



## THE PALEY CENTER FOR MEDIA

### GUIDELINES FOR EVENTS

#### Appendix A

The following guidelines have been developed for use by corporate and non-profit groups or individuals hosting events (the "Client") on the premises of The Paley Center for Media, 25 West 52 Street, New York, New York (the "Paley Center").

#### *General Information*

1. The Client will be billed a facility fee of \$5,000 (unless exempt) above and in addition to the standard usage fees to use the Paley Center facilities for special events.

**Eligibility of Corporate Members.** Corporate Members (\$10,000 or higher level) who wish to enter into Agreements to use the Paley Center facilities for special events will be exempt from the \$5,000 facility fee and will be billed the standard usage fees. For further information regarding Corporate Membership, please contact Cecile Alexis at (212) 621-6720.

The Paley Center is willing to work with special event firms whose clients wish to use the Paley Center facilities provided, however, that the client is a Paley Center Corporate Member or the firm covers the facility fee and executes the Paley Center's Special Events Agreement.

Non-profit organizations are not required to be Paley Center Corporate Members but will be charged the standard usage fees.

2. **Availability.** Paley Center event spaces are available based on facilities operation hours and coordination of both public and private events. Availability is subject to change and for all reservations and inquiries the Client should speak directly to the Events Associate. Access to the Paley Center's facilities for set-up purposes will be available to Clients one hour prior to the start of the event. There will be a 10% surcharge on the usage rates for use of the Paley Center's premises on Saturdays and Sundays.
3. **Fundraising.** Paley Center policy prohibits the use of the facilities for a fund-raising event by the Client of an event and, in connection with the event, the exchange or collection of money, checks or other funds on the Paley Center's premises by the Client is also prohibited.

4. **Usage Fees.** The minimum usage fee, which entitles the Client to a specified amount of time for use of Paley Center space, including time for set-up, the event and strike time, and the usage fees for each hour in excess of the minimum hours indicated, are as follows:

	<i>Minimum Amount</i>	<i>Additional Hourly Rate</i>
<b>Individual Facilities – Four hour minimum</b>		
John E. Fetzer Lobby and Steven Spielberg Gallery	\$ 4,800	\$ 1,200
Bennack Theater (192 Seats)	4,800	1,200
<b>Individual Facilities – Three hour minimum</b>		
Mark Goodson Theater (84 Seats)	\$ 2,700	900
Screening Room & Terrace (2nd Floor)	2,700	900
Edward and Patricia McLaughlin Library	4,800	1,600
The Kissinger Global Conference Room	4,500	1,500
The Grant A. Tinker Board of Trustees Room	1,500	500
<b>Combined Facilities – Four hour minimum</b>		
Lobby, Gallery & Bennack Theater	\$ 6,000	\$ 1,500
Lobby, Gallery & Goodson Theater	5,000	1,250
Entire Paley Center Facility	30,000	7,500

The Paley Center will grant a Client a one-half hour grace period from the time the event is to have ended for the Client's guests and other invitees to leave the premises. Once a grace period has expired, the Client will be charged for an additional hour of overtime for each hour or portion thereof during which any of the Client's guests or invitees remain on the Paley Center's premises

Included in the rates above is the following staff: two Technical Operators (Theaters and Kissinger), or one Technical Operator (other rooms), one Special Events staff person, two Building Maintenance staff, and two Visitor Services staff. (The number of Visitor Services staff is based on 100 guests.) The Paley Center's Special Events Department will determine the number of staff required for each event.

In the event that a Paley Center staff member is required to stay past 11:00 p.m. or report to the Paley Center prior to 7:00 a.m. for set-up and rehearsal for an event, the Client will be billed a \$200.00 accommodation charge for each staff person required.

**Supplemental staffing needs will be billed as follows:**

Technical Staff	\$75.00 per hour/per staff person
Maintenance Staff	\$65.00 per hour/per staff person
Special Events Staff	\$50.00 per hour/per staff person
Security Staff	\$25.00 per hour/per staff person
Visitor Services Staff	\$15.00 per hour/per staff person
Coat Checkers	\$75.00 per person for entire event

Use of the Technical Control Room is included for the hours of the event only. Should the Client request the Control Room for set-up or rehearsal, the Client will be billed at the rate of \$200.00 per hour.

