



GENERAL INFORMATION

THE GUITAR HOTEL IS THE BRIGHTEST AND MOST VISIBLE PLACE FOR MILES - BOTH FROM THE GROUND AND THE SKY. WITH MULTIPLE ROADS AND LOADING DOCKS SURROUNDING US, PLEASE USE THIS INFORMATION AND MAPS AS A RESOURCE TO HELP NAVIGATE.

ABOUT THE SEMINOLE TRIBE OF FLORIDA

Seminole Hard Rock Hotel & Casino is owned and operated by the Seminole Tribe of Florida, the only federally recognized Indian tribe that remains unconquered. Officially recognized a sovereign government in 1962, The Tribe has its own constitution, government, elective process, by-laws, schools, police, and courts.

The Seminole Tribe started in hospitality and entertainment through their natural knowledge of the Florida swamplands by selling tours and tickets to alligator wrestling shows for tourists. Transitioning into gambling in 1979 the Tribe paved the way for Native American gaming in the United States when it opened the Seminole Classic Casino as a large-stakes bingo hall before adding slot machines and poker. The fully operational casino stands today, directly across the street from Seminole Hard Rock Hotel & Casino Hollywood.

ABOUT THE VENUE

Hard Rock Live at Seminole Hard Rock Hotel & Casino Hollywood is South Florida's premier entertainment venue. The 7,000-person capacity indoor theater replaced a 5,500-person arena by the same name when it opened its doors October 25, 2019. Designed by Scéno Plus, the 225,000-square-foot facility features clamshell-style seating, offering guests an intimate experience. Equipped with state-of-the-art, in-house sound and lighting, large HD screens, Hard Rock Live has hosted some of music and comedy's biggest performers, nationally and internationally televised award shows, sporting events, film premieres, festivals, and special events.



DIRECTORY

Vice President of Entertainment	Andrew Saunders	andrew.saunders@stofgaming.com
General Manager	Emmanuel “Manny” Thomas	emmanuel.thomas@seminolehardrock.com
Director of Entertainment HRSS	Victor Sanchez	victor.sanchez@shrss.com
Technical Manager	Joe Paradise	HWHR.HRLProduction@seminolehardrock.com
Production Manager	David Levitan	HWHR.HRLProduction@seminolehardrock.com
Production Manager	Crystal Cowling	HWHR.HRLProduction@seminolehardrock.com
Production Manager	Armando Mendez	HWHR.HRLProduction@seminolehardrock.com
Production Supervisor	Bert Figueras	HWHR.HRLProduction@seminolehardrock.com
Production Tech	Louie Morales	HWHR.HRLProduction@seminolehardrock.com
Production Tech	Michael Diaz	HWHR.HRLProduction@seminolehardrock.com
Director of Ticket Operations	Brett Annis	brett.annis@seminolehardrock.com
Ticket Operations Manager	Justin Huntman	HWHR.HRLBoxOffice@seminolehardrock.com
Box Office Assistant Manager	Dale Gary	HWHR.HRLBoxOffice@seminolehardrock.com
Entertainment Manager	Samantha Davis	HWHR.HRLBooking@seminolehardrock.com
Operations Manager	Robert Alvarez	HWHR.HRLOps@seminolehardrock.com
Assistant Operations Manager	Nick Sabdul	HWHR.HRLOps@seminolehardrock.com
Operations Supervisor	Haley Mester	HWHR.HRLOps@seminolehardrock.com
Food & Beverage Manager	Allen Clarke	HWHR.HRLConcessions@seminolehardrock.com
Food & Beverage Assistant Manager	Diego Urrutia	HWHR.HRLConcessions@seminolehardrock.com
Food & Beverage Assistant Manager	Kenneth Barnaby	HWHR.HRLConcessions@seminolehardrock.com
Security Manager	Todd Brown	HWHR.HRLSecurity@seminolehardrock.com
Merch: AllStar Vending	Ken Buchsbaum	(954) 599-9033 kbuchsbaum@prodigy.net
Hard Rock Live Show Office	(954) 327-7625	Ext: 5591
Hard Rock Live Box Office	(954) 797-5531	Ext: 5531
Hotel Concierge	(954) 327-7673	HWHR.Concierge2@seminolehardrock.com

WE DELIVER MEMORABLE PERFORMANCES - ON AND OFF THE STAGE

DIRECTIONS

HEADING SOUTH BOUND I-95:

