



# Promotional Events Handbook

2131 Lindau Lane, Suite 500  
Bloomington, MN 55425  
[www.mallofamerica.com](http://www.mallofamerica.com)  
Phone: 952.883.8810  
Fax: 952.883.8683

## WELCOME

---

Thank you for your interest in holding an event at Mall of America® (MOA). The following pages offer useful information for planning an event at Mall of America. This handbook provides details about the promotional event planning process in addition to Mall of America rules, regulations and requirements.

Please read through this handbook carefully to ensure you can meet all requirements listed. To submit an event proposal, fill out the last two pages of this handbook and return to Mall of America. By submitting the proposal, you are merely requesting to hold your event at Mall of America. Your proposal will be reviewed by Mall Management to determine that it meets our criteria. You will be sent written confirmation if your proposal is accepted. Until receipt of written confirmation, your event is not confirmed and cannot be promoted.

### **Event Proposal**

The following information must be included in your event proposal:

- Detailed description of your event – See criteria below
- Date preference(s) – Please be flexible as we book out many months in advance
- Event location preference(s) – Please be flexible and base this request on amount of space actually needed

### **Event Criteria**

All events held at Mall of America must meet the following criteria:

Event must be:

- Unique
- Contain interactive components
- Drive traffic to the Mall
- Free and open to the public
- Pre-promoted and advertised
- A potential for media coverage
- Client must have an insurance policy with \$2 million in general aggregate and each occurrence for Mall events and Nickelodeon Universe events. Client must have an insurance policy with \$10 million in general aggregate and each occurrence for East Lot events.

### **Event Timeline**

<u>Event Item</u>	<u>Before Event (minimum)</u>
Review handbook and submit attached proposal	Three Months
Send Common Area Application and Certificate of Insurance	Two Months
Meet or schedule call to discuss event details	Two Months
Submit signage + display proofs for approval	One Month
Submit applications for any necessary permits	One Month
Submit sponsor list for approval	One Month
MOA to approve security plan and request	One Month
Meet to review event logistics	One Month
Provide complete itinerary for Mall contact	Three Weeks

## EVENT CONTACT INFORMATION

---

### EVENTS AND MARKETING OPERATIONS

**Chris Grap**

Vice President Experiential

Phone: 952.883.8827

Email: [chris.grap@moa.net](mailto:chris.grap@moa.net)

**Danielle Platek**

Director of Experiential Events

Phone: 952.883.8844

Email: [danielle.platek@moa.net](mailto:danielle.platek@moa.net)

**Meri Ryan**

Experiential Events Manager

Phone: 952.883.8503

Email: [meri.ryan@moa.net](mailto:meri.ryan@moa.net)

**Sierra Goerg**

Experiential Events Coordinator

Phone: 952.883.8846

Email: [sierra.goerg@moa.net](mailto:sierra.goerg@moa.net)

### COMMUNITY RELATIONS

**Sara Durhman**

Community Relations Director

Phone: 952.883.8845

Email: [sara.durhman@moa.net](mailto:sara.durhman@moa.net)

**Heather Hartwick**

Community Relations Specialist

Phone: 952.883.8627

Email: [heather.hartwick@moa.net](mailto:heather.hartwick@moa.net)

## TABLE OF CONTENTS

---

Welcome	Page 2
Event Contact Information	Page 3
Table of Contents	Page 4
Mall Rules	Page 5
Event Operations Guidelines	Page 6
Additional Rules	Page 7
Security	Page 8
Security + Loading Dock	Page 9
Musical Performances	Page 10
Community Relations Walk Guidelines	Page 11
Event Setup + Tear-Down	Page 12
Equipment Supplied by MOA	Page 13
Required Event Paperwork	Page 14
Event Sponsorship	Page 15
On Mall Advertising	Page 16
Media Relations + Pre-Promotion	Page 17 + 18
Event Display Guidelines	Page 19
Event Signage	Page 20
LED Wall	Page 21
Event Display Fire Resistance Requirements	Page 22 + 23
Motorized Vehicle Rules + Regulations	Page 24 + 25
Food Sampling, Permits + Catering	Page 26
Electrical Guidelines	Page 27
Internet Connections	Page 28
Preferred Vendors	Page 29
Mall of America Partner Hotels	Page 30
Mall Layouts	Page 31
Event Proposal	Page 32 + 33

# MALL RULES

---

In order to assist in our efforts to provide a safe, secure and pleasant shopping environment, we ask for your cooperation with the following. Violators of these rules will be asked to leave the property or will be possibly arrested.

## **Conduct:**

- Conduct that is disorderly, disruptive or which interferes with or endangers business or guests is prohibited. Such conduct may include running, loud offensive language, spitting, throwing objects, fighting, obscene gestures, gang signs, skating, skateboarding, bicycling, etc.
- Intimidating behavior by groups or individuals, loitering, engaging in soliciting, blocking storefronts, hallways, skyways, fire exits or escalators, and walking in groups in such a way as to inconvenience others is prohibited.
- Picketing, demonstrating, and distributing handbills is not allowed. Soliciting and petitioning require the prior written consent of Mall of America Management.

## **Violations of the Law:**

- The commission of any act defined by Federal, State or local ordinances as a criminal act is prohibited. These include, but are not limited to: graffiti, property damage, defacing, damaging or destroying any real estate or personal property, etc.
- Guns and other weapons are banned on these premises.
- Using or possessing consumer fireworks is prohibited.

## **Clothing/Attire:**

- Appropriate attire, including shirts and shoes, must be worn.
- Wearing apparel which has obscene language, obscene gestures, or racial/religious/ethnic slurs that are likely to create a disturbance is prohibited.
- Wearing clothing which deliberately obscures the face, such as hooded tops, will not be allowed.
- Bulletproof vests or simulated bulletproof vests will not be allowed.

## **Service Animals:**

Only animals trained to assist persons with disabilities are permitted within Mall of America.

## **Mall Equipment:**

Escalators and passenger elevators are not to be used to move event supplies or materials; please use freight elevators only.

## **Smoking Policy:**

Mall of America is a smoke free property. This policy includes e-cigarettes.

## **Parental Escort Policy:**

We welcome all youth; however, youth under 16 must be accompanied by an adult 21 years or older from 3 p.m. until close, daily. One adult may supervise up to ten youth. Anyone 21 years or younger must be prepared to show a valid driver's license, state identification card, passport, or Mall of America employee identification card during the Parental Escort hours. Additional holiday Parental Escort Policy hours may apply.

## ADDITIONAL RULES

---

Mall of America, as a private commercial retail center, prohibits all forms of:

- Protest
- Demonstration
- Public Debate
- Speech aimed at organizing political or social groups
- This includes handbills and leafleting.

This prohibition does not include public service groups or other parties that qualify under the Mall's event guidelines and have been approved by MOA Management.

Mall of America prohibits political activity on its property, including:

- Political Campaigns
- Organizing Handbills or Leafleting
- Debates or Protests

This prohibition includes media appearances by elected politicians or candidates running for office for non-political events, such as book signings.

Mall of America prohibits religious activity on its property, including:

- Worship Services
- Organizing, proselytizing, handbills, or leafleting

This prohibition does not include fundraising by organizations who have been approved under Mall of America criteria for charitable activity.

