

MONTHLY NEWSLETTER



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Mexico Venues are Back!



During this first quarter, it was possible to have visitors in Mexico venues.

The first exhibition in Mexico was in Guadalajara on January 19 and March was the month where several of the main venues in the country were able to hold similar events with controlled attendance and following established protocols.

Some venues continue as hospitals, including the Centro Citibanamex in Mexico City, but they are working on reopening soon.

Continued...

Mexico Venues are Back!

Expo Guadalajara - Guadalajara, Jalisco

Jan. 19th - Intermoda: an important international exhibition in the fashion industry in Latin America. It gathers designers, manufacturers, suppliers, international and national buyers showcase the most outstanding trends of the season.

Jan. 19th—Modama: International trade exhibition for footwear, handbags, and accessories industries.



Cintermex—Monterrey, Nuevo León

March 24 - Constructo: International trade exhibition for building construction industry. Constructo will get the chance to connect with the different companies of the sector and know them personally to get their services when required.

March 26 - Expo Tu Casa: Exhibition showing the companies news of Mexico and internationals related to sectors Home decoration, Building machinery, Building materials, Furniture, Garden decoration, Furnishing

March 26 - Moroleón en Cintermex: Important fashion, complements and leather footwear show.

March 27 - Fan Party: Comic, anime, and entertainment convention.

Continued...



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WTC México – Ciudad de México

March 8 - Decoestyllo: Largest exhibition of the industry in Latin America and is an event designed to do business in one place with the opportunity to shake hands with retailers, wholesalers, distributors and manufacturers of decoration and gift for strengthening of each business of the business in Mexico.

March 19 - Las Manos del Mundo: International fair for arts and crafts.

March 27 - Codestética: Beauty, Cosmetics and Personal Care Expo

Poliforum León – León, Guanajuato

March 9 - Sapica: Is an international footwear and leather goods fair. It is the most important trade fair of the sector in Latin America and the second largest in America. The leading manufacturers in the industry present at their stands and on innovative fashion shows the latest products, innovations, and trends for the coming season at the SAPICA. The exhibition brings together the major suppliers of the shoe and fashion industry, promotes the development of enterprises at the international level and opens the doors to new markets around the world for the Mexican shoe and leather industry.



March 17 - Congreso Apimex: National Association of Suppliers for the Footwear Industry Congress.

Centro Internacional de Congresos de Yucatán - Mérida, Yucatán



March 10 - Congreso Veterinario de Cirugía: Veterinary Surgery Congress with conferences and continuing training for those interested in the sector.



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**BACK
TO OUR
FUTURE**

**IAYM REGION 6
FUTURE LEADERS
CONFERENCE**

5/24 - 5/25/21

BE THERE OR BE SQUARE



*International Association
of Venue Managers*

**Public Assembly
Facilities
Recovery Guide**

[Click here to download!](#)



Simmons Bank Arena Hosts Vaccine Clinics

"The more shots we get in arms, the more butts we get in seats," says Michael Marion, General Manager of Simmons Bank Arena.

Simmons Bank Arena in North Little Rock, Arkansas is hosting its first of 4 Mass Vaccination Clinics starting April 10. The Arena is partnering with the cities of North Little Rock and Sherwood, Arkansas Blue Cross and Blue Shield, Pulaski County and the University of Arkansas for Medical Sciences (UAMS) for our COVID-19 Community Vaccination Clinics, North of the River.

Citizens can join us April 10, May 1, May 22 & June 12 from 9pm - 4pm to receive their COVID-19 vaccination & help us get back to the music!

Allen Event Center Hosts Successful Three-Night Concert with TobyMac

Allen, TX - Allen Event Center welcomed 6,091 concertgoers over three nights for TobyMac's Hits Deep Tour 2021. The limited capacity concert event was the first for the arena since the start of the pandemic. Tickets were sold in PODS of 2, 3, 4 and 5 seats, and strict safety measures were in place, including mandatory masks. The arena also reduced touchpoints between guests and staff with all-mobile ticketing and contactless, cashless payments at the box office, merchandise and concession stands.