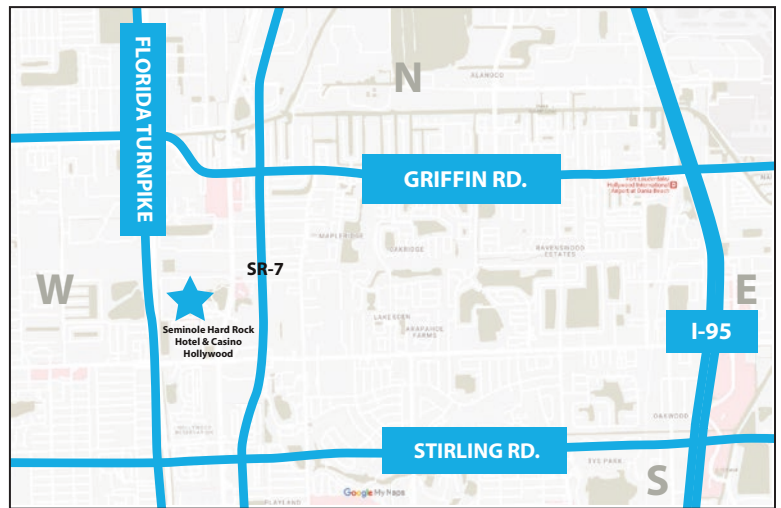
Exit Griffin Rd West. Turn left (South) on SR-7.
The venue will be on the right.

HEADING NORTH BOUND I-95:

Exit Stirling Road West. Turn right onto SR-7 (North).
The venue will be on the left.

FROM FLORIDA TURNPIKE:

Exit Griffin Road East. Turn right onto SR-7 (South).
The venue will be on the right.



TRUCKS AND BUSES MUST ENTER THE PROPERTY VIA THE STIRLING ROAD ENTRANCE:
Turn on Seminole Way and follow Lucky Street around the property to the Hard Rock Live Loading Dock.



OVERFLOW OASIS LOT
(per advance)
5700 FL-7
Davie, FL 33314

TRUCKS AND BUSES MUST ENTER THE PROPERTY VIA THE STIRLING ROAD ENTRANCE:
Turn on Seminole Way and follow Lucky Street around the property to the Hard Rock Live Loading Dock.

