



SUITES DIVISION TRAINING



Spring 2025



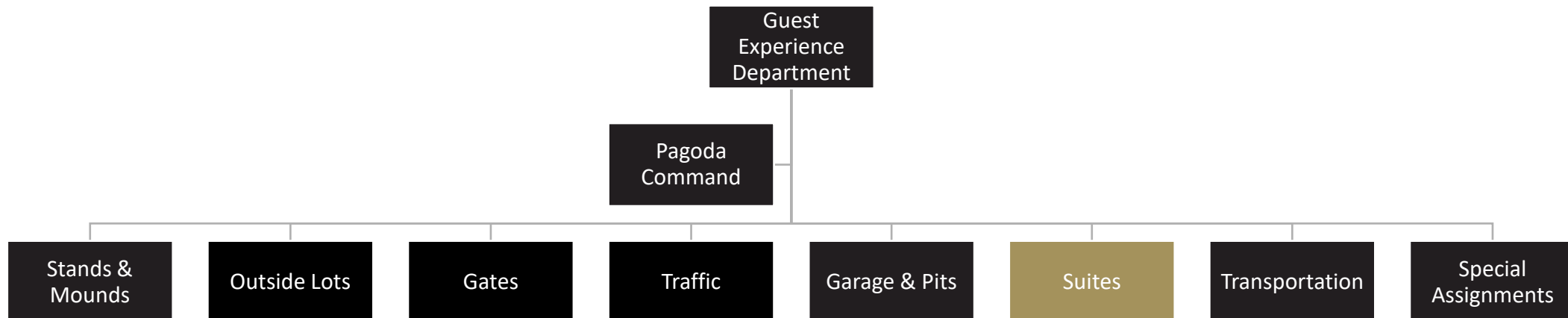
What is the Suites Division?

Maintaining entry into premium areas and providing hospitality to all suite and hospitality guests.



The suites division is one of eight functional areas in Guest Experience at the Indianapolis Motor Speedway. The primary responsibilities of this division include:

- Checking tickets and credentials at the entry to all suite and hospitality areas
- Working with caterers, housekeeping, and other vendors to service suites and hospitality areas
- Answering questions and providing customer service to premium guests
- Working with suite owners to ensure that security is maintained around their areas



Suites Division at a Glance



12

PREMIUM AREAS

143

SUITE & HOSPITALITY SPACES

13,000+

PREMIUM GUESTS ON RACE DAY



What Positions Are Available in Suites?



1. Ticket/Credential Checking

- Check and enforce the correct tickets and credentials into premium areas
- Be able to provide security with a smile and provide wayfinding instructions for other premium spaces

2. Roving Customer Service

- Work with caterers, suite owners, and housekeeping to solve a variety of issues around the operation of their premium space



Why is the Suites Division Important?



1. The Suites division services our most-premium guests and are many times the most interaction these guests have with members of our staff
2. Staff in the Suites division are critical to keeping suites and hospitality spaces secure and accessible only to those with the correct tickets and credentials
3. Many times, staff in the Suites division are providing customer service to some of the most important guests and partners of teams, the company, and the state.



Suites Division Definitions



1. Suite

- Track is viewable from the suite and it is typically a full event rental rather than a one-day or temporary rental