"This was a huge step in the right direction for our facility," said Bill Herman, General Manager of Allen Event Center. "It's also another sign that things are slowly, but surely, getting back to normal in the event industry."

Allen Event Center will host another limited capacity concert on April 29 when Christian artist Kari Jobe brings The Blessing USA Tour to North Texas.



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Governor Celebrates Launch of State Community Vaccination Site at the Ranch Events Complex in Larimer County

Loveland, CO - Today, as part of Governor Polis' Vaccines for All efforts, the Governor visited the State Community Vaccination Site at the Ranch Events Complex in Larimer County. This site is being run in partnership with the Federal Emergency Management Agency.

"It's exciting to watch the opening of another community vaccination site in Colorado. The state is proud to partner with FEMA at the Ranch Events Complex to get more shots into arms and work to end the pandemic in Colorado," said Governor Jared Polis. **"Sites like this one will play an integral role in distributing this lifesaving vaccine to all Coloradans who want one. Each dose administered means we are all a day closer towards returning back to our Colorado way of life."**

"Colorado has done great work on the state's vaccination effort and FEMA is pleased to support Larimer County with its efforts at The Ranch," said Acting FEMA Regional Administrator Nancy Dragani. **"Adding this new level of federal support to our state and local partners helps ensure vaccine access to more Coloradans, which is critical."**

"We're grateful we can continue to support our community in a time of need," said Director of The Ranch, Chris Ashby. **"Our hope is that The Ranch Events Complex vaccine site will play an impactful role in helping combat COVID-19 in Northern Colorado."**

On Friday March 19, the State moved to Phase 1B.4, allowing people 50 and older, as well as additional frontline workers, and those with at least one high-risk condition to get their first dose of the COVID-19 vaccine.

Colorado also launched another Community Vaccination Site at the State Fairgrounds in Pueblo and Dick's Sporting Goods Park in Commerce City on March 22. The State similarly launched two other Community Vaccination Sites in Colorado Springs at the Broadmoor World Arena and in Mesa County at the Grand Junction Convention Center on March 17. There will be an additional site coming online in Denver County at the Ball Arena in the coming weeks.

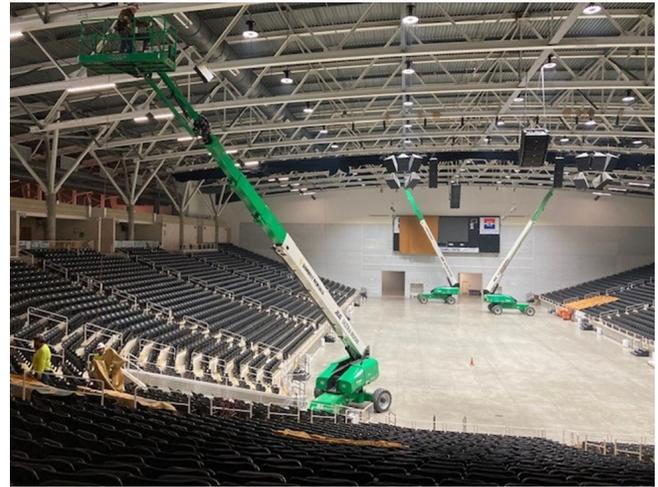
With more Coloradans receiving their vaccine, the state has also requested feedback on Dial 3.0, which aims to offer greater flexibility. By mid-April, CDPHE intends to move to a more local model, allowing local public health agencies to assume more control over capacity restrictions that are currently determined by the dial. COVID-19 still presents risks to healthy Coloradans, so everyone should continue to take precautions until they can access the vaccine.

Appointments for eligible individuals can be made at www.larimer.org/health or by phone at 970-498-5500.



Jarod Matheney Entertains

Jarod Matheney, Director of Operations, First National Bank Arena, sang the national anthem at the Memphis Grizzlies game, which was broadcast live on Fox Sports. This was Matheney's third time to perform at an NBA game.



