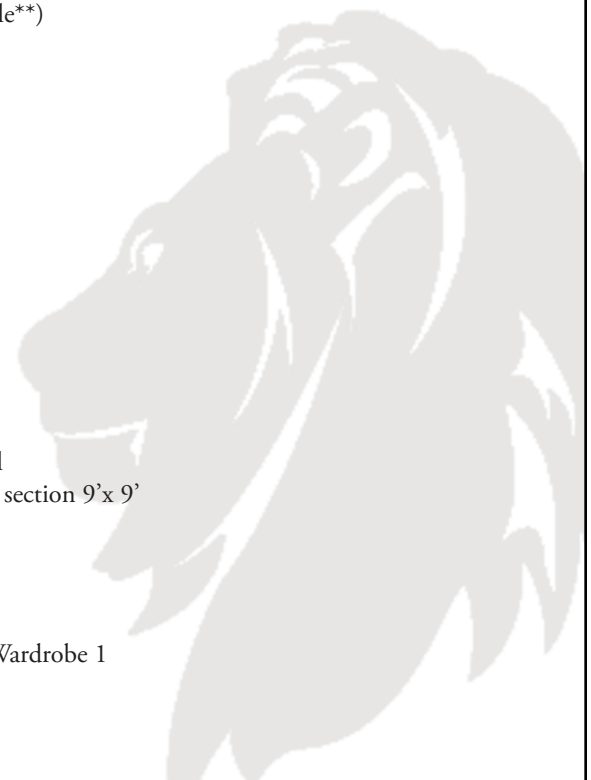
3 - Large Load

Dryers

3 - Large Load

Additional Hook ups

1 each for a washer and dryer



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Dressing Rooms

Location: Dressing rooms are located off stage right on 5 floors

| ROOM # | FLOOR | ROOM USE | SIZE | CAPACITY (MIRRORS) | BATHROOM | SINK | TELEPHONE JACKS | IT JACK |
|--------|----------|----------|-----------|-----------------------|----------|------|--------------------|---------|
| 1 | Basement | Chorus | 19W x 13D | 10 | Private | Yes | 0 | 0 |
| 11 | Stage | Star | 7W x 8D | 1 | Private | Yes | 1 | 1 |
| 12 | Stage | Office | 14W x 9D | 0 | Private | Yes | 3 | 1 |
| 21 | Second | Dressing | 11W x 13D | 3 | Private | Yes | 2 | 1 |
| 22 | Second | Dressing | 8W x 11D | 3 | Private | Yes | 1 | 0 |
| 23 | Second | Dressing | 8W x 9D | 3 | Private | Yes | 1 | 0 |
| 31 | Third | Dressing | 11W x 13D | 4 | Common | Yes | 1 | 1 |
| 32 | Third | Dressing | 8W x 13D | 4 | Common | Yes | 1 | 0 |
| 33 | Third | Dressing | 8W x 13D | 4 | Common | Yes | 1 | 0 |
| 41 | Fourth | Dressing | 11W x 13D | 4 | Common | Yes | 3 | 1 |
| 42 | Fourth | Dressing | 8W x 13D | 4 | Common | Yes | 1 | 0 |
| 43 | Fourth | Dressing | 8W x 10D | 3 | Common | Yes | 1 | 0 |
| 44 | Fourth | Dressing | 11W x 13D | 4 | Common | Yes | 1 | 0 |
| 51 | Fifth | Office | 17W x 13D | 0 | Common | No | 4 | 3 |
| 52 | Fifth | Chorus | 19W x 13D | 8 | Private | Yes | 1 | 0 |
| | | | | 55 | | | | |

Phones and Internet

- Phone and Internet access is available to visiting productions for an additional fee – contact Event Operations for rates. Password-protected wi-fi is available in the backstage area.
- For the number of phone lines possible per dressing, see dressing room schedule

| | | |
|--------|-------------------|----------------|
| Line 1 | Company Main Line | (717) 534-1998 |
| Line 2 | Company Fax | (717) 534-9876 |
| Line 3 | Company Modem | (717) 534-2529 |
| Line 4 | As Assigned | (717) 534-2979 |
| Line 5 | As Assigned | (717) 534-0639 |
| Line 6 | As Assigned | (717) 534-0545 |
| Line 7 | As Assigned | (717) 534-9959 |

HERSHEY THEATRE



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Technical Information

ELEVATOR AND LIFTS

Dressing Room Elevator:

