



Dear Meeting/Event Planner,

Over the past 24 years, I have been asked on many occasions why I started Norris Conference Centers.

The answer is really quite simple, and is based on my experience attending numerous meetings in my previous career, many of which I found to be quite unsatisfying for a variety of reasons. I have been tucked in meeting rooms that were poorly lit, been crammed into rooms with 80 participants that were designed for half that number, been distracted by loud laughter from the meeting next door, searched down back hallways trying to get a refresh on coffee or help with an A/V problem, and numerous other disappointing service/facility experiences.

All the while, I knew we were spending serious money and time on planning, preparing and attending these events, which only made the lack of available support and service all the more frustrating. I am certain you have similar stories you could share. I felt that my experiences were probably not unique; so, I decided to research the idea of creating an executive level meeting facility, dedicated to just that – supporting meetings, and those individuals responsible for planning and ensuring their success.

After extensive research, including touring a number of “in-house” conference facilities at Fortune 500 companies, I started Norris Conference Centers in Austin, Texas in 1990. Below is a time line of our growth.

Norris Conference Centers - Facilities by City in Texas:

|                     |                   |             |            |                    |
|---------------------|-------------------|-------------|------------|--------------------|
| Austin              | Houston/Westchase | San Antonio | Fort Worth | Houston/CityCentre |
| 1990                | 1995              | 2005        | 2008       | 2009               |
| 2001 (new location) |                   |             |            |                    |
| 2009 (remodeled)    |                   |             |            |                    |

Over the years, our organization, due to client demand, has expanded the scope of our services to include both private and business social events, which was a natural extension for our facilities and staff. In the spring of 2001, with the move into our Austin location, we incorporated our first “ballroom” to serve the social events being hosted by a number of our corporate and private clients. Our sixth project, in Clear Lake is forth coming.

Over the years, I have found that conference centers represent a unique niche in the hospitality industry, offering a wide range of services and support specifically for meeting planners, trainers & attendees. We remain constantly on guard to maintain our commitment to excellence in event planning and execution. That’s it – that’s what we do.

With our extensive history, and that of our dedicated staff, we thought we might have a few ideas to share that may assist you whether you are planning an event for the first or the one-hundredth time.

David Norris, President  
Norris Conference Centers



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# INTRODUCTION

Norris Conference Centers has over 24 years of hospitality industry experience. Our clients refer to us as a refreshing alternative to traditional hotel meeting space.

Annually, we host over 10,000 seminars, meetings and conferences in addition to thousands of social events and hundreds of trade shows. Our professional staff is dedicated to handling all the details of your meeting or event. Their backgrounds and experience enables them to provide guidance and assistance when determining what's right for your event, foresee changes and respond quickly to last-minute requests. Anticipating your needs is our way of adding value to your program.

Using the combined resources of our years of experience and that of our associates, we have developed this Guide. Whether you are a seasoned professional, or someone who had their boss task them with setting up a meeting at the last minute, this Guide will be an invaluable resource. We'll show you how Planning an Event is a SNAP!

New for this edition is applying SNAP to Planning a Social Event and Planning a Trade Show. We hope this Guide will assist you when planning your next off-site event.

## PLANNING AN EVENT IS A **SNAP**

- S**electing the appropriate location
- N**egotiating the right price
- A**rranging for the necessary services
- P**lanning all the details

[www.norriscenters.com](http://www.norriscenters.com)

# **1** SELECT THE APPROPRIATE LOCATION

## **A - SITE INSPECTION**

The first step in planning an event (SNAP) is to Select a location appropriate to your event. Many factors (listed below) should be considered before making a final selection of the venue hosting your event. While all of these are important factors to consider, you may find only a few match your current event needs. However, having an awareness of all of them may get you thinking about details you haven't considered. So please go over the whole list. We have provided a Site Selection Checklist (Attachment A) to help you record answers to the questions you will need to ask. TIP - highlight the listings most appropriate to your event.

A Site Inspection will usually require you to physically tour the facility, so plan on travel time as well as time for the tour. These are easy to set up with your salesperson. Depending on the location, you might want to bring along a comfortable pair of walking shoes. Don't forget to bring a copy of your Site Selection Checklist (Attachment A) with you. If you are planning your event remotely, visit the facilities' web site to become more familiar with it and then use the Check List during your phone conversation. A live conversation is preferred over email, so you can get to know the people servicing your event.

### **When conducting a site inspection, consider the following:**

- Confirm that the atmosphere/environment is appropriate for your needs.
- Verify the maximum group size the facility can accommodate.
- Know the "training method" that will be used to conduct this meeting.
- Identify the appropriate room set-up and equipment needs.
- Ask about other events that will be hosted on the dates you are requesting.
- Confirm that the location meets the American with Disabilities Act (ADA) code requirements.
- Determine what amenities and/or activities are close by.
- Confirm if any renovations have just occurred and/or if any are scheduled during your event.
- Ask if meeting room rental fees are waived based on the number of sleeping rooms occupied or minimum food and beverage requirements.
- Verify if there is a charge for parking.
- Ensure the availability of a wireless Internet connection.
- Validate that you will have a 24-hour hold on the meeting space & what the charge is, if any.
- Find out if the facility staff is part of a union.
- Determine the distance to the nearest major airport – both miles and expected travel time.

Make certain the space is adequate for optimal learning and effective training. Confirm availability of breakout rooms, power to support computer labs, and that the facility offers the flexibility to accommodate your specific meeting needs that may include dedicated lunch rooms, temporary offices for trainers and other such services.

> *See Attachment A (Site Selection Checklist)*

## **B - FEATURES OF A CONDUCTIVE LEARNING ENVIRONMENT**

Several factors combine to make an environment conducive to adult learning. Meetings, seminars and even luncheons are all ultimately adult learning. A proper and well designed facility will allow attendees to concentrate on the material/presentations. Distractions will cause attendees to lose focus on what is important. Look for these features in a facility:

### **Executive Environment**

Look for a facility whose interior is designed to support meeting and training functions and is conducive to learning. A facility's decor should reflect a comfortable atmosphere with muted color schemes and lighting that is easy on the eyes.

### **Temperature Control**

Make certain that each room has individual temperature controls to ensure a comfortable environment for attendees. Adequate room ventilation keeps participants and trainers alert. Remember that in computer-based classes, the computers emit heat that must be dispersed.

### **Appropriate Lighting**

Look for a combination of natural, fluorescent and incandescent lighting sources that provide full-spectrum lighting, which lessens eye fatigue. Lighting that can be controlled by dimmer switches will add flexibility when using overhead projectors, video projection units and TV/VCR/DVD's. Ensure audio-visual materials can be easily seen while not interfering with the participant's ability to take notes.

### **Comfortable Seating**

Chairs designed to conform to most physical characteristics of users while offering a wide range of movement are optimal. Ergonomic chairs that minimize fatigue and maximize comfort are ideal. Remember, as Dave Norris says, "you can't keep your mind awake if your butt's asleep." Conference centers should offer a wide variety of seating arrangements and space planning flexibility.

### **Quiet / Soundproof Environment**

Interior and perimeter walls should be soundproofed to block noise from other functions, lobby traffic and service hallways. Make sure acoustics are optimal for normal conversations. Keep in mind that white noise, from water fountains and other sources, allows for more control of sound.