Mall of America, in every case, reserves the right to exclude individuals or groups that do not, in Mall of America's sole judgment, further its commercial objectives or propose a security risk to guests and employees. In addition, Mall of America will give preference to requests for space by existing tenants.

## EVENT OPERATION GUIDELINES

---

- Eating and drinking by staff at the event is not allowed. No food or beverage containers should ever be visible at an event.
- No pyrotechnics, flames, confetti, fog, or haze are ever allowed during an event.
- Anything that is not a part of your display (i.e. cardboard boxes, bins, bags, packaging, pallets, etc.) must be put in storage or stored under a table. These items should never be visible at an event.
- All events must be free and open to the public. With prior approval from your Mall or event contact, donation collections may be allowed if a charity is involved in the event. Donations may not be used to pay for the event, and all proceeds must go to the charity.
- Solicitation is not allowed. Only professionally made literature may be distributed within the confines of your event space. All literature must be pre-approved in writing by Mall Management.
- Music and P.A. systems must be kept at a respectful volume and will be monitored by Mall Management. Mall of America has control over the P.A. volume at your event.
- Balloons, stickers, pins, and buttons cannot be distributed to public. All giveaways will be at Mall Management discretion and must be approved by your Event Contact two weeks prior to your event.
- Giveaways must be handed to guests, not tossed or thrown, and must be contained within the event space.
- Event must be staffed at all times by your representatives.
- Representatives must conduct and present themselves in a professional manner.
- Selling items is not allowed unless pre-approved by Mall Management.
- Handbills on cars are not allowed.
- Parking lot displays are allowed only under certain circumstances and placement will be decided by Mall Management.

\*Note: Mall of America must approve all event logistics and will reserve the right to change or cancel an event at any time.

## SECURITY

---

### **Event Policies:**

- All persons entering the corridors or service level of the Mall must get a Mall of America issued vendor badge from the loading dock. This policy also applies to those who are in the Mall Common areas between midnight and 7 a.m.
- Event set-up and tear-down must be done during non-Mall hours. Holiday or summer hours may apply. Ask your Event Contact for the set-up time.
- All event equipment must be transported through the loading dock. Carts are not permitted through the public entrances of the Mall during Mall hours.
- Vehicles may not park or stop on the ring road for deliveries at any time.
- To assure the safety of all guests, visitors and tenants, MOA has installed a policy for leaving unattended items overnight. When leaving boxes or materials unattended overnight, you will be responsible for filling out a "Request for Leaving Unattended Items" sheet. Your Event Contact will provide you with this sheet.

### **Event Security:**

- You may be required to hire security for your event. Security needs for your event will be assessed by the Security Manager and the Events Department. Security decisions by Mall of America are final and non-negotiable.
- Due to jurisdictional restrictions, only Mall of America Security Officers and Bloomington Police are allowed to monitor events.
  - For Mall of America Security Officers, two hours is the minimum, and the rate is \$50/hour plus tax for each officer.
  - For Bloomington Police Officers, three hours is the minimum, and rate for an Officer range from \$68-\$92/hour + tax or Supervisor from \$101-\$107/hour + tax.
- Late requests of Mall of America Security Officers are subject to an emergency rate. The emergency rate is \$85/hour plus tax for each MOA officer. The two-hour minimum still applies.

Payment and cost of security will be discussed with your Event Contact. A confirmation agreement form must be completed, signed and returned to your Event Contact.

\*Note: Failure to adhere to any of the above security procedures may result in the cancellation or termination of your event. You will be billed following the event. These rates are subject to change.



## SECURITY + LOADING DOCK

---

### **Loading Dock Procedures:**

- All deliveries to the Mall must go through the loading dock. Deliveries are not allowed through the public entrances to the Mall. All vehicles entering the loading dock must first be inspected at the Gate 7 inspection point. A map for Gate 7 and the loading dock will be provided to you by your Event Contact.
- Once at the loading dock, all persons in your vehicle must check and complete a vendor access form at the loading dock office with a current driver's license or government issued ID card. Other forms of identification or expired driver's licenses will not be accepted.
- Your driver's license or ID card will be given back upon return of your vendor badge.
  - In the event of a lost Vendor badge, persons will be charged a \$20-\$25 replacement fee.
- Vendor badge must be visible on your person at all times during the installation of your event.
- Persons found to be in violation of these policies may be asked to leave property.

If deemed necessary by your Event Contact + MOA staff, elephant doors are available for vehicle load-ins or other large installments:

- East + West Entrances
  - (13' – 4 3/4" tall, 13' wide)
- North Entrance
  - (14' – 4" tall, 26' - 3 3/8" wide).

In this event, all vehicles will be inspected prior to entering the facility. Please check the index for vehicle MOTORIZED VEHICLE RULES + REGULATIONS for more information.

## MUSICAL PERFORMANCES

---

If you are bringing a musical performance to Mall of America, you must meet the following guidelines:

- MOA Management must receive a recording of the artist's music, including lyrics, along with a video of a recent performance (if possible) for approval before the event is confirmed.
  - You may not book a musical appearance as part of your event until MOA Management has approved that performer.
- As a stand-alone event, performers must be represented by a major record label and have local radio play to perform at Mall of America; this is unless they are a part of Holiday Music Festival, Music in the Mall, MOA Music Series, or have been otherwise approved by Mall Management.
- In certain circumstances, performers must provide sound and/or sound technicians for their performance. Please consult with MOA about staffing requirements.
- Music and P.A. systems must be kept at a respectful volume and will be monitored by Mall Management. Mall of America has control over the P.A. volume at your event.
- Mall of America will evaluate your event needs and you may be required to use an in-house technician to run musical performances. Technical decisions made by Mall of America are final and non-negotiable. If MOA determines that your event will require the use of a sound technician, one will be supplied for you. Event sound technician personnel is subject to fees.
  - Please contact your Event Contact at least two weeks in advance with your needs. This will ensure that a technician is available and scheduled to assist at your event if need be.
- A letter of confirmation will be sent to you upon approval of the performance. No verbal confirmations will be accepted.
- Rehearsals and sound checks are restricted to before and after Mall hours unless otherwise approved by your Event Contact.

## COMMUNITY RELATIONS WALK GUIDELINES

---

Mall of America requires all fundraising walks to meet the following criteria:

- Due to available resources, walks with an anticipated attendance of less than 500 people cannot be accommodated at Mall of America.
- Walks with anticipated attendance of less than 5,000 people will be held on Level 1.
- Walks with anticipated attendance of 5,000 – 10,000 people will be encouraged to utilize Levels 1 and 2.
- Walks with an anticipated attendance of more than 10,000 people will be required to use Levels 1, 2, and 3.
- All walks must take place prior to mall hours.
- Event activities may be planned during Mall hours, after the walk has concluded, with pre-approval from Mall of America. These activities must last until 1 p.m. at least. Court space is subject to availability.
- All non-coffee beverages distributed must be Pepsi products. This includes bottled water, juice, sports drinks, energy drinks and soft drinks.
- Distribution of any food or beverages in any form MUST be approved by both Mall of America Management and the City of Bloomington.
- Several events may be scheduled on any given day and the equipment is available on a first come, first served basis. Additional equipment may need to be rented at the organization's expense.

