



**INDIANA UNIVERSITY AUDITORIUM
PROMOTER GUIDE**

INDIANA UNIVERSITY AUDITORIUM

Indiana University Auditorium is one of the premier cultural centers of the Midwest. Since opening its doors in 1941, the Auditorium has hosted a wide range of performing arts and world-class touring entertainment. Important figures in government, science, and the arts speak at the Auditorium, and many great artists, entertainers, and musicians are presented in its opulent theatre.

IU Auditorium has hosted the likes of music greats Bob Dylan, John Mellencamp, John Legend, and Willie Nelson along with other amazing world-class artists like Yo-Yo Ma, Itzhak Perlman, and Béla Fleck, to name a few. Legendary comedians Steve Martin, Martin Short, Jerry Seinfeld, and Kevin Hart have performed on the Auditorium stage as well as numerous national touring Broadway productions. Major public figures and entertainment moguls from all over the globe have appeared at IU Auditorium including the Dalai Lama, Madeleine Albright, Maya Angelou, Meryl Streep, Martin Sheen, and more.

While the beautiful, historic, and storied venue itself is enough reason to visit Bloomington, IU Auditorium takes most pride in its service. The Auditorium staff epitomizes “Hoosier Hospitality” and ensures every event hosted here is successful. From start to finish, any event becomes IU Auditorium’s event. This guide is a great reference tool to plan your event, but IU Auditorium is always happy to assist and answer questions.

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Noah Kahan performed in front of a packed house at IU Auditorium.

CONTACT US

BOOKING

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TICKETING

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MARKETING

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FACILITIES

DAVID ZACK, DIRECTOR OF OPERATIONS
OFFICE: (812) 855-1654
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PRODUCTION

JACOB LISH, STAGE MANAGER / HEAD CARPENTER
OFFICE: (812) 855-5259
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GUEST SERVICES

ERIN WYLIE, ASSISTANT DIRECTOR FOR EVENTS
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ADMINISTRATION

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John Mellencamp on stage at IU Auditorium.



Les Misérables performed at IU Auditorium.

MAPS AND ROUTING



CLOSE TO MAJOR CITIES

CITY	ROAD MILES	FLIGHT TIME	DRIVING TIME
INDIANAPOLIS, IN	50	.5 HOURS	1 HOUR
LOUISVILLE, KY	98	.5 HOURS	2 HOURS
CINCINNATI, OH	129	1 HOUR	2.5 HOURS
FT. WAYNE, IN	173	1.5 HOURS	3 HOURS
CHICAGO, IL	230	1.5 HOURS	4 HOURS





North side of IU Auditorium.

DIRECTIONS

IU Auditorium and Indiana University are located in southern Indiana. Please use these directions to arrive to the front of the venue. (See page 15 for map and directions to docks and stage door.)

FROM INDIANAPOLIS

Take Interstate 465 to Interstate 69 S
Take Interstate 69 S to SR 45/SR 46 Bypass East Exit
Take SR 45/SR 45 East to N Walnut Street
Turn Right (South) on N Walnut Street
Turn Left (East) on 7th Street

FROM LOUISVILLE

Take Interstate 65 N to Exit 68 for Columbus/Nashville/
Bloomington
Take SR 46 West to Bloomington
Continue onto 3rd Street
Turn Right (North) on Indiana Avenue
Turn Right (East) on 7th Street

FROM EVANSVILLE

Take Interstate 69 N to Indiana SR 37 N
Take Indiana SR 37 N to SR 45/SR 46 Bypass East Exit
Take SR 45/SR 45 East to N Walnut Street
Turn Right (South) on N Walnut Street
Turn Left (East) on 7th Street

FROM CINCINNATI

Take Interstate 74 W to Exit 134A Indiana SR 3 S
Take Indiana SR 3 S to Indiana SR 46 W towards
Columbus to Bloomington
Continue onto 3rd Street
Turn Right (North) on Indiana Avenue
Turn Right (East) on 7th Street

AIRPORT INFORMATION

Private charter air is located four miles southwest of Bloomington, Indiana, at Monroe County Airport (BMG). The closest commercial airport is located seven miles west of downtown Indianapolis at Indianapolis International Airport (IND).

BOOKING PROCEDURES

SCHEDULING A DATE

If you have questions regarding the availability of the theatre, please contact the Director of Operations.

PROMOTING/CO-PROMOTING

IU Auditorium can self promote, co-promote, and rent out the venue to third parties. Contact us for details.

RENTAL EXPENSES

Rental structure is based on established rental rates and determined by the type of event, the space, and the equipment used. Further information can be obtained by contacting the Assistant Director for Events.

