



CAL POLY

College of Agriculture, Food
& Environmental Sciences

JUSTIN and J. LOHR Center for Wine and Viticulture Swanson Center of Effort Conference Hall *User Guide*

General Info

The Swanson Center of Effort Conference Hall (Bldg. 156, Rm. 110) can be rented for a wide range of events. The main conference hall can be used as a classroom or lecture hall or can be arranged in various configurations for corporate meetings, cocktail parties, catered dinner events and more. The foyer, front patio and heated outdoor patio are also available for use during your event.

Users receive the venue as an empty space and are wholly responsible for all setup, including transferring tables and chairs from storage areas to event space and back. The College of Agriculture, Food and Environmental Sciences (CAFES) Dean's Office does not have or provide support staff to assist with setting up and taking down event furniture, A/V needs, troubleshooting issues, etc. This is especially important to note if you reserve the space for an evening or weekend event.

Tables, chairs and an A/V system are included with the space, as outlined below. Your reservation includes usage of the standard classroom A/V setup (i.e., for showing presentations, etc.). If you would like access to more advanced technology for your event, you will be required to hire professional technical staff as outlined below.

If you have questions about the use of the space leading up to or during your event, contact the CAFES Dean's Office at cafes@calpoly.edu or 805-756-2161.





Capacity

Capacity numbers are as follows:

- Swanson Center of Effort Conference Hall, banquet configuration: 150 seated max
- Swanson Center of Effort Conference Hall, classroom configuration: 104 seated max
- Swanson Center of Effort Conference Hall, cocktail configuration: 182 standing max
- Swanson Center of Effort Conference Hall, audience configuration: 182 seated max
- Swanson Center of Effort Conference Hall, trade show configuration: 182 standing max
- Foyer: 50 max
- Front patio: 70 max
- Heated outdoor patio: 87 standing or 80 seated max

Reserving the Space

Requests for reserving the space should be submitted via Cal Poly's [event request form](#).

This venue only allows one reservation per day.

Student groups must reserve the space via their advisor. The advisor must coordinate building key pickup and drop-off and be present for the duration of the event. Events hosted by student groups and/or student clubs are prohibited on weekends, defined as Friday evening, all day Saturday and all day Sunday.

Venue Fees

The following fees apply to usage of the conference hall. Fees include access to all approved event venue spaces, furniture, and classroom-level A/V equipment and cover required Cal Poly Facilities' cleaning services.

- College of Agriculture, Food and Environmental Sciences users: \$550 venue fee
- Cal Poly users: \$1,400 venue fee
- External users: \$2,200 venue fee. External entities are required to use Cal Poly's [Conference and Event Planning](#) group to host events on campus; they will provide a cost estimate for their services.

The CAFES Dean's Office will send you an invoice for venue fee payment after your event.

Depending on the size and nature of your event, additional Facilities' support may be required; any additional fees will be communicated and agreed upon in advance.

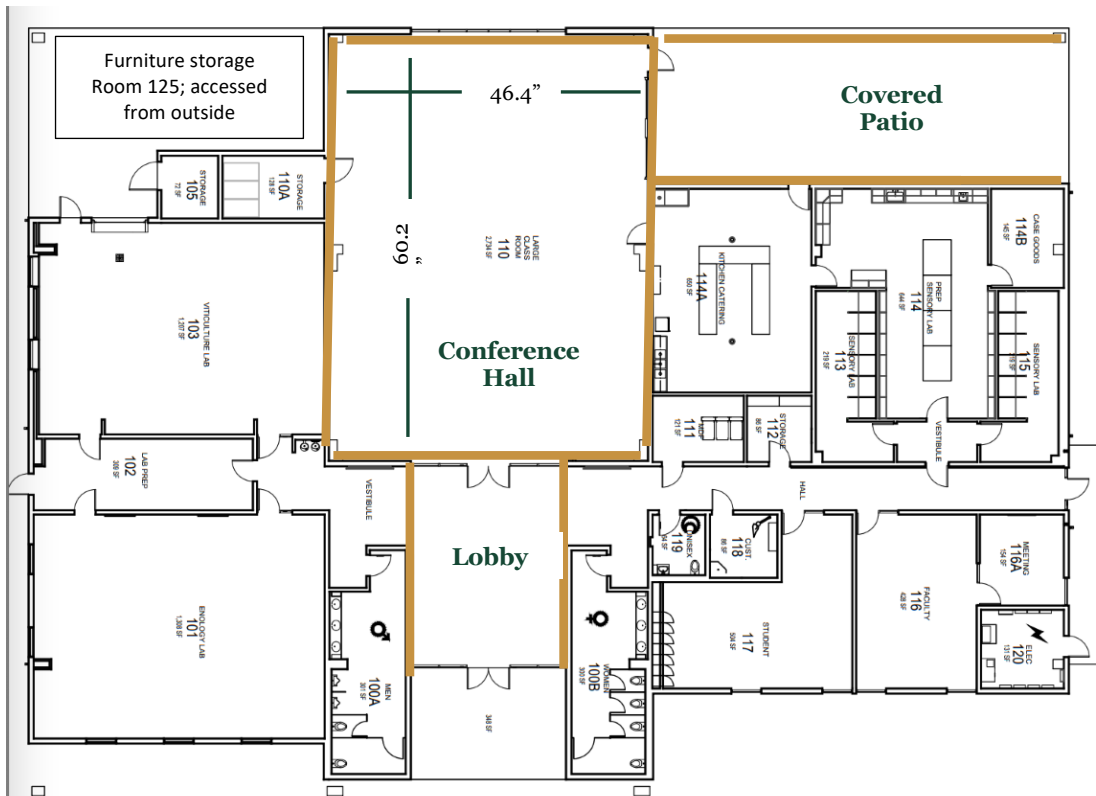
Additional fees will be assessed if the space is damaged beyond reasonable usage, if furniture is not put away properly, or if A/V equipment is improperly handled.