Curtis Culwell Center sees Volta Charging Stations

Two Volta electric car charging stations are being installed in the East lot of the Curtis Culwell Center at no cost to the CCC. Volta offers free charging stations to drivers while also doubling as an advertising platform for sustainable technology. They will be leasing two parking spaces for a multi-year deal and are paying a monthly rate for use of the spots.

A Horizontal Safety System is being installed in the CCC arena because there is currently not a catwalk. It is a cable system that riggers can hook onto to allow them to work more efficiently and safely while installing lights and sound for road shows.

In the months of May and June, the CCC will have twenty full capacity graduation ceremonies with multiple school districts.

Intercollegiate Athletics at UT at Austin Job Posting

Intercollegiate Athletics at The University of Texas at Austin is looking for an AV Coordinator. Learn more and apply for this position at: https://utaustin.wd1.myworkdayjobs.com/UTstaff/job/UT-MAIN-CAMPUS/Coordinator--AV_R_00012678.



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SPECTRA HOSTS THOUSANDS OF GUESTS AT FAIR PARK ON MARCH 27

Spectra, managers of Fair Park in Dallas, welcomed over 22,000 guests back to Fair Park for three events on Saturday, March 27, 2021, including the first international soccer game in the U.S. since the pandemic began. During the day, over 400 competitors competed in Deka Fit, an indoor fitness competition with ten obstacles, and 4,000 guests attended Oddities and Curiosities,



a showcase of hand-selected vendors and small businesses with all things weird. Both events were held indoors at the Automobile Building (Deka Fit) and the Centennial Building (Oddities and Curiosities) at Fair Park. During that evening, Spectra opened the gates at Cotton Bowl® Stadium for a socially distant sell-out soccer match between Club América and C.F. Monterrey, where 18,356 fans cheered on the two Mexican teams.

COVID-19 protocols were in place for all events, including enhanced cleaning measures and a mask requirement. Fair Park also teamed up with ActivePure Technologies to install patented air and surface purification technology focused on eliminating contaminants and pathogens indoors.

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VENUECONNECT
 IS COMING TO

ATI

SAVE THE DATE!
AUGUST 2-5, 2021
 GEORGIA WORLD CONGRESS CENTER

Budweiser Events Center Sees NCAA DI Men's Ice Hockey



The Budweiser Events Center at The Ranch in Loveland, CO hosts the NCAA DI Men's Ice Hockey Loveland Regional Tournament without fans amid current state restrictions. Held on March 27th and 28th, this is the first time that Northern Colorado had seen an NCAA sanctioned tournament and was the first time that an NCAA tournament had been held in the state of Colorado since the 2008 Men's Frozen Four at the Pepsi Center in Denver. The games were aired across the ESPN networks, which District general Manager, Keller Taylor, commented on saying, "putting Northern Colorado on national television is always a great thing." The Budweiser Events Center was awarded the bid in 2020 which was cancelled due to the COVID-19 pandemic, and will host the tournament again in 2022 and 2026.

Artosphere: A Fun Way to Get People Back to Live Performances

Artosphere, Arkansas' Arts+Nature Festival, returns May 6-23 with a mix of free and ticketed performances spread across Northwest Arkansas in venues and outdoor spaces which will give fans a safe way to experience live theater and music performances.

Artosphere favorites Trail Mix, Off the Grid and the Artosphere Film Series return as part of the festival with free performances. Trail Mix will feature performances along the Razorback Greenway Trail System. Off the Grid will put performers outside of local bars and in public spaces in Fayetteville's downtown area.

The Artosphere Festival Orchestra and the popular Chapel Music Series will not be part of this year's festival due to health and safety restrictions to prevent the spread of COVID-19. Yet Dover Quartet, a staple of Artosphere, will return. Dover Quartet performs at Walton Arts Center at 7 pm on May 18 and will also be broadcast live on KUAF 91.3. Artosphere also features one of the first public screenings of the quartet's new documentary, *Strings Attached*, at 7 pm on May 19. In addition to Dover Quartet, other ticketed Artosphere performances include Jayme Stone on May 20 and *Art Heist*, a new interactive theater piece.