### **Breakout Rooms**

Smaller, yet comfortable meeting rooms, in close proximity to the main meeting space, add flexibility when training sessions/meetings require activities such as:

- Role playing
- Team building activities
- One-on-one consultations
- Equipment displays
- Video taping

## **C - ADDITIONAL FACILITY FEATURES TO CONSIDER**

### **Location / Parking**

Consider off-site locations that offer easy access to:

- Airport(s)
- Hotels - full and/or limited service
- Restaurants
- Shopping / entertainment venues

In addition, locations should offer plenty of free and well-lit parking. Information such as maps and additional shopping, dining and entertainment guides can increase the meeting participant's experience.

### **Long-Term Booking Agreements**

When planning annual schedules, choose a facility that will commit to long-term contracts. Whether booking one-day seminars or multi-day events, a facility should accommodate these needs. An ideal facility accommodates future and impromptu meeting requests with dedicated, 24-hour room hold agreements.

Don't hesitate to ask about locking in an annual rate.

### **Availability of Wireless Internet Connections**

Participants and trainers alike find the availability of a wireless Internet connection to be a significant convenience (almost a necessity in this modern day and age) for last minute communications on course content, emergency email communications, etc. Although when used as part of course content when many computers are accessing the Internet simultaneously, a reasonable charge may be in order. But when used on an occasional basis by attendees this service should be at no charge.

### **Privacy / Confidentiality**

When conducting meetings ranging from team building skills, to computer training, to strategic planning, look for an environment that offers controlled access to meeting rooms. Also inquire if they offer the following:

- The ability to secure materials during lunch breaks
- The ability to secure materials and room overnight
- Limited distractions & interruptions
- Zero visibility from other meeting/traffic areas

## **Administrative Support**

All locations should have the capacity to generate, send and receive information for trainers and event participants. Assistance / services should be provided for:

- Sending, receiving and storing boxes of course materials
- Making photocopies
- Sending and receiving faxes
- Last minute incidentals/needs
- Free local phone calls
- Taxi / transportation assistance
- On-line access
- Messaging service

## **Americans With Disabilities Act**

Critical to planning any function, is the assurance that all event attendees' needs are accommodated. As part of the venue inspection, make certain the property complies with the basic accommodations as outlined in the Americans with Disabilities Act. This law was enacted by the U.S. Congress in 1990 and was signed into law on July 26, 1990, by President George H. W. Bush, and later amended with changes effective January 1, 2009. Title II and Title III specifically apply to access at public entities and public accommodation and commercial facilities.

The ADA is a wide-ranging civil rights law that prohibits, under certain circumstances, discrimination based on disability. It affords similar protections against discrimination to Americans with disabilities as the Civil Rights Act of 1964,[4] which made discrimination based on race, religion, sex, national origin, and other characteristics illegal. Disability is defined by the ADA as “a physical or mental impairment that substantially limits a major life activity.” The determination of whether any particular condition is considered a disability is made on a case by case basis.

Additional information regarding the specifics of ADA can be found on their website at <http://www.ada.gov/>

## **D - GREEN MEETINGS**

With the growing concerns regarding our environment – there is now a stronger push for all of us to find ways to conserve and reuse. Meetings can and should consider their impact on the environment and there are a number of ways to accomplish this. The U.S. Green Building Council estimates that “the greening of a large convention center can save around a half-million dollars on energy costs alone”. So, as event planners, don’t hesitate to ask each location you are considering to host your event, the following question.

**What environment and energy conservation efforts has the facility/property incorporated?**

*A “green meeting” checklist is incorporated in Attachment A.*

However, it does not stop there. Take into consideration travel arrangements and the carbon footprint of moving attendees from location to location. In addition, ask all event suppliers the same question you are asking the host facility.

Don’t forget – find ways to communicate to event attendees green practices that were implemented during their event.

### **Easy “Green Meeting” steps to consider as an event planner:**

- Insist on compostable paper cups (if paper products must be used)
- Use reusable serving items
- Offer filtered water by the gallon, not via plastic bottles
- Purchase paper, name badges, lanyards, etc. –made with a minimum of 20% recycled materials
- Coordinate travel – use public transportation if available
- Reuse linens when possible
- Implement recycling program for bottles, cans, paper
- Donate excess food to area food banks – if possible

### **Additional Green Meeting Resources:**

- CIC - Green Meeting Report
- EPA – It’s Easy Being Green
- Sustainable Travel International
- The U.S. Green Building Council

## **2** NEGOTIATING THE RIGHT PRICE

According to a recent industry publication, meetings are a \$100 billion-a-year market and they are one of the largest controllable business expenses. These meeting dollars are figured on everything from facility fees, instructor fees, accommodation costs including both meeting rooms and overnight accommodations, food and beverage expenses, travel, entertainment, etc., not to mention the cost of lost productivity. With all these resources dedicated to a meeting/event... Ask yourself, “Why would you take a chance on a less than optimal meeting space?”

Selecting the “right” venue and services will help ensure these dollars spent are not wasted. As a meeting/event planner, you must become proactive to get the best value for your budget. Don’t hesitate to let the facility contact know what your expectations are and how much you have spent on similar events in the past. This will assist both parties in determining if there is a match between your needs and their services.

### **Helpful Techniques For Successful Negotiating:**

- Know the purpose and objectives of the meeting/event
- Communicate clearly
- Outline everything in writing
- Make all agreements part of the written contract
- Possess the authority to make a decision (or sign a contract)
- Be ethical
- Ask questions
- Listen and pay attention
- Know your budget

### **Day Meeting & Complete Meeting Packages**

When negotiating rates, you may want to consider asking for a Day Meeting or a Complete Meeting Package. Day Meeting Packages offer a simple, price per person for the event. A traditional package includes the event room, basic audio/visual equipment, food and beverage services. We would encourage you ask whether the price is inclusive of taxes and service charges. Complete Meeting Packages offer the services listed above, but also include the rate for overnight accommodations.

Day Meeting and Complete Meeting Packages can simplify your accounting process from budgeting to the issuing of purchase orders.

Of course most properties will honor a-la-carte pricing if that is your preference.

**Common Challenges To Avoid:**

- Do not sacrifice quality for cost
- Remember, you are relying on the venue's team/staff to ensure you look good, so treat them with the respect they deserve. Making unreasonable demands might result in a negative impact and less than positive event.
- Work with your event planner to help limit your expenses due to overestimating your needs (room size, quantity of food, type of A/V needs)
- Don't be intimidated – it's your event, your money and most importantly your reputation

*See Attachment B (Budget Worksheet)*

*See Attachment C (Controlling Costs)*

## **3** ARRANGING FOR THE NECESSARY SERVICES

Many details go into planning a successful meeting/event. The more organized with these details you are up-front, the smoother the event will run. You don't need to become an expert in these areas, but a working knowledge is helpful. These topics will help you attain that working knowledge. If you feel weak on a topic, by all means ask questions until you are comfortable.

### **Meeting Tool Kits**

Support materials such as back-up equipment bulbs, pens, paper, extension cords, surge protection cords, whiteboard and flip chart markers, staplers, hole-punchers, nametags, etc. should be readily available.

### **Audio / Visual Equipment**

Off-site meeting facilities should make available, at a competitive rate, the following equipment:

- LCD/VPU projectors
- Overhead projectors
- Screens and whiteboards
- Wireless and hand held microphones
- Sound systems
- Flip charts and support material
- Internet access

### **Knowledgeable and Accommodating Event Coordinators**

When booking present and repeat business, an established working relationship with open channels of communication ensures individual needs can and will be met. From conception to final analysis of events, the host venues event coordinator should be available to answer questions and handle any potential concerns.

Event coordinators should be able to coach and guide you in the decision making process while walking the fine line of respecting your event needs. Be open to new ideas, creative options and the implementation of best practices. Remember that often, the venue knows their specific limitations and asking them to push beyond their "comfort zone" may have a negative impact on your events overall success.