2. Hospitality

- Track is not viewable from the room and it is typically a one-day rental

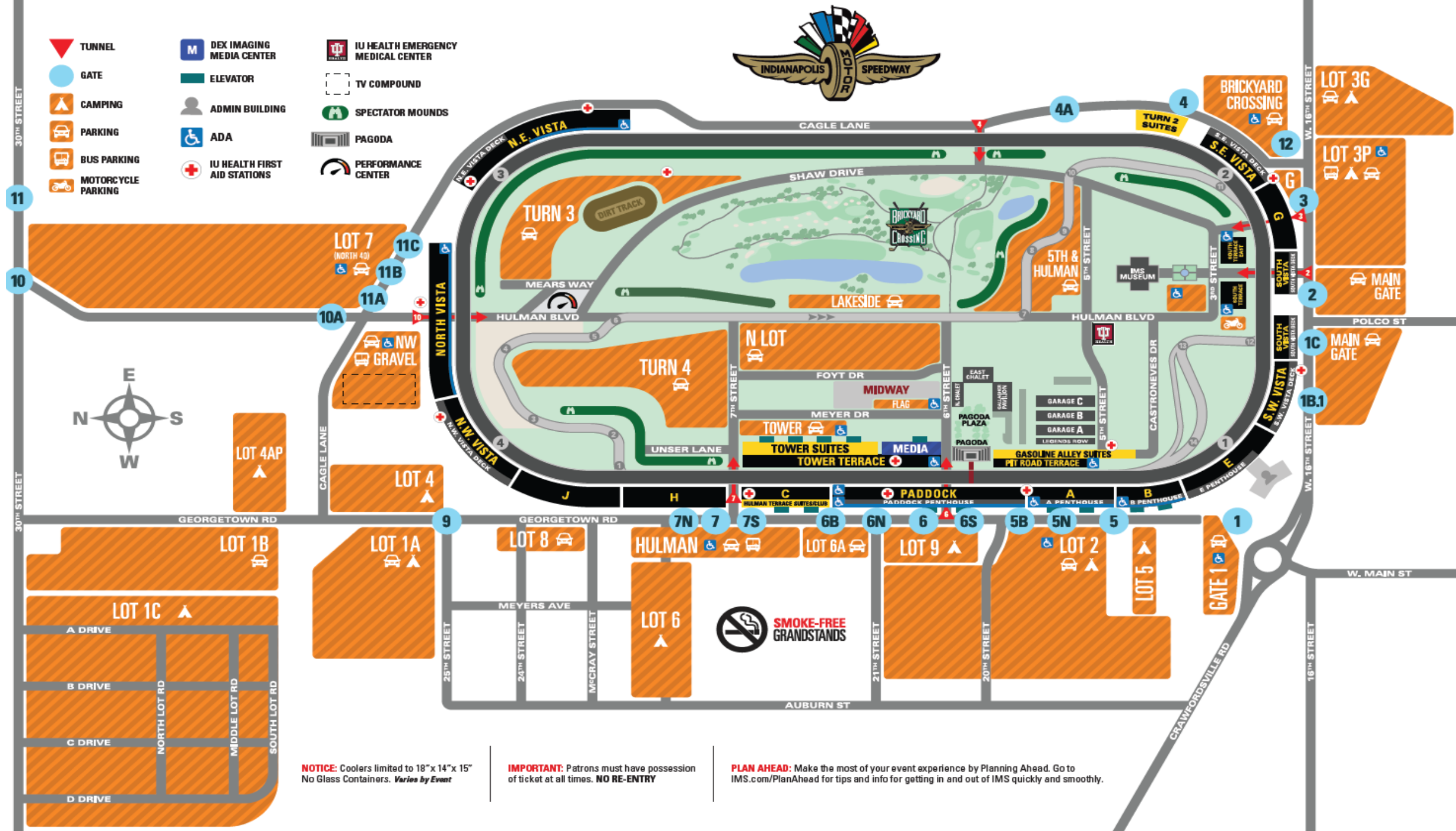
3. Club

- A shared suite space that is sold as a single ticket and is active for the entire event

4. Pagoda

- The most-premium event space with suites activated by primary sponsors and executives. Staffed by the Garage & Pits division