CONTRACT EXECUTION

All arrangements are considered to be tentative until a venue agreement has been fully executed and returned. A deposit may be required upon execution of agreement to secure your date.

FINANCIAL SETTLEMENT

At the conclusion of an event, the licensee is responsible for settling all outstanding facility expenses. Any questions regarding the settlement procedure should be directed to the Director of Operations.

OUR TEAM

We are happy to help with anything you need. Please refer to Contact Us (page 3) for our department contact information.



Chance the Rapper at IU Auditorium.



Dalai Lama visited Bloomington.



Best Buddies is hosted by IU Auditorium every summer.

TICKET OFFICE

Our in-house Ticketmaster ticketing system provides complete flexibility regarding manifest design, ticket formatting, house scaling, and reporting. Customers have the option of purchasing in person at the IU Auditorium Box Office, or online at IUauditorium.com and Ticketmaster.com.

FEATURES

- Six windows are available for day-of event sales.
- Online sales are available through IUauditorium.com and Ticketmaster.com.
- Cash, Check (cashiers or personal), Credit Card (Visa, MasterCard, Discover, and American Express), and IU account billing are all accepted.
- Students have the ability to use Bursar billing for ticket purchases.
- Automated sales reports are available.

HOURS OF OPERATION

10 a.m. to 5 p.m., Monday through Friday

*Additional evening and weekend hours scheduled as needed for sales and events.

CONTACT INFORMATION

General information: (812) 855-1103

Email: tickets@indiana.edu

LOCATION

IU Auditorium
1211 E 7th Street
Bloomington, IN 47405

GROUP SALES

Group sales are available to approved groups at promoter's request and processed by our Ticket Operations Manager.

OVERALL CAPACITIES

FRONT ORCHESTRA (without pit)

982

ORCHESTRA AND MEZZANINE (without pit)

