



EDMONTON  
CONVENTION  
CENTRE



# PROMOTER'S GUIDE

Promoter's Guide to the Edmonton Convention Centre





# WELCOME TO OUR STAGE.

## CONTENTS

The Edmonton Convention Centre.....	1
Demographics.....	2
Proximity Map.....	3
Event Listing.....	4
Facility Details.....	5
Seating & Capacity .....	5

.....



# WE ARE THE EDMONTON CONVENTION CENTRE

Located in Edmonton, Alberta, the Edmonton Convention Centre is Edmonton's premiere 5,000 seat entertainment venue.

Edmonton Convention Centre offers over 150,000 square feet of space, and includes an 70,000 square foot assembly hall that has hosted some of the biggest names in sports & entertainment. From Tina Turner and Sheryl Crow to Pearl Jam, Metallica, Backstreet Boys, and Imagine Dragons, the venue has proven to offer flexibility for a diverse array of concerts in any configuration. The Edmonton Convention Centre is also home to annual EDM festivals PURE, Frequency and Northern Lights Music Festival.

## Our Team

Pauline Hughes is a veteran booking manager with over 25 years of experience working in the venue management industry. Overseeing all entertainment for the Edmonton Convention Centre, she has worked with numerous local, national and international promoters. Pauline ensures all promoters who book their events at the Edmonton Convention Centre receive more than just a space for their event. We're a partner whose primary focus is to ensure all event promoters meet their goals and objectives.

### Pauline Hughes

Sales Manager, Sport & Entertainment  
phughes@exploreedmonton.com  
780.720.3359

the centre of  
connection

# DEMOGRAPHICS

Edmonton serves as a primary entertainment market for northern Alberta and is consistently a stop for any major touring routes. A diverse population with high disposable income has cemented the city's reputation as a destination for sports and entertainment.

EDMONTON REGIONAL POPULATION – 1,500,000

MEDIAN AGE – 40 YEARS

MEDIAN FAMILY INCOME – \$112,000

NORTHERN ALBERTA POPULATION\* – 374,572

\*GRAND PRAIRIE, WOOD BUFFALO AND COLD LAKE







# PROXIMITY

Edmonton, AB to Calgary, AB 2 hours, 54 minutes (298.9 km)	Edmonton, AB to Saskatoon, SK 5 hours, 12 minutes (524.3 km)	Edmonton, AB to Dawson Creek, BC 6 hours 360 miles (579 km)
Edmonton, AB to Grand Prairie, AB 4 hours, 32 minutes (459.7 km)	Edmonton, AB to Vancouver, BC 11 hours, 42 minutes (1, 159 km)	Edmonton, AB to Prince George, BC 7 hours, 37 minutes (738.7 km)
Edmonton, AB to Medicine Hat, AB 5 hours, 18 minutes (528.7 km)	Edmonton, AB to Seattle, WA 13 hours (1,271 KM)	



# SINCE 1983, THE EDMONTON CONVENTION CENTRE HAS HOSTED:

METALLICA

TINA TURNER

GUNS 'N ROSES

KIM MITCHELL

MELISSA ETHERIDGE

COLIN JAMES

MEATLOAF

BILLY RAY CYRUS

TRAVIS TRITT

NEVILLE BROTHERS

SKID ROW

PEARL JAM

STOMPIN' TOM CONNORS

APRIL WINE

GOERGE THOROGOOD

MEGADETH

NAZARETH

ZZ TOP

SOUNDGARDEN

ELLIE GOULDING

COLLECTIVE SOUL

TOM COCHRANE

'N SYNC

TRAGICALLY HIP

ALAN JACKSON

BACKSTREET BOYS

STYX

QUEENS OF THE STONE AGE

MACKLEMORE & RYAN LEWIS

CCMA ROCK'N COUNTRY CABARET

K.O. BOXING

FIVE FINGER DEATH PUNCH

MAXIMUM FIGHTING CHAMPIONSHIPS

HALLOWEEN HOWLER

SLAYER

LAMB OF GOD

KILLSWITCH ENGAGE

J. COLE

DEAN BRODY

AVENGE SEVENFOLD

HILARY CLINTON

CANADIAN BODYBUILDING

CHAMPIONSHIPS

IGGY AZALEA

DROPKICK MURPHYS

GODSMACK

DEF LEPPARD

MOTLEY CRUE

SHERYL CROW

PIXIES

MOTHER MOTHER WITH USS

ARNOLD SCHWARZENEGGER

THE GLORIOUS SONS

BLACK LABEL SOCIETY

MARILYN MANSON

NORTHERN LIGHTS MUSIC FESTIVAL

PURE DANCE PARTY (EDM)

ALT-J

GRETA VAN FLEET

TENACIOUS D

THREE DAYS GRACE

DISTURBED

THE OFFSPRING

G-EAZY

TRIUMPH FIGHTING CHAMPIONSHIPS

TEGAN AND SARA

OUR LADY PEACE

I MOTHER EARTH



# FACILITY DETAILS

## Ticketing and Box Office Information

The Edmonton Convention Centre's has an exclusive ticketing agreement with Ticketmaster and Showpass.