### **Catering**

Quality meals and dependable catering greatly boost the participant's/client's overall experience when meeting off-site. Be sure to keep in mind any special dietary needs your participants may have.

*Remember, long after the event, participants will remember if the food was good.*

Flexibility in menu planning that allows for budget constraints helps guarantee service without sacrificing quality. Facilities should offer a variety of catering services from beverages only, to elegant evening receptions. Whether the menu is a sandwich buffet or a hot entrée, the actual service and clearing of the meal is crucial when working within time constraints and working lunches.

Whether you are hosting a day meeting or a social event, the food and beverage service will play a critical role in the success of your event. Below are suggestions and checklists to assist you with this aspect of your event.

### **Food and Beverage Service Considerations:**

- Take into consideration the group mix and the event purpose
- Make sure to look at the “whole” menu – from breakfast to dinner
- Take into account when and where meals will be served
- Decide on the appropriate food service to complement your event
- Allow adequate time for meals

### **Types of Food Service**

You don't have to limit your service to just one “style” – we would encourage you to mix it up and play a little.

- Buffet – typically self-served meals
- Modified Buffet – salads and desserts are pre-plated and at each participant's seat
- Butlered Service – food is brought to the table on platters and each attendee is served from a platter
- American Service – food is pre-plated in the kitchen and served while attendee remains seated
- Banquet French – food is pre-pared table side
- Food Stations – a number of “stations” are setup around the room, encouraging attendees to mix and mingle
- Passed Appetizers – served by staff on platters while attendees mingle

### **Menu Considerations**

With our diverse work-force, comes diverse food preferences. To ensure all attendees can enjoy the meals provided, make sure to ask for food /diet preferences – listed below are just a few to take into consideration:

- Vegetarian / Vegan
- Kosher
- Low Carb
- Low Fat
- Diabetic
- Non-Dairy
- Gluten Free
- Religion Based Preferences

## **Food Allergies**

Food allergies are serious. As an event planner, it is your responsibility to take them into consideration and have a plan to deal with both attendee requests and possible food reactions.

We recommend two simple ways to avoid adverse food reactions. First, ask all event attendees about any food allergies. Second, have the facility inform your participants/clients of meal ingredients via menu flyers or information cards at buffet tables. In addition, all food servers should be aware of menu ingredients.

Ninety percent (90%) of all food allergies are related to the following eight foods:

- Fish
- Shellfish
- Peanuts
- Tree Nuts
- Milk
- Eggs
- Wheat
- Soy

*See Attachment E (Meeting / Service Timeline)*

## **Outside Vendors**

Sometimes it may be necessary to involve an outside vendor for audio/visual needs and other such services. When doing so, we recommend the following basic criteria:

- Quality of service - always request and call on referrals
- Value - get a few bids
- Reputation - how long have they been in business?
- Make sure they are familiar with your event location - have they been there before, do they have a map, what time will they be arriving?
- Consistency of service - over a period of time, make sure you get the same service for the same price

*See Attachment D (Equipment Checklist)*

## **4** **PLANNING THE EVENT LOGISTICS**

### **Space Planning**

An essential meeting feature is the appropriate seating arrangement. The best room arrangement for any meeting depends on the nature of the meeting/event and its goal/purpose. The seating configuration helps the attendees understand what degree of participation is expected, so plan accordingly. Popular room configurations and the advantages associated with each setup follows.

### **Theater Style**

This format is ideal if limited writing is required. Chairs are arranged in rows – however no tables are provided. This format will allow you to maximize the room capacity if necessary.

### **Traditional Classroom**

The traditional classroom arrangement proves effective when the primary goal is knowledge delivery. This familiar set-up is excellent for one-way communication and gives the instructor considerable control.

### **Chevron**

This arrangement gives all participants a clear view of the trainer and visual aids. The group can easily transition from listening to a presentation to working in small groups around the tables. Communication among the group flows easier because of the unobstructed view.

### **Hollow Square**

This conference style works best for group discussions and limited instructor presentations. Board meetings and strategic planning sessions are often more successful when conversations can take place across the table.

### **Boardroom**

This style works best for formal discussions.

### **U-Shape/Horseshoe**

The U-shape, or horseshoe, is very popular for upper-level management seminars. This layout works well when the session includes a presentation and total group discussion. Additionally, the U-shape gives participants a sense of equality.

### **Crescent Rounds**

Typically, this format uses 60” rounds – set for a maximum of 6 guests so that no 1 participant has their back to the front of the room. Like other set-ups, this arrangement is great for switching between viewing the trainer and group conversations / team projects.

### **Round Tables**

Round tables, seating 4 to 10 people each, are ideal for small group discussions, role-playing and team building exercises. This arrangement maximizes participation within groups. Round tables are ideal when traditional, up-front power positions are inappropriate.

## Computer Labs

Computer training presents unique problems, as the wiring and cabling for student computers are usually not readily changed. Some training rooms are setup in classroom style with the instructor at the front of the room facing the students. One limitation is that the instructor can see the student but not what is on the student's monitor, which can be extremely important.

## Miscellaneous

Independent of the set up – it is important for the presenter/trainer to arrive at the designated room up to 1 hour prior to the program's start time. Every now and then communication channels get crossed – the result may be a room setup that is incorrect and does not support the program's/trainer's needs. The facility staff should be ready to make any last minute changes. It is not appropriate for the facility to expect you to compromise your presentation content and delivery due to an inappropriate setup.

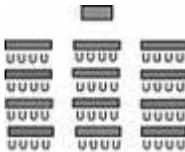
## Seating Styles

### Theater



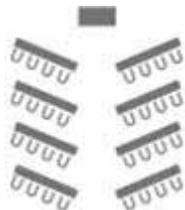
Accommodates the most people per area. About 10-13 square feet per person. Appropriate for lectures and keynoters. Note taking can be cumbersome for audience.

### Classroom



Same as Theater Style but with tables. About 17-20 square feet per person. Supports note taking and use of handout materials. We recommend you limit setup to 2 participants per 6' table – and 3 per 8' table.

### Chevron



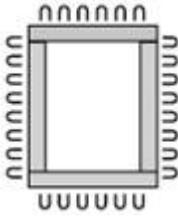
Provides place for beverages and elbows. Most interactive of large group setups. Promotes a sense of participation. About 20-23 square feet per person. Can be setup with or without tables.

### Modified Chevron



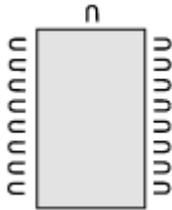
Can be setup with or without tables. Improves visibility of speaker and visuals from side sections - more interactive than theater style or classroom style.

### Hollow Square Or Rectangle



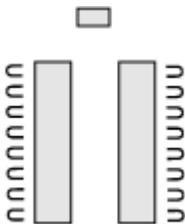
For meetings where hierarchy is not an issue - excellent for facilitator led meetings. Encourages audience participation, but awkward for use of visuals.

### Boardroom



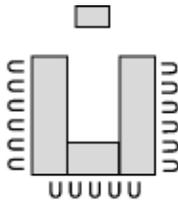
Very good for groups between 6 and 15. Suggests formality and hierarchy - for more than 15 attendees, people at the far end of the table may feel left out and form a separate group.

### Perpendicular



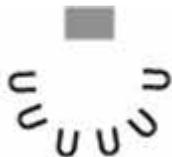
Seats can be on either outside or inside of tables. Instructor can survey students' work. Easy exchange between presenter and audience. Center usable for exhibits or demos.