**Additional cost rental items and services:**

*(Based upon availability)*

Services (per hour)

Media Playback (4 hour minimum) Playback of tape, DVD, or file based media during event.	\$75
Event Video Recording (4 hour minimum, tape stock additional) This includes the equipment and 1 separate technician to setup, remotely operate the 3 cameras and switch between them. Record program to DVD, Digibeta, or file.	\$175
Tape editing / File Conversion This includes an editor and equipment to re-order content, remove slugs or slates. File conversion to compatible format. Paley does not offer creative content editing as a service to rental clients.	\$100
Digital Betacam tape stock: (60 mins.)	\$50
Dubbing fees	\$50

Equipment (price each):

50" Plasma on rolling stand (max 3)	\$200
32" LCD monitor (used for stage projection confidence) (max 1)	\$150
23" LCD monitor (used for stage projection confidence) (max 1)	\$100
VGA & audio A/B Switch (for primary backup PPT presentation)	\$150
Wireless remote cue system	\$200
Additional ISO record (per hour)	\$100
Recorded file copying (per hour) <i>(Client supplied hard drive)</i>	\$100
Apple TV (used for wireless iPad, or iPhone display) Includes tech for setup	\$200
Large LED countdown timer (Bennack only)	\$100
Press Box (6 analog outputs)	\$125
Videoconference (SD) feed of video program line cut (per hour)	\$150
Additional Wireless mics -Kissinger	\$150
Stage with black skirt - 4x4 section (max 4)	\$200
<i>*Other equipment can be sourced as necessary</i>	

**Freelance Technical Crew Costs:**

*(based upon a 10 hour day and availability)*

Director	\$960
Lighting Director	\$1,080
Gaffer	\$780
Camera Operator (for hand operated camera)	\$720
Audio Engineer	\$780
Stage Manager/A2	\$540
PowerPoint Operator	\$780
Prompter	\$760
Utility Operator	\$540

5. **Electrical Usage Surcharge.** An electrical power usage fee of \$100.00 per hour will be charged should the Client require any of the following:

- Direct hookup of the Client’s equipment to base building electrical panels.
- Plug in equipment including, but not limited to, production lighting and/or projection devices.

Clients will be allowed to supply their own power for equipment, utilizing portable power sources such as generators etc., to be located outside the building, and are responsible for any permits, if required, by New York City. Power cables leading from the temporary power source must be installed in a safe and appropriate configuration, to be approved by Paley Center’s Facilities Manager.

6. **Capacity.** Subject to the intended use by the Client, the maximum capacity for each Paley Center area or facility are as follows:

Facility	Capacity
John E. Fetzer Lobby and Steven Spielberg Gallery (cocktail reception)	200
(sit-down dinner)	140
Bennack Theater	200
Edward and Patricia McLaughlin Library	100
Mark Goodson Theater	84
Screening Room & Terrace (2nd Floor)	45
Grant A. Tinker Board of Trustees Room	32
The Kissinger Global Conference Room (boardroom style)	40
(panel discussion)	81
(sit-down dinner)	90
(theater style)	90

7. **Food, Drink and Catering.** The Paley Center has a designated caterer to be used for all events requiring food. Costs for catering, flowers and additional items are to be arranged by and billed directly to the Client by the vendor(s).

Food is permitted in the Fetzer Lobby, the Spielberg Gallery, Board of Trustees Room, the 2nd Floor Screening Room and Terrace, Kissinger Global Conference Room and the McLaughlin Library (only when computers have been removed).

8. **Rentals.** The Paley Center can supply a limited amount of tables and chairs for the event based on inventory and availability. Prior to event, quantity available for use by the Client will be confirmed. All additional rentals will be provided by the caterer and will be billed directly to the Client by the caterer.

9. **Smoking.** In accordance with New York City regulations, smoking is not permitted anywhere in the Paley Center facility.

10. **Deliveries.** As an accommodation, the Paley Center will accept deliveries in connection with events during normal business hours only as listed below. Please schedule deliveries between the hours of 9am and 12noon or between 1pm and 6pm weekdays but no earlier than twenty-four hours prior to the event. All drop offs and deliveries related to the event can be sent to: The Paley Center for Media, 25 West 52 Street, New York NY 10019. Due to many events and packages, **all mailing labels and boxes must reference the date of the event and the name of**

**the Client Company and be directed to the attention of Events Associate.** Materials delivered to the Paley Center prior to the event or left for pick-up subsequent to the event must be stowed in proper area, clearly marked and instructions regarding such delivery or pick-up must be left with the Paley Center's Events Associate. The Paley Center will not be responsible for any of the Client's items left on the premises.