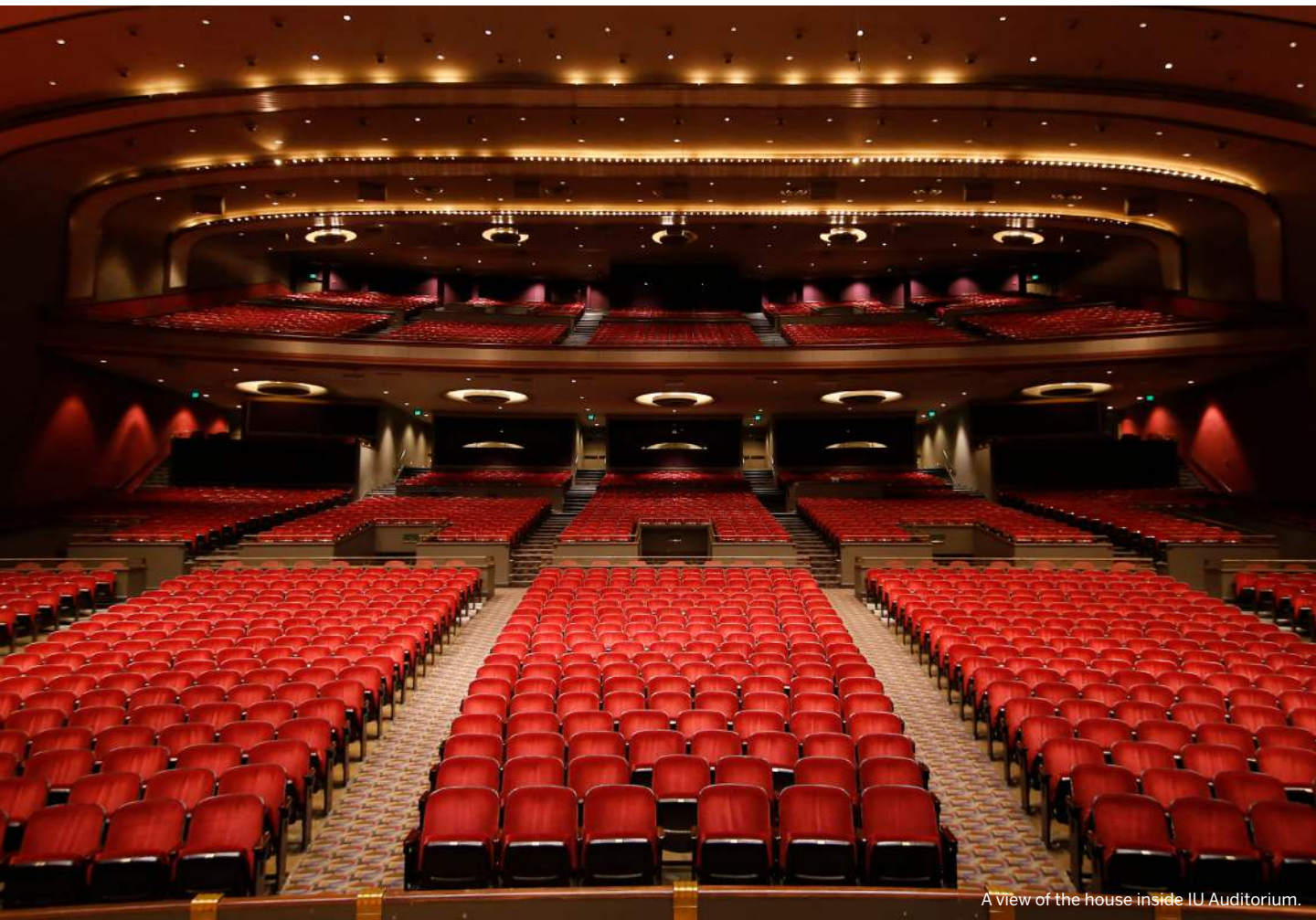
2,012

ORCHESTRA, MEZZANINE, AND BALCONY (without pit)

3,154

ORCHESTRA, MEZZANINE, AND BALCONY (with pit*)

3,200



A view of the house inside IU Auditorium.

*Pit available at discretion of Auditorium management.