The box office space is located in Salon E on the Assembly level. All ticketing suppliers are able to setup their services within this area (if available).

## Marketing and Communications Support

The Edmonton Convention Centre can assist promoters with their marketing and communications needs. This includes developing recommendations for the media plan and aiding in writing and releasing publicity to local media outlets. The venue also has significant expertise in marketing shows through various digital channels. For more information, ask to speak with our Marketing & Communications Manager.

## Loading Dock

The Edmonton Convention Centre's loading dock (located on Grierson Hill NW) is capable of receiving large shipments at all hours of operations. Coordination is provided by the ECC's dock marshal, equipping our facility to handle events of grand scale.

## Rigging

- Floor to low steel 29'
- Rigging 1000lbs per bean maximum weight, 2000lbs points for audio hangs
- Dead hang only no bridles
- Tours are allowed to rig (IATSE), however all local shows must use our exclusive supplier SHOWTECH POWER & LIGHTING for rigging.

## Show Power

**Electrical Power:** SHOWTECH POWER & LIGHTING is exclusive supplier for power.

Power available – 2 x 400amp service, 1 x 200amp service, 1 x 100amp service. Electrician for move-in, show-call, move-out

**Shore Power:** SHOWTECH POWER & LIGHTING carries spotlights and scissor lifts (fall arrest training required if scissor lifts are operated by a contractor).

**Rigging for local shows:** SHOWTECH POWER & LIGHTING is exclusive for rigging all local shows.

**Rigging Plot:** See attached.

## Dressing Rooms and Offices

**Salon G:** (126sq ft) Washroom, no shower, wired internet connection, phone line

**Salon H:** (172sq ft) Washroom with shower, mirrors

**Salon J:** (360sq ft) Washroom with shower, mirrors

**Salon K:** (413sq ft) Washroom with shower, mirrors

A promoters' office is also available in Salon D (if available).

## Catering

The Edmonton Convention Centre is exclusive for all food and beverage in the venue. Featuring 30 world-class chefs, including culinary Olympic gold medalists, the venue can cater to any clientele.

## Draping

8' black draping will be supplied for the left and right sides of the stage at N/C.

## Police, Security and Medical

The Edmonton Convention Centre will order all police, security and medical personnel. The number of personnel required is to be discussed with the venue's Event Manager.

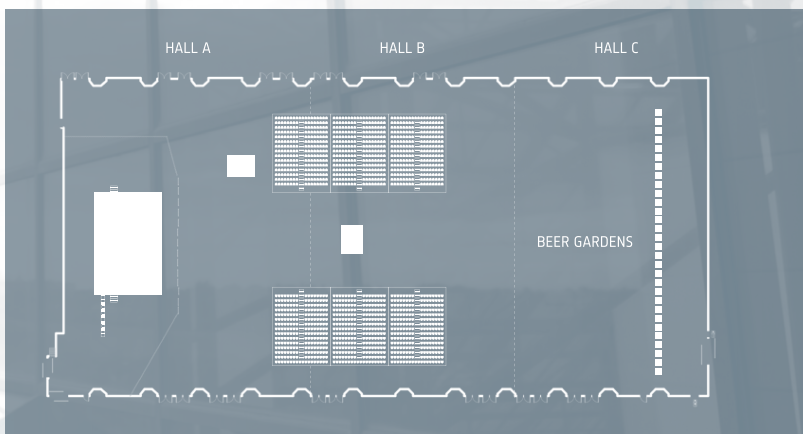
## Seating and Capacity

The majority of concerts at the venue are general admission with capacity for 5,000.

Reserved seating is available (client must provide labeling). The Edmonton Convention Centre will create floor plans for clients when required.

## Bleacher Seating

Each section contains 2 bleachers (1st bleacher, no stairs, 154 chairs, 19' Wx40'L, 15'H – 2nd bleacher, stairs, 114 chairs, 14' Wx40'Lx15'H)





THANK YOU FOR CONSIDERING  
EDMONTON FOR YOUR  
UPCOMING EVENT.

EDMONTON  
CONVENTION  
CENTRE



the centre of connection

[www.edmontonconventioncentre.com](http://www.edmontonconventioncentre.com)