11. **Cleaning.** The Client is responsible for cleaning all areas and facilities occupied by the Client, its guests or caterers.
12. **Decoration.** The Paley Center will allow limited free-standing objects for decorative purposes such as trees, flowers, posters on easels and the like. No object may be hung from Paley Center walls, ceiling or displayed in windows.
13. **Access.** Local law requires that at least 3 feet of unobstructed aisle space be left next to all exits. Accordingly, stairwell doors or other areas of exit may not be blocked, and items should not be stored in stairwells.
14. **Equipment.** No equipment or materials shall be brought into the Paley Center in connection with a display or audio-visual screening without the prior consent of the Paley Center's Director of Technical Services.
15. **Check-In Procedure – Hosts.** Clients are responsible for providing hosts to meet and greet guests as they arrive. The Client's hosts should arrive forty-five minutes to one hour before the starting time of the event to prepare the check-in table and should stay throughout the event.
16. **Press.** If photography, press or other media coverage of the event (whether prior to, during or after the event) is desired, the Client must seek prior approval from the Paley Center's Vice President of Public Relations.

It should be noted that copyright and other proprietary rights in the Paley Center's Collection are not the property of the Paley Center. Accordingly, the filming, photographing, taping or copying in any way of any television or radio program included in the Paley Center's Collection, other than copying which has been specifically authorized by the Vice President of Public Affairs and Programs, is absolutely forbidden.

17. **Printed Materials.** As stated in the Special Events Agreement, unless specifically approved in advance, in writing, by the Paley Center's President or a Vice President, the terms, "Paley Center" or "The Paley Center for Media" or any variant thereof will not be used by the Client in any literature, press release, invitation or other material utilized by the Client in connection with the Event. All printed materials prepared in connection with the Event, including invitations, must bear a disclaimer along the following lines: "The use of The Paley Center for Media's facilities does not constitute endorsement by the Paley Center of any views expressed during this event."
18. **Main Lobby Desk.** The area behind the main lobby desk contains the Paley Center's fire command and control equipment and, accordingly, is unavailable to catering personnel, event hosts and visitors for storage or other purposes.

19. **Wheelchair Access.** The Paley Center is equipped with elevators for wheelchair access to all floors. In addition, seats can be removed in the Concourse and Mark Goodson theaters to accommodate wheelchairs provided the Events Coordinator is given 48 hours prior notice.

Any questions with respect to planning of special events including publicity, invitations and gifts should be discussed with the Paley Center's Events and Membership Department.

# **Bennack Theater Specifications**

## **Seating**

192\* seats, tiered

*(\*with a maximum of 200 seats with the addition of 8 event chairs in the back row)*

## **Other dimensions:**

Theater Width: 40 ft.

Stage to ceiling: 18 ft.

## **Stage**

30'2" wide by 8' deep, 14" above lowest seating level

## **Audio**

### **Microphones**

-16 audio tie lines to control room

-Various lavalier (lavs) & handheld mics, both & hardwired & wireless. (Shure, Sony, Countryman, Audio-Technica, Sennheiser)

-3 Lectrosonic handheld wireless

-9 Lectrosonic lavalier wireless (based on availability)

### **Audio Console**

-1 Yamaha DM-1000

### **House Sound**

-P.A. Reinforcement

-Dolby CP-650 Surround Processor

-Dolby DMA-8 Plus Digital Media Adapter

-EAW KF300z Program Speakers

-EAW CR72i Surround Speakers

-QSC Amplification

### **Outboard Equipment**

-Telos 1X6 phone system

### **Playback/Record formats**

-CD, MP-3 playback via CD-R

## **Video**

### **Video Projection**

-16'x 9' screen

-2 Panasonic PT-DW10000 10,000 lumen DLP projectors (primary & backup)

-Projector to screen: 47 feet

-Folsom Image Pro-HD scaler

### **Playback formats**

D5 HD, HDCamSR, HDV, Digital Betacam (4), Betacam, DVD,

Thomson Grass Valley Solo DDR, BlueRay DVD

Record formats

Digital Betacam, QuickTime file.

PowerPoint

Stage or House Rear jack for client supplied laptop

Cameras

-3 Thomson Grass Valley LDK-300 SD cameras

-controlled through Telemetrics robotic camera control unit for videotaping

Production Switcher

-Grass Valley Kayak 1 ME Digital Production Switcher (SD)

**Lighting**

-ETC computer controlled dimmer system

**Transmission**

-VYVX receive & transmit

-ISDN



# **Mark Goodson Theater Specifications**

## **Seating**

84 seats, tiered

## **Stage**

22' wide by 6'7.5" deep, 15" above lowest seating level

## **Audio**

### Microphones

- 8 audio tie lines to Goodson control room
- 6 audio tie lines to MT&R Theater control room
- Various lavalier & handheld mics, both & hardwired & wireless. (Shure, Sony, Countryman, Audio-Technica, Sennheiser)