FULL HOUSE

TOTAL CAPACITY: 3,200

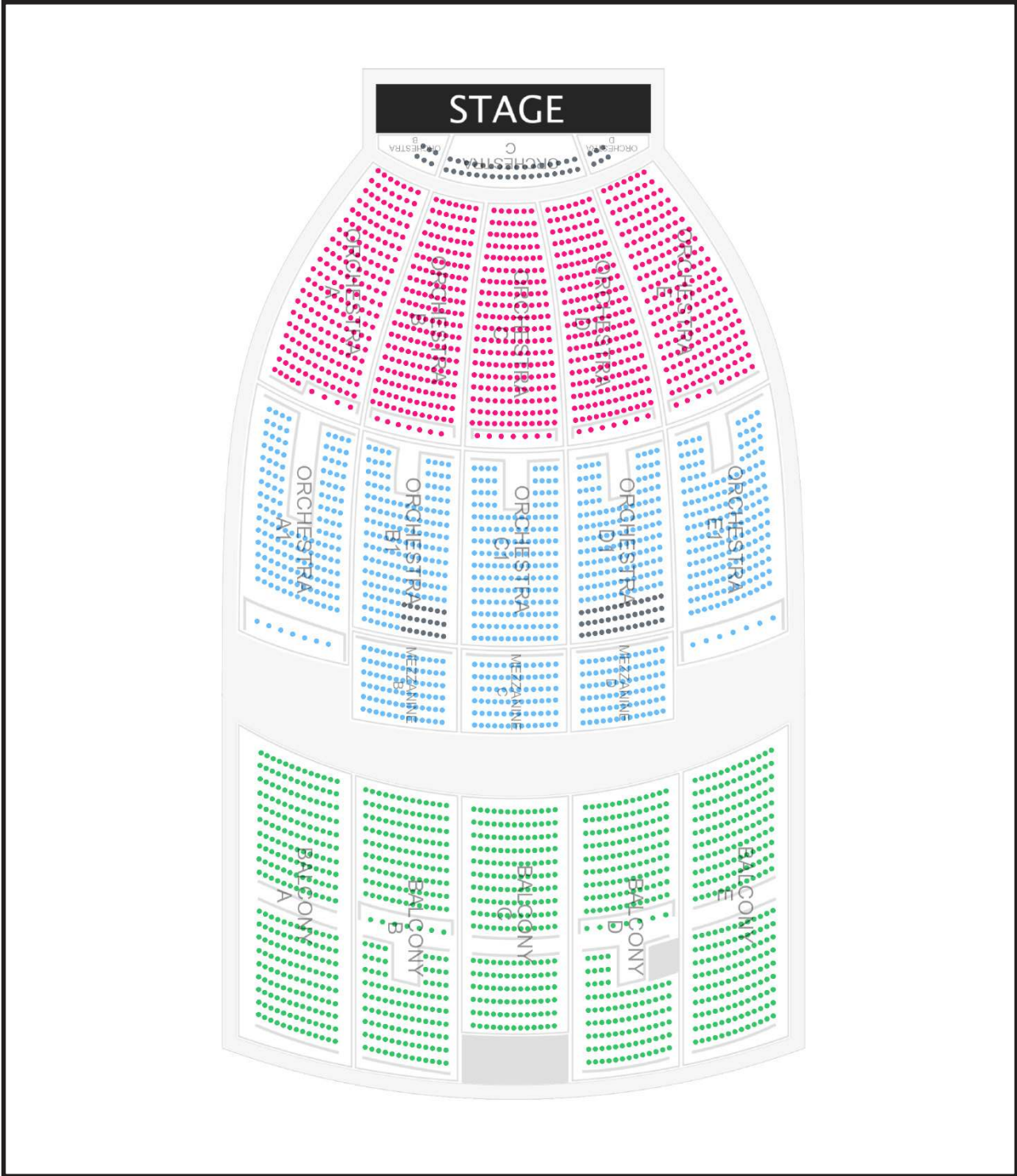
PIT: **46***

FRONT ORCHESTRA: **982**

REAR ORCHESTRA AND MEZZANINE: **1,030**

BALCONY: **1,142**

*Pit is adjustable to seat fewer, if desired, and is available at discretion of Auditorium management.