NOTICE: Coolers limited to 18"x14"x15"
No Glass Containers. *Varies by Event*

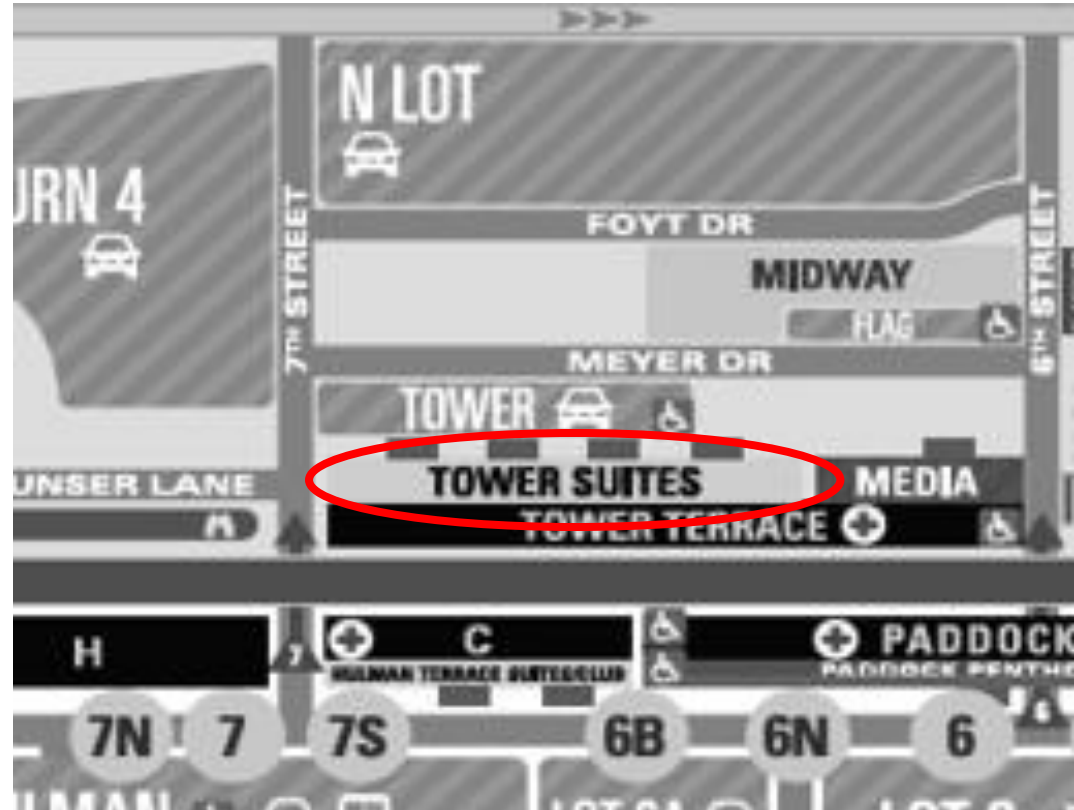
IMPORTANT: Patrons must have possession
of ticket at all times. **NO RE-ENTRY**

PLAN AHEAD: Make the most of your event experience by Planning Ahead. Go to
[IMS.com/PlanAhead](https://www.ims.com/PlanAhead) for tips and info for getting in and out of IMS quickly and smoothly.

Premium Area Overview – Tower Suites



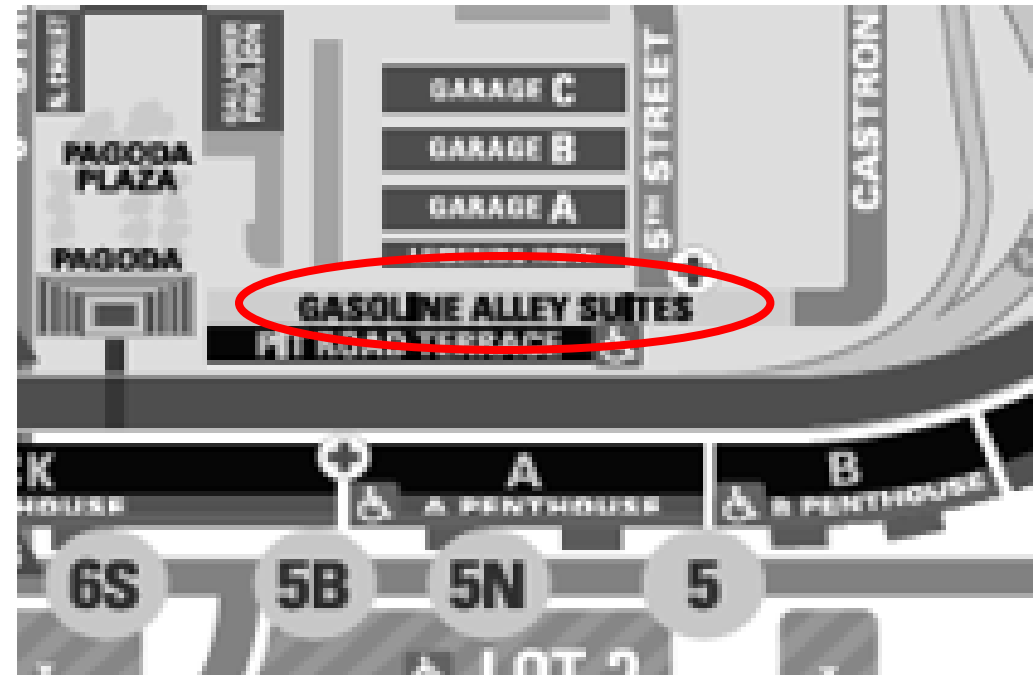
- Located along the frontstretch on the infield side north of the Pagoda
 - 38 suites
 - 5 elevators
- Most suites are rented for the entire event season



