



## GUIDELINES FOR EVENTS

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. Facility Fee. The Client will be billed a facility fee of \$5,000 per event date (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 call (212) 621-6651.

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 will not be charged the facility fee and are not required to be Paley Center Corporate Members. They will be charged the standard usage fees.

2. Availability. Paley Center event spaces are available based on the facility's 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 (in addition to the Facility 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	4,800	1,200
<b>Individual Facilities – Three hour minimum</b>		
Annenberg Screening Room (2nd Floor)	\$ 2,700	900
Mark Goodson Theater	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, Annenberg Greenroom	\$ 7,500	\$ 1,875
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, Building Maintenance staff, and two Visitor Services staff. 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 8:00 a.m. for set-up and rehearsal for an event, the Client will be billed a \$200 accommodation charge for each staff person required, in addition to the staffing fees listed below.

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	\$20.00 per hour/per staff person
(ushers, coat check, etc.)	

Use of the Technical Control Room, by Paley Center staff, is included for the hours of the event only. Should the Client request Paley Center staff to operate the Control Room for set-up or rehearsal, the Client will be billed at the rate of \$200 per hour, in addition to technical staffing costs.

**Additional cost rental items and services:**

*(Based upon availability)*

Services

**Screening**

Playback of a single DVD. Included N/C

**Media Playback and Production Switching** *(4 hours, \$75 per additional hour)* \$600

Playback of tape and file based media during events that are not recorded.  
Primary and backup sources. Includes equipment and technician to switch feeds to screen, and 2 media file deliveries (via drive) and testing.

**Media File Download (1 hour minimum)** \$200 per hour

Includes equipment and technician for downloading and testing of media file (via client supplied cloud based distribution)

**Content editing (minor) / File Conversion (1 hour minimum)** \$100 per hour

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.

**Multi-Camera Video Recording** *(up to 8 hours)* \$5,300 (Bennack)

Includes hard drive, equipment and technical staff, to record the event utilizing 4 robotically controlled HD cameras and production switcher to a file (ProRes, or others available upon request.). Enables closed circuit viewing in other rented rooms.  
Includes Media Playback and Production Switcher operators. \$3,500 (Kissinger)

**Single Camera Video Recording** *(up to 8 hours)* \$1,750

Includes hard drive: equipment and one technician to record the event utilizing 1 robotically controlled HD camera to a file. Enables closed circuit viewing in other rented rooms.

**DCP playback** *(up to 8 hours)* \$3,740

Provide technicians to ingest and playback DCP content.

**Skype (4 hours including set up)** \$500

Includes the computer and AV interfaces to enable a 2 way video call to be fed to the primary display system in the rental location.

**Vyvx (per day)** \$500

Transmit, or Receive usage of the Vyvx fiber line. Client must book and pay for their own usage with Vyvx, or their preferred vendor.

**LED Up lighting** \$480 (Lobby/Gallery)

100% TRUE wireless, battery-operated, quad-color (RGBA) LED Par with built-in D-Fi transceiver. Rental is subject to equipment availability and must be requested 10 days before client's event. \$360 (Kissinger)

**Equipment (price each):**

82" LED monitor on rolling stand (max 1)	\$400
50" Plasma on rolling stand (max 2)	\$200
32" LCD monitor (used for stage projection confidence) (max 1)	\$150
23" LCD monitor (used for stage projection confidence) (max 2)	\$100
VGA & audio A/B Switch (for primary backup PPT presentation)	\$150
Folsom Image Pro HD scaler / switcher	\$250
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
Press Box (6 analog outputs)	\$125
Additional Wireless mics –Kissinger (max 6)	\$150
Stage with black skirt – 4x4 section (max 4)	\$200
*Clients can supply their tablet for music playback	
*Other equipment can be sourced as necessary	

**Adding AV to Spielberg Gallery:**

Audio Engineer	\$450
PA System	\$300
Includes mixing board and 2 powered speakers on stands	

**Freelance Technical Crew / External Vendor Costs:**

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

Director	\$960
Lighting Director	\$1,260
Gaffer	\$780
Camera Operator (for hand operated camera)	\$720
Audio Engineer	\$780
Stage Manager/A2	\$540
PowerPoint Operator	Varies
<i>Laptop rental for above additional charge and based on availability</i>	
Prompter	Varies
<i>Monitor rental for above additional charge and based on availability</i>	
Utility Operator	\$540

5. **Electrical Usage Surcharge.** An electrical power usage fee of \$100 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	<i>Capacity</i>
<b>John E. Fetzer Lobby and Steven Spielberg Gallery</b>	
(cocktail reception)	<b>220*</b>
(sit-down dinner)	<b>120*</b>
<b>Bennack Theater</b>	200
<b>Edward and Patricia McLaughlin Library</b>	100
<b>Mark Goodson Theater</b>	84
<b>Annenberg Screening Room</b>	45
<b>Grant A. Tinker Board of Trustees Room</b>	32
<b>The Kissinger Global Conference Room</b>	
(boardroom style)	40
(panel discussion)	80
(sit-down dinner)	90
(theater style)	90

*\*subject to Paley Center exhibits in Fetzer Lobby and Spielberg Gallery*

7. Food, Drink and Catering. The Paley Center has two designated caterers, one of which to be chosen by the client 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, Kissinger Global Conference Room and the McLaughlin Library (only when computers have been removed).