5-TIER SCALING EXAMPLE

TOTAL CAPACITY: 3,200

PIT: 46*

PRICE LEVEL 1: 981

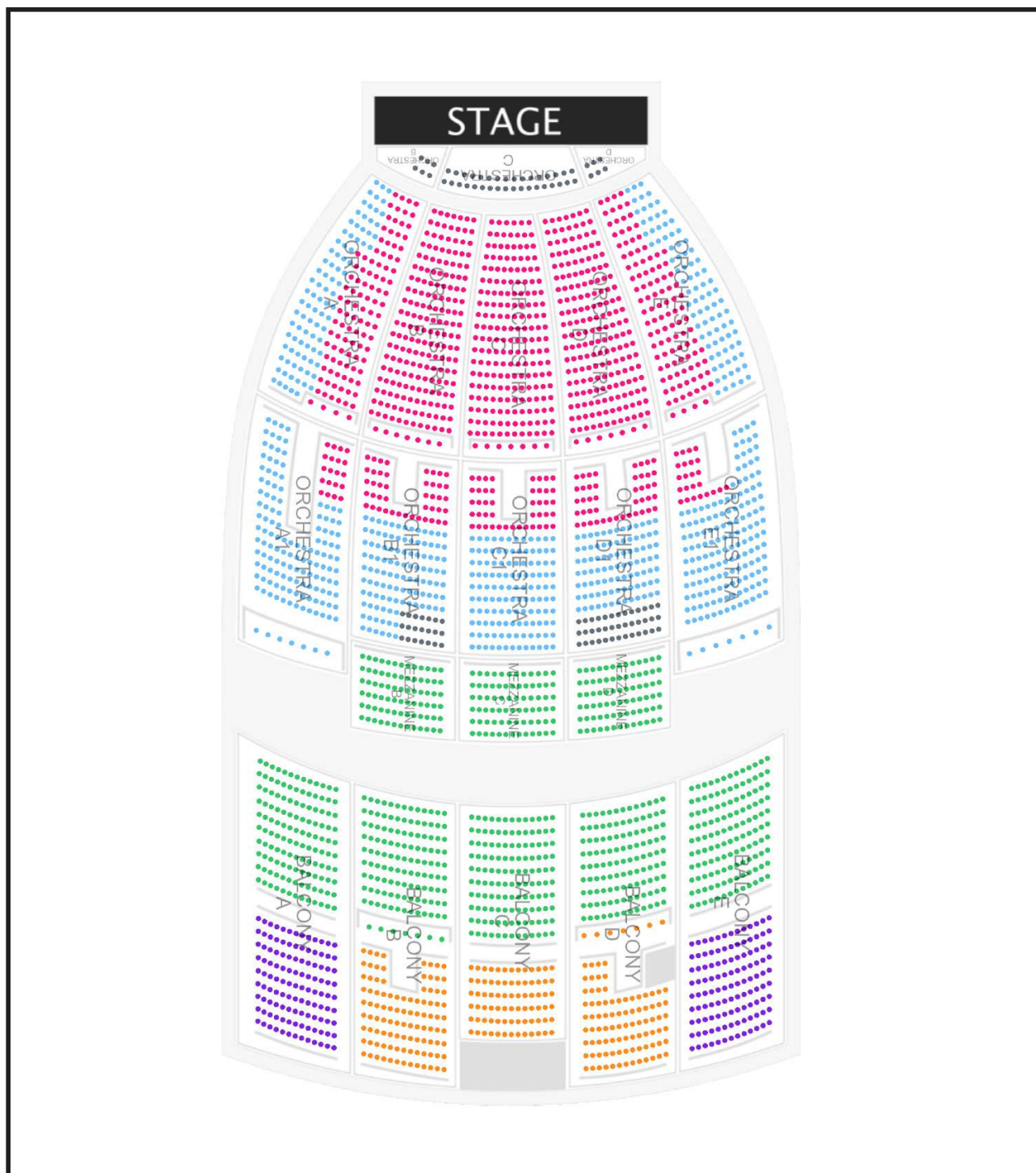
PRICE LEVEL 2: 800

PRICE LEVEL 3: 862

PRICE LEVEL 4: 277

PRICE LEVEL 5: 234

*Pit is adjustable to seat fewer, if desired, and is available at discretion of Auditorium management.





Conan Gray pumped up the crowd at IU Auditorium.



Broadway smash *The Book of Mormon* performed at IU Auditorium during the 2019–2020 and 2022–2023 seasons.

LEVEL GUIDE

FIRST FLOOR LOBBY

- **Merchandise Locations:** Both the Hall of Murals and Grand Foyer offer space for merchandise sales, perfect for high visibility. Our friendly, trained staff will assist with inventory coordination and setup. Upon request, staff can also be arranged to sell merchandise.
- **First Aid Room:** The First Aid Room is located in the south hallway of the Grand Foyer. Trained medical staff is located in the venue for every event.
- **Concessions Locations:** Food and drinks, including alcohol, are sold in the Grand Foyer. Locations are also available in the Petite Foyer, if applicable. We coordinate those sales with our preferred vendor.

