



Indoor Arena and multi-use Event Center



Technical Specification Packet



THE COW PALACE ARENA & EVENT CENTER

Built in 1941 by the 1-A District Agricultural Association with the mission of promoting the agricultural industry and serving as a gathering place for the Community, this historic Bay Area landmark sits on the border of Daly City and San Francisco, the “Gateway to the Peninsula.” The Cow Palace is an indoor Arena and multi-use Event Center, and home of the Grand National Rodeo and Jr. Livestock Show.

With concerts, championships, conventions and cows, anyone who has passed through our iconic arched roof knows it is more than just a one-event wonder, promoting a variety of gatherings to serve the needs and

reflect the cultural diversity of the San Francisco Bay Area and the State of California.

Elvis, The Beatles, Prince for six nights, Billy Joel, Kenny Chesney, Neil Diamond, RUSH, AC/DC, Paul McCartney, Pink Floyd, Aerosmith, Metallica, Rolling Stones, Van Halen for five nights, Frank Sinatra and many others have made the Cow Palace a stop on their path to stardom. Other popular conventions and expos such as the Golden Gate Kennel Club Dog Show and the Great Dickens Fair have become staples of our iconic venue. Let us help you plan your next event and contribute to our illustrious history!



VENUE FEATURES

- 15 Minutes from downtown San Francisco
- 10 Minutes from SFO International Airport
- Easy access to Highway 101 and Interstate 280
- Close proximity to public transportation (CalTrain, BART, Muni)
- Parking Lots: 2,800 parking spaces available on-site or use as part of your event space (ex. Ride & Drive, outdoor festival)
- Over 252,000 sq. ft. of total building space
- Open-canvas facility with ground level entry to all event spaces
- Full event staffing services available to meet your needs
- Main Arena: 30,000 sq. ft. of exhibit floor space plus 13,000 sq. ft. with removal of box seats & installing platform decking
- North & South Hall: 49,000 sq. ft. each
- Exhibition Halls (6): 20,000 sq. ft. each
- Meeting space and break out rooms





MAIN ARENA

The main arena delivers spectacular flexibility with 30,000 sq. ft. of contiguous space (plus 13,000 sq. ft. of perimeter space). Our Main Arena can be configured for high-end exhibitions, banquets, concerts, athletic events, private events & more. Seating capacity ranges from 10,300 to 16,500. Registration space conveniently located off main concourse that enables concurrent set-up of multiple registration sections and better guest experience.

NORTH & SOUTH HALLS

Each hall measures 49,000 sq. ft. (345' x 140' x 14') of open space that can be rented together or individually. Located directly off our Main Concourse, these halls are ideal for concert capacity of 4,200, expositions, festivals, trade shows, banquets, and special events.

Each hall is equipped with restroom facilities, heating system, WiFi capabilities and utility access points throughout to cater to your event's needs. Each hall has two rollup doors (12' x 14') and multiple points of entry.



EXHIBITION HALLS

There are six individual exhibition halls (20,000 sq. ft. each) with complete restroom facilities in two of the halls. This column-free space makes it suitable for expositions, tradeshows, training and retail events with a separate vehicle entrance off Geneva Avenue.



BREAK OUT SPACE & MEETING ROOMS

Break out spaces and meeting rooms are a great place for a private office, hospitality room, coat check or just a quiet space to escape all the commotion. The Cow Palace has the flexibility to cater to your event needs with multiple meeting rooms and break out spaces throughout our facility. Our staff is ready to assist in your next unforgettable event!

PARKING LOTS

Parking lots are comprised of 530,000 sq. ft. that offer ample parking with 2,800 parking spaces available. Parking lots can be used for outdoor festivals, concerts, drive-in movies, private ride + drives, driver trainings – the sky is the limit! This is an amazing one-of-a-kind space to incorporate into your event.

