

TECHNICAL RIDER FOR:

ASHER

Questions or concerns?

jnick.hughes@verizon.net [Nick]

- PLEASE NOTE:** This tech rider has been designed for a full-scale concert situation and we realize that it will not apply to all situations! If you are unsure if this applies to your event or if you are unable to meet the specifications listed, please contact us so we can make the appropriate adjustments.
- LODGING:** If the band is traveling more than two hours to come to your event, we need to arrange lodging. A hotel is the ideal situation, but someone's house is also okay. Usually, it is the band plus one [five people total]. If the band is flying in, transportation needs to be arranged for the duration of their stay. A 15 passenger rental van is sufficient to carry the group, their luggage and their equipment.
- GREEN ROOM:** The band will need a room to prepare for the event. This room should be backstage, off limits to audience members and equipped with a restroom. You may setup the meals in the green room if you'd like.
- MEALS:** A meal should be provided for the band. You can have someone cook home-made food, you can take them out or you can simply provide them with a food per diem (\$40). If possible, light and healthy food is better to us than junk food.
- SETUP TIMES:** Stage setup and sound check are very important. Plan for the artist to arrive 3-4 hours before show time. Sound check should begin as soon as the band is set up and no one other than event staff should be allowed in the concert area until show time.
- SOUND:** Most of the time, the band brings their own sound technician. This is not to replace your technician. We will need yours to help setup and answer questions.
- CONCERT MANAGER:** Designate a concert manager. This person should be there when the artist arrives to explain the event and help with any technical problems. It would be good to have this person's cell or pager number.
- MERCHANDISE:** An 8' foot table needs to be placed at the entrance of the venue for artist merchandise.
- HELP:** If possible, provide some volunteers who can help load/unload equipment. Have them there when the artist arrives and when they leave.

PROMOTIONAL INFORMATION :: ASHER

Here are some helpful tips on promoting your event successfully. We ask that you put as much energy as possible into this aspect of your event. It's our desire for your event to achieve its maximum potential.

To obtain promotional material for Asher, you can visit the following web page:

<http://www.asheronline.net/newsite/contact.php>

This is where you can find the following promotional items:

- A promotional poster. There is space provided to enter your event information.
- A collection of band logos, in JPEG or PhotoShop format.
- A collection of band photographs.

TIPS ON PROMOTING YOUR EVENT:

1) WORD OF MOUTH

The most important thing you can do is to start a word of mouth campaign immediately. Get on the phone and call as many churches as you can and ask them to put the event on their calendars. THIS IS VERY EFFECTIVE AND HELPS GET THE BUZZ GOING. DO THIS RIGHT AWAY. The support of nearby churches and youth pastors is vital. Call them, bug them, and mail them! Also, request the support of your own church. Ask your senior pastor to mention the event from the pulpit on Sunday morning to the entire congregation, as well as the other ministries at your church.

2) VISUAL PROMOTION

Use our template to make flyers (include concert info, band photos, logos, etc.) and feel free to offer an incentive to your youth group to promote the concert by passing out flyers to friends, at school, in their neighborhood, as well as at church. We will be happy to provide a free CD to whoever promotes the concert the most. Finally, send the flyers by mail to anyone on your church's mailing list (other churches, youth groups, bookstores, businesses, etc.) and ask that they will distribute the flyers and post them wherever they are able.

3) PUBLIC PROMOTION

Advertise on all your local Christian radio stations. Buy a 60-second spot to run four times a day Monday through Friday for at least four weeks prior to the concert. Also, have the station do some sort of give-away and invite the station employees to the event. Send announcements to any free publications (concert hotlines, activities calendars, concert web sites, church bulletins, TV, cable shows, schools, youth programs, etc.). Send a press release to the religion and entertainment editors to all the local newspapers. Keep it short and to the point, with a name and number to call for more information about the event. With our help, schedule as many radio interviews as you can for the week of the event. This really helps create a 'buzz' in your area as well as helps to draw people from all over the map.

QUESTIONS/CONCERNS? CONTACT NICK: 951.961.4040

[asheronline.net](http://www.asheronline.net)

EQUIPMENT/INPUT LIST: ASHER

PLEASE GIVE THIS PORTION TO YOUR SOUND TECHNICIAN AS SOON AS POSSIBLE!

You will need the following items to host an Asher concert. If you are unsure where to get these items, contact us and we will help you locate them.

Ask your local sound company about the power needs of your event

- ✓ Minimum 16 channel board with a minimum of 5 aux sends & 4 bands of EQ
- ✓ 4-WAY (highs/mids/lows/subs) stereo sound system appropriate for venue size with separate E.Q. for house & monitors
- ✓ The lead vocalist and drummer use In-Ear systems, so 2 pre-fader aux sends need to be set aside for this.
- ✓ 3 Floor Monitors with 3 separate mixes
- ✓ 2 Vocal Microphones (Shure Beta 58)
- ✓ 1 Set of Drum Mics (Shure or Sennheiser)
- ✓ 2 Amplifier Mics (Shure SM57)
- ✓ 1 Open XLR Line for MP3 player
- ✓ 4 DI Boxes for bass and 3 keyboards
- ✓ 1 Straight Mic stand for lead vocals and 1 boom stand for backup vocals

LIGHTING: For concert situations, you are responsible for providing stage lighting. Venue size/layout will determine what kind of lighting is needed. Contact your local lighting company to find out the specific needs of your event.

BACKLINE: If the artist is flying in, you will need to provide back line equipment. This gear can be rented or borrowed, but it must be of professional quality. Be sure to contact us beforehand about this gear.