Premium Area Overview – Gas Alley Suites



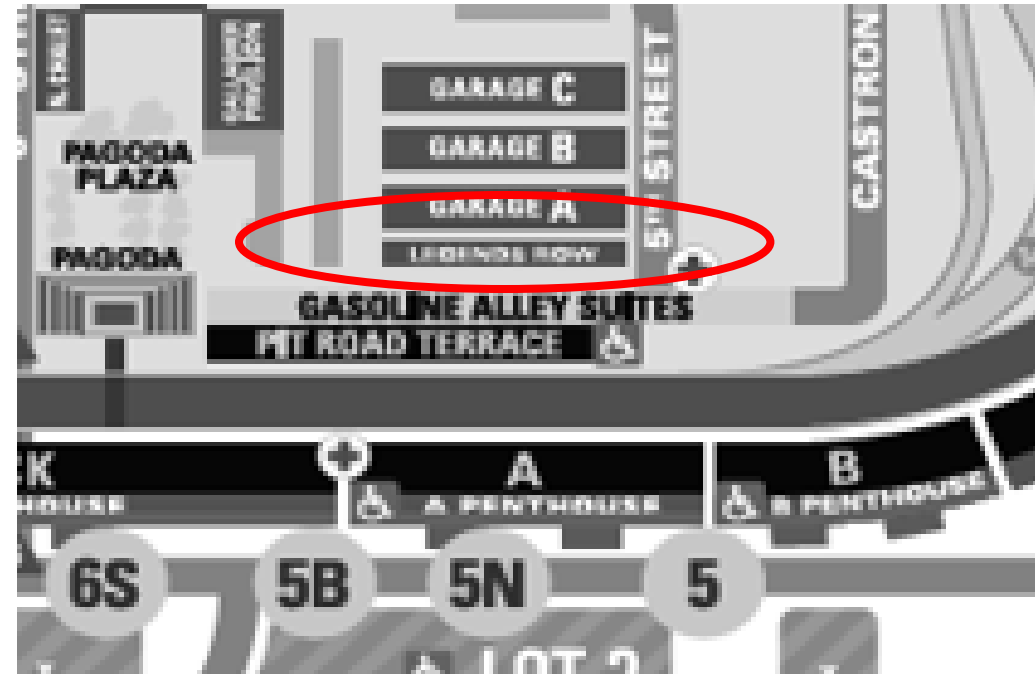
- Located along the frontstretch on the infield side south of the Pagoda
 - 36 suites
 - 1 elevator on the south end
- ADA guests must use Pagoda guest elevator and go to floor 2 to access these suites on the north end
- Most suites are rented by the event
- 500 Club is in Gas Alley Suites 531-533
- Grandstand seating above the Gas Alley Suites is open to the public on all days but GP Race Day and Indy 500 Race Day



Premium Area Overview – Legends Row Hospitality



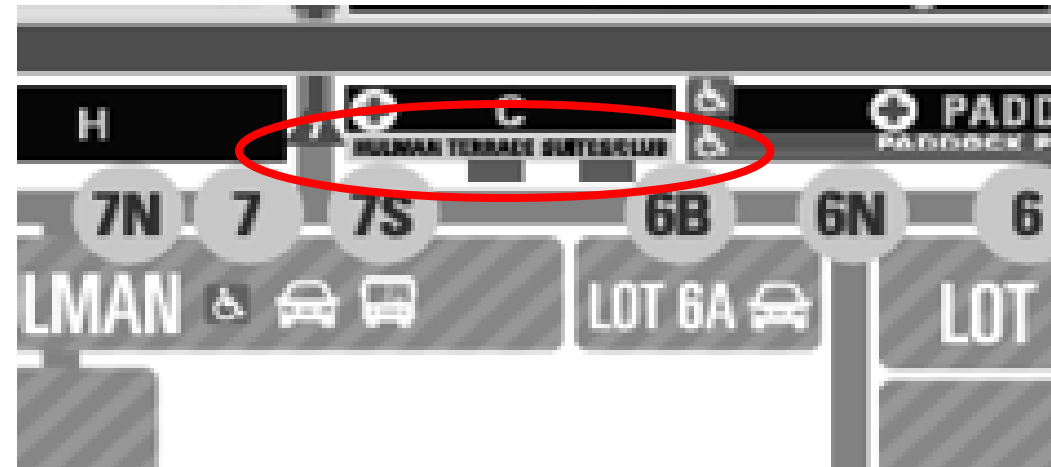
- Located along the west side of the ABC garage area without a view of the track
 - 2 floors
 - 18 rooms
- Purchased by the day by different groups to host food and beverage service and receive grandstand tickets
- There are several checkpoints outside the hospitality area that Guest Experience staff manages