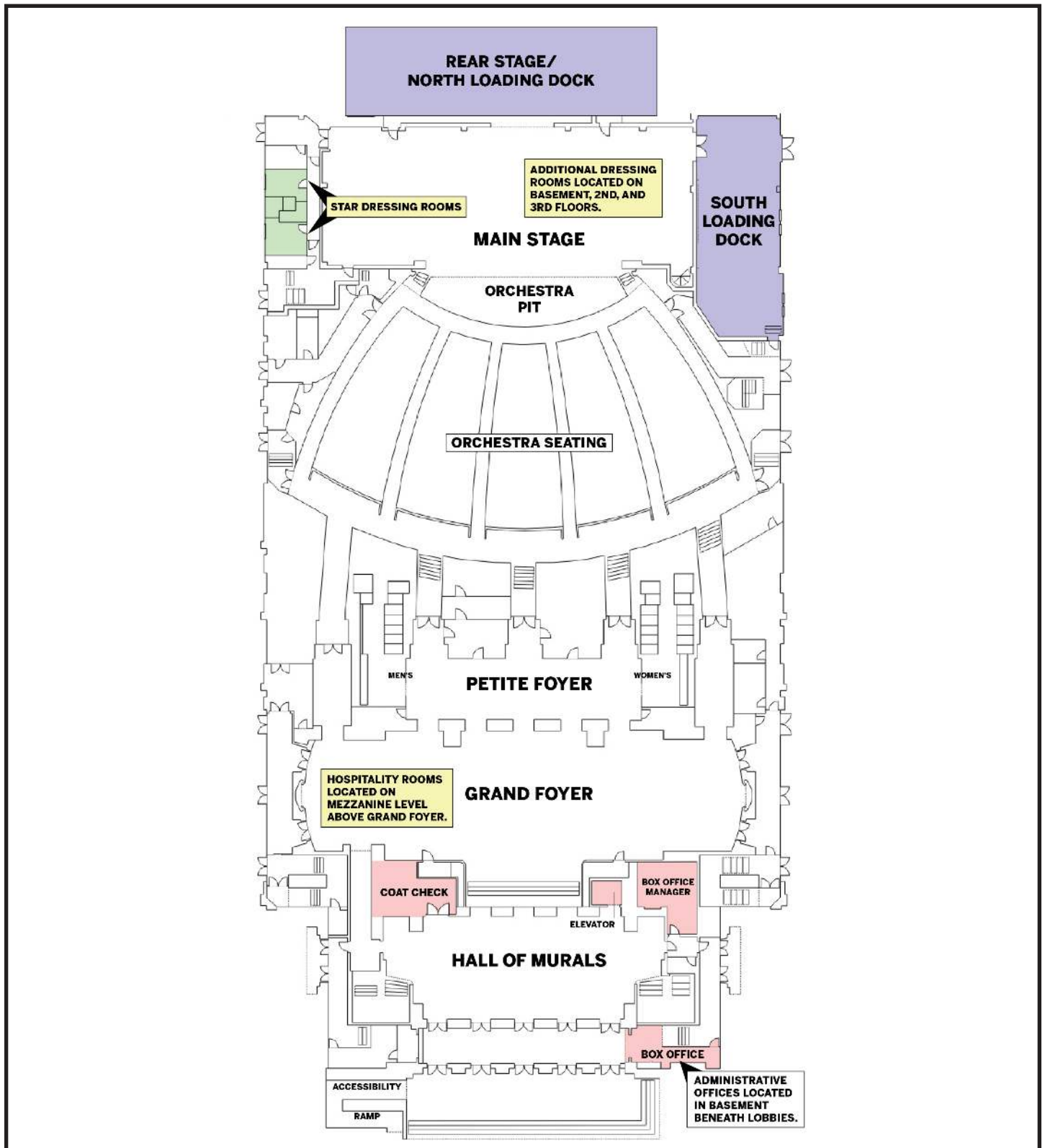
MEZZANINE

- **Hospitality Suites:** The Director's Lounge and Producer's Lounge have stunning views into the theatre. Both spaces are perfect for small pre-show gatherings for VIPs or other patrons.
- **Concessions Locations:** Space is available in the Mezzanine Lobby for food and drink sales. We coordinate those sales with our preferred vendor.

BALCONY

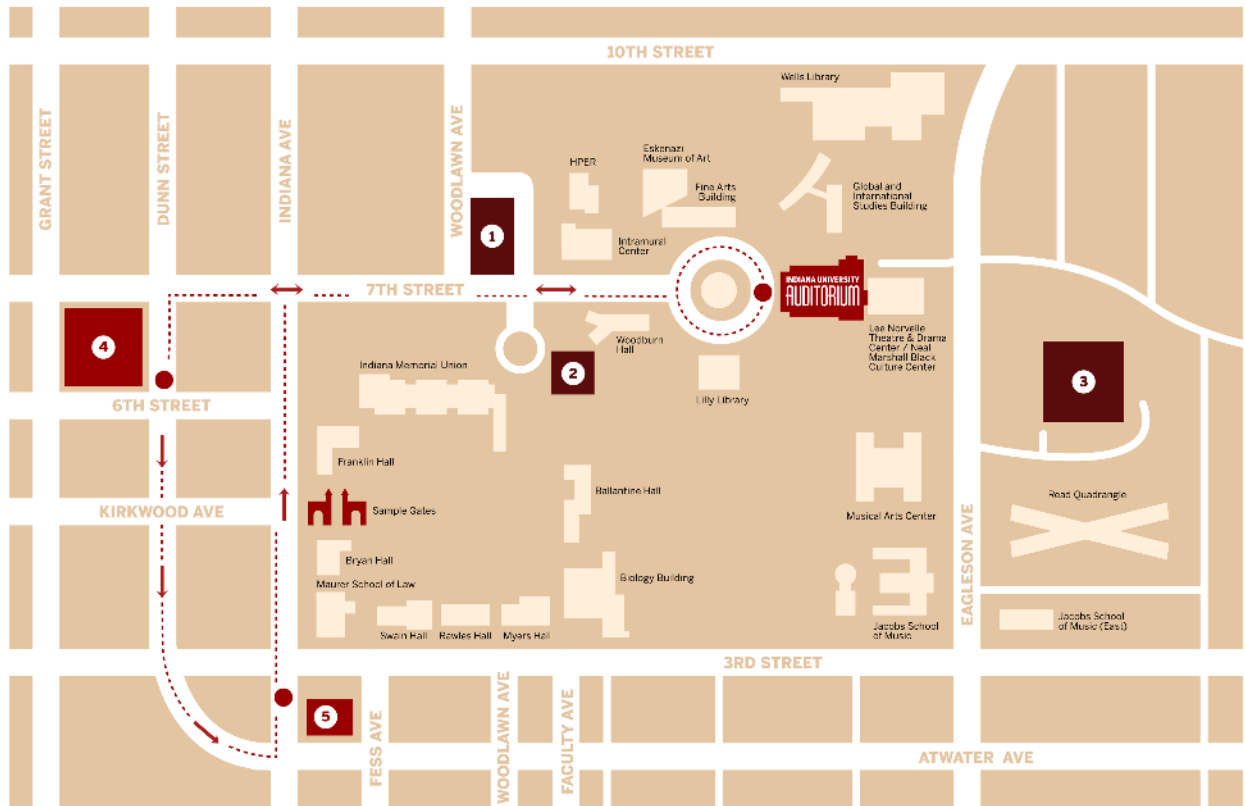
- **Merchandise Location:** Merchandise sales can also occur in the Balcony Lobby. Our friendly, trained staff will assist with inventory coordination and setup. Upon request, staff can also be arranged to sell merchandise.
- **Concessions Locations:** Space is available in the Balcony Lobby for food and drink sales. We coordinate those sales with our preferred vendor.
- The Balcony Lobby can also facilitate pre-show gatherings for VIP experiences.