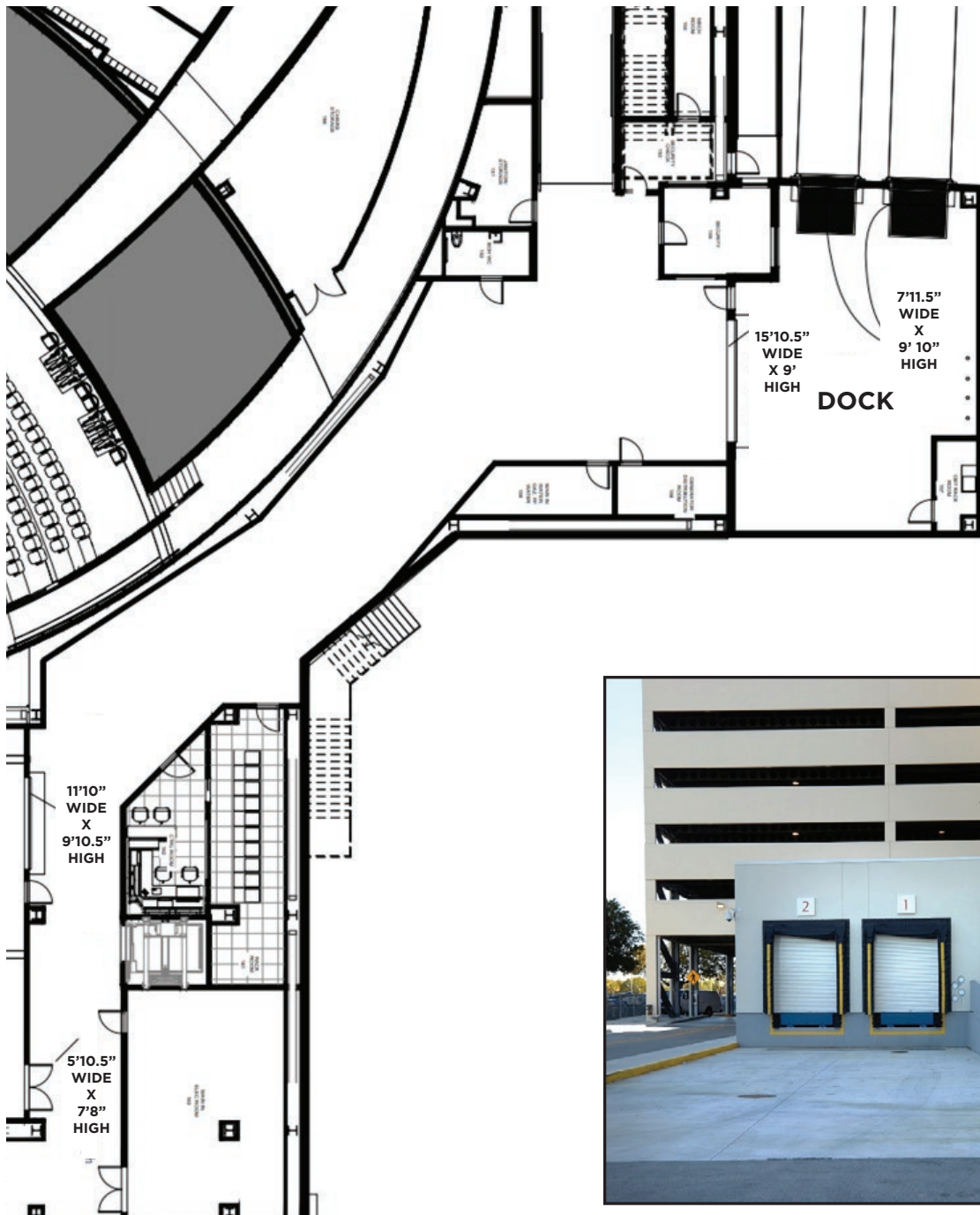
LOADING DOCK

2-SLIP DOCK (2 SPACES) AT STAGE LEVEL

7' 11.5" WIDTH

9' 10" HEIGHT WITH ELECTRICAL LEVELERS

140' TO STAGE RIGHT



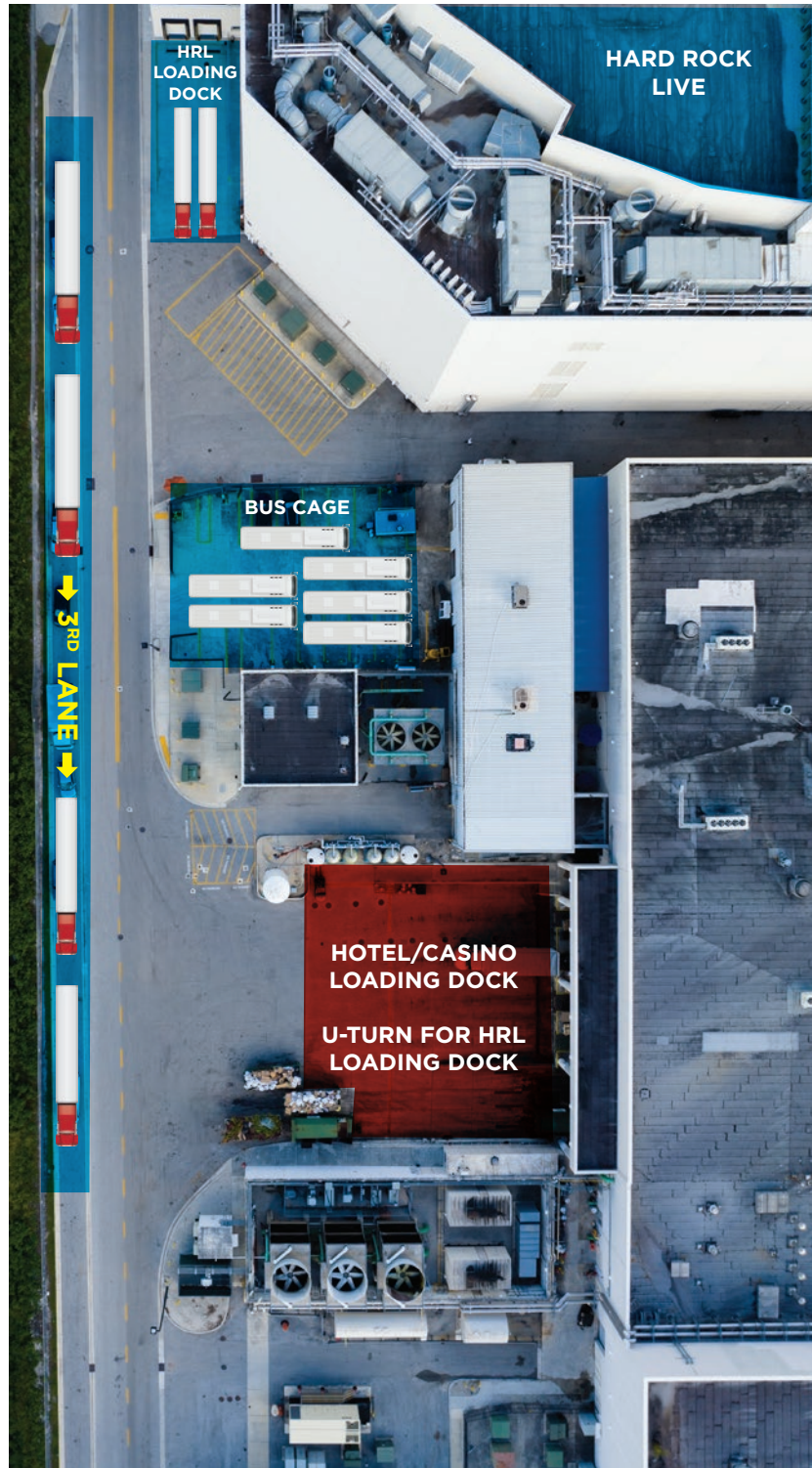
VENUE ACCESS

- Please refer to advance and email instructions pertaining to parking outline for your shows and events.
- Do not park in front of the transformers or in the alley between Hard Rock Live and the Casino/Hotel, areas must stay clear for emergency egress.
- Vehicles may turn around in hotel loading dock to back into the Bus Cage or Hard Rock Live Loading Dock.



BUS CAGE & TRUCK PARKING

Hard Rock Live shares ALL parking with the resort. Event day parking is subject to advance.
ALL large trucks need to turn around in the Hotel/Casino Loading Dock area before continuing to the Hard Rock Live Loading Dock.



BUS CAGE PARKING

Our bus cage is equipped with 4 Power Podiums (60 Amp, 3 Phase Power) and water connections.



MERCHANDISE SHIPPING

- Due to limited space in the theater, please work with Production Manager/Event Lead on shipping timeframes closer to event/show day.
- Hard Rock Live shares an address with the hotel and casino. Please follow the below label instructions to ensure arrival to the theater:

Hard Rock Live Entertainment

Attn: (Hard Rock Live Production Manager Name) MM/DD/YY

1 Seminole Way

Hollywood, FL 33314

- Please send tracking information to Production Manager/Event Lead to ensure merchandise arrives and is properly stored.
- Anything that does not follow this protocol might end up in the Fedex Store on property, where shipper/show will be responsible for any additional charges or fees.
- For anything that needs to be shipped post show, please provide labels and prepare items for shipment.
 - Make sure this is advanced during the event or prior to departing the theater.
 - Ensure BOL or any documentation is in Production/Operations hands prior to leaving items for shipment.

SECURITY

VENUE SECURITY

- The building is monitored 24/7 by both Security personnel and camera surveillance.