Premium Area Overview – Hulman Suites / HTC



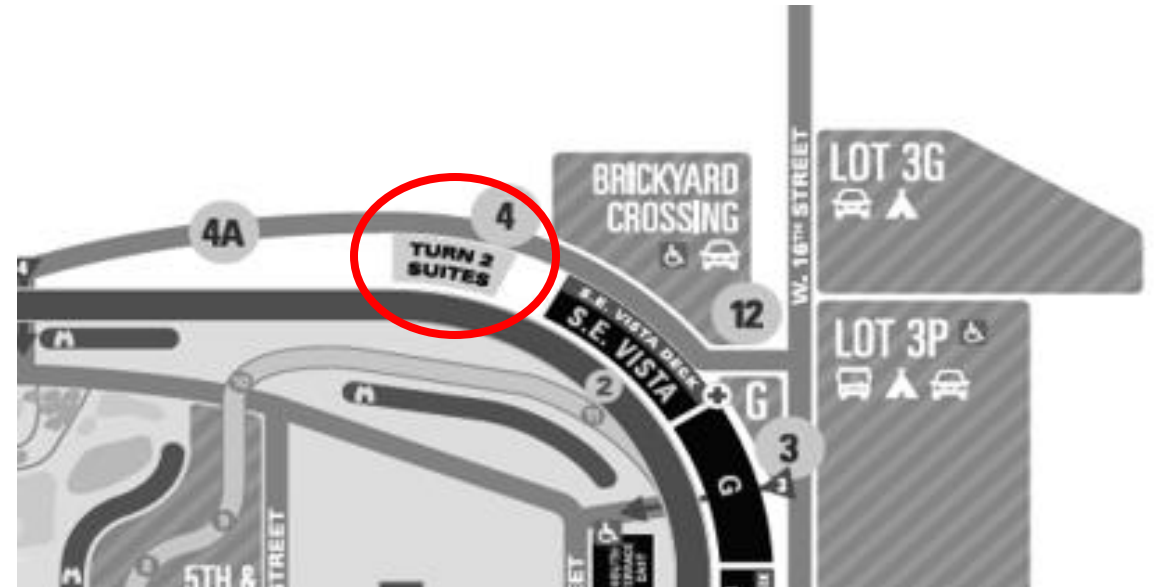
- Located on the frontstretch on the outfield side north of the Pagoda
 - 9 suites
 - 4 elevators
- Hulman Terrace Club is the southern half of this suite bank and tickets are purchased by event
- Suites are rented by the event season



Premium Area Overview – Turn 2 VIP Suites



- Located on the outside of oval turn 2 with some of the best views of the track
 - 3 levels
 - 30 suites
 - 1 elevator
- These suites are purchased by the suite owner and therefore have access to them year-round
- Also responsible for monitoring the parking lot immediately outside the suite bank