A true crime outdoor theater piece that gives you the chance to crack the most famous unsolved mystery, *Art Heist* is based on the world's single largest property theft. The heist took place 30 years ago when 13 art pieces, valued at half a billion dollars, were taken from the Isabella Gardner Museum in Boston.

During this 90-minute theater experience, you will meet a cast of characters involved in the theft. As you interact with security guards, museum staff, investigators and suspects you'll gather clues and try to figure out what really happened—but watch out for red herrings. There's still a real-world reward, so you could solve the case and collect the cash. *Art Heist* will be performed in Fayetteville May 6-9, in Rogers May 13-16 and in Bentonville May 20-23.

You can see a complete Artosphere Festival schedule and purchase or reserve tickets now by visiting artospherefestival.org.



What's next for venues?

While most large public gatherings have been cancelled or postponed during the past year, our colleagues in the performing arts and events industries have been busy doing valuable community work, investing in new technologies, and adapting working practices to create a safe and healthy environment for everyone. Some of these adjustments were a direct result of the rapidly changing world around us, but other advances were already beginning to happen before the pandemic and were simply accelerated by the need to stay active within our communities during this time.

Three of our Denver-based experts—Gena Buhler, Chris Moore, and Aaron Wong—have published short articles about how these changing habits and behavior might affect the way we think about gathering spaces. They also consider how these trends present opportunities for making our venues more welcoming, resilient, and inclusive in the long term.

What's the role of placemaking in our venues? Gena examines the lessons learned from the past year and the different ways operators can benefit from opening up venues to more community programming and events.

Can technology play a role in making our spaces more inclusive? Chris writes about the trends we're seeing in our recent project work and how using smart technology can offer new, yet familiar ways to connect people and create a more immersive experience.

How will changing public attitudes affect venue design? Aaron looks at how the pandemic has created a demand for more healthy, supportive, and sustainable spaces—and what that might mean when we're designing intimate performance environments in the future.

At Theatre Projects, we continue to stay in contact with our IAVM colleagues and hope you're all keeping busy and safe. If you ever want to touch base, just to say "hi" or to connect with us about your work, feel free to reach out to us any time!

AMP Happy Hours Returning this Spring, Touring Broadway Shows Returning this Fall

Walmart AMP announced the return of its popular Happy Hours on Choctaw Plaza this spring with food, drinks and free live music by local and regional artists on Fridays and Saturdays starting in May. Tables are available for open seating on a first come, first served basis, and a limited number of tables can be reserved in advance. Happy Hours at the AMP launched last fall as a way to introduce the community to the newly expanded Walmart AMP, support the Ghost Light Recovery Fund and give local bands a place to perform when so many clubs and venues were closed due to the pandemic. A complete lineup through the end of May is available at www.amptickets.com.

Another sign of things returning to normal is Walton Arts Center's announcement of their 2021-22 P&G Broadway Series, which happened earlier this month. Touring Broadway will return to Northwest Arkansas this fall with six shows including a two-week engagement of *Hamilton* (March 22-April 3, 2022) as well as one-week engagements of *Come From Away* (Oct. 26-31, 2021); *Charlie and the Chocolate Factory* (Nov. 20-Dec. 5, 2021); *Mean Girls* (Dec. 14-Dec. 19, 2021); *An Officer and a Gentleman* (Jan. 4-9, 2022); and *Fiddler on the Roof* (May 10-15, 2022). New subscription packages and subscription renewals are available now at waltonartscenter.org or by calling the subscriber hotline at 479.571.2785.

Job Postings at the Broadmoor World Arena

Division Head of Sales, Marketing and Promotions

The Division Head of Sales, Marketing and Promotions is responsible for the overall performance and supervision of the Sales, Marketing and Promotions Team.