The above regulations are in place to ensure that all equipment and supplies are removed from the Mall of America common area space before the Mall opens to the public. The transportation of this equipment and supplies can pose a danger when moved around large groups. Mall of America must be returned to its original setup 30 minutes prior to opening to the public.

### **Events outside the Mall**

Note: Promotional events, gatherings, walks, runs, etc. may require a public assembly/special event license. All aspects (food, liquor, tents, traffic, etc.) of the event will be reviewed by City of Bloomington staff to see if additional licenses or permits are required. Your Event Contact will work with you on getting the proper approvals for any outdoor events with the City of Bloomington.

If there are any questions or concerns, please contact:

***Sara Durhman***

Community Relations Director  
Phone: 952.883.8845  
Email: [sara.durhman@moa.net](mailto:sara.durhman@moa.net)

***Heather Hartwick***

Community Relations Specialist  
Phone: 952.883.8627  
Email: [heather.hartwick@moa.net](mailto:heather.hartwick@moa.net)

## EVENT SETUP + TEAR-DOWN

---

- Event setup and tear-down must occur through the loading dock, service elevators and corridors during non-Mall hours. All vehicles entering the dock must first be inspected at the Gate 7 inspection station before proceeding to the dock. **No exceptions. Please check the index for LOADING DOCK SECURITY PROCEDURES.**
- All moving equipment must be provided by you (carts, pallet jacks, etc.). All carts and equipment must have rubber wheels. Forklifts and power jacks are not allowed. **MOA does not have any 2-wheelers, flat bed carts or Cushman for your use.**
- MOA cannot supply labor for set-up or tear-down.
- Ring road (restricted) unloading requires advanced approval by Mall of America and the City of Bloomington and can occur only between 11 p.m. and 7 a.m.
- Setup and tear-down is limited to before and after Mall hours:
  - Between 10 p.m. and 9 a.m. Monday – Saturday
  - Between 10 p.m. and 10 a.m. Saturday to Sunday
  - Between 8 p.m. and 9 a.m. Sunday to Monday
  - Special holiday and seasonal hours may apply.
- Mall of America has a very limited amount of storage space. If storage space is something you will need it must be discussed with your Event Contact and reserved at least two weeks prior to the event. If you have not arranged for your event items to be picked up within one week of the conclusion of your event, it will become property of Mall of America.

## EQUIPMENT SUPPLIED BY MOA

---

### **Event Equipment (subject to availability):**

Mall of America owns the following event equipment which may be available for your event. All event equipment must be reserved in advance and is subject to availability based on other events taking place that day. All equipment listed below is for indoor use only. Outdoor events will require the rental of equipment at the client's expense.

- Folding chairs
- 6' tables with black table skirting
- Stanchions
- 4' x 8' staging sections with black skirting. Staging is topped with gray carpet. (32' x 32' max size)
- Stage Stairs
- 22" x 28" single sign holders
- Wheel chair lift (up to 2 feet high)
- Black Pipe and Drape (can be used as a backdrop or free-standing dressing room)

\*Note: All the above equipment (subject to availability) can be used free of charge and will be set up by MOA Maintenance personnel. Equipment needed in addition to what is provided by Mall of America is at the client's expense. Any equipment or display items that you provide must be transported and setup/torn down by your staff. All equipment that you provide must be loaded in through the loading dock. See Index to locate Loading Dock Procedures and information.

### **Sound Equipment (subject to availability):**

Mall of America has an in-house A/V department. Sound equipment must be reserved in advance and is subject to availability. Please consult your Event Contact for further details.

Mall of America will evaluate your event needs and you may be required to use an in-house sound technician throughout the duration of your event. Technical decisions made by Mall of America are final and non-negotiable. If MOA determines that your event will require the use of a sound technician, one will be supplied for your event. Event sound technician personnel is subject to fees. Please contact your Event Contact at least two weeks in advance with your needs. This will ensure that a technician is available and scheduled to assist at your event if need be.

## REQUIRED EVENT PAPERWORK

---

Every event requires the following paperwork one month in advance of the event date. **Your event cannot take place until the following paperwork is submitted and approved by MOA Management:**

**Common Area Application:**

Must be completed and signed. This application will be given to you by your Event Contact upon confirmation of your event. The **original copy** must be returned two months prior to your event date.

**Certificate of Insurance:**

Mall of America requires you to have a certificate of insurance on file for your event. A sample certificate will be provided to you listing the legal language you are required to have on the certificate. The COI must have the following minimum coverage:

- \$2 million in General Aggregate and Each Occurrence
- \$1 million in Automotive Liability
- \$1 million in Workers Compensation
- \$2 million in Excess/Umbrella Liability Coverage
- Additional Insured language must be added

## EVENT SPONSORSHIP

---

### **Brand Marketing Guidelines:**

- Brands and event sponsors must pay a marketing fee for exposure at MOA unless approved through the MOA Marketing Department. Contact your Event Contact or MOA Sponsorship Department for marketing fee rates.
- Events must submit a complete sponsor list to MOA at least one month prior to event.
- Event sponsors may not conflict with Mall of America official sponsors.
- Sponsors may not conflict with an existing Mall tenant – first right of refusal.

### **Mall of America Official Sponsors + Marketing Partners (subject to change):**

- Bloomington Convention + Visitors Bureau: Featuring over 30 hotels near MOA
- Explore Minnesota Tourism: The state-wide tourism partner for MOA
- Lyft: Official Ride of Mall of America
- Mystic Lake Casino + Hotel: Official casino – hotel partner
- Pepsi Co.: Exclusive beverage of Mall of America and Nickelodeon Universe
- Republic Services: Official waste hauler partner
- Huntington® Bank: Official Rotunda Partner
  - Note: All communication and references of events or activations in the Rotunda must be worded and listed as “Huntington® Bank Rotunda.” Including, but not limited to, all press releases, advertising, promotion and promotional materials. Additionally, if you intend to use the “Huntington® Bank Rotunda” logo, it must be used in accordance with provided brand guidelines and approved in advance. You will work with your MOA Contact on the approval of these assets.

