

EVENT BOOKING GUIDE

Arkade Event Booking Guide

*Everything you need to plan and host a great event at
Arkade.*

Arkade at The Ledger

240 South Main Street, Suite 516 (5th Floor) · Bentonville, AR 72712

Live calendar & event requests: arkaderetail.com/events

Who this is for: the event planner — whether you're an Arkade member or an external organizer hosting with us. This is your one-stop reference for spaces, booking, and logistics.

01 The Spaces

Arkade offers two bookable spaces on the 5th floor of The Ledger:

- **Community Lounge** — 10–50 guests. A relaxed space with mixed soft seating; ideal for networking, coffee meetups, workshops, and smaller gatherings.
- **Entire Space** — 50–150 guests. The full Arkade office — a full venue takeover for theater-style or reception layouts, larger events, and activations.

What's Included

- Full kitchen — 14-ft island with all standard appliances
- Community lounge with mixed soft seating
- Open, flexible office space with movable furniture
- Wall-mounted TVs in the common spaces (Apple TV for screen mirroring)
- Sonos surround sound for background music (ad-free Spotify, iPad at entrance)
- In-house voice amplifier or column speaker with two wireless microphones
- Floor-to-ceiling views of downtown Bentonville

You're welcome to use the fixed furniture; for larger headcounts, rentals are available (see **Add-ons & Rentals**).

02 How to Book

Every event starts at the Arkade Events Hub: arkaderetail.com/events.

- 1 **Submit the Event Request Form** with your event name, date and time, audience, preferred layout, and any specific needs.
- 2 **We review and confirm** — expect to hear back within ~1–2 business days.
- 3 **You'll receive a confirmation and a calendar hold** from events@arkaderetail.com.

Timelines to Know

- **Booking confirmation** — ~1–2 business days after you submit.
- **Vendor support** — if you'd like Arkade's help with vendors, let us know at least 5 business days ahead (see Vendor Loading).
- **Simple events** (your own vendors, or none — e.g., a coffee meetup) — a couple days' notice is plenty.

03 Layouts & Floor Plans

Arkade has go-to layouts ready to use, and custom layouts are available upon request. Browse layouts and floor plans here: [view layouts & floor plans](#). Let us know your preferred setup when you submit your request.

04 Arrival & Elevator Access

The Ledger is a secure, badge-access building, so guest access is coordinated for every event.

- **Elevators** unlock 15 minutes before your start time and re-lock 30 minutes after. After that, a badge-holding Ledger member must accompany guests between the ground and 5th floors.
- **We recommend** stationing a host or greeter at the 1st-floor lobby, by the elevators, about 15 minutes before the start and for the first 30–45 minutes, to welcome guests and direct them to the 5th floor.
- **After-hours events (after 5 p.m.):** The Ledger's exterior doors lock at 5 p.m., so for any event running after 5 p.m., someone must be stationed inside the front lobby **throughout the event** to welcome guests, open the door, and escort them up the elevators.

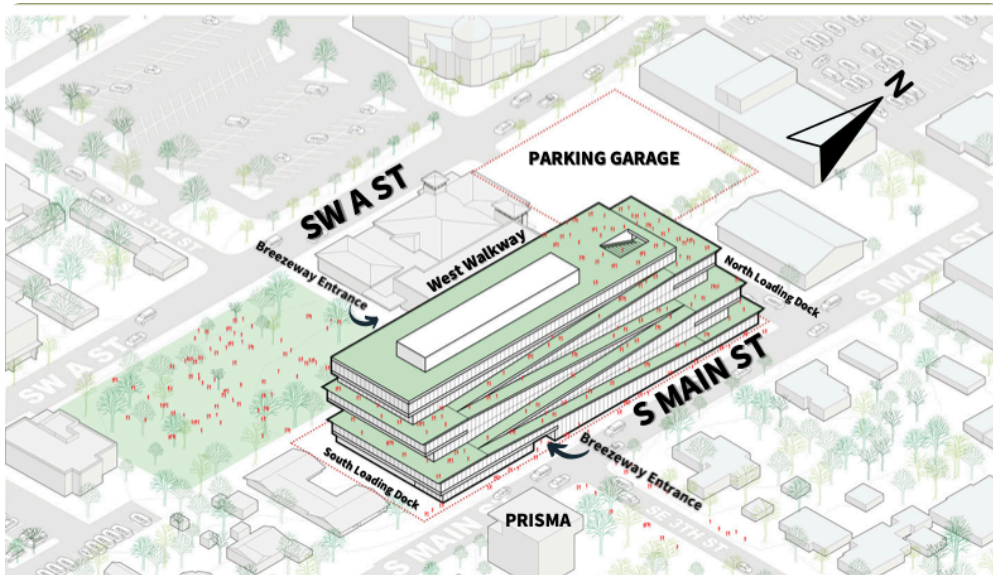
05 Parking & Directions

- **Garage parking is not available for events** — please direct attendees to public parking.
- **Nearby public lots:** North Public Parking · East Side Church Parking · Bentonville Public Library.
- The **Ledger Parking Garage** (2nd floor) is open to the public after 5 p.m. and on weekends.
- Full details: [Downtown Bentonville Parking Guide](#).