### U-Shape



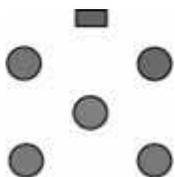
Encourages collaboration. Center area usable for simulations and role-plays. Can be used with or without speaker table.

### Semi-circle or Circle



Can be setup with or without tables. Presenter's role is minimal. Excellent for emotional sessions such as sharing grief. Encourages a sense of group and bonding.

### Rounds/Cluster



Good for presentations with breakout groups. Clusters easily return to being a single group. Quick and easy to follow with a meal.

## **AFTER THE MEETING**

Detailing the wrap-up of your meeting is just as crucial as the planning. Here are some ideas that might assist you in improving your success and plan your next meeting or event:

- Before leaving the facility, meet with your Event Manager or General Manager to review the final invoice
- If appropriate, pay the bill
- Give and seek feedback about the meeting and service
- Express negative experiences in a positive way – remember they can only fix what they are made aware of – suggestions to correct are always welcome
- Make notes to be used next time
- Ensure that materials to be shipped from the facility are packed and labeled correctly
- Consider sending a written thank-you to your internal staff, volunteers and speakers specifying how they contributed to the success of your meeting
- A few months after the meeting/event, email all attendees to find out how they are using what they learned
- Send summaries of evaluations to instructors/speakers
- Detail all financial information in your files
- Reconcile the master account/invoice and prepare your final report of all expenses
- Call or write the facility regarding any discrepancies
- Write a report detailing overall attendance, comments from evaluations, vendors, etc. Be sure to include financial information (budget, expenses, variances)
- Distribute the report to internal meeting sponsor

***DON'T BE SURPRISED IF YOU LEARN SOMETHING  
NEW FROM EVERY EVENT***

***PAT YOURSELF ON THE BACK FOR A JOB WELL-DONE!***

# APPLYING SNAP TO PLANNING A SOCIAL EVENT

The basic steps that can guarantee a successful meeting/event readily apply to planning a social event as well. As with all events, start with selecting the appropriate venue, negotiate the required services and arrange for the necessary details to support your event. However, some social events require additional/alternative planning and can frequently involve a number of outside vendor services.

These services can range from the hiring of talent, specialty catering services, decorators, audio/visual companies, just to name a few. Often, due to the nature of social events, there can be the additional responsibilities that come with the service of alcoholic beverages.

## Hiring Talent

When hiring talent, be it a guest speaker or a band – consider the following:

- Check all references
- Make sure they are “event / audience” appropriate
- Review contacts carefully
- Negotiate price and payment plans (including travel expenses)
- Coordinate and clearly communicate marketing collateral / advertising programs
- Monitor the audiences response and act accordingly
- Ensure you are 100% clear on the A/V, staging, green room, etc. requirement

## Decorations / Decorators

Decorations can make an event by setting the tone and creating the perfect atmosphere ranging from fun and festive to sophisticated and elegant. However, we recommend you keep in mind the following:

- Confirm host venue rules and regulations as it relates to décor
- Set a budget
- Seek multiple bids
- Check all references
- Coordinate with your host venue, setup times and “staging” needs
- Refrain from shopping for ideas and then doing it yourself
- Consider reusing centerpieces as either takeaway gifts or donate them to a worthy cause

## Audio/Visual Needs

Presentations and entertainment associated with social events requires special attention to:

- Lines of site
- Sound Levels
- Light Levels
- Talent entrance and exits
- Always schedule (1) one if not (2) two dress rehearsals

## **Alcoholic Beverage Services**

There are a variety of options available when serving alcoholic beverages. As with food service, they can be mixed and mingled to suit your events agenda/flow and budget.

To ensure the safety of your guests hire only state certified bartenders. In Texas, bartenders are certified through classes approved by the Texas Alcoholic Beverage Commission (TABAC). We also recommend having one security guard visible for every 100 –150 guests. In the unfortunate situation that someone has consumed too much - you have professionals on hand to assist

When determining how many bar stations and bartenders - take into consideration the event flow/ agenda. For cash bars, during a cocktail hour – one (1) bartender per 150 attendees is recommended. However if you offering a hosted bar – one (1) bartender per 100 attendees is preferred.

## **Types of Alcohol Service**

Most venues will allow for a variety of alcoholic beverage service and you may event choose to mix and match them depending on your event and your events budget. Some traditional service options include:

- Hosted Bars
- Distribute Drink Tickets
- Purchase Bar Service by the Hour
- Purchase a predetermined amount of alcoholic beverages (i.e. purchase two bottles of wine per table – or – purchase three kegs of beer)
- Cash Bars

*See Attachment F (Social Event Checklist)*

# APPLYING SNAP TO PLANNING A TRADE SHOW

Producing a trade show can easily incorporate not only the aspects of planning the show, (i.e. – vendor booths, layout, etc.) but also planning related events and meetings. One also commonly finds himself/herself planning social events associated with a Trade Show, in addition to setting up workshops and seminars.

However, the basic format of event planning by using the SNAP approach can assist an event planner in ensuring all the details are covered.

*The key question an event planner needs to ask is:*

*Am I planning a trade show with a networking event as part of it?*

*Am I planning a networking event with a trade show as part of it?*

*Am I planning an educational event (seminar/workshop), with a trade show and/or social event as part of it?*

Note that the answer to each of the questions above all require the same focus on selecting the right venue, negotiating the correct services, arranging the necessary details and planning, planning, planning – it's just that by identifying the main purpose of the event - will help in determining how to handle the peripheral events designed to enhance the key program.

## **Seminars / Workshops**

Workshops and seminars are a great way to enhance a trade show – by offering additional education options for those attending the event. A few planning details to keep in mind:

- Ask for pre-registration to help ensure adequate space and program materials
- Make sure the class locations are conveniently located.
- Ensure the programs match/support the key theme of the trade show
- Ensure times allocated for seminars and/or workshops allow for adequate information sharing
- Feedback is critical to ensure attendees value the information shared – if the event is an annual function, prior year feedback could impact future year events.

## **Booth Service / Sales**

It's advised to first create a budget, with a target break even on expenses equal to 75% of contracted booth sales. This decision typically starts with negotiations of the venue. Once contracted, you can use this core cost, added to marketing expenses, etc. to determine booth costs. Keep in mind that booth sales are not consistent – some trade show booths include tables and chairs, while others include these items, plus electricity. Philosophies differ from add on service concepts to complete, one price sales. Whichever your preference, pay close attention to ensure all necessary support services are available no matter how they are billed. Related details to consider may include some of the following:

- Booth services provided as part of booth sales or as an added cost, such as:
- Internet Access
- Electricity
- Phone Line
- Event move in / move out guidelines / time lines
- Hired move in assistants
- Equipment delivery / pick up

## **Social & Networking Functions:**

You may want to refer to the prior section of this guide regarding details to consider when planning a social event. As they relate to trade shows, events can help encourage trade show attendance, so plan accordingly. The key is creating an event that draws attendance – so take into account:

- Location of Social / Networking Event
- Time of Event
- Think About Creating An Incentive to Attend
- Weigh the Impact of Offering Food & Beverage Services