For more information on Event Sponsorship, please contact:

#### ***Mike Tvrdik***

Vice President Strategic Alliances  
Phone: 952.883.8676  
Email: [mike.tvrdik@moa.net](mailto:mike.tvrdik@moa.net)

#### ***Nicole Farrell***

Sr. Strategic Alliance Account Executive  
Phone: 952.883.8999  
Email: [nicole.farrell@moa.net](mailto:nicole.farrell@moa.net)

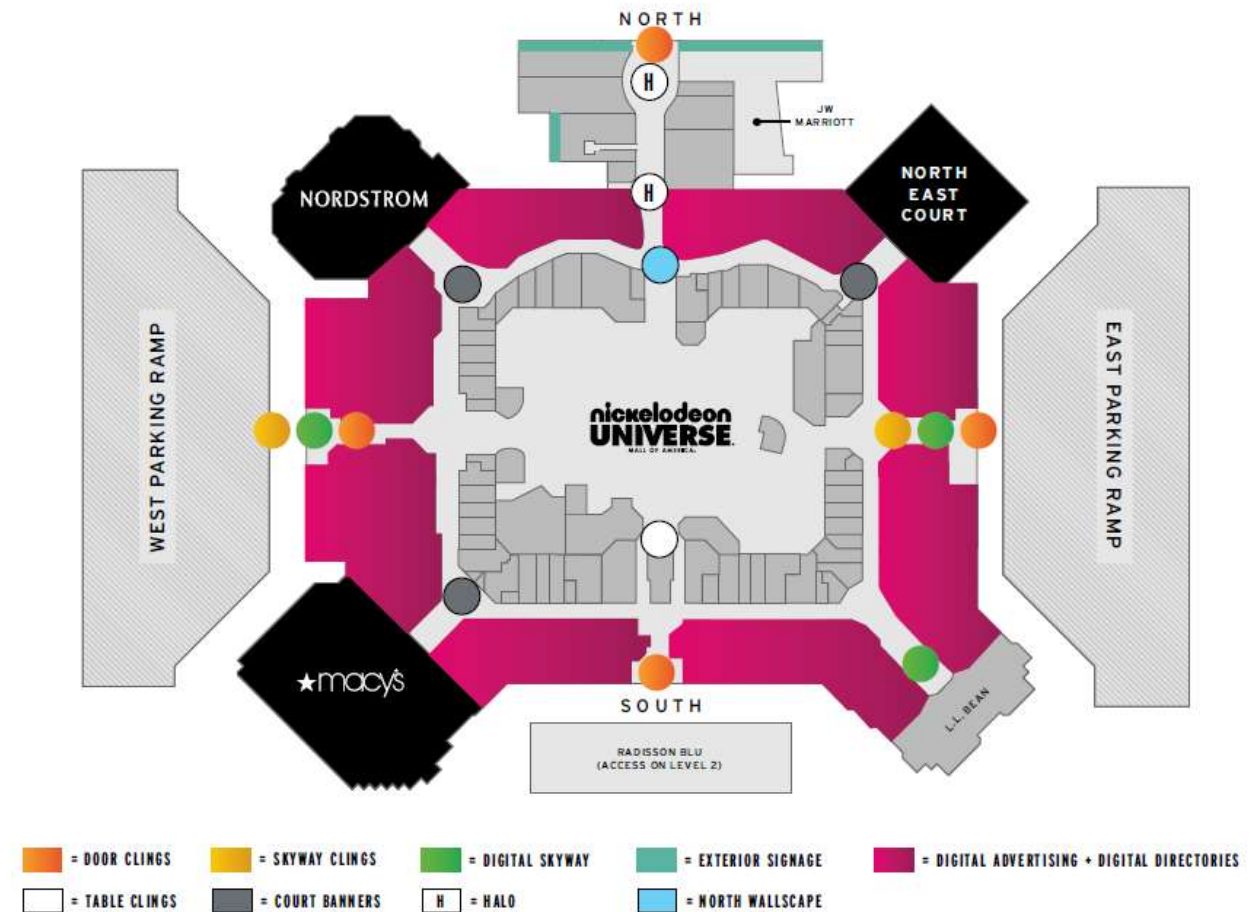
#### ***Kevin Robb***

Strategic Alliance Manager  
Phone: 952.883.8910  
Email: [kevin.robbs@moa.net](mailto:kevin.robbs@moa.net)

## ON-MALL ADVERTISING

With 5.6 million square feet of space, MOA has several options for you available to purchase to get your message in front of over 40 million annual consumers. Space is limited and signage must be reserved in advance. Creative must be professionally created and approved by Mall Management at least two weeks prior to the event. Email a proof to your Event Contact.

### Signage Options:



For more information on pricing and signage specs for on-Mall signage, please contact:

**Kevin Robb**  
 Strategic Alliance Manager  
 Phone: 952.883.8910  
 Email: [kevin.rob主@moa.net](mailto:kevin.rob主@moa.net)

**Nicole Farrell**  
 Sr. Strategic Alliances Account Executive  
 Phone: 952.883.8999  
 Email: [nicole.farrell@moa.net](mailto:nicole.farrell@moa.net)



## MEDIA RELATIONS + PRE-PROMOTION

---

Mall of America has an in-house Public Relations Department that will help you gain local and regional exposure for your event. To best present the event components that are media worthy for broadcast and print outlets, a complete press kit and press release specific to your event scheduled at Mall of America is due 60 days before the event. The following items are suggested (if available) in order to best promote your event:

- Camera ready publicity photos (photo of celebrity/spokesperson or past event)
- Logo/Color Graphic in JPEG or EPS format, 300 dpi or higher, hi-res, horizontal, 1920x1080
- Press kits
- Press release specific to your event at Mall of America
- Existing B-roll of event components the media may use for broadcast
- A 4 - 6 line description of your event including unique components and story ideas to pitch to the media
- YouTube video links or easily accessible web video that shows your event components. This can help enhance pitches to the media
- 1 – 2 spokespeople who are able to conduct interviews on behalf of the event should media segments get booked

Mall of America will promote your event with a Media Advisory (see more information below). Subject to availability; deadlines vary—please check with your event contact for specific deadlines.

### **Media Advisory:**

- Intended to inform media of the photo and interview opportunities available with your event.
- Includes the who, what, where, when, why, photo opportunity, interview opportunity, and contact information.
- Follow-up calls are made by the media relations department to gauge media interest and schedule interviews.

Only events with media coverage potential, as decided by MOA Media Relations, will receive a media advisory.

For more information on Media Relations, please contact:

### ***Laura Utecht***

Communications Director  
Phone: 952.883.8805  
Email: [laura.utecht@moa.net](mailto:laura.utecht@moa.net)

### ***Madison Amland***

Public Relations Coordinator  
Phone: 952.883.8493  
Email: [madison.amland@moa.net](mailto:madison.amland@moa.net)

## MEDIA RELATIONS + PRE-PROMOTION

---

The following is a list of the pre-promotion Mall of America may provide to promote your event (subject to availability). Deadlines vary—please check with your Event Contact for specific deadlines.

### **Mall of America Events Web Page:**

Your event will be posted on Mall of America’s website at [www.mallofamerica.com/events](http://www.mallofamerica.com/events) (over 490,000 hits annually) after we receive the materials as outlined in this document.

### **Events Newsletter:**

Monthly events newsletter is sent to over 113,475 unique opt-in subscribers. Newsletter is distributed on the first Monday of each month.

### **Social Media:**

Mall of America is highly active on social media with more than one million fans and followers across Facebook, Twitter, Instagram, TikTok and more. Your event will be shared and promoted on the appropriate Mall of America social media account(s).

To maximize event exposure, we encourage you to connect with our social media team several weeks in advance to best organize coverage for your event. We also recommend you share your relevant social media accounts with your Event Contact as well as tag @mallofamerica in all social promotions for your event.