06 Vendor Loading & Unloading

Organizers are responsible for coordinating their own vendor setup and teardown.

- **Loading:** vendors may load/unload via the **North Loading Dock**. On arrival, vendors should call **(479) 579-9644** and ask for **Maggie**, the Ledger Community Director, for access or the freight elevator.
- **Want Arkade's help?** We can assist with coordinating vendor load-in and freight-elevator access — submit your request with vendor contacts at least **5 business days** in advance. (We don't manage run of show or event execution — that's yours.)



North Loading Dock — accessed off SW A Street.

07 Signage

- Arkade has **two standard A-frame signs** with up/right/left arrows to direct guests to the space.
- Prefer custom signage? The double-sided **24" × 36"** A-frame holders fit your own printed inserts — please provide your own corrugated prints.
- If you'd like signs out for your event, let us know **at least 24 hours in advance**.

08 AV & Production

Arkade's space includes:

- **Six mounted Samsung TVs** (three in the conference spaces, one in the kitchen, one in the main office space, and one in the northwest-corner nook).
- **In-house sound for speakers and presentations** — a professional-grade JBL speaker with two wireless microphones, or a smaller voice-amplification speaker with two microphones for smaller events.
- **Sonos surround sound** for background music, with ad-free Spotify, controlled from the iPad at the entrance.

Please note: The Samsung TVs in the common spaces support **Apple TV and screen mirroring from Apple devices only**. If you're presenting from a **PC**, you must bring your own connection device and test it in advance.

For production beyond the built-in setup, **AVAD3 Productions** is the Ledger's trusted partner (ryan@avad3.com). More production vendors are on the Ledger's Verified Vendors list.

09 Catering & Beverage

There are two ways to handle food and drink at your event — bring your own, or have Arkade arrange it.

Bring your own

You're welcome to use any caterer. The Ledger and Arkade maintain a list of **verified caterers** (recommended, not required); your on-site option is **The Larder**, on the 1st floor of The Ledger (lardernwa.com). For the full verified vendor list — caterers, bar service, bakeries, floral, décor, entertainment, and more — visit the Events Hub at arkaderetail.com/events or ask the Arkade events team. The kitchen (14-ft island, two refrigerators, microwave, dishwasher, sink, dishes for 12) is available for catering use.

Let Arkade arrange it

Prefer us to handle it? We can arrange the following for you, **quoted at booking**:

- **Coffee & beverage service** — events up to 50 (Community Lounge) through **The Atrium**, the 1st-floor coffee shop; events over 50 via the **Ledger Bookable Amenities Cart**.
- **Catering** — we can book catering from the verified list on your behalf (let us know at least 5 business days in advance).

10 Rentals

Fixed furniture is free to use; for overflow or specific needs, Arkade can book the following through the Ledger — available for a fee, quoted at booking:

- Chairs — up to 70
- Cocktail tables — 10 available
- 6-ft tables — 10 available
- Podium
- Additional TV on a rolling cart

11 Host Responsibilities

Arkade is an active, shared workspace — please help us keep it professional and welcoming.

- **Noise:** keep sound at a respectful level, in line with building and city codes.
- **Cleanliness:** after your event, dispose of all trash, reset furniture, and load and start the dishwasher.
- **Conduct:** treat all members, staff, and guests courteously.
- **Security:** don't share access keycards or codes; you're responsible for your guests at all times.
- **Leftovers:** untouched, unspoiled food, beverages, or alcohol can go to the 2nd-floor Member Lounge during business hours.

12 Key Contacts

EVENT CONTACT events@arkaderetail.com (501) 247-4914	IN CASE OF EMERGENCY Kathryn Carlisle, Arkade kathryn@arkaderetail.com (501) 680-7107
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13 FAQ

What are the distinct timelines I need to know?

Three: (1) **Booking confirmation** — ~1–2 business days after you submit your request; (2) **Vendor support** — at least 5 business days ahead if you'd like Arkade's help with vendors; (3) **Simple events** with no vendor needs (like a coffee meetup) — a couple days' notice is plenty.

How do guests get up to the 5th floor?

The Ledger is badge-secured. Elevators unlock 15 minutes before your start and re-lock 30 minutes after; we recommend a host at the lobby to greet and direct guests. After 5 p.m., a host must be at the front lobby to let guests in.

Can I bring my own caterer?

Yes — any caterer is welcome. See Catering & Beverage for the verified vendor list (on the Events Hub) and the food & beverage options Arkade can arrange for you.

Is parking available for my guests?

Garage parking isn't available for events — please point guests to the nearby public lots (see Parking & Directions).