Size: 5'-5" Wide x 5'3" Deep
Location: Off Stage – USR
Capacity: 2500 lbs
Speed: NA
Service: Basement Service Corridors through 5th floor dressing rooms
Door: Stage Side: 3'-0" Wide x 6'-11" High
Street Side: 3'-10 ½" Wide x 6'-11" High

Orchestra Pit Lift:

Size: Approx. D shaped 40' wide x 10' @ Center
Location: Approx. 7'-4" Down Stage of plaster line
Capacity: 7000 lbs
Speed: 141ft. / sec. – Full travel 60 sec.
Service: Lift can travel 8'-4" between house orchestra level and trap room.
Cannot come to stage level
Note: Lift is operated from a push button DSR
Note: Four Access Doors at Basement Level 3 DS (SL/C/SR – 1 USC)

Film Sound Lift:

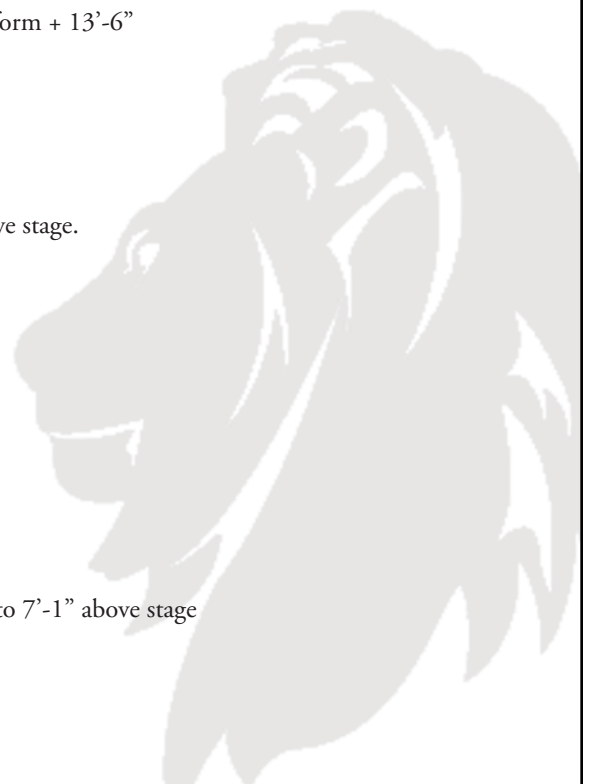
Size: 6'-3" deep x 15'-0" wide
Location: 7'-4" from plaster line on centerline
Capacity: 2000 lbs
Speed: .56 ft / sec – Full travel 24 sec.
Service: Trap Room to Stage Level / Elevated Stage Platform + 13'-6"
Note: Lift is operated from a push button DSR
Note: **Lift is not available to visiting Productions**

Down Stage Lifts 1-SL, 2-CS, & 3-SR

Size: 9'-0" deep x 36'-0" wide
Location: 13'-7" from plaster on centerline,
Service: Lift range of motion is stage level to + 7'-1" above stage.
Capacity: 9,000 lbs each lift.
Speed: .134 ft / sec – Full travel 52 sec.
Notes: Each Lift 9'-0" deep x 12'-0" wide
Lifts are operated from push buttons DSR
Must be run individually
Lifts are referenced 1,2,3 starting on SL
Note: **Lift(s) Cannot Go Below Stage Level**

Up Stage Lift:

Size: 9'-0" deep x 36'-0" wide
Location: 22'-7" from plaster on centerline,
Service: Lift range of motion is from -6'-3" below stage to 7'-1" above stage
Capacity: 25,000 lbs
Speed: .134ft. / sec – Full up travel 52 sec.
Notes: Lifts are operated from push buttons DSR



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Food & Beverage

The Hershey Theatre offers two locations which serve a variety of food and beverage options. From a world famous *Hershey's*® Milk Chocolate Bar to a glass of red wine, we have something for everyone. Family friendly selections include a variety of Pepsi products, fresh coffee and grab and go snacks. For select events we also offer an assortment of beers, wines, and mixed drinks.

Whether you are looking for a pre show reception or event related catering, the Hershey Theatre will be happy to assist. Partnering with local catering companies, we are able to offer a range of menus to match any client's desires.