- ✓ **Four Piece Maple Drum Kit** [Yamaha or Premier]
- ✓ **4X12 Half Stack Guitar Amp** [Mesa Boogie, Randall or Marshall]
- ✓ **8X10 Bass Amp** [Ampeg or SWR]
- ✓ **Electric Piano** [Yamaha]

QUESTIONS/CONCERNS? CONTACT NICK: 951.961.4040

asheronline.net

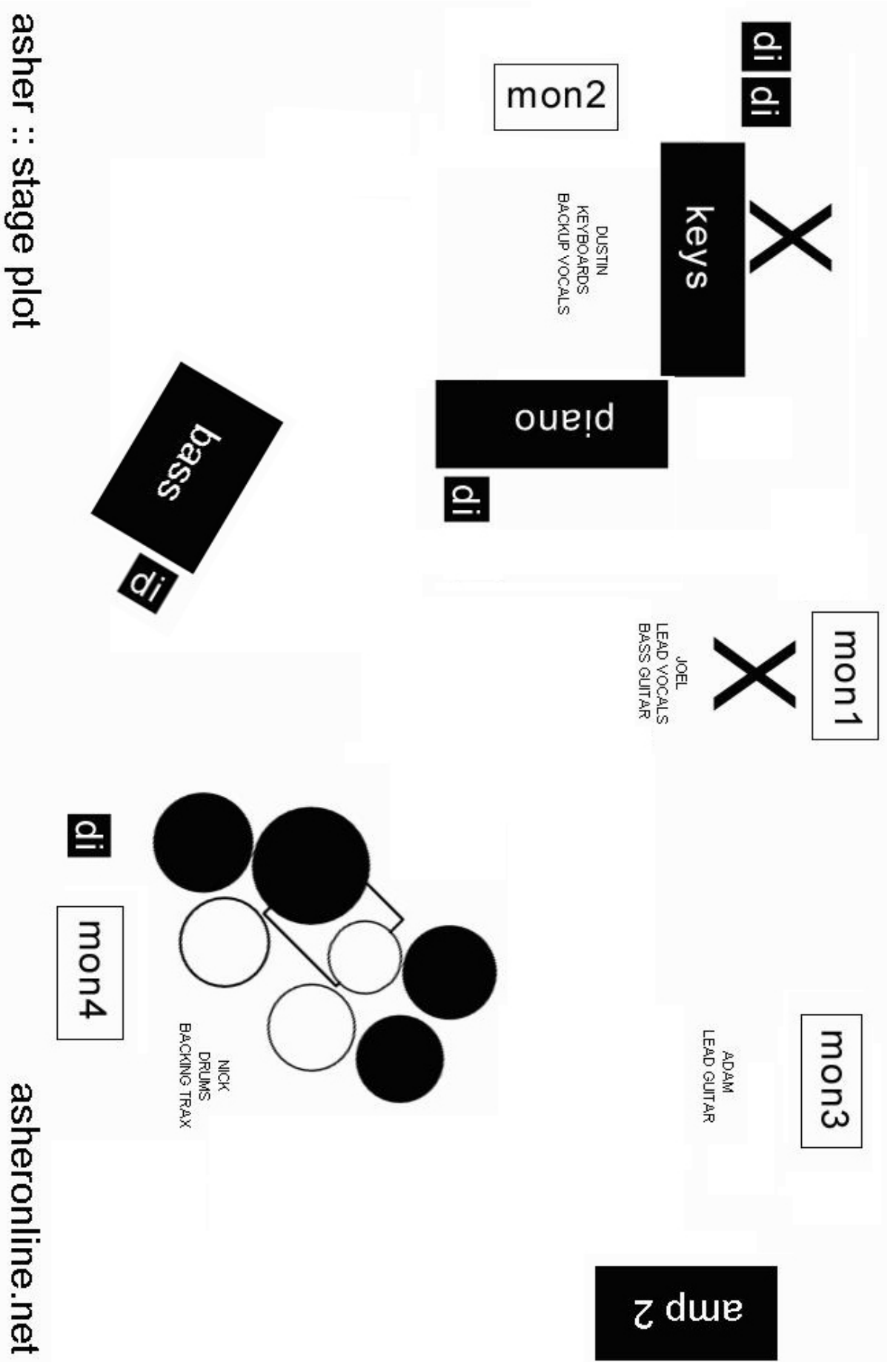
INPUT ASSIGNMENT: ASHER

| CHANNEL: | INSTRUMENT: | RECOMMENDED MIC: | PROCESSING: | STAND: |
|----------|---------------|----------------------|--------------|----------|
| 1 | Kick | Audix D5, Shure | * | Boom |
| 2 | Snare | SM57 | * | Boom |
| 3 | Hi-Hat | Condenser | * | Boom |
| 4 | Tom 1 | SM57, Sennheiser 414 | * | Boom |
| 5 | Tom 2 | SM57, Sennheiser 414 | * | Boom |
| 6 | Overhead | Condenser | * | Boom |
| 7 | Guitar Amp 1 | SM57 | * | Boom |
| 8 | Guitar Amp 2 | SM57 | * | Boom |
| 9 | Bass Amp | DI Box | * | * |
| 10 | Keyboard 1 | DI Box | * | * |
| 11 | Keyboard 2 | DI Box | * | * |
| 12 | Keyboard 3 | DI Box | * | * |
| 13 | MP3 Player | Open XLR | * | * |
| 14 | Backup Vocals | SM58 Beta | Reverb/Delay | Boom |
| 15 | Lead Vocals | SM58 Beta | Reverb | Straight |
| 16 | * | * | * | * |

If it were possible to provide effects processors, these would be the ones to get:

2 Multi effects units (QuadraVerb, REV 7 or SPX 900)

Note: these require channel space on the board



asher :: stage plot

asheronline.net