For more information on Social Media promotion, please contact:

#### ***Nate Sandell***

Senior Social Media Manager  
Phone: 952.883.8623  
Email: [nathan.sandell@moa.net](mailto:nathan.sandell@moa.net)

#### ***Melanie Long***

Social Media Specialist  
Phone: 952.883.8505  
Email: [melanie.long@moa.net](mailto:melanie.long@moa.net)

## EVENT DISPLAY GUIDELINES

---

### **Event Displays/Décor:**

- All signs and banners must be professionally made and double-sided.
- Displays must be aesthetically pleasing from all sides.
- All displays must be professionally created and subject to flame spread and smoke development ratings. (See Index for “Event Display Fire Resistance Requirements”)
- Tables must be professionally covered on top and all sides.

### **Display Regulations:**

- All displays need to be pre-approved by Mall Management. Please send a photo or rendering of the display to your Event Contact.
- Duct tape, double-faced tape, electrical, gaffer and clear tapes, etc. are not allowed on any Mall property. Only Mall approved tape shall be used. You will be given the approved tape during your event set up if need be.
- Each event space has its own height restrictions for displays. Please check with your Event Contact for guidelines. Displays must never block sight lines to store fronts. Displays can never be taller than 8’ (unless otherwise approved by MOA Management).
- All displays need to stay within the Common Area boundaries. A CAD drawing of your event space will be provided to you upon confirmation of your event.
- Inflatables will be judged on a case by case basis by MOA Management and the City of Bloomington. Inflatables designed for outdoor use will not be allowed within Mall of America. This is non-negotiable.
- Floor graphics may be allowed, but you must use MOA Management approved material. The graphic shall not leave an adhesive residue upon removal. Client must supply samples and specifications of materials as well as creative samples for approval.

\*Note: Mall of America must approve all event logistics and reserves the right to change or cancel an event at any time.

## EVENT SIGNAGE

---

### **Signage Options**

- 22" x 28" Signs
- Hanging Banners
- Pull-up Banners
- Digital Signage
- LED Video Wall (see index)

### **Regulations for all types of Signage:**

- All signage must be approved by your Event Contact one month in advance. Please email a proof to your Event Contact for approval
- All signage must be professionally printed with two or more colors
- All banners must be printed on vinyl
- All banners must have grommets
- Tape will not be allowed to hang banners. Rope or zip ties must be used to secure all banners

### **22"x28" Signs**

- All 22"x28" signs must be printed on foam core with a 1 ½" border around the edge
- All 22"x28" signs must be double-sided
- Sign holders and easels must be reserved in advance
- A limited number of event signs will be allowed in the event area

### **Hanging Banners (pending availability and management approval)**

- Huntington® Bank Rotunda
  - Only banners hanging from guide wires will be available in the Huntington® Bank Rotunda. The minimum size for these banners is 10'x15' and will be hung vertically
  - No more than four hanging banners will be allowed
  - Banners hung from the fascia will not be allowed
  - Banners must be printed double sided
- Nordstrom Court + Southeast Court
  - No banners can be hung in these courts
  - Only floor signage will be allowed here (i.e. pull up banners, 22"x28" posters, etc.)
- Macy's Court
  - 10'x15' vertical banners can be hung from third level guide wires. These banners must have 2" dowel sleeves in the top and bottom sleeves
  - No more than four banners will be allowed in each event court
  - Hanging banner space and placement is subject to availability based on advertising space

\*Note: Other signage options may be available pending availability and approval by Mall Management. Please discuss your signage plan with your Event Contact at least one month prior to your event.

## LED WALL

---

The Huntington® Bank Rotunda video wall features a 24' x 13.5' widescreen LED display on the 72' X 24' elevator bank.

### **Format and Equipment**

Included in the system is a Roland VR-50 video switcher/scaler with:

- (4) HDMI inputs, (2) composite inputs, (2) VGA inputs, and (4) SDI inputs
- The Roland VR-50 video switcher can switch between (4) real-time inputs seamlessly as well as a static image

Other Equipment:

- You must provide your own laptop computer if you wish to use one to display images or presentations. Some laptops, particularly Macs, require special adapters to use VGA inputs or HDMI. It is strongly recommended that you supply your own adapters/converters if your computer does not have VGA or HDMI outputs. Please consult with MOA about proper formatting.

With rental of additional equipment, expanded capabilities can include: picture-in-picture and a lower 1/3 graphic.

Video wall content should be produced at a 16:9 aspect ratio with a recommended resolution of 1920 x 1080 pixels. PowerPoint or Keynote presentations must be formatted as widescreen. It is recommended that you bring a 1920 x 1080 jpeg graphic for your event loaded on a USB flash drive to be used as a static image. You may also choose to use a slide from your PowerPoint presentation for this purpose, should you use one.

Discuss ideas for how you would like to utilize the video wall with your Event Contact. MOA must review all materials prior to being shown on the video wall. Please provide a copy of what will be shown on the video to your Event Contact two weeks prior to the event.

Mall of America will also evaluate your event needs and you may be required to hire a tech to run the LED wall. Technical decisions made by Mall of America are final and non-negotiable. If MOA determines that your event will require an in-house technician, one will be provided. Event sound technician personnel is subject to fees. Please contact your Event Contact at least two weeks in advance with your needs for the video wall. This will ensure that a technician is available and scheduled to assist at your event if need be.

Live Streaming is not allowed for various licensing + security reasons.

## EVENT DISPLAY FIRE RESISTANCE REQUIREMENTS

---

### **Scope:**

This is intended to serve as a guideline for all event display fire resistance requirements for the construction and placement of displays within Mall of America common spaces. If documents of displays are not received within two weeks of event, displays will not be allowed at the event.

### **Locations:**

Applicable to all locations:

- Displays greater in size than 4'x4' will require you to have additional fire and/or sprinkler protection.

Huntington® Bank Rotunda Events + Displays:

- All materials are restricted to those having a Class A rating for smoke development and flame spread (See Appendix A).
- Special displays that require a building permit(s) will be reviewed on an individual basis by both the City Building Official and the City Fire Marshal.
- All displays will be reviewed on an individual basis by the Fire Marshal.

Atrium, West Market Square, Southeast Court, Nordstrom Court, Macys Court and Pillar Area (located near the Huntington® Bank Rotunda):

- All materials are restricted to those having a Class C requirement or better for smoke development and flame spread (See Appendix A).
- Excessive use of any textiles in display area may require additional approval by Fire Marshal.
- All large structures/enclosures will require approval by the Building Official.

Nickelodeon Universe:

- Materials are restricted to Class A rating for smoke development and flame spread (See Appendix A).
- Special displays that require a building permit will be reviewed on an individual basis by both the Building Official and the Fire Marshal.
- All displays will be reviewed on an individual basis by the Fire Marshal.

Fourth Floor Areas:

- Class A as indicated in Appendix A for non-textile materials.
- Excessive use of any textiles in display area may require additional approval by Fire Marshal.

### **Appendix A:**

To obtain official flame and smoke spread ratings, materials must be tested by an accredited UL listed laboratories. Mall of America requires documentation of flame and smoke spread certification based on ASTM E 84 testing methods. MSDS test results is not an acceptable certificate of fire resistance.

Interior wall and ceiling finishes shall be classified in accordance with ASTM E 84. Such interior finish materials shall be grouped in the following classes in accordance with their flame spread and smoke developed indexes.

Class A: Flame spread 0-25; smoke-developed 0-450.

Class B: Flame spread 26-75; smoke-developed 0-450.

Class C: Flame spread 76-200; smoke-developed 0-450.