*See Attachment G (Trade Show Booth Check List)*



# ATTACHMENTS

## Checklists & Worksheets

Attachment A ..... Site Selection Checklist

Attachment B..... Budget Worksheet

Attachment C .....Controlling Costs

Attachment D ..... Equipment Checklist

Attachment E..... Meeting Timeline

Attachment F.....Social Event Check List

Attachment G ..... Trade Show Booth Services Check List

Attachment H ..... Questions To Ask Your Event Manager

Attachment I ..... Food & Beverage Measurements

Attachment J .....Us Systems Measurements

Attachment K..... Helpful Websites

Attachment L..... Professional Organizations & Publications

Attachment M ..... Audio Visual Terms

Attachment N ..... Food & Beverage Terms

Attachment O .....Meeting, Event & Tradeshow Terms

Attachment P..... Travel & Transportation Terms

Attachment Q..... Norris Conference Centers – Floor Plans



# **ATTACHMENT A**

## **Site Selection Checklist**

# SITE SELECTION CHECKLIST

## MEETING INFO

Site Inspection Date: \_\_\_\_\_  
Completed By: \_\_\_\_\_  
Group Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Meeting Name \_\_\_\_\_  
Type of Meeting: \_\_\_\_\_ No. of Attendees: \_\_\_\_\_  
Meeting Dates: \_\_\_\_\_ Alternate Dates: \_\_\_\_\_

## PROPERTY

Type of Property: Conference Center \_\_\_ Hotel \_\_\_ Resort \_\_\_ Airport \_\_\_  
Property Name: \_\_\_\_\_  
Property Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Property Contact Name/Title: \_\_\_\_\_  
Alternate Contact Name/Title: \_\_\_\_\_  
Airport(s) & Distance from Property: \_\_\_\_\_  
Approximate Taxi Fare: \_\_\_\_\_ Construction Planned: Yes \_\_\_ No \_\_\_  
ADA Compliant: Yes \_\_\_ No \_\_\_

## GREEN FACILITY

Recycling Plan: Yes \_\_\_ No \_\_\_  
Linen / Towel Reuse: Yes \_\_\_ No \_\_\_  
Public Transportation Option: Yes \_\_\_ No \_\_\_  
Lights & Air Conditioning Energy Efficient Systems: Yes \_\_\_ No \_\_\_  
Bulk Dispensers or Reusable Containers for Food & Beverages: Yes \_\_\_ No \_\_\_  
Water Conservation Program: Yes \_\_\_ No \_\_\_  
Does Your Facility Use Recycled Materials: Yes \_\_\_ No \_\_\_  
What other environmental initiatives have you implemented: \_\_\_\_\_

## MEETING ROOMS

Space Available on requested dates: Yes \_\_\_ No \_\_\_  
Room Rental Charge: \$ \_\_\_\_\_ Breakout Room Rental Charge: \$ \_\_\_\_\_  
Date Payment is Due: \_\_\_\_\_ Deposit Required: Yes \_\_\_ No \_\_\_ Amount: \$ \_\_\_\_\_  
Set-Up Charges: \$ \_\_\_\_\_ Tear Down Charges: \$ \_\_\_\_\_

*Continues on next page*

**Rate the Following: (1 poor – 5 excellent)**

|  | <b>Poor</b> |   |   | <b>Excellent</b> |   |
|--|-------------|---|---|------------------|---|
| • Room is large enough to provide a comfortable experience for attendees | 1           | 2 | 3 | 4                | 5 |
| • Availability of Breakout Rooms   | 1           | 2 | 3 | 4                | 5 |
| • Condition/Cleanliness  | 1           | 2 | 3 | 4                | 5 |
| • Room has no obstructions   | 1           | 2 | 3 | 4                | 5 |
| • Soundproofed   | 1           | 2 | 3 | 4                | 5 |
| • Décor  | 1           | 2 | 3 | 4                | 5 |
| • Ceiling Height   | 1           | 2 | 3 | 4                | 5 |
| • Lighting   | 1           | 2 | 3 | 4                | 5 |
| • Heating/Cooling  | 1           | 2 | 3 | 4                | 5 |
| • Sound System   | 1           | 2 | 3 | 4                | 5 |
| • Equipment (e.g. tables/chairs)   | 1           | 2 | 3 | 4                | 5 |
| • Computer Ports   | 1           | 2 | 3 | 4                | 5 |
| • Electrical Outlets   | 1           | 2 | 3 | 4                | 5 |
| • Public Telephones (Number/Proximity)                                   | 1           | 2 | 3 | 4                | 5 |
| • Restrooms  | 1           | 2 | 3 | 4                | 5 |
| • Overall Rating   | 1           | 2 | 3 | 4                | 5 |

**FOOD & BEVERAGE**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| • Presentation                              | 1 | 2 | 3 | 4 | 5 |
| • Menu Selections                           | 1 | 2 | 3 | 4 | 5 |
| • Menu Prices                               | 1 | 2 | 3 | 4 | 5 |
| • All Inclusive (Day Meeting Packages)      | 1 | 2 | 3 | 4 | 5 |
| • Willing to Divert from Standard Menu      | 1 | 2 | 3 | 4 | 5 |
| • Able to Accommodate Special Dietary Needs | 1 | 2 | 3 | 4 | 5 |
| • Overall Rating                            | 1 | 2 | 3 | 4 | 5 |
| • Nearby Restaurants                        | 1 | 2 | 3 | 4 | 5 |

**AUDIO VISUAL**

|                                   |   |   |   |   |   |
|-----------------------------------|---|---|---|---|---|
| • In-House Audio Visual Equipment | 1 | 2 | 3 | 4 | 5 |
| • Equipment Availability          | 1 | 2 | 3 | 4 | 5 |
| • Equipment Condition             | 1 | 2 | 3 | 4 | 5 |
| • Equipment Price                 | 1 | 2 | 3 | 4 | 5 |
| • Overall Rating                  | 1 | 2 | 3 | 4 | 5 |

**SERVICE & AMENITIES**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| • Business Center                           | 1 | 2 | 3 | 4 | 5 |
| • Table Décor                               | 1 | 2 | 3 | 4 | 5 |
| • 24-Hour Hold (Cost: \$_____)              | 1 | 2 | 3 | 4 | 5 |
| • Materials Delivery/Pickup (Cost: \$_____) | 1 | 2 | 3 | 4 | 5 |
| • Parking (Cost: \$_____)                   | 1 | 2 | 3 | 4 | 5 |



# **ATTACHMENT B**

## **Budget Worksheet**

# BUDGET WORKSHEET

Your meeting budget is an estimate of anticipated expenses (and income) for your meeting. It gives you financial control and accountability. Allow contingencies for the unexpected. Below are some items to consider. Remember to add sales tax and service charges where needed.

Name of Meeting: \_\_\_\_\_ Date(s): \_\_\_\_\_  
 Budget Prepared by: \_\_\_\_\_ Date: \_\_\_\_\_  
 No of Attendees: \_\_\_\_\_ Estimated Cost Per Person: \$ \_\_\_\_\_  
 Budget: \$ \_\_\_\_\_ Actual Expenses: \$ \_\_\_\_\_

| EXPENSE ITEMS                    | PROJECTED | ACTUAL | VARIANCE |
|----------------------------------|-----------|--------|----------|
| Sleeping Rooms                   |           |        |          |
| Transportation                   |           |        |          |
| Air                              |           |        |          |
| Ground                           |           |        |          |
| Meeting Room Charges             |           |        |          |
| Decorations / Entertainment      |           |        |          |
| Food & Beverage                  |           |        |          |
| Breakfast                        |           |        |          |
| Lunch                            |           |        |          |
| Breaks A.M. & P.M.               |           |        |          |
| Dinner                           |           |        |          |
| Reception (include bartenders)   |           |        |          |
| Hospitality (include bartenders) |           |        |          |
| Audio Visual                     |           |        |          |
| Equipment Rental                 |           |        |          |
| Labor                            |           |        |          |
| Computer Costs                   |           |        |          |
| Equipment Rental                 |           |        |          |
| Wireless Internet Fees           |           |        |          |
| Cable Connection Fees            |           |        |          |
| Material Production              |           |        |          |
| Printed Materials                |           |        |          |
| Digital Materials                |           |        |          |
| Name Badges                      |           |        |          |
| Programs                         |           |        |          |
| Signage                          |           |        |          |
| Stationery & Envelopes           |           |        |          |