### Audio Console

- 1 Mackie Onyx 16 channel

### House Sound

- P.A. Reinforcement Yamaha IF-2208

### Local Playback/Record format\*\*

- SSR-200 SD, CompactFlash, USB – MP3/WAV audio recorder

## **Video**

### Video Projection

- 9.67' x 5.42' screen (16:9)
- Panasonic PT-DW5100U (HD capable)

### PowerPoint

Stage jack for client supplied laptop

### Local Playback/Record formats

- 1 Blu-ray DVD (HD), 1 standard DVD
- 1 DVD Recorder, 1 BetaSP

### Cameras

- 2 Panasonic AW-F575 Cameras
- controlled through Telemetrics robotic camera control unit for videotaping

### Production Switcher

- Grass Valley 100 Production Switcher

## **Lighting**

- Kliegl manually controlled dimmer panel

## 2<sup>nd</sup> Floor Screening Room Specifications

### Seating

45 seats

### AV

#### Video Projection

- 9.67' x 5.42' screen (16:9)
- Panasonic PT-DW5100U (HD capable)
- local scaler to switch between sources

#### Local Playback formats

DVD, PowerPoint

#### PowerPoint

Jack for client supplied laptop including audio

## Kissinger Global Conference Center Specifications

- 1- Panasonic 65" HD Plasma
- 2 – Panasonic PT-DW5700 HD projectors
- 2 – Blue Ray DVD players
- Polycom VSX-8000 videoconferencing units
- PowerPoint capable at table and various floorbox locations
- 4 wireless microphones
- Audio reinforcement
- WIFI
- FIOS & Time Warner cable
- 3 – Panasonic ET-AE100 robotic HD/SD cameras
- 1 – Panasonic AV-HS400A production switcher
- 2 – Sony HVR-1500A DVCAM VTRs
- Wireless Crestron control system

### **Audio**

#### Microphones

- 22 Shure cardioid gooseneck mics (custom table mount)
- Various lavalier & handheld mics, both & hardwired & wireless. (Shure, Sony, Countryman, Audio-Technica, Sennheiser)
- 4 Lectrosonic wireless mics – up to 4 lavs or 2 handheld and 2 lavs
- \*\*Additional wireless mics and channels available for an additional charge

#### Audio Mixing

- Polycom Sound Structure - 64 channels
- P.A. Reinforcement
- JBL Ceiling Speakers

### **Playback/Record formats**

- CD-R, CD & MP-3 playback via CD player

### **Video**

Center Screen

- Panasonic

### **Video Projection**

- (2) 18'6" x 4'9" screens (16:9)
- Panasonic PT-DW5700 5,500 lumen DLP projectors

### **Playback formats**

- DVD, DVCAM

### **Record formats**

- (2) Sony HVR-1500A DVCAM VTRs, 1 DVD recorder

### **PowerPoint**

- Table and floor jacks for client supplied laptops

### **Cameras**

- 3 Panasonic ET-AE100 robotic HD/SD cameras
- controlled through Panasonic robotic system Production Switcher
- Panasonic AV-HS400A production switcher

### **Lighting**

- Levitton dimming with 16 presets

### **Transmission**

- Polycom VSX-8000 videoconference unit
- Polycom audio conference system

### **Network**

- WIFI

## The Paley Center for Media Graphic Specifications

Please provide all graphics in JPEG (RGB) format.

### Lobby monitors Bennack, Goodson Theaters & Kissinger screens:

Create JPEG 1920 X 1080

### Screening Room:

If displaying 16:9

Create JPEG 853 X 486 then Re-scale the graphic to 720 X 486

If displaying 4:3

Create JPEG 720 X 540 then Re-scale the graphic to 720 X 486

### *Additional Information:*

*Conversion from square to rectangular pixel format: Multiply by .89*

Any questions contact:

Doug Warner, Director of Engineering, 212.621.6665

Andrea Begor, Operations Manager, 212.621.6660

# **Preferred Vendor List**

## **Caterers**

### **Neuman's Kitchen**

Kevin Ramsawack

212-228-2444

K.Ramsawack@neumanskitchen.com

### **Great Performances**

Heather Pfeiffer

212-727-2424

Heather.pfeiffer@greatperformances.com

## **Flowers**

### **Scotts Flowers**

15 W 37 Street

New York, NY 10018

212.727.2800

## **Photography**

### **Michael Priest Photography**

20 west 20 Street

Suite 400

New York, NY 10011

212.462.2250

studio@mpriestphotography.com