Specific duties include: The sales of club membership/fulfillment, sales of sponsorship/fulfillment and the development/execution of marketing and promotional plans for events held at the Broadmoor World Arena, Pikes Peak Center for the Performing Arts and the World Arena Ice Hall, which results in ticket sales and maximizing ancillary sales (concession sales, pre-show dinners, parking, merchandise).

Apply online at [broadmoorworldarena.com/connect with us/employment](https://broadmoorworldarena.com/connect-with-us/employment).

Salary range \$70,000 - \$80,000

Event Manager

The Broadmoor World Arena seeks a customer experience focused leader to join our team in creating memory-making moments that encourage guests and clients to return time and again. Under direction of the Division Head Event and Guest Services, this position hires, trains and evaluates part time Guest Services Staff to include but not limited to Guest Services Supervisors, ushers, ticket takers, door guards and security staff. This position will perform all tasks necessary in the coordination of Broadmoor World Arena and Pikes Peak Center events (both front and back of house experience). Candidate must be organized; detail-oriented and demonstrate excellent written and verbal communication skills. Candidates must be able and willing to work a varied schedule which may include nights, overnights, weekends, holidays, extended work hours and extended numbers of days.

Apply online at [broadmoorworldarena.com/connect with us/employment](https://broadmoorworldarena.com/connect-with-us/employment).

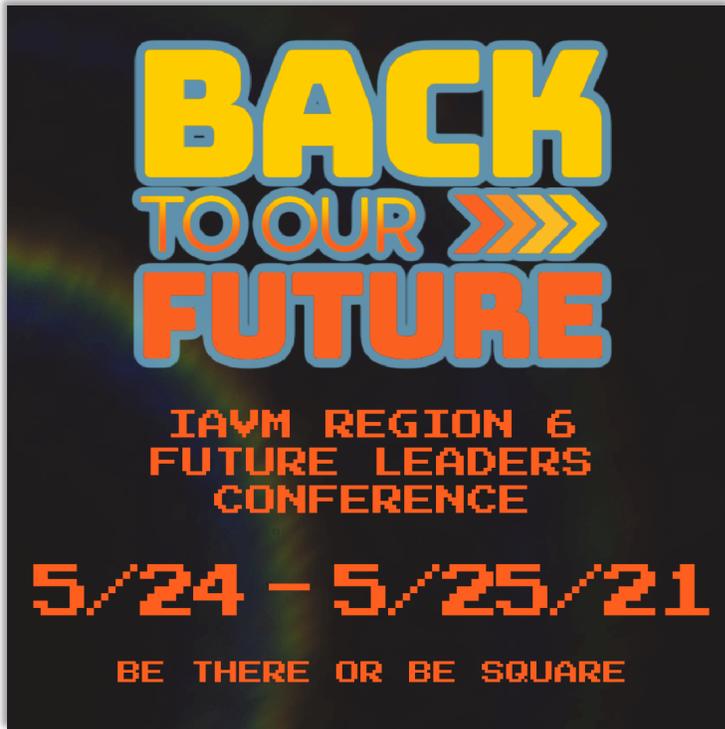


Now is the time to plan for the safe reopening of events—By Sue Sung

Go LIVE Together and the Exhibitions and Conferences

Alliance (ECA) partnered with Epistemix, a world leading provider of analytical tools designed to understand the spread of infectious diseases, to model anticipated risk levels for events planned in 2021. Using this model, they are able to ...

[Continue Reading](#)



Venue Design: Guidelines for Infection Control

Due to COVID-19, venues have seen cancellations across the board and are considering what reopening will look like. When the doors reopen and events resume, ensuring the venue feels safe for fans and patrons will be critical. To do this, we need to design spaces that allow better social distancing amongst large crowds and find strategies to control any potential spread of infection. Visit the [Henderson Engineers website](#) to read the venue design guidelines for infection control.

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