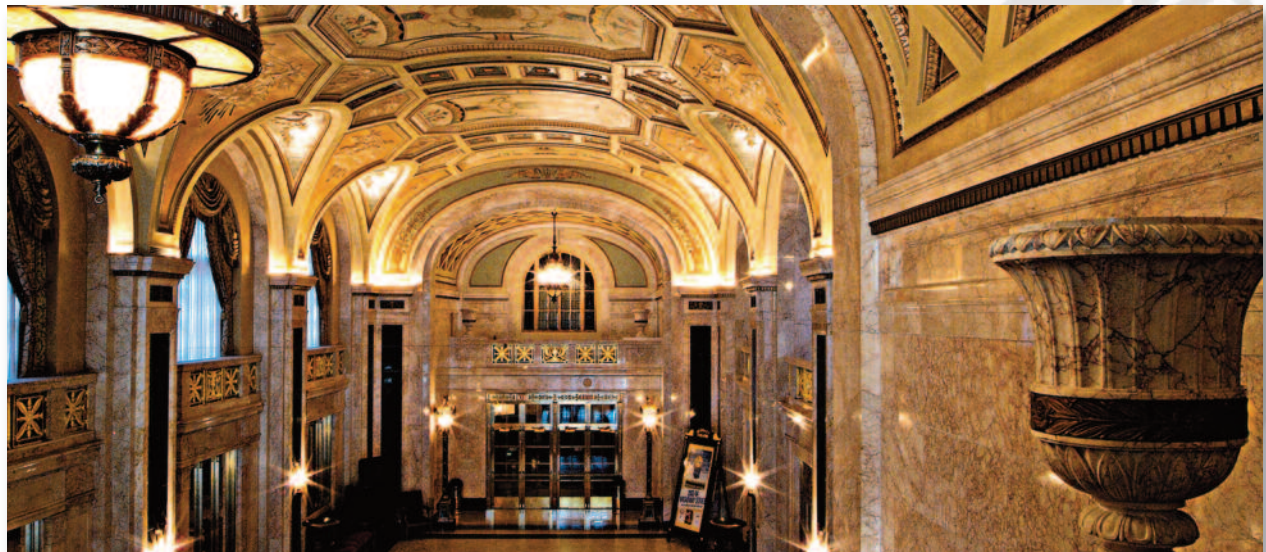
For more information please contact:

Megan Shellenberger
Concessions Manager
100 W. Hersheypark Drive
Hershey, PA 17033
Phone: 717-520-5554
Fax: 717-315-5501
Email: mshellenberger@hersheypa.com

Alcohol Policy

Persons under 21 years of age are not permitted to purchase or consume alcoholic beverages. The Hershey Theatre reserves the right to refuse service to anyone who is unable to produce an acceptable form of identification or who appears to be intoxicated.

The Hershey Theatre is dedicated to providing a safe and enjoyable experience for all of our guests. The sale, consumption, service, and availability of alcohol may be restricted by the management of the Hershey Theatre at its sole discretion, and is subject to compliance with all applicable governmental statutes, ordinances, and regulations.



Health & Safety

Health and Safety

The Hershey Theatre employs a fully-equipped first aid staff, comprised of registered nurses and emergency medical technicians. In addition to this staff, a proprietary ambulance will be assigned to Hershey Theatre for all publicly attended events.

There is a first aid station located on the landing of the north stairway, next to the second floor lobby.

Evacuation Procedures

In the event that a facility evacuation is deemed necessary, the Safety and Security manager-on-duty will coordinate the safe egress of guests and performers from the Hershey Theatre. The specific measures employed will be dictated by the source of the evacuation.

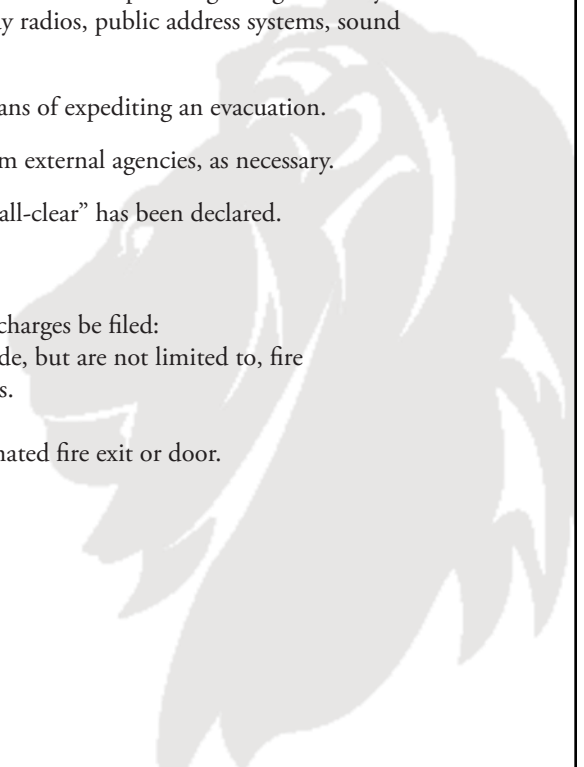
As a general rule, the following guidelines will be used in evacuating a venue:

