

EMPIRE STATE PLAZA PERFORMING ARTS CENTER

“The Egg” 2026 Rental Rate Schedule

Facility Rental

Facility rates are based on up to 10 hours inclusive use of space per day. If use exceeds 10 hours, the rental rate will increase by \$250 per hour.

Hart Theatre – 980 seats	\$2,500
Swyer Theatre- 440 seats	\$1,750
Hart Lounge (unseated)	\$1,500
Swyer Lounge (unseated)	\$1000

Personnel

Production Manager	\$42 per hour
Security/EMT	\$40 per hour per person
Technicians/Stage Hands	\$40 per hour per person
House Manager	\$36 per hour per person
Elevator Operator	\$22 per hour per person
Merchandise Seller	\$250 per person
Runner	\$350 per person

Minimum call for all personnel is 5 hours. After 8 hours, personnel are paid at time-and-a-half rate. Personnel requirements are determined by the Production Manager of The Egg based on the schedule and technical requirements of the event.

Fees

Box Office Administration Fee: \$200

Facility Maintenance Fee: \$2.00 per ticket sold

Merchandising Fee: 20% of gross sales on soft goods, 10% on hard goods

Music License: As per current ASCAP/BMI rates

Equipment Rental – Rates for House Inventory Only

Hart Theatre

Sound Systems -

Meeting Style, Podium & Microphone: \$750

Amplifiers and Speakers Only (Racks & Stacks): \$1,000

Performance including Front of House Mixing Desk: \$1,250

Performance including Front of House Mixing Desk & On Stage Monitor System: \$1,800

Projection System – \$850

Marley Dance Floor - \$100

Swyer Theatre

Sound Systems -

Meeting Style, Podium & Microphone: \$500

Concert/Performance - \$1,000

Projection System - \$500

Hart Lounge

Meeting Style, Podium & Microphone: \$500

Stage / Dais Kit - \$300 – Includes raised dais, podium, light kit

Projection System- \$500

OTHER EQUIPMENT:

Piano Rental: \$275 (includes one tuning)

Risers - \$50/ deck (4' X 8' X variable heights)

Dedicated Internet Connection (for production purposes only – nonpublic) – 200mb X 15mb - \$300

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“The Egg” 2026 Rental Rate Schedule and Facility Policies

Marketing Services

Included Marketing Services:

- Co-hosting Facebook event (promoter must create the event and send an invite to The Egg Performing Arts Center).
- Listing on The Egg website “Event” page
- Listing on the Empire State Plaza Concourse screen (next to The Egg box office)
- Re-sharing of social media posts in which The Egg is tagged by the renter, at The Egg’s discretion
- Circulation of title and show link in e-newsletter to 80k+ subscribers two weeks before event
- Automatically generated marketing emails:
 - Abandoned Cart Email – Triggered after 30 minutes of abandoned cart
 - High Intent Email – Triggered 48 hours before event to those who have shown interest in the event, but haven’t yet purchased ticket
- Pre-sale email to The Egg’s 600+ members

Marketing Services Available for Purchase:

- Email promotion
 - One (1) dedicated email to targeted audience of relevant past ticket buyers from 80k+ email database. Renter must provide an image and suggested copy- **\$250**
 - Featured spot in e-newsletter to 80k+ subscribers. Includes photo, title of show, date, and a short description with link to listing on The Egg website. Renter must provide an image and suggested copy. **\$400**

Note: Timing and availability of marketing services will be at the discretion of The Egg’s Marketing Director

Promotional Policies:

- Minimum of 1 week notice is required for all marketing services, including announcement, pre-sale, and general on sale.
- The Egg logo shall not be used on any print or digital materials without the written approval from the Marketing Director.
- Marketing materials will list venue address as: “[Swyer or Hart Theatre (optional)], The Egg, Empire State Plaza, Albany, NY”
- The Egg does not offer organic social media posts about rentals, paid or otherwise.
- The Egg does not allow Facebook Advertiser Access. Paid ads must be run through an artist’s or renter’s Facebook page.

Venue Policies

Cancellation- The Egg may cancel an event if the Renter breaches agreement terms, causing forfeiture of any deposits and requiring payment for services rendered up to cancellation. Renters may cancel or reschedule up to 30 days before the event for a 50% deposit refund, while cancellations within 30 days result in a full deposit forfeiture and potential labor fees. Within 30 days, rescheduling is treated as a cancellation, resulting in full deposit forfeiture and potential labor fees.

Ticketing- All ticketing for Rental and “Egg Presents” events will be required to use The Egg Box Office. There will be no tickets sold through third party channels unless otherwise agreed to in writing.

Box office services are subject to the following fees:

Box Office Set Up fee : \$200

Ticket Handling Fee: \$2 per ticket handled/sold

Settlement- All post-show settlements will be completed within 10 business days of the event. ASCAP and BMI licensing fees are deducted from the final settlement in all cases, even if the Renter

independently secures and pays for their own licensing.

Calendar Inquiries/Hold Requests- All rental inquiries will be made via email (rentals@theegg.org) and should include dates, preferred space, event/artist name, and approximate timing of event. Holds will be given on a first come, first served basis at the complete discretion of The Egg. Holds are subject to availability. Challenges will be resolved depending upon the number of outstanding holds with higher priority.