Right: U2 SalesForce (2016)



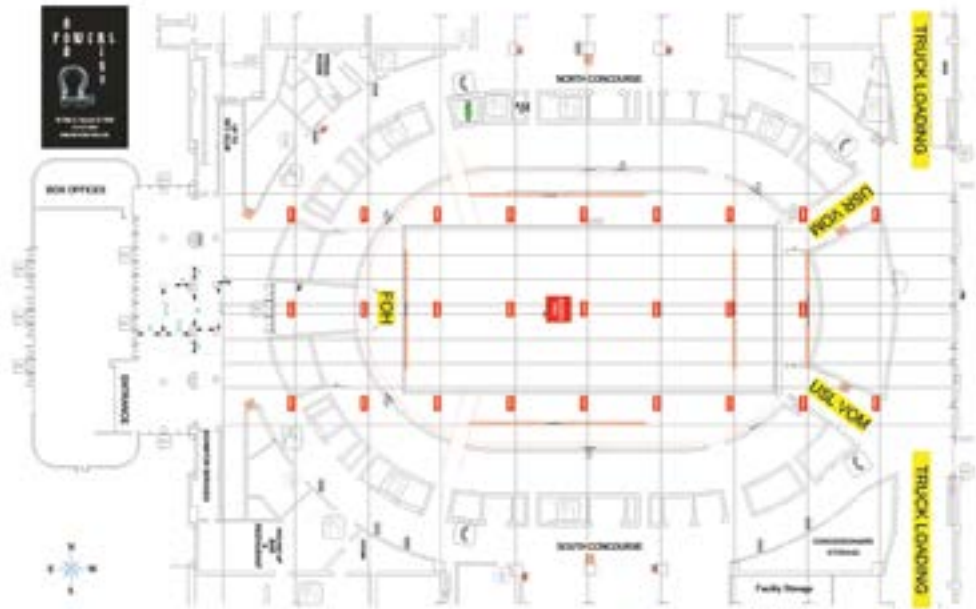
MARKETING ASSETS: DIMENSIONS (W) X (L); ALL DIMENSIONS IN PIXELS

Cow Palace Homepage (banner)	1000 px X 510 px
Cow Palace Homepage (secondary banner)	190 px X 188 px
Facebook (banner)	820 px X 312 px
Facebook (post)	492 px X 492 px (single photo) 245 px X 246 px (two photos)
Instagram (square/carousel post)	1080 px X 1080 px (1:1 aspect ratio)
Instagram (portrait post)	1080 px X 1350 px (4:5 aspect ratio)
Instagram (landscape post)	1080 px X 608 px (16:9 aspect ratio)
Twitter (post)	1600 px X 900 px
Twitter (banner)	1500 px X 500 px
Daly City-Colma Chamber Newsletter	1200 px X 628 px
Google Business Post	540 px X 405 px