Limited food and beverage may be allowed in the Bennack Theater and the Mark Goodson Theater, pending approval of the Paley Center Events staff and a cleaning fee of \$250 charged to the client.

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. A cleaning fee of \$250 will be charged to the Client if the event spaces are not returned in clean and working condition.
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, without written approval. Gallery exhibits may not be altered. However, the parties may discuss the possibility of an exhibit being removed for an event and re-installed on terms to be mutually agreed upon; provided that nothing herein shall require the Paley Center to do so. Paley Center shall have no responsibility, whatsoever for displays and/or decorations brought to the Paley Center by the Sponsor.
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 Engineering.
15. Control Room Access. Control Room access is limited to Paley staff. If client staff needs to be in the control room to help produce the event, it must be authorized in advance by Paley Center's Director of Technical Engineering. Clients may not store equipment or personal belongings in Paley control rooms. Recording of video or photography in the control room by client is not allowed without prior approval by Paley Center's Director of Technical Engineering.
16. Technical Crew Breaks. Paley Center technical crew must be provided with a 1 hour break within the first 5 hours of an event lasting more than 6 hours. The client may opt to provide a meal, so the meal break can be reduced to 30 minutes within the first 5 hours. If the crew is not afforded the break, a "meal penalty" of 1.5 times their hourly rate will be added to the invoice.
17. 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.
18. 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, Marketing. 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 staff

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 Executive Vice President, Programming, is absolutely forbidden.

19. 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."
20. 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.
21. 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 Events staff is given 48 hours prior notice.

**\*\* Next Page for Theater Specifications\*\***

## Media Playback Specifications - 2018

Frank A. Bennack, Jr. Theater and Kissinger Global Conference Room

Clients must submit multiple media files, matching The Paley Center specs, in a **consolidated physical delivery device** (hard drive, thumb drive, etc.)

After **2 deliveries of media content**, the client will be charged a **\$200 fee** for all subsequent deliveries.

Clients may deliver files via client supplied cloud based distribution for **downloading to Paley Center servers** for an additional rate of **\$200 per hour**.

### File:

- QuickTime ProRes 422 normal 147Mbps (not HQ 220Mbps)
  - DNxHD 145Mbps
  - H.264/MPEG-4 AVC
  - DCP – *keys available upon request* (**Bennack Theater only**)
- Alternate formats may work, but will need to be tested.

### Disc/Tape:

(Please provide a backup copy for DVD and Tape)

- Blu-ray DVD
- HDCAM-SR 422 only, no 444
- D5

### Graphics:

(Delivered via email (2MB max) or cloud based at no additional charge, no .zip files)

- JPEG (RGB) format (1920x1080)
- PowerPoint (16:9 aspect ratio)
- *QuickTime, or Windows Media (no more than 8Mbps)* (**Lobby/Gallery monitors only**)

The Bennack Theater is outfitted with a Dolby CP-750 and DMA-8Plus, which support stereo, discrete surround, Dolby Digital and Dolby Pro Logic

Surround channel assignments:

Ch1 – Left	Ch2 – Right
Ch3 – Center	Ch4 – LFE
Ch5 – Surround Left	Ch6 – Surround Right
Ch7 – LT	Ch8 – RT

**We strongly encourage scheduling a 30 minute screening test to review picture and sound levels.**  
Contact your event manager to coordinate your screening test with the Paley Center technical team.

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Any technical questions, please contact:

**Doug Warner**, Director of Engineering 212-621-6665, [dwarner@paleycenter.org](mailto:dwarner@paleycenter.org)

**Andrea Begor**, Operations Manager 212-621-6660, [abegor@paleycenter.org](mailto:abegor@paleycenter.org)



## **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 stage audio tie lines

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

-3 Shure handheld wireless (based on availability)

-9 Shure lavalier wireless (based on availability)

#### **Audio Console:**

-1 Yamaha QL-1

-16 channels of Dugan E2 automatic mixing

#### **House Sound:**

-P.A. Reinforcement

-Dolby CP-750 Surround Processor

-Dolby DMA-8 Plus Digital Media Adapter

-EAW KF300z Program Speakers

-EAW CR72i Surround Speakers

-QSC Amplification

#### **Outboard Equipment:**

-JK Audio Innkeeper phone hybrid

#### **Playback/Record formats**

-WAV, MP-3 playback

### **Video**

Video Projection:

-Sony SRX-R515 4K DCP projector

-Folsom Image Pro-HD scaler

-16' x 9' Stewart Screen

-Projector to screen: 45 feet approx.