*Continues on next page*

| <b>EXPENSE ITEMS</b>        | <b>PROJECTED</b> | <b>ACTUAL</b> | <b>VARIANCE</b> |
|-----------------------------|------------------|---------------|-----------------|
|                             |                  |               |                 |
| Flyers                      |                  |               |                 |
| Administration              |                  |               |                 |
| Site Visit                  |                  |               |                 |
| Meeting Management (onsite) |                  |               |                 |
| Telephone                   |                  |               |                 |
| Shipping                    |                  |               |                 |
| Clerical                    |                  |               |                 |
| Office Supplies             |                  |               |                 |
| Materials Storage           |                  |               |                 |
| Shipping                    |                  |               |                 |
| Postage                     |                  |               |                 |
| Security                    |                  |               |                 |
| Recreation                  |                  |               |                 |
| Speaker Fees & Expenses     |                  |               |                 |
| Miscellaneous               |                  |               |                 |
| <b>TOTAL EXPENSES</b>       |                  |               |                 |

| <b>REVENUE ITEMS</b>            | <b>PROJECTED</b> | <b>ACTUAL</b> | <b>VARIANCE</b> |
|---------------------------------|------------------|---------------|-----------------|
| Registration Fees               |                  |               |                 |
| Exhibitor Fees                  |                  |               |                 |
| Sponsorships                    |                  |               |                 |
| Product Sales                   |                  |               |                 |
| <b>TOTAL REVENUES</b>           |                  |               |                 |
| <b>LESS TOTAL EXPENSES</b>      |                  |               |                 |
| <b>TOTAL ANTICIPATED PROFIT</b> |                  |               |                 |



# **ATTACHMENT C**

## **Controlling Costs**



# CONTROLLING COSTS

Please note that the suggestions listed below are intended to control expenses and may or may not detract from the quality or appearance of your meeting.

## **Food & Beverage**

- Maintain history of food service for guarantees
- Choose buffet rather than plated
- Do not set plates at receptions, use good quality napkins
- Distribute one or two drink tickets per guest as opposed to an open bar
- Predetermine the closing time for bars and don't extend unless absolutely necessary
- Under guarantee on hors d'oeuvres
- Don't set tables and chairs for receptions
- Use central food stations
- Offer wine and cheese instead of cocktails and hors d'oeuvres
- When purchasing ala carte, save lunch dessert for p.m. break
- Do not let bartenders "free pour", make sure they measure

## **Entertainment & Decorations**

- Use local or community groups/services whenever possible
- Try to refresh and re-use centerpieces throughout your meeting
- Use decorations/props that are already on site
- Re-use as much signage as possible

## **Miscellaneous**

- Limit the number of people authorized to sign for charges
- Always get at least two bids from vendors
- When using audio visual equipment, be aware of setup and/or labor charges
- Negotiate for an "all-inclusive" per person package price
- Don't over or under confirm the number of attendees. Last minute changes can add \$\$\$'s to the master account
- Plan far enough ahead to take advantage of bulk mailing



# **ATTACHMENT D**

## **Equipment Checklist**



# EQUIPMENT CHECKLIST

| <b>EQUIPMENT</b>                   | <b>NUMBER</b> | <b>SIZE</b> | <b>TYPE</b> | <b>COST</b> |
|------------------------------------|---------------|-------------|-------------|-------------|
| Tables                             |               |             |             |             |
| Chairs                             |               |             |             |             |
| Flipchart w/markers & masking tape |               |             |             |             |
| Tripod Easel                       |               |             |             |             |
| Pointer                            |               |             |             |             |
| Projectors                         |               |             |             |             |
| LCD                                |               |             |             |             |
| Overhead                           |               |             |             |             |
| 35mm                               |               |             |             |             |
| Extra Bulbs                        |               |             |             |             |
| Microphone                         |               |             |             |             |
| Screen                             |               |             |             |             |
| TV                                 |               |             |             |             |
| DVD Player                         |               |             |             |             |
| VHS Player                         |               |             |             |             |
| Riser                              |               |             |             |             |
| Sound System                       |               |             |             |             |
| Lectern                            |               |             |             |             |
| Batteries                          |               |             |             |             |
| Special Equipment                  |               |             |             |             |
| Projector Cart                     |               |             |             |             |
| Radio                              |               |             |             |             |
| Computers                          |               |             |             |             |



# **ATTACHMENT E**

## **Meeting Timeline**



## MEETING TIMELINE

Advanced planning is crucial to the success of your meeting/event. You must construct a schedule and stick to it. There are just too many details and things to do to remember them all. This is a sample timeline for your use.

|   |                    |                        |
|---|--------------------|------------------------|
| <b>4 - 6 Months Before Event</b>  | <b>Target Date</b> | <b>Completion Date</b> |
| • Determine meeting objectives/goals  |                    |                        |
| • Prepare budget  |                    |                        |
| • Conduct site inspections  |                    |                        |
| • Book venue  |                    |                        |
| • Book keynote speakers/entertainment   |                    |                        |
| • Set preliminary agenda  |                    |                        |
| • Decide on theme   |                    |                        |
| • Contract necessary vendors (i.e. photographer, dj, etc.)                                  |                    |                        |
| <b>2- 3 Months Before Event</b>   | <b>Target Date</b> | <b>Completion Date</b> |
| Confirm number of attendees   |                    |                        |
| Collect phone numbers, emails and addresses of participants                                 |                    |                        |
| Send out invitations and/or registration info   |                    |                        |
| Confirm speakers/panelists  |                    |                        |
| Confirm audio visual requirements   |                    |                        |
| Order corporate gifts/other giveaways   |                    |                        |
| <b>1 - 2 Months Before Event</b>  | <b>Target Date</b> | <b>Completion Date</b> |
| Make sure all contracts are signed  |                    |                        |
| Review staff assignments  |                    |                        |
| Start assembling registration kits, badges, agendas, vouchers, leisure activity suggestions |                    |                        |
| <b>1 Month Before Event</b>   | <b>Target Date</b> | <b>Completion Date</b> |
| Review all menus, room setups, etc.   |                    |                        |
| Confirm attendee list   |                    |                        |
| Review checklists to make sure nothing has been forgotten                                   |                    |                        |

| <b>10 Days Before Event</b>  | <b>Target Date</b> | <b>Completion Date</b> |
|--|--------------------|------------------------|
| Finalize menus   |                    |                        |
| Finalize audio visual equipment needs  |                    |                        |
| Review checklist again   |                    |                        |
| Update attendee list   |                    |                        |
| Prepare a 1-page “hot-list” of critical phone numbers  |                    |                        |
| Prepare name badges/tent cards   |                    |                        |
| Re-confirm outside vendors   |                    |                        |
| <b>Day Before Event</b>  | <b>Target Date</b> | <b>Completion Date</b> |
| Review duties with staff members or onsite staff   |                    |                        |
| Assemble all attendees materials   |                    |                        |
| Pack all needed office supplies for registration desk  |                    |                        |
| <b>1st Day of Event</b>  | <b>Target Date</b> | <b>Completion Date</b> |
| Bring your checklists and this form with you   |                    |                        |
| Have the attendee list properly alphabetized, set out at the registration table with name tags |                    |                        |
| Bring extra name tags  |                    |                        |
| Finalize head count for every event  |                    |                        |
| Stay in contact with your Event Manager with any changes                                       |                    |                        |
| <b>After the Event</b>   | <b>Target Date</b> | <b>Completion Date</b> |
| Pay the Bills  |                    |                        |
| Write thank-you notes and send gifts if necessary  |                    |                        |
| Complete expense report and compare to budget  |                    |                        |
| Create post-meeting report and submit  |                    |                        |
| <b>NOTES:</b>  |                    |                        |