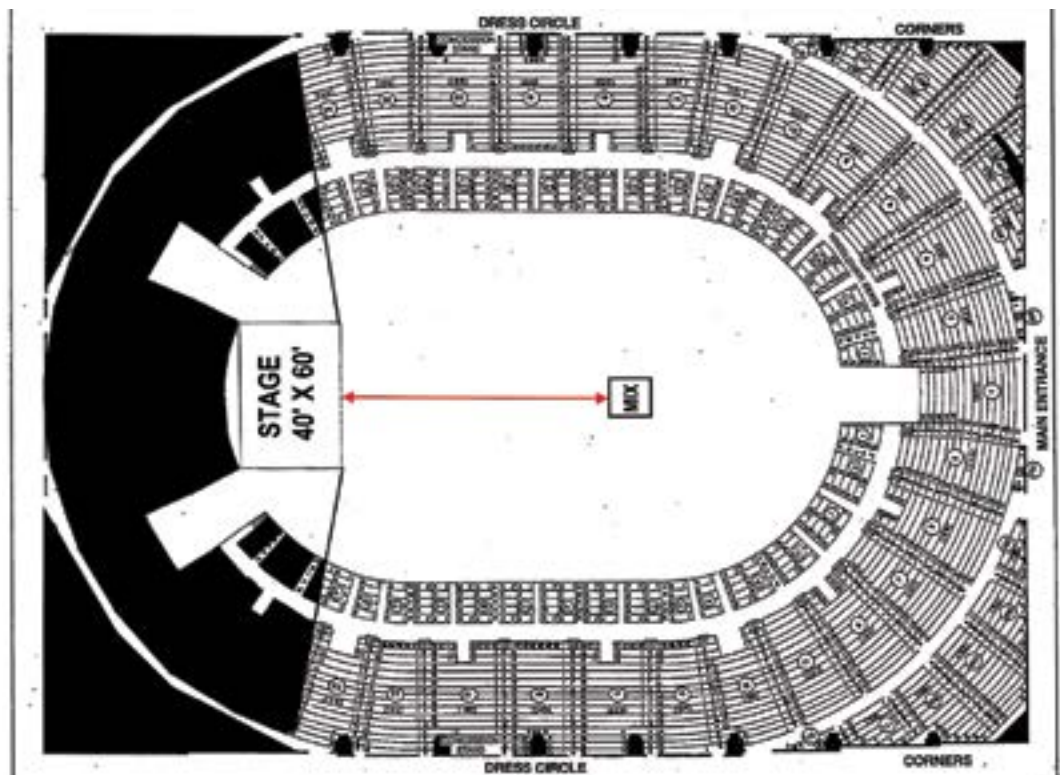
RIGGING GRID

Span between beam is 37'



SEATING CAPACITY

Capacity: 14,260 GA and
12,200 seated
*based on production
requirements.





ARENA POWER

East End Center:

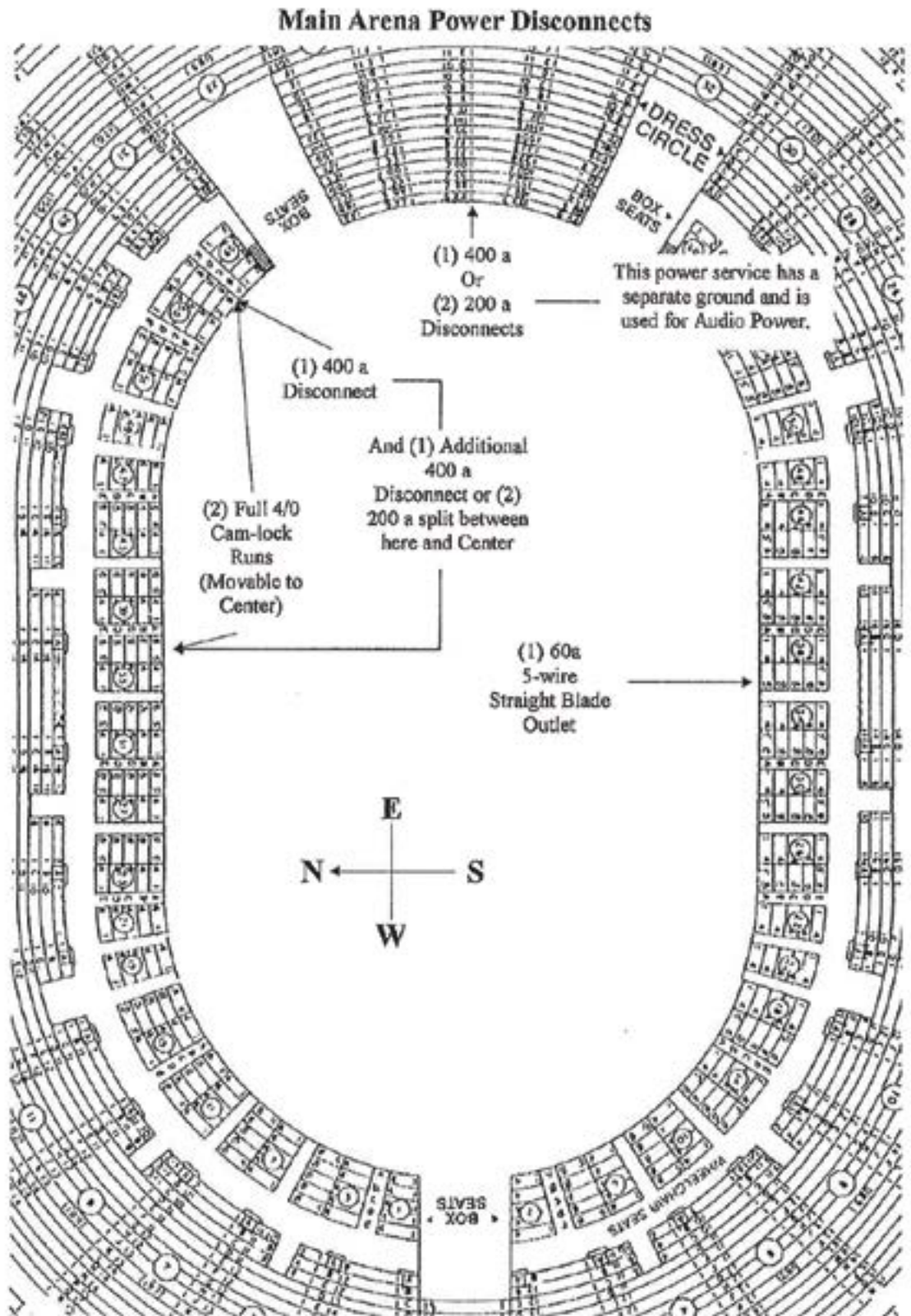
- 1- 400amp service
- Or
- 2- 200amp service
- Both Cam-lock Disconnects.