\*Continued next page

Bennack Theater Specifications - continued:

**Media Playback formats\*\***

QuickTime ProRes 422 normal 147Mbps (not HQ 220Mbps)

DNxHD 145Mbps

H.264/MPEG-4 AVC

D5 HD, HDCAM-SR 422 only, no 444

Blu-ray and standard DVD

**Record format:**

ProRes 422 SQ file, others available on request. Delivered on Paley, or client supplied hard drive\*\*.

**PowerPoint:**

Stage and house jacks for client supplied laptop (16:9 aspect ratio)

**Cameras:**

-4 Sony HSC100R HD cameras with HSCU300R CCUs\*\*

-controlled by a Telemetrics robotic camera control unit

**Production Switcher:**

- Sony MVS-3016 1 ME Digital Production Switcher (HD) \*\*

**Lighting:**

-ETC ION computer controlled dimmer system

**Transmission: \*\***

- 1.5Gbps VYVX fiber receive & transmit

\*\* Additional cost items

## **Mark Goodson Theater Specifications**

### **Seating**

70 seats, tiered

### **Stage**

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

### **Audio**

Microphones:

- 2 wireless microphones (handheld, or lavalier)
- 8 wired audio tie lines to Goodson control room
- Various hardwired lavalier & handheld mics

**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 (16:9 aspect ratio)

**Local Playback:**

- 1 Blu-ray DVD, 1 standard DVD

### **Lighting**

- Kliegl manually controlled dimmer panel

## **Annenberg Screening Room, 2<sup>nd</sup> Floor**

### **Seating**

40+ 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 (client supplied laptop)

### **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
- PowerPoint capable at table and various floorbox locations
- Audio reinforcement
- WIFI
- FIOS & Time Warner cable
- 3 – Panasonic ET-AE100 robotic HD cameras
- 1 – Panasonic AV-HS400A production switcher
- 2 – Blackmagic Hyperdecks file recorders
- 1 – Softron Video Express playback server

### **Audio**

#### Microphones

- 22 Shure cardioid gooseneck mics (used with conference table only)
- 4 Lectrosonic wireless mics – up to 4 lavs or 2 handheld and 2 lavs
- \*\*Additional wireless mics available for an additional charge

### **Audio Mixing**

- Polycom Sound Structure - 64 channels
- JBL Ceiling Speakers

### **Playback/Record formats:**

- CD & MP-3 playback via CD player, client supplied devices such as iPads

### **Video**

#### Center Wall Mounted Screen

- Panasonic 65 inch Plasma

### **Video Projection:**

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

### **Playback formats\*\*:**

- DVD
- QuickTime ProRes 422 normal 147Mbps (not HQ 220Mbps)
- DNxHD 145Mbps
- H.264/MPEG-4 AVC

### **Record formats:\*\***

- (2) Blackmagic Hyperdecks - ProRes SQ

### **PowerPoint:**

- Table and floor jacks for client supplied laptops (16:9 aspect ratio)

### **Cameras:\*\***

- 3 Panasonic ET-AE100 robotic cameras

### **Production Switcher:\*\***

- Panasonic AV-HS400A production switcher

Kissinger Global Conference Center Specifications – continued:

**Lighting:**

- Levitton dimming with presets

**Transmission:**

- Vyvx\*\*

- Polycom audio conference system

**Network:**

- WIFI

\*\*Additional cost items

**The Paley Center for Media - Graphic Specifications:**

JPEG (RGB) format. 1920 X 1080

Any questions contact:

Doug Warner, Director of Engineering, 212.621.6665

Andrea Begor, Operations Manager, 212.621.6660

## Vendor List

### Exclusive Caterers

Neuman's Kitchen  
Kevin Ramsawack  
212-228-2444  
K.Ramsawack@neumanskitchen.com

Great Performances  
Jessica Petrini  
212-337-4345  
Jessica.Petrini@greatperformances.com

### Printing and Banners

Duggal Visual Solutions  
**(Exclusive Bennack stage backdrop vendor)**  
Michael Algios  
646-638-7314  
malgios@duggal.com

ColorEdge  
Michael Massagli  
212-502-6550  
michael.massagli@coloredge.com

AAA American Flag  
Ian Flamm  
212-279-3524  
aaa.americanflag@verizon.net

### Lighting

Ben Carlson Lighting & Photography LLC  
**(Exclusive Bennack Theater gobo lighting)**  
Ben Carlson  
917-584-1536  
Ben@bencarlsonlighting.com

Levy Lighting  
212-925-4640  
Info@levylighting.com

### Live Streaming

B Live  
Ed Hollema  
212-489-071  
ed@blive.nyc  
[www.blive.nyc](http://www.blive.nyc)

### Photography

Star Pix Photography  
Starpix@me.com