# **ATTACHMENT F**

## **Social Event Check List**

# SOCIAL EVENT CHECK LIST

## Facility Tour

| Questions to Ask / To Have Answers To               | Notes/Details |
|---|---------------|
| <b>Room Décor / Special Set Up Needs</b>            |               |
| Are table clothes / linen napkins' included? If so: |               |
| Cost?   |               |
| Color Options / Size:                               |               |
| Are table and chairs included? If so:               |               |
| Size / How many                                     |               |
| Do you offer venue provided Centerpieces? If so:    |               |
| Cost?   |               |
| Type / Color / Options                              |               |
| Do you offer speciality lighting? If so:            |               |
| Cost?   |               |
| What do they look like / how many?                  |               |
| Dance Floor? If so:                                 |               |
| Cost?   |               |
| Size / Design                                       |               |
| Can we hand banners or decorations? If so:          |               |
| What sort of restrictions apply?                    |               |
| Do you have a Room Diagram I Can Take With Me?      |               |
| <b>Bar Service:</b>                                 |               |
| Service Options & Cost                              |               |
| Do you offer options for both a Hosted or Cash Bar? |               |
| Do you offer Drink Tickets?                         |               |
| <b>Food Service:</b>                                |               |
| Service Options & Cost                              |               |
| Hors d'oeuvres Selections                           |               |
| Plated - or - Buffet                                |               |
| Plated Served At:                                   |               |
| Buffet Opens / Closes At:                           |               |
| # of Children Under 12                              |               |
| Outside Catering Options / Restrictions?            |               |
| Contracting / Deposits / Payments:                  |               |
| Contract Terms & Conditions                         |               |
| Deposit Amounts / Refunds                           |               |
| Payment Options                                     |               |

# SOCIAL EVENT CHECK LIST

Event Day

| Questions to Ask / To Have Answers To                 | Notes/Details |
|---|---------------|
| <b>Room Décor / Special Set Up Needs</b>              |               |
| Room Diagram (Head/VIP, Reserved, Stage, Dance Floor) |               |
| Head Table? If yes, how many?                         |               |
| Reserved Tables? If yes, how many?                    |               |
| Cake, Registration & Gift Tables?                     |               |
| Needing Easels / Hanging Banners?                     |               |
| Specialty Lighting?                                   |               |
| Dance Floor?  |               |
| <b>Food Service:</b>                                  |               |
| Hors d'oeuvres Serving Time:                          |               |
| Dinner Served At:                                     |               |
| Stop or Continue During Program:                      |               |
| Buffet Opens / Closes At:                             |               |
| <b>Vendor Set Up / Delivery Time Line:</b>            |               |
| Specialty Linen Company / Set Up Time:                |               |
| Name/Phone #  |               |
| DJ - Band - Guest Speaker / Set Up Time:              |               |
| Name/Phone #  |               |
| Decorator - Florest / Set Up Time:                    |               |
| Name/Phone #  |               |
| Special Celebration Cake / Set Up Time:               |               |
| Name/phone #  |               |
| Who is cutting the cake: Client - or - Venue Team     |               |
| <b>Guest Arrival / Room Access:</b>                   |               |
| Ballroom Doors Open For Guests At:                    |               |
| Bar Opens At:   |               |
| Last Call:  |               |
| Ballroom Closes:                                      |               |
| <b>Program Details</b>                                |               |
| Event Line: (i.e.: speakers, music, toast, ect..)     |               |
| Misc:   |               |



# **ATTACHMENT G**

## **Trade Show Booth Services Check List**



# TRADE SHOW CHECK LIST

| Questions to Ask / To Have Answers To                     | Notes/Details |
|---|---------------|
| <b>Trade Show Floor Diagram</b>                           |               |
| Sample Floor Plans From Prior Shows:                      |               |
| Decorating Services:                                      |               |
| Electrical Loads?   |               |
| Wireless and Cabled Internet Access?                      |               |
| Exhibitor Restrictions? (products, electrical loads, etc) |               |
| Directional Easels / Hanging Banners?                     |               |
| Specialty Lighting?                                       |               |
| Weight / Height Restrictions?                             |               |
| <b>Food Service:</b>                                      |               |
| Options   |               |
| <b>Vendor Set Up / Delivery Time Line:</b>                |               |
| Booth Setup Timelines Allowed                             |               |
| <b>Parking / Exhibitor Unloading Zones:</b>               |               |
| <b>Guest Parking:</b>                                     |               |
| <b>Other Events On Property:</b>                          |               |
| Who   |               |
| What  |               |
| Where   |               |
| When  |               |
| Forseable complications?                                  |               |
| <b>Misc:</b>  |               |



# **ATTACHMENT H**

## **Questions to Ask Your Event Manager**



## QUESTIONS TO ASK YOUR EVENT MANAGER

When making a final decision – we suggest that you touch on the following items with your “sales rep” or event manager so that there are limited last-minute surprises.

1. What other groups will be in-house during our dates?
2. What is your service charge rate?
3. What is your sales tax rate?
4. Do you have a business center? Where is it located and is it staffed?
5. Can we bring in our own audio/visual equipment?
6. Do you charge for easels?
7. Is it possible to re-key locks to our meeting space? If so, what is the cost?
8. Where is the closest retail copy center?
9. Do you have any food and beverage surcharges (i.e. charge for a buffet for fewer than a certain number of people)?
10. Can we bring in our own catering?
11. Do you have centerpieces? What kind?
12. Can we arrange a food tasting?
13. Is there a fee for package/box/pallet acceptance?
14. Is there a charge for storing packages? How far in advance can materials be delivered?
15. Where can buses load and unload?
16. What is your parking capacity?
17. Is there a fee to park? And if so, how much?
18. Are there wireless connections in meeting rooms?
19. Are high-speed Internet lines charged at a flat rate per day or per IP address?
20. How many IP addresses can you handle?
21. Is any construction planned during our dates?
22. Who is responsible for lost, stolen or damaged equipment?
23. Can last-minute equipment demands be met? What are the additional costs?