## EVENT DISPLAY FIRE RESISTANCE REQUIREMENTS (CONTINUED)

---

### **Fire Regulations:**

- Fire codes require a 10' clearance from all storefronts.
- Any miscellaneous structure, either enclosed or larger than 4' x 4', is subject to redesign with a 70% open area, an open top, or a mandatory fire system installation (sprinkler system installed at expense of user).
- Aisles and a means of egress must be maintained throughout the exhibition area. All aisles must be at least 4' wide or greater and will be determined by Mall Management.
- Merchandise, cardboard, and bulk stock must be placed out of sight.
- Due to fire codes, exits and service passageways may not be used for storage of any kind, including event materials and trash.
  - Trash must be taken to the proper trash receptacles or recycling rooms in the back corridors and/or loading dock.
- Any use of live plants requires a complete list of style, supplier, and certificate of pest treatment.
  - If using non-living/dried vegetation, everything must also be fire treated and a certification of flame retardancy will be required.
- Compressed gas tanks (i.e. helium, propane) are not allowed in Mall of America without approval by City of Bloomington Fire Marshal. All must be properly secured.
- Open flames are not allowed in Mall of America.
- Cooking devices (stoves, burners, etc.) must be pre-approved by Mall Management and the City of Bloomington, and all cooking ingredients must be approved. Cooking of foods that create grease lined vapors will not be allowed.
- Mall of America must receive copies of all city-issued permits.

\*Note: Mall of America must approve all event logistics and reserves the right to change or cancel an event at any time.

## MOTORIZED VEHICLE RULES + REGULATIONS

---

### **MOA Approval Process:**

The following rules and regulations apply to all motorized vehicles including, but not limited to: cars, vans, trucks, motorcycles, snowmobiles, boats, etc.

- City Fire Marshal must approve vehicle and a permit must be obtained. Please see below for Fire Prevention contact information.
- All motorized vehicles must be approved by Mall of America Operations + Facilities Director.
- The following information is needed for approval:
  - VIN and/or license plate number
  - Photo of the vehicle
  - Make, model and year of the vehicle
  - Track Width and Wheel Base
  - Contents inside the vehicle (after-factory added equipment, sound systems + event supplies)

### **Mall of America Codes: Vehicle Displays**

All vehicles must be approved by Mall Management.

- Combustible engines of any kind cannot be started in the Mall. Motorized vehicles must be pushed inside the Mall.
- Forklifts or motorized transportation devices are not allowed on Mall floors at any time.

### **City of Bloomington approval process:**

The following rules and regulations apply to all motorized vehicles including, but not limited to: cars, vans, trucks, motorcycles, snowmobiles, boats, etc.

- A vehicle permit must be obtained and approved by Bloomington Fire Prevention. Contact Fire Prevention at the City of Bloomington. The fire inspector assigned to the Mall is Bobby Wotherspoon.

#### ***Bobby Wotherspoon***

Bloomington Fire Inspector

Phone: 952.563.8966

Fax: 952.563.8949

Email: [bwotherspoon@bloomingtonmn.gov](mailto:bwotherspoon@bloomingtonmn.gov)

- A copy of the approved vehicle permit must be present at the time of load in and remain on site for the duration of your event.

**Permit applications through the city can be completed at the link below. Clients of Mall of America needing a permit will need to register themselves in the portal and can contact the phone number on the home page with any questions: <https://permits.bloomingtonmn.gov/ProdPortal/>**



## MOTORIZED VEHICLE RULES + REGULATIONS (CONTINUED)

---

### Load in + Load out Rules + Regulations

- Vehicle must enter and exit during non-business hours:
  - Monday – Saturday: 11 p.m. – 7 a.m.
  - Sunday: 8 p.m. – 7 a.m.
- Upon load-in, MOA Security will verify vehicle description + VIN number that was provided during the approval process.
  - If the vehicle description and VIN do not match what has been approved, the motor vehicle will not be allowed on property.
- The vehicle must be pushed inside and may not run inside the Mall. Combustible engines cannot be started in the Mall. No exceptions.
- Vehicles may be brought in through the North, West or East entrance Elephant Doors.
  - East + West entrances
    - (13' – 4 3/4" tall, 13' wide)
  - North entrance
    - (14' – 4" tall, 26' - 3 3/8" wide).
- All fuel tank openings must be locked and sealed in an approved manner to prevent the escape of vapors.
  - Fuel tanks must not be more than one-quarter full or contain more than five gallons of fuel, whichever is less. Fueling or de-fueling of vehicles within the Mall is prohibited.
- At least one battery cable must be removed from the batteries used to start the vehicle engine. The disconnected battery cable must then be taped.
  - When pre-approved by the City of Bloomington, batteries used to power auxiliary equipment shall be permitted to be kept in service.
- Aisles and a means of egress must be maintained throughout the exhibition area.
- Carpet or cushions under all wheels and under the engine and drive train is required for prevention of damage to floor.
- Insurance provision required.
- Car must be cleaned before entering + must maintain a clear appearance throughout the event.
- Doors must be locked at all times.
- Electric vehicles must have disconnected batteries and are required to be pushed inside to their designated and pre-determined location.
  - \*If interested in bringing in an electric vehicle as an element of your event, please discuss guidelines and rules with your event coordinator or MOA contact.

## FOOD SAMPLING, PERMITS + CATERING

---

Distribution of any food or beverages in any form MUST be approved by both MOA Management + the City of Bloomington (COB).

### **Food Service:**

If you are offering food at your event, a temporary food license may be required. Your MOA contact + the City of Bloomington staff will work with you to decide if a license is necessary or not. The Food License Application can be found at: <https://www.bloomingtonmn.gov/eh/food-and-lodging-safety-program>  
This application should be submitted ten or more days before the event to the COB Licensing staff.

### **Liquor Service:**

Anytime liquor is offered at an event, you must have the proper license and staff to do so. Events that include liquor require the liquor to be purchased through + served by a State of Minnesota Licensed Liquor Caterer. The Licensed Liquor Caterer must notify the COB Licensing Department seven or more days in advance. All events that serve liquor must also offer food. Contact Doug Junker at [djunker@bloomingtonmn.gov](mailto:djunker@bloomingtonmn.gov) or call at 952.563.4923.