Premium Area Overview – IMS Museum

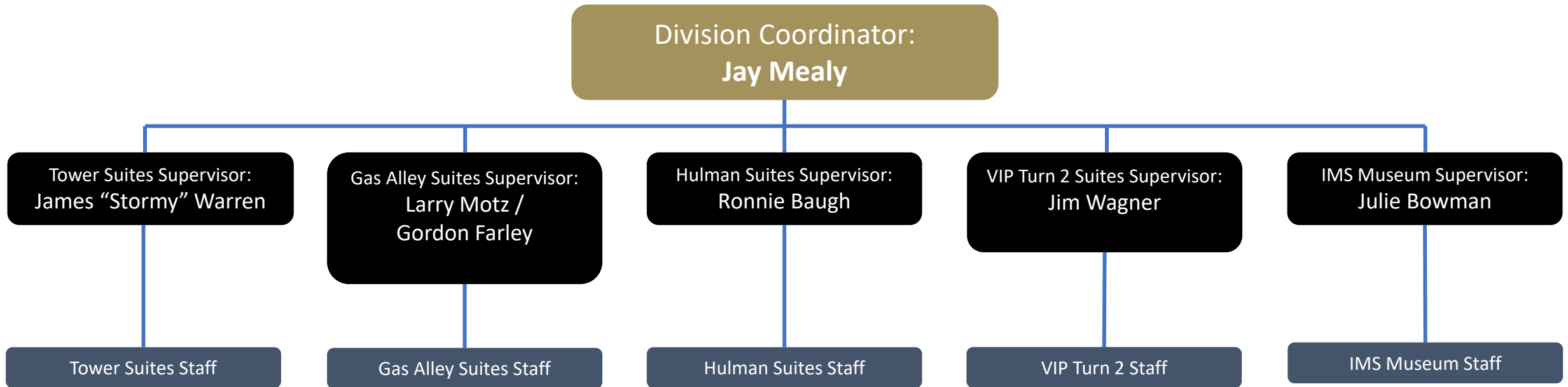


- Located inside of oval turn 1 and 2, the Museum is not a formal hospitality or suite location, but we assist with general wayfinding and movement control
- The IMS Museum is currently under renovation, so Guest Experience staff in this area are to help with control around the temporary spaces such as gift shop and concession stand



Suites Division Leadership

Safety Patrol Hierarchy



Suites Division Best Practices

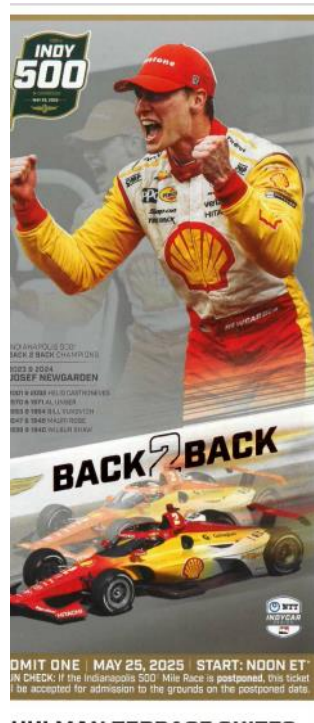


1. It is important that only guests with suite and hospitality tickets enter premium areas. Suite owners have purchased food and beverage service that is not intended for anyone but their guests
2. Do not ride on elevators at suite banks – rather check tickets and credentials outside the elevator and allow guests to operate the elevator themselves.
3. Work with caterers, housekeeping, and other staff to create a premium experience for all guests
4. Do not unlock a suite unless verified with the suite owner or a Client Service Representative
 - Utilize the suite key boxes located at each suite bank to check in and check out keys
 - There are multiple keys in these boxes for each working group in the premium spaces
5. Suite owners are not allowed to place furniture of any kind outside of their suite space
6. Understand the parking credentials allowed inside your lot and the location of other lots near your location



Ticket Overview

Paper Tickets



HULMAN TERRACE SUITES

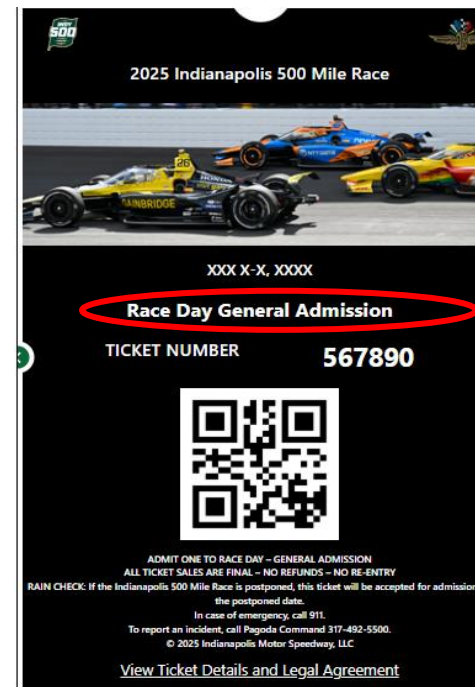
TICKET NO. 1 SUITE NO. 48



1630860 242508008638 DCC001

*Subject to change

Digital Ticket



Hospitality Tickets

Suite bank and suite number



Suites Division Communication Channels



1. Pagoda Command:

- 317-492-5500 and press 5 to talk to a representative

2. Supervisor Communication:

- Make sure you know how to contact your supervisor either over the radio or with cell phone
- Radio communication can sometimes be difficult on major event days
- You should contact your supervisor first if you know you can't make it to work

3. Safety Patrol Line:

- 317-492-6534 for any employment questions
- Not monitored as readily during event days