AUDITORIUM LAYOUT



PARKING AND BUILDING ACCESS

MAP



TOUR PARKING

- IU Auditorium has two loading docks available for load-in/load-out and bus and truck parking.
 - A one-truck loading dock is available on the south side of the building. This dock is 20' from stage edge to door, upstage left.
 - A two-truck loading dock is available on the north side of the building. This dock is most amenable for semi trucks and forklift use. It is a 30' push from rear stage to upstage center.

PUBLIC PARKING

- Free parking and shuttle service to and from the Auditorium can be arranged for most events. The shuttles operate from two campus garages and our staff is on site to meet and guide guests.
- Limited paid parking is available within walking distance of the Auditorium at East garage and two Indiana Memorial Union lots.
- Parking adjacent to the Auditorium is exclusively reserved for those with state-issued disability tags and/or IU Auditorium Circle Passes.

HOUSE EQUIPMENT

IU Auditorium is equipped to help make your event a successful one. Below is a list of some of the equipment we have in-house. Our Stage Manager can arrange for all necessary equipment for your show's needs.

EQUIPMENT

- Two grand pianos and one 4,543 pipe organ
- Platform and choral risers
- Black legs, borders, scrim, and traveler
- Cyclorama
- Orchestra Shell
- Lecterns
- Orchestra chairs
- 4', 6', and 8' tables

RIGGING

- Our Stage Manager is available to answer any venue-specific structural rigging questions. A predetermined number of IATSE riggers will be required to ensure the highest level of safety for artists and guests. All rigging must comply with venue and University safety guidelines. Rigging plans should be submitted for approval prior to load-in. PDF and DWG files of the venue are available by request.

POWER

- Five company switches of varying amperage are located throughout backstage with Cam-Loc connectors.
- Shore power is available at the north and south loading dock. This circuit contains 3 – 50A 208VAC two-pole breakers with RV outlets and cable pass-through to exterior.
- Other power distribution is available. Contact the Stage Manager for more details.

LIGHTING

- Full lighting and sound equipment inventory available upon request

VIDEO

- Christie Roadster HD20K-J 3 DLP Projector
- 32' x 18' Projection Screen



Before its successful Broadway run and 12 Tony Award nominations, *Ain't Too Proud* made its Midwest debut on the IU Auditorium stage.

BUILDING SAFETY

CABLES AND CORDS

- Any cable or cord on an area of the floor that is accessible to a guest, employee, or member of a visiting tour must be covered by a Yellow Jacket, cable ramp, or approved tape in order to minimize tripping hazards.

EQUIPMENT

- The use of venue equipment, such as the forklift, can only be operated by individuals certified to use that piece of equipment. All equipment should be operated and stored in a safe fashion.
- Additional equipment can be acquired by pre-approved vendors. The Stage Manager can assist with requisition.

ACCESS AND AISLE WAYS

- As safety is a top priority, standing room is not available and is not permitted. All crosswalks, aisles, corridors, and vomitoriums must be kept clear in the event of an emergency. No portions of the sidewalks, entries, passages, vestibules, halls, or stairs may be obstructed for any purpose other than ingress and egress to and from the building.

EMERGENCY LIGHTING

- In accordance with fire code, exit lights, emergency lights, house lights, aisle lights, stairway, and hallway security lights or any other lights necessary for the safe occupation of the building must remain lit.

EMPLOYEE ACCESS

- Full-time working employees of the University shall have access at all times and in all areas of the facility as needed.

SECURITY AND STAFFING

- IU Auditorium's Guest Services department provides and manages front-of-house venue staff, contract security, and law enforcement. Auditorium Management works in partnership with artists and promoters to set and modify security and staffing calls up to the time of performance. All staffing requirements should be discussed and approved by Auditorium Management one week prior to the date of the event. Auditorium Management reserves the right to assign and direct all security personnel in and around the facility at all times.

MEDIA ACCESS

- All media must be authorized and must be in an authorized location or in a prearranged seat.

OSHA

- IU Auditorium complies with OSHA regulations.

PYROTECHNICS

- All shows must provide the Director of Operations with all technical information prior to any rigging or pyrotechnics. All pyro technicians must be licensed and are subject to oversight by University fire safety personnel, the State Fire Marshal, or their designees.