Your MOA Contact must receive a copy of the food permit two weeks prior to your event. And, if deemed necessary, a hand-washing station may be required for your event when food is being handled. Please contact the City of Bloomington with any questions on permitting. They may be reached at the following:

**Licensing Department** | City of Bloomington | Attn: Environmental Health Specialist  
2215 West Old Shakopee Road | Bloomington, MN 55431  
Phone: 952.563.8934 | Email: [envhealth@BloomingtonMN.gov](mailto:envhealth@BloomingtonMN.gov)

### **Catering:**

Mall of America has five preferred catering companies, and they are strongly encouraged to be used for all food and beverage services within Mall of America. You may contact them directly at the following:

#### ***CRAVE***

Contact: Julie Teran  
Phone: 612.716.7703  
Email: [jteran@cravecatering.com](mailto:jteran@cravecatering.com)

#### ***Radisson Blu***

Caroline Naslund  
Phone: 952.851.4036  
Email: [caroline.naslund@radisson.com](mailto:caroline.naslund@radisson.com)

#### ***Mintahoe Catering + Events***

Contact: Steve Palmer  
Phone: 612.619.4099  
Email: [spalmer@mintahoe.com](mailto:spalmer@mintahoe.com)

#### ***JW Marriott***

Contact: Kelly Bauer  
Phone: 612.615.0146  
Email: [kelly.bauer@marriott.com](mailto:kelly.bauer@marriott.com)

## ELECTRICAL GUIDELINES

---

- All provisions must be requested in advance and supervised by Mall of America's maintenance personnel.
- Connections to house power will be done by MOA staff only.
- Cords are a trip hazard. Cords running in public walk-ways require approval by MOA Management. All manufactured devices and fixtures must be UL approved.
- Exhibitors must supply all cords from the outlet (no household cords). All electrical cords must be a minimum of 12-3 AWG (American Wire Gauge). All cords that are subject to physical damage or are a trip hazard must be in an approved rubber cord cover and taped down with MOA approved tape.
- The Huntington® Bank Rotunda has the following electrical capacity:
  - South side of the elevator: 200-amp, 120/208 3-phase, (10) 20-amp GFCI outlets
  - West floor outlets: (2) 30-amp, 120/208 3-phase.
  - Distribution panels provide up to (3) 20-amp circuits or (6) 15-amp circuits.
  - Additional 100-amp 120/208 3-phase can be provided with temporary transformer set up on the North side of the elevator.
- The Atrium has the following electrical capacity:
  - (11) 20-amp circuits spread throughout the floor pockets
  - 100amp and 60amp 120/208v distribution panel that breaks down to additional 20amp circuits.
- The Pillar Area has the following electrical capacity:
  - (3) 20-amp circuits.
  - 30amp 120/208v twist lock receptacle
- West Market Square has (12) 20-amp circuits: (8) in the cabinet next to the elevator and (4) dedicated outlets in floor boxes.
- Nordstrom Court and Macy's Court all have 30-amps, 120/208v (3-phase). Distribution panels provide up to (3) 20-amp circuits or (6) 15-amp circuits.
- Southeast Court has (3) 30-amp 120/208v (3-phase). Distribution panels provide up to (3) 20-amp circuits or (6) 15-amp circuits. Southeast Court also has (4) 120v 20-amp floor box outlets.
- If you have questions or concerns regarding your Mall of America electrical needs, please contact Eric Jorgenson at the following:

***Eric Jorgenson***

Electrical Supervisor

Phone: 952.883.8869

Email: [eric.jorgenson@moa.net](mailto:eric.jorgenson@moa.net)

**\*Note: MOA reserves the right to inspect and approve/reject any electrical devices and systems.**

## INTERNET CONNECTIONS

---

Mall of America has a shared 1GB Dedicated Internet connection available for use by your event staff or systems. Wired connections are available in the Huntington® Bank Rotunda + Atrium. Mall of America offers complimentary Wi-Fi for guests. Join MOA-Wi-Fi to stay connected.

### **Pricing Information:**

<u>Requested Connection</u>	<u>Price</u>
Dedicated Internet Services <i>Specific MGBT Dedication</i>	For needs please discuss pricing with your Event Contact

\*Mall of America IT technical services cannot directly provide support services.

To request wired or wireless internet connections in Event Spaces, please reach out to your Event Contact. For a wired internet connection in some event spaces at Mall of America, you must contact Century Link to install a phone or DSL line (see below).

## PHONE LINES

---

Phone lines must be ordered through Century Link. This includes lines for services POTS, lines for internet access, credit card machines, radio broadcast lines, etc. Phone lines for events are at the expense of the user.

- POTS lines require a minimum of 4 days advance notice
- ISDN lines require a minimum of 8 days advance notice
- DSL lines require a minimum of 2+ weeks advance notice

To order telephone lines, please contact:

### ***Century Link***

Small Business

Attn: Sarah Delaney, Manager Sales II- Mass Markets

Phone: 612.428.5197

Cell: 763.381.1822

Email: [Sarah.Delaney@Lumen.com](mailto:Sarah.Delaney@Lumen.com)

## PREFERRED VENDORS

<u>Service</u>	<u>Vendor</u>	<u>Phone Number</u>
Audio	Showcore*	651.994.1500
Audio + Lighting	Legacy Production Group	612.568.1213
Audio + Lighting	Showcore*	651.994.1500
Audio + Visual	AVVR	651.456.9033
Cable	Comcast	877.8704310
Catering	CRAVE*	612.432.1865
Catering	Mintahoe Catering + Events*	612.619.4099
Catering	Radisson Blu*	763.212.4226
Crazy Hair Artists	Maund Entertainment	952.472.3378
Décor	Festivities	763.682.4846
Décor	Event Lab	952.224.8558
Décor	Andon Balloons	612.866.0353
Décor	The Corner Balloon Shoppe	612.377.4011
Décor	Girl Friday	952.250.0218
Equipment	Duke Aerial Equipment Inc.	651.335.1527
Exposition	United Rentals	952.854.7371
Exposition	Hubbell Tyner*	651.917.2632
Exposition	Ultimate Events	612.789.5152
Face Painting	Maund Entertainment	952.472.3378
Fire Proofing	COIT	612.716.2029
Phone Lines	Century Link	612.336.3080
Giveaways	Fun Express	1.888.999.0365
Golf Cart Rental	Cushman Motors, Inc.	612.333.3487
Printing	MHC	952.882.0884
Photography	Tony Nelson	612.724.3232
Photography	Mike Madison	612.701.8546
Photography	Colorvision*	952.220.4282
Plants + Flowers	Aloha Landscaping*	651.681.9357
Plants + Flowers	Gertens Greenhouse	651.450.1501
Signs + Banners	Grafix Shoppe*	651.683.9665
Two-Way 400MHZ Radios	Infinity Wireless	888.335.3737
Video	AVVR*	651.456.9033
Video	Graybow Communications	952.544.5555
Videographer	Alec Fisher	612.743.5776
Videographer	Mike Rominski	651.253.6882

\*MOA Suggested Vendor

## MALL OF AMERICA PARTNER HOTELS

---

With over 30 hotels in Bloomington, MN, Mall of America has partnerships with the following hotels that are within walking distance or a short hotel shuttle ride away.