Stage Right Vom / Box Seats:

- 2- 400amp service, but needs 4/o 5 wirer to pig tails

50 yard line Northside of Area:

- 1- 400amp service
- 1- 200 amp service

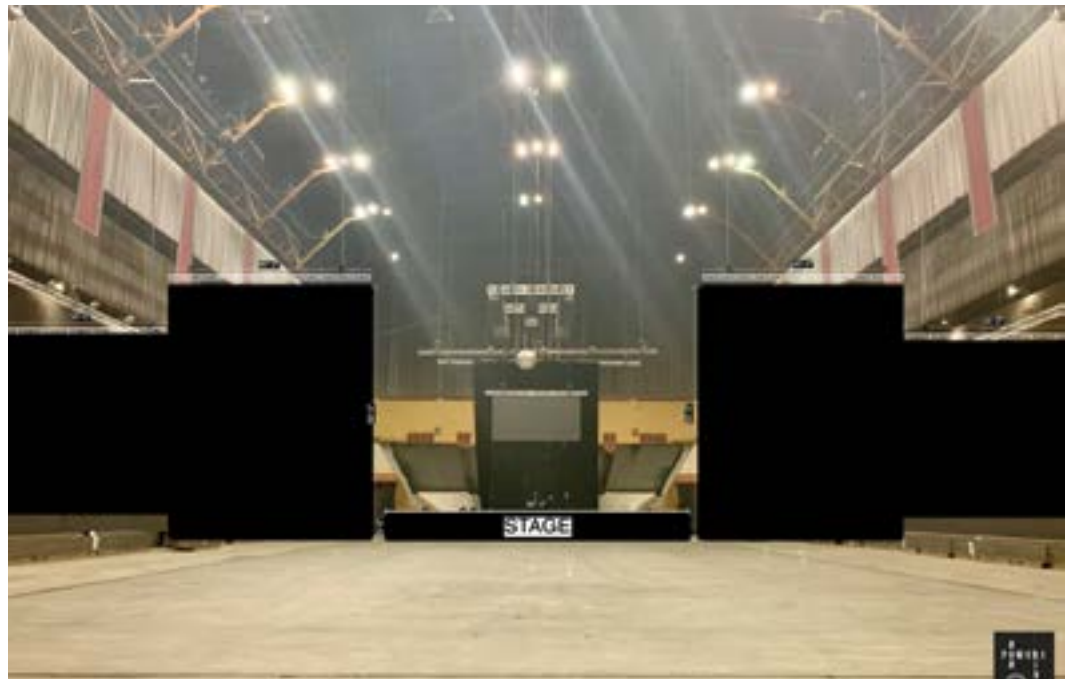


400 Amp or 2) 200 Amp USC behind stage 30' and 400 Amp SR



STAGE MASKING

can be moved at promoters expenses



ARENA FLOOR

166' x 235'



Please contact us for venue availability and rental rates.
(415) 404-4100 // events@cowpalace.com

2600 Geneva Avenue, Daly City, CA 94014
www.cowpalace.com