- The Safety and Security manager will decide the best course of action in an emergency situation. This decision may be reached after conferring with building management, or may be at the sole discretion of the safety and security manager.
- Safety and Security management will coordinate the safe evacuation of occupants and will remain the primary incident commander unless relieved by authorized emergency response providers.
- Safety and Security management will utilize the full resources of available staff to protect and safeguard life, protect assets, and ensure the organized and efficient movement of people.
- All available communications resources will be employed to relay information to occupants regarding necessary courses of action. These resources include, but are not limited to, two-way radios, public address systems, sound systems, bullhorns, and telephones.
- All available points of egress will be unlocked, opened, and utilized as means of expediting an evacuation.
- Safety and Security management will coordinate emergency responses from external agencies, as necessary.
- Safety and Security management will coordinate venue re-entry once an “all-clear” has been declared.

Fire Department Regulations

The following acts shall be considered unlawful, and may result in criminal charges be filed:

- Intentionally rendering a life safety device inoperable. Such devices include, but are not limited to, fire extinguishers, smoke/heat/fire detectors or sensors, fire hydrants and hoses.
- Parking of vehicles in designated Fire Lanes.
- Placing of items in such a manner as to block or impede access to a designated fire exit or door.
- Blocking of hallways, stairwells, or doorways.



Health & Safety

Hospital Emergency Care

- The Hershey area is serviced by Penn State Milton S. Hershey Medical Center, 500 University Drive, Hershey, PA 17033. The hospital can be contacted by calling 717-531-8521.

First Aid

- Refer to Health and Safety section.

Hazardous Materials

- Hazardous Materials are not permitted at Hershey Theatre. If it is deemed necessary to introduce hazardous materials on the property, a detailed listing all materials must be presented, in writing, to the *Hershey Entertainment and Resorts Company*® Corporate Safety Office at least 60 days prior to arriving on the property.
- *Hershey Entertainment and Resorts Company* reserves the right to refuse any material that could pose a risk to the safety and well-being of the Company's assets, employees, guests, public image, the environment, or for any reason deemed to be unsafe.

Smoking Policy

- The Hershey Theatre is a family destination, and as such, promotes a friendly and respectful atmosphere among visitors. Smoking is prohibited inside the Theatre.

Drugs and Alcohol

- As a family destination, the Hershey Theatre has a zero tolerance policy regarding illegal drug and alcohol use and possession. Any party found to be in possession of illegal drugs will be referred to local law enforcement. Introducing alcoholic beverages into the Theatre will result in confiscation of the alcohol and possible criminal charges. Consumption of alcohol is restricted to inside a venue, and must be purchased from an approved on-site vendor.
- The Hershey Theatre reserves the right to stop selling alcoholic beverages at any time, and reserves the right to refuse service to anyone appearing to be under the influence of alcohol.

Crowd Management

- The Safety and Security Department employs over 500 employees that are used regularly to support shows at our venues. The security staff is trained on proper crowd control techniques and is led by seasoned management staff.
- The Safety and Security Department incorporates the use of numerous styles of barricade to assist in crowd management and control. Some of these are bicycle rack, heavy-duty barricade, Tensa-barrier, caution tape, chain-link fencing, and personnel.
- Appropriate barricades and queue lines will be erected prior to performances in an effort to maximize crowd safety and to support the goals of the production.

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Health & Safety

Event Passes

- Examples of all event passes in use for a show or production should be given to Security. The Safety and Security Department will assign staff to control access at all points of entry into the venue, and into restricted areas as defined by the production company or the performers.
- Ample working passes should be made available for local working crews and local venue management.

Law Enforcement

- The Hershey Theatre is located in Derry Township and is patrolled by Derry Township Police Department. Police may be contacted by dialing 911 for emergency situations, or by calling 717-534-2202.