Hotel	Phone Number
AC Hotel by Marriott	952.854.0123
Cambria Hotels Minneapolis Airport – Bloomington	612.235.6538
Courtyard by Marriott Bloomington by Mall of America	952.876.0100
Element Bloomington Mall of America	952.854.1234
Fairfield Inn & Suites Minneapolis Bloomington/Mall of America	952.858.8475
Hampton Inn & Suites	952.854.7600
Hilton Garden Inn Minneapolis Airport Mall of America	952.854.1687
Holiday Inn Express Minneapolis Saint Paul Airport	952.213.3150
Home2Suites & Tru by Hilton Hotels	952.213.4708
Homewood Suites by Hilton	952.854.0900
Hyatt Regency Bloomington-Minneapolis	952.922.1234
JW Marriott Minneapolis Mall of America (connected to the Mall)	612.615.0100
Mystic Lake Casino Hotel	1.800.262.7799
Omni Vikings Lake Hotel	651.689.9800
Park Plaza Hotel	952.222.4145
Quality Inn and Suites	952.854.5558
Radisson Blu Mall of America (connected to the Mall)	952.881.5258
Residence Inn by Mall of America	952.876.0900
Springhill Suites	952.854.0300
TownePlace Suites	952.540.4000
Tru by Hilton Minneapolis Mall of America	952.213.4782

Visit <https://reservations.mallofamerica.com/site/welcome/14709/mall-of-america-preferred-hotels-special-packages-rates> for more information. For large groups, please contact our Tourism Department to use our aRES hotel booking tool for your attendees. Some benefits might include:

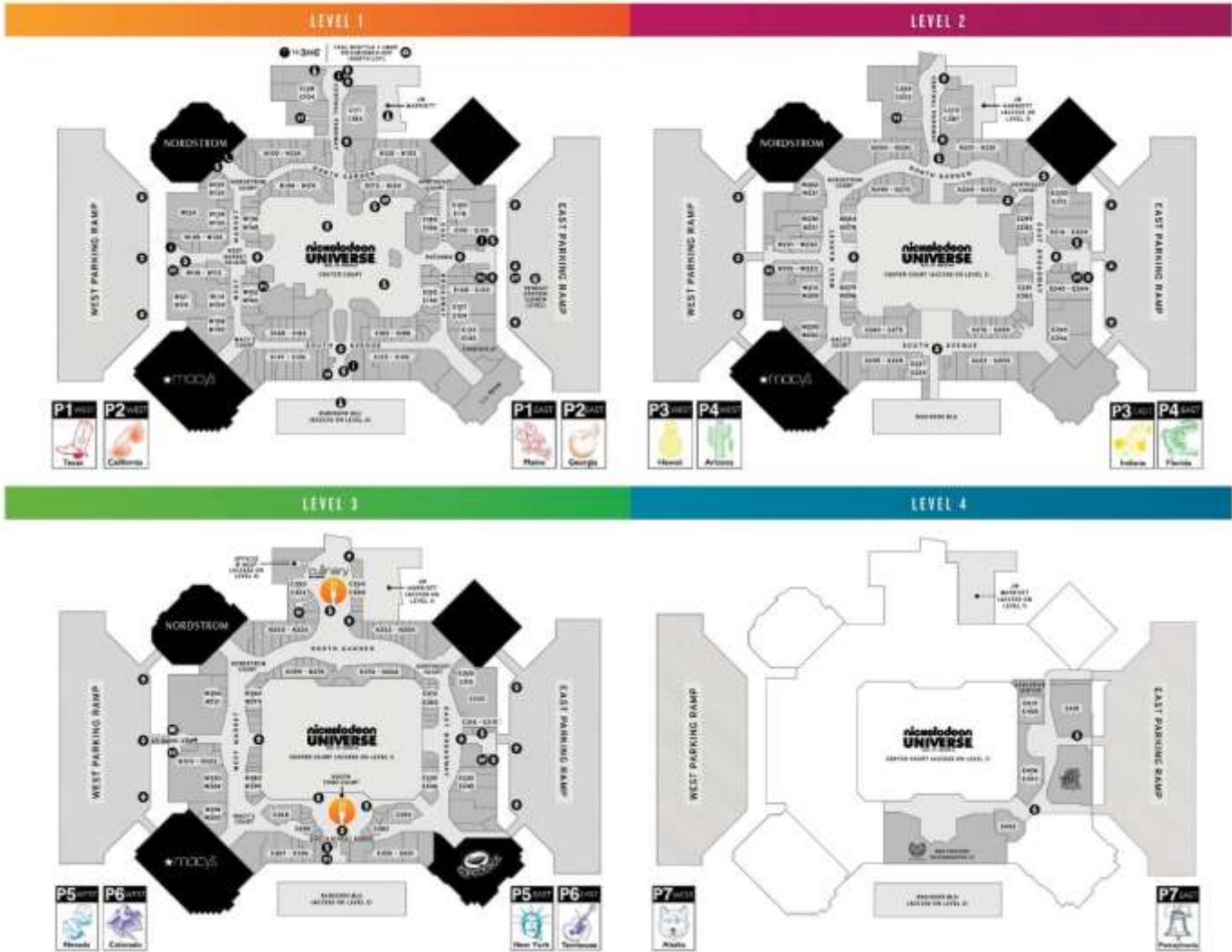
- Event branded lodging micro-site
- Turnkey lodging inventory for event rights holder using our general leisure lodging inventory or our discounted closed user group lodging inventor
- Ability to include, exclude, rank area lodging properties as well as return results in order of proximity to a Point of Interest like the venue.
- Ability to add event specific messaging to the properties ex. “Hotel is on event shuttle route”
- Event lodging call center sales and support

### **Samantha Sommers**

Tourism Account Executive

Phone: 952.883.8499 | Email: [samantha.sommers@moa.net](mailto:samantha.sommers@moa.net)

# MALL LAYOUTS



## EVENT PROPOSAL (PAGE 1 OF 2)

Event Details	
Group/Organization Title	
Contact	
Proposed Event Title	
Detailed Description	
Date(s) Requested	First Choice: Second Choice:
Size of Area Requested (sf)	
Common Area Space Preferred (please check one)	<input type="checkbox"/> Huntington® Bank Rotunda (5,000 sf) <input type="checkbox"/> Macy's Court (1,500 sf) <input type="checkbox"/> West Market Square (1,000 sf) <input type="checkbox"/> Southeast Court (1,060 sf) <input type="checkbox"/> Atrium
Event Criteria: All events must meet all of the following criteria listed below, please describe:	
Event must be unique	
Event must contain interactive and entertaining components	
Event will drive traffic to the Mall	
Professional décor and signage	
Client must pre-promote and advertise the event	
Potential for media coverage	



## EVENT PROPOSAL (PAGE 2 OF 2)

---

General Information	
Sponsor List	
Media Partners	
Expected Attendance	
Celebrity Appearances	
Musical Performances	

\*Note: all potential sponsors must be approved by Mall Management at least one month in advance. Sponsor involvement may incur a marketing fee

\*Note: Celebrity appearance and projected attendance may require you to hire MOA Security at \$50/hour per officer plus tax. Final decision regarding Event Security will be made by MOA Security.

Contact Information	
Name	
Address	
Email	
Phone Number	
Fax Number	

I have read the contents of Mall of America’s Promotional Events Handbook. I will comply with the rules and requirements set forth by Mall of America regarding events. Failure to comply with any of the rules in this handbook will result in a fine and/or cancellation of event.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name of MOA representative that sent you this proposal: \_\_\_\_\_

MOA Events Manager Approval: \_\_\_\_\_

Please return this form (two pages) by mail or fax to:

**Mall of America**  
**Attn: MOA Events**  
**2131 Lindau Lane, Suite 500**  
**Bloomington, MN 55425**  
**Fax: 952.883.8683**

Note: Your event is not confirmed until Mall of America sends you written confirmation. Please do not promote or proceed with the event without confirmation. Mall of America cannot approve your event until a written request (this proposal) is received via fax or mail. Verbal proposals and confirmations will not be accepted.