All fees are subject to change and will be confirmed upon reservation approval.

Prohibited Use

Users may not affix anything to the interior or exterior walls or posts, e.g., tape, posters, equipment, cameras, etc. Dancing or other activities that have the potential to scuff floors are prohibited. Failure to comply will result in fines. Events hosted by student groups and/or student clubs are prohibited on weekends, defined as Friday evening, all day Saturday and all day Sunday.

Building Diagram



Accessing the Space

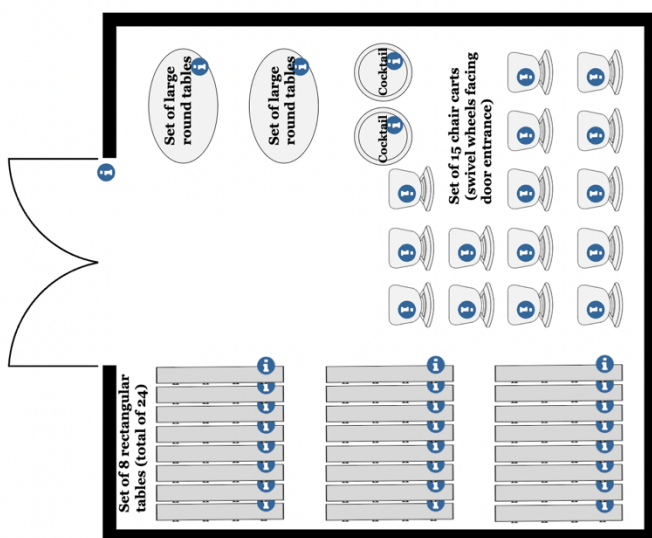
Prior to your event the CAFES Dean's Office will coordinate a time to pick up a key card to access the Conference Hall as well as adjacent storage units as needed to access additional tables, ABC fencing, etc.



Furniture

The following furniture is available for use and is located in the noted storage areas; photos are shown below in order. Room 125 is accessed from outdoors.

- 25 – 72” round tables (Room 125)
- 20 – 30” cocktail tables (Room 125)
- 47 – 6’ rectangular tables (24 tables are in Room 125; an additional 23 tables are available upon request)
- 220 chairs (Room 125)
- One podium (Room 125)
- Users are responsible for replacing furniture in designated format, as shown below



Furniture storage room 125

Linens are not provided and must be procured by the user.

All furniture **must be wiped down** and returned to its original location unless otherwise noted in writing by the CAFES Dean's Office during the reservation process. Please be careful moving furniture to avoid scratching the floors and walls.





Catering Kitchen

There is a catering kitchen (room 114A) available for use with each reservation. You may also give approved campus caterers access to this space. Amenities include tables, sinks, refrigerators, a freezer, coffee makers, an oven, a stove, and an ice machine. The catering kitchen is required to be cleaned prior to each event to ensure food safety standards are met. The venue fee includes the cost of the required kitchen cleaning.

Alcohol Service & Regulations

If your event will include alcohol service, an Alcohol Service Request must be submitted at least **45 days prior to the event**, in accordance with campus policy. Alcohol Service Requests are now **integrated directly into the [Events Request Form](#)**, replacing the previous standalone ASR eForm. When the requester indicates that alcohol will be served, the ASR section will automatically populate within the Events Request Form.

The venue has an ABC license that is housed underneath the Cal Poly ABC license. All events must follow Cal Poly regulations outlines in [section 172](#). Alcohol must be served by professionally trained staff and servers.