Prohibited Items

- The Hershey Theatre prohibits the following items from being brought onto the property: weapons (to include firearms, knives, explosives, incendiary devices, clubs, pepper spray or any derivative, or any item that is considered by the Safety and Security Department as a potential risk to life or property), illegal drugs, alcoholic beverages, and offensive materials (to include pornographic images, discriminatory literature, and signs/banners/brochures containing vulgar or profane language).
- The Safety and Security Department will enforce all event specific requests regarding the use of audio and visual recording devices, laser pens, and other items declared as undesirable by the show coordinators or producers.

Search Procedures

- All persons entering the Hershey Theatre are subject to search. Failure to permit a search of one's person or property is grounds for rejecting entry into the property.

Radio Usage

- The Hershey Theatre utilizes two-way radios as the primary means of communicating information in a timely manner. An in-house radio will be made available to the designated point of contact for the show or production as a means of expediting requests or questions.
- FCC regulations mandate that no vulgar, profane, or inappropriate comments be aired across radio frequencies.



MARKETING

Whether you need full service advertising, promotional, and publicity assistance for your event, or a-la-carte marketing support, our in-house marketing staff is available to assist you and will tailor to your needs. Driving tickets sales is our goal. Our positive and long-term relationships with the regional media, along with internal event promotional abilities, will ensure the success of your event is paramount.

Possible Hershey Entertainment Complex Marketing Promotional Opportunities

Production

- Marquee – Located on *Hersheypark*[®] Drive, listing show information
- *Hersheypark* Digital Boards – Two boards inside *Hersheypark*, which displays the same information at the marquee
- *Giant Center*SM Concourse TVs – 14 monitors that play TV spot inside *Giant Center*
- *Giant Center* Video Board – Four sided video board to play TV spot at *Hershey Bears*[®] home games

E-Marketing

- Web Banner – Header created for event listing on HersheyPA.com events page
- Sweetmail – Event information sent out to Hershey email list promoting your event

Miscellaneous Marketing

- Press Release – Release about event sent to all local and regional media outlets; print, radio, and TV
- HE&R Release – Release about event sent to all employees within the *Hershey Entertainment & Resorts Company*
- Event Complex Paid Parking Booths – Event handbills distributed at all paid parking booths as patrons enter
- *Giant Center* Box Office – Event handbills distributed at *Giant Center* events
- Hotel Concierge – Event handbills handed out at *The Hotel Hershey*[®] main desk
- Lodge Concierge – Event handbills handed out at *Hershey*[®] Lodge main desk
- Retail Stores – Event handbills handed out at 29 retail outlets on the Entertainment Complex
- Hotel Reservations – Event information included in our pre-stay email sent to all reservations 10 days prior to their visit
- *Hershey Bears* Hockey/Kids Club Table – Register To Win tickets to your event
- *Hershey Bears* Hockey/Kids Club Newsletter – Coloring contest in newsletter to win tickets to your event
- *Hershey Bears* Hockey/Season Ticket Holder Table – Register To Win tickets to your event
- *Hershey Bears* Hockey/Program Ad – Event included in Game Day program
- Poster Distribution – Event posters distributed to local business in the Hershey Partnership Group
- *Hersheypark* Appearance – Ability to have appearance at *Hersheypark* during operating season



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Marketing

Signage

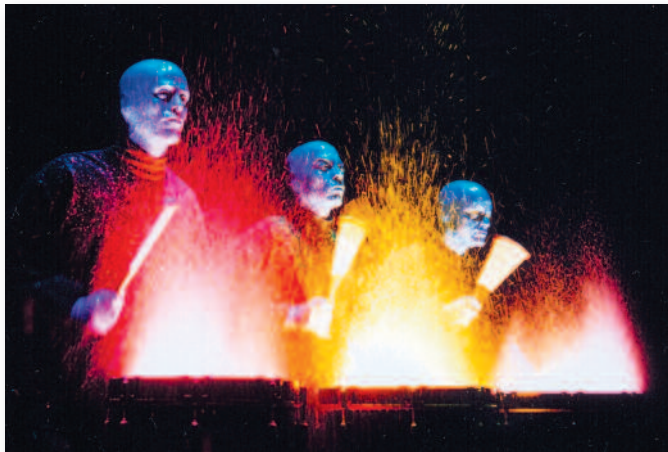
- FYI Boards – Signage produced to promote show inside *Hersheypark*
- *Hersheypark* Stadium/Star Pavilion/Amphitheatre Signs – Four signs produced to promote show
- *Giant Center* Concourse Signage – Concert signage displayed around *Giant Center* concourse area
- Marquee Display Cases at Hershey Theatre
- Lobby A-Frames Display Case at Hershey Theatre
- Chocolate Avenue Banner