ESCORTS

- Security escorts are provided throughout not only the venue, but the entire property itself.
- At the request of the entertainer, escorts can be provided through either the front-of-house or back-of-house to ensure shielding from public areas. Escorts may also be provided for guest safety.
- The Security escort team are all trained and have the utmost knowledge of the property's layout.

DRESSING ROOMS

- Upon request, Security personnel will be assigned to dressing rooms and green rooms to ensure privacy and that only authorized personnel/individuals are permitted access.

EVOLV WEAPONS DETECTION SYSTEM

- The state-of-the-art system allows for a substantially larger amount of people to enter the venue more quickly and safely than standard metal detection systems.
- The system is specially designed to identify weapons that an individual may be carrying on their person, down to the exact location on the person's body.
- If the system alerts our team that a person may be carrying a weapon, that individual will be taken aside for a secondary check by both security and the Seminole Police.

DEPLOYMENTS

- Deployment of assigned Security personnel is based on several factors: house size, load-in/load-out, artist requests, etc.

EMERGENCY EVACUATION PLANNING AND RESPONSE

- Seminole Police Department and Broward Fire Rescue are detailed for all concerts and events, allowing a 2-minute response time for most situations.
- Our team is trained on evacuation procedures from their first day of training, with re-training classes occurring multiple times a year.
- Every single security post in Hard Rock Live is assigned specific duties in the event of an emergency. These duties are discussed weekly at roll calls.
- Security management also meets regularly with both police and fire rescue personnel to ensure proper crisis management in the event of an emergency.

PROFESSIONALISM

- Our Security team prides itself on courtesy and professionalism. They seamlessly provide great service to both artists and guests of the venue.