Per ABC regulations, when serving alcohol outdoors, e.g., in the Covered Patio or front patio, fencing is required to completely enclose the area where guests will be served alcohol. Only one entrance/exit is allowed and it must be staffed. All alcohol must be consumed within the fence perimeter. The venue includes fence panels which are stored behind Building 157, adjacent to the metal C-train storage containers. Clients are responsible for setting up and breaking down fence panels. Users must take a photo of the correct fencing setup prior to the start of your event and emailed to CAFES@calpoly.edu

A/V Instructions

At this time, **there is no multimedia tech support provided** for the Swanson Center of Effort Conference Hall. Users must operate lights, screens, window shades, heaters, audio, and visuals on their own. It is highly recommended that users visit the space before their event to learn how to use all the necessary elements. For complex A/V needs and access to that equipment, we require hiring a professional staff to provide support. We have an agreement in place with the Cal Poly Performing Arts Center (PAC) A/V technical staff as well as several local vendors. The PAC A/V technical staff requires a 30-day notice. Related fees will be agreed upon in advance.

The conference hall event space has a built-in MAC and PC. If you have a computer that you wish to use, you may plug it into the HDMI cable on the A/V table labeled “LAPTOP.” You must bring your own dongle if your computer does not wire directly into an HDMI cable. Lights in the foyer are controlled by a panel in the northeast corner of the foyer, while the lights and heater in the patio are controlled from the panel in the kitchen described above.

Space Layouts

Venue reservations include usage of the main Swanson Center of Effort Conference Hall, as well as the catering kitchen, heated outdoor patio, foyer and front patio. There are various configurations that can be used to meet event and meeting needs. The CAFES Dean’s Office will provide instruction as to how to reset the room based on the venue calendar.



Classroom Configuration

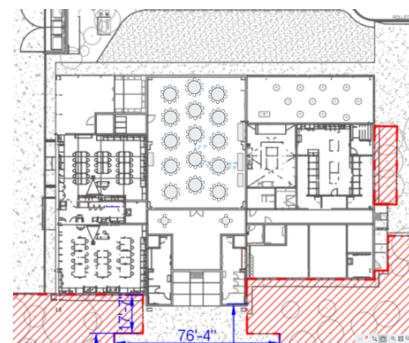
- There are 6 total rows (44 tables, 88 chairs)
- Tables and chairs are evenly split between the left and right side of the room, with a 6' wide middle aisle
- Row 1: 4 tables with 2 chairs each
- Rows 2-6: 8 tables with 2 chairs each
 - Please note that the two tables on the ends of each row are angled, as shown in the picture below.
- The A/V table is in the back of the room, closest to the foyer, plugged into the power source on the floor



Banquet Configuration

There are two options for a banquet configuration – one with a stage and one without.

- Option 1: Banquet with a stage (hall capacity of 140)
 - Conference Hall
 - 15, 72" round tables with 10 chairs
 - Back Patio
 - 13, 30" round cocktail tables
 - 1 bar
- Option 2: Banquet with no stage (hall capacity of 150)
 - Conference Hall
 - 15, 72" round tables with 10 chairs
 - Back Patio
 - 13, 30" round cocktail tables
 - 1 bar





Cocktail configuration

- Conference Hall
 - xx, 30" round cocktail tables
 - 1 bar
- Back Patio
 - 13, 30" round cocktail tables
 - 1 bar



Audience configuration

This setup is best used for a lecture, panel discussion, or presentation style event.

- 182 chairs



Event configuration

The space can be utilized for a variety of other events, including career fairs, symposiums, etc. Keep in mind that the venue comes with an allotment of tables and chairs. Any additional tables and chairs must be rented.



Heated outdoor patio configuration

The outdoor patio can be used in a variety of ways. It is most commonly used as an extension of the conference hall for a seated dinner or as a cocktail reception area.

- The outdoor patio has a TV and speakers that can be controlled from the A/V table.
- Lights and heaters for the outdoor patio can be controlled from a panel in the kitchen, next to the door that leads outside.





- There is a large sliding garage door between the conference hall and the outdoor patio that can be raised to join the spaces together.

Foyer and front patio configuration

The foyer and front patio can be used in a variety of ways. They are most commonly used as a check-in area or a food/beverage zone.

- The foyer has a TV and speakers that can be controlled from the A/V table.
- The front doors must remain open in order to use both spaces.

Parking

The H-1 parking lot is adjacent to the venue. Refer to the [Transportation and Parking Services \(TAPS\) website](#) for additional information on hours of enforcement, types of permits needed, etc. If you wish to provide paid parking for event guests, contact TAPS (eventparking@calpoly.edu). We advise you notify TAPS of any events in the venue where users will park in the H-1 lot, even if after enforcement hours, so that TAPS doesn't allocate the parking lot to other users and prohibit access.

Vendors

Users must comply with all University policies and procedures regarding approved vendors including catering, rentals, parking and facilities.

Cancellation Policy

The following fees apply to usage of the conference hall. Fees include access to all approved event venue spaces, furniture, and classroom-level A/V equipment and cover required Cal Poly Facilities'

Clean Up

Before you leave, please be sure to:

- Wipe off all tables and chairs to ensure they are clean and ready for the next user.
- Return the space to the configuration indicated by the CAFES Dean's Office.
- Ensure all trash is in a proper receptacle.
- Turn off/power down all electronic equipment and lights.
- Close all internal and external doors.

Failure to perform all of the above will result in potential fines and restricted future use.