Outdoor

- Smartboard – Billboard on I-83 in Harrisburg

Radio

- *Hershey Bears* Radio Network – Event promotions aired on WQIC, WTKT, WLPA, WPDC, WYOK and WHP580.com during home and away games



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Local Information

Useful Telephone Numbers

| | |
|-----------------|--------------|
| Ambulance | 717-533-9830 |
| Emergency | 911 |
| Fire Department | 717-533-2953 |
| Police | 717-534-2202 |

Area Hotels

| Hotel | Address | Phone Number |
|--------------------------|---|--------------|
| <i>Hershey Lodge</i> | West Chocolate Avenue & University Drive Hershey, PA 17033 | 717-533-3311 |
| <i>The Hotel Hershey</i> | Hotel Road Hershey, PA 17033 | 717-533-2171 |



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Transportation

Train Information

- Amtrak provides approximately 120 daily trains through Pennsylvania, and several more through neighboring states. There are two train stations in close proximity to *Giant Center*. The Middletown train stop is located approximately 8 miles from *Giant Center* and the Harrisburg train station is approximately 13 miles from *Giant Center*. Both have ample parking available.
- For all information and tickets call 1-800-USA-RAIL (1-800-872-7245)



Bus Information

- The Cumberland-Dauphin-Harrisburg Transit Authority (a.k.a. Capital Area Transit, or CAT) was formed in 1973 after the dissolution of the Harrisburg Railways Company. CAT is the primary provider of public transportation for the Capital region. A fleet of 135 buses now provides public transportation in Harrisburg and East Shore communities. Below is contact information for the bus station.

In Person

CAT Main Office
901 North Cameron Street
Harrisburg, PA
7:30 a.m. – 4:30 p.m. (Monday – Friday)

By Phone

CAT Fixed Route Information Center
171-238-8304
5:30 a.m. – 7:15 p.m. (Monday – Friday)

CAT Share-a-ride Information Center

717-232-6100 Harrisburg Office
717-362-3321 Elizabethtown Office
7 a.m. – 4 p.m. (Monday – Friday)

A specialist is on duty to answer your call during business hours. After hours try the 24 hour information line and voice message system (717-238-8304).

By E-mail

info@cattransit.com

Taxi/Cab Information

If you're in need of a ride but have no vehicle, there are taxi's located throughout the area that will chauffeur you to your destination. Below is a list of taxi's and cab information that provide service to the Hershey area.

Almighty Cab Service

Phone: 717-232-5555
Location: 1601 Paxton Street, Harrisburg, PA

Keystone Cab Company

Phone: 717-234-4400
Location: 620 South 13th Street, Harrisburg, PA

Capital City Cab

Phone: 717-939-6363
Location: 362 South Front Street, Steelton, PA

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Airport Information



Airport Information

Harrisburg International Airport (MDT) has been serving Central Pennsylvania for more than 100 years, and is located approximately 10.5 miles West of *Giant Center*. It is served by seven major airlines that provide nonstop daily service to 12 domestic and 1 international destinations with one-stop service to cities around the world. Approximately 150,000 aircraft operations take place there each year, and provide Pennsylvania residents the opportunity to remain connected with the global marketplace via aviation. There is plenty of parking at MDT for both short and long-term parking, with free shuttle service to outlying lots. Below is a list of flights that MDT house with their respective phone numbers:

| | |
|----------------------------------|----------------|
| Air Canada | 1-888-422-7533 |
| American Airlines/American Eagle | 1-800-223-5436 |
| Continental Airlines | 1-800-784-4444 |
| Delta Airlines | 1-800-325-1999 |
| Northwest Airlines | 1-800-441-1818 |
| United Airlines | 1-800-824-6200 |
| US Airways | 1-800-943-5436 |

| | |
|-----------------------------------|--|
| Ground Transportation Information | 717-948-3900 |
| Parking Information | 717-948-5901 |
| Airport Information | 1-888-2-FLY-HIA (888-235-9442) Toll Free 717-948-3900 Local |

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