RIGGING

- Only experienced riggers are permitted on the rigging steel. All riggers are required to use appropriate fall protection while rigging.



GENERAL BUILDING INFORMATION

The Auditorium completed its first and only renovation in 1999, costing \$12.5 million. During this time, the facility added new sound systems for the house and lobby, a new theatrical lighting system for the main stage, and new fire detection and suppression systems. Auditorium aesthetics were also upgraded to include new carpeting and seating, including ADA-accessible areas. Additionally, all plumbing, heating, air-conditioning, and electrical systems were installed to meet the growing needs of the building.

ADA

IU Auditorium is a guest-friendly venue, designed to meet and exceed all Americans with Disabilities Act (ADA) standards. Some features include:

- Seating areas on all levels for both wheelchairs and limited mobility
- ADA compliant restrooms on every level of the venue for men's, women's, and family restrooms
- Elevators and/or lifts available in all seating levels
- Properly trained and equipped staff to ensure that all guests have a safe and memorable experience at the venue

SERVICE

Our Guest Services staff are on site for all events to ensure a safe, memorable, and enjoyable experience for all guests. Staff are trained as crowd managers as well to assist in the event of emergencies.

SECURITY

Security is used to help keep patrons, artists, and staff safe at all times and to enforce show and building policies. Building security is trained to provide bag checks, wand screenings, and walk-through metal detectors if necessary. Security can be provided for artist dressing rooms, busses, and equipment trucks. Overnight security is also available upon request.

FIRST AID

The First Aid Room is located in the south hallway of the Grand Foyer. Trained medical staff is located in the venue for every event.

LOST AND FOUND

Lost items are given to our coat check manager during performances. Items can be retrieved following the event during business hours.

MERCHANDISE

A merchandise manager and staff will assist with the coordination of inventory during a show. Merchandise locations are available in the first floor lobby, as well as satellite locations throughout the venue. Trained staff are available to sell merchandise upon request.

PROFESSIONAL STAFF

Our team of professional staff is ready to ensure a successful show. We understand that each show is unique, and each member of our professionally trained team is ready to make certain that no stone is left unturned and every detail is carried out. Your event is our event!

We are committed to providing the best possible experience to each and every guest as well. Our guest services staff is taught to serve, and our team is equipped with tools to rectify any situation that might occur.



POLICIES

SECURITY

Standard venue security includes university police. Patron screenings, including bag checks, pat-downs, wands, or walk-through metal detectors can be arranged upon request.

PROHIBITED ITEMS

For the safety of all artists and fans, umbrellas, cans/bottles, noisemakers, weapons, laser pointers, and outside food and beverage are prohibited.

CAMERA POLICY

Flash photography, professional cameras, and video recording are not permitted unless approved by the show promoter.

PROJECTILE POLICY

For the safety of all artists and fans, anyone found throwing objects will be escorted from the arena.

SMOKING POLICY

Smoking is prohibited on the campus of Indiana University.

CONCESSIONS POLICY

The rights and privileges of sales or issuance of free samples are under the control of IU Auditorium. Food and drinks, including beer and wine, are available and arranged for by IU Auditorium for most shows.



Jerry Seinfeld has performed multiple times on the IU Auditorium stage.



Hairspray delighted audiences at IU Auditorium.



Martin Sheen spoke during a visit to IU Auditorium.

MARKETING

IU Auditorium serves a market area of over 175,000 people within a 25-mile radius of the facility. Located less than an hour's drive from Indianapolis, Bloomington's target market can reach well over one million people. Indiana University in Bloomington has well over 40,000 students, making it the largest university in the state. Our marketing team is here to help aid in reaching these audiences.

A number of complimentary marketing and promotional opportunities are available to our clients including:

- Complimentary event listing on our website
- Free marketing consultations
- Initial press release for distribution to local/state media list is free of charge
- Initial announcement e-blast for ticketed events is also free of charge

Available for everything from full-scale marketing plan development and implementation to placement of individual ad buys, our marketing services can not only increase the effectiveness of your marketing dollars, but also save you a few. Our marketing team has spent decades developing strong relationships and partnerships with our local vendors and, as such, ads placed (or print items produced) through our marketing team often have lower rates than are available to the general public. All items produced by and/or placed through our marketing team will incur a 15% agency/production fee.

Agency services include, but are not limited to:

- Marketing plan development and implementation
- Ad placement
- Graphic design
- Print production

To inquire about our marketing services, please contact the IU Auditorium Director of Audience Engagement.



Straight No Chaser entertains audiences annually at IU Auditorium.

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