# **ATTACHMENT I**

## **Food & Beverage Measurements**



## FOOD & BEVERAGE MEASUREMENTS

| <b>MISC. FOOD &amp; BEVERAGE</b> |                              |
|----------------------------------|------------------------------|
| One Gallon of Coffee =           | 16 / 8oz cups                |
| One Gallon of Tea =              | 10.5 / 12 oz glasses         |
| Bottle of Wine (1.5 liter) =     | 10 / 6.3 oz glasses          |
| Bottle of Wine (.75 liter) =     | 5 / 6.3 oz glasses           |
| Bottle of Champagne =            | 5 / 6.3 oz flutes            |
| Keg of Beer =                    | 248 / 8oz glasses            |
| Pony Keg of Beer =               | 124 / 8oz glasses            |
| Alcoholic Beverages =            | 26 / 1.2 oz pours per bottle |



# **ATTACHMENT J**

## **US & Metric Systems Measurements**



## US System Measurements

| <b>Length</b>                      | <b>Area</b>                            |
|------------------------------------|--|
| 12 inches = 1 foot                 | 44 sq. inches = 1 square foot          |
| 3 feet = 1 yard                    | 19 sq. feet = 1 square yard            |
| 220 yards = 1 furlong              | 43,560 sq. ft = 1 acre                 |
| 8 furlongs = 1 mile                | 4840 sq. yards = 1 acre                |
| 5280 feet = 1 mile                 | 640 acres = 1 square mile              |
| 1760 yards = 1 mile                | 1 sq. mile = 1 section                 |
|                                    | 36 sections = 1 township               |
| <b>Volume</b>                      |  |
| 1728 cu. inches = 1 cubic foot     |  |
| 27 cu. feet = 1 cubic yard         |  |
|                                    |  |
| <b>Capacity (Liquid)</b>           | <b>Capacity (Dry)</b>                  |
| 16 fluid ounces = 1 pint           | 16 fluid ounces = 1 pint               |
| 4 gills = 1 pint                   | 2 pints = 1 quart                      |
| 2 pints = 1 quart                  | 8 quarts = 1 peck                      |
| 4 quarts = 1 gallon                | 4 pecks = 1 bushel                     |
| 8 pints = 1 gallon                 |  |
|                                    |  |
| <b>Mass/Weight</b>                 | <b>Troy Weights</b>                    |
| 437.5 grains = 1 ounce             | 24 grains = 1 pennyweight              |
| 16 ounces = 1 pound (7000 grains)  | 20 pennyweights = 1 ounce (480 grains) |
| 14 pounds = 1 stone                | 12 ounces = 1 pound (5760 grains)      |
| 100 pounds = 1 hundredweight [cwt] |  |
| 20 cwt = 1 ton (2000 pounds)       |  |
|                                    |  |
| <b>Apothecaries' Measures</b>      | <b>Apothecaries' Weights</b>           |
| 60 minims = 1 fl. dram             | 20 grains = 1 scruple                  |
| 8 fl. drams = 1 fl. ounce          | 3 scruples = 1 dram                    |
| 16 fl. ounces = 1 pint             | 8 drams = 1 ounce (480 grains)         |
|                                    | 12 ounces = 1 pound (5760 grains)      |

| <b>Metric System Measurements</b> |  |
|-----------------------------------|--|
| <b>Length</b>                     | <b>Area</b>                            |
| 10 millimeters = 1 centimeter     | 100 sq. mm = 1 sq. cm                  |
| 10 centimeters = 1 decimeter      | 10 000 sq. cm = 1 sq. meter            |
| 10 decimeters = 1 meter           | 100 sq. meters = 1 are                 |
| 10 meters = 1 decameter           | 100 ares = 1 hectares                  |
| 10 decameter = 1 hectometer       | 10 000 sq. meters = 1 hectares         |
| 10 hectometers = 1 kilometer      | 100 hectares = 1 sq. kilometer         |
| 1000 metes = 1 kilometer          | 1 000 000 sq. meters = 1 sq. kilometer |
|                                   |  |
| <b>Volume</b>                     | <b>Capacity</b>                        |
| 1000 cu. mm = 1 cu. cm            | 10 milliliters = 1 centiliter          |
| 1000 cu. cm = 1 cu. decimeter     | 10 centiliters = 1 deciliter           |
| 1000 cu. dm = 1 cu. meter         | 10 deciliters = 1 liter                |
| 1 million cu. cm = 1 cu. meter    | 1000 liters = 1 cu. meter              |
|                                   |  |
| <b>Mass/Weight</b>                |  |
| 1,000,000 microgram = 1 gram      |  |
| 1000 milligram = 1 gram           |  |
| 1000 grams = 1 kilogram           |  |
| 1000 kilograms = 1 tonn           |  |

# **ATTACHMENT K**

## **Helpful Websites**



|                                  |  |  |
|----------------------------------|--|--|
| Airline 800 Numbers              | <a href="http://www.geocities.com/Thavery2000/">http://www.geocities.com/Thavery2000/</a>        |  |
| Amtrak                           | <a href="http://www.amtrak.com">www.amtrak.com</a>   |  |
| Chamber of Commerce              | <a href="http://www.chamberofcommerce.com">www.chamberofcommerce.com</a>                         | Resource Directory: Local Chambers or Commerce; Local Better Business Bureaus; Local Convention & Visitors Bureau  |
| City Search                      | <a href="http://www.citysearch.com">www.citysearch.com</a>                                       | City Guides  |
| Convention Industry Council      | <a href="http://www.conventionindustry.org">www.conventionindustry.org</a>                       | The Convention Industry Council's 32 member organizations represent more than 103,500 individuals, as well as over 17,300 firms and properties involved in the meetings, conventions and exhibitions industry. |
| Dept. of Homeland Security       | <a href="http://www.dhs.gov">www.dhs.gov</a>   |  |
| DHL (Delivery)                   | <a href="http://www.dhl.com">www.dhl.com</a>   |  |
| Environmental Protection Agency  | <a href="http://www.epa.gov">www.epa.gov</a>   | Green Meeting Guidelines   |
| Federal Express                  | <a href="http://www.fedex.com">www.fedex.com</a>   |  |
| International Calling Codes      | <a href="http://www.the-acr.com">www.the-acr.com</a>   |  |
| Official Airline Guide           | <a href="http://www.oag.com">www.oag.com</a>   | Travel Tools: Find airline codes; Find airport/city codes; Metric/imperial converter; Weather  |
| Official travel Info             | <a href="http://www.officialtravelinfo.com">www.officialtravelinfo.com</a>                       | Find travel guides and travel information from the official travel and tourism offices of over 1,200 travel destinations worldwide.  |
| Rental Cars                      | <a href="http://www.bnm.com">www.bnm.com</a>   | Guide to Reserve Rental Cars Directly  |
| Sustainable Travel International | <a href="http://www.sustainabetravelinternational.org">www.sustainabetravelinternational.org</a> | Promoting responsible travel and ecotourism, supporting sustainable development, and helping travelers and travel providers protect the cultures and environments they visit.                                  |
| Tradeshaw Biz                    | <a href="http://www.tradeshawbiz.com">www.tradeshawbiz.com</a>                                   |  |
| Travel Light                     | <a href="http://www.onebag.com">www.onebag.com</a>   |  |
| United Parcel Service (UPS)      | <a href="http://www.ups.com">www.ups.com</a>   |  |
| United States Embassies          | <a href="http://usembassy.state.gov/">http://usembassy.state.gov/</a>                            |  |
| U.S. Green Building Council      | <a href="http://www.usgbc.org">www.usgbc.org</a>   | Non-profit organization dedicated to sustainable building design and construction. Developers of the LEED building rating system.  |
| United States Post Office        | <a href="http://www.usps.com">www.usps.com</a>   |  |
| Weather                          | <a href="http://www.accuweather.com">www.accuweather.com</a>                                     |  |
| World Clock/Time Zones           | <a href="http://www.timeanddate.com/world-clock/">http://www.timeanddate.com/world-clock/</a>    | Current local times around the world   |



# **ATTACHMENT L**

## **Professional Organizations & Publications**



|  |  |  |
|--|--|--|
| Associations Now                         | <a href="http://www.asaecenter.org/publicationsresources">www.asaecenter.org/publicationsresources</a>               | Associations Now is the premier magazine for association executives. It is mailed monthly to all members of ASAE & The Center for Association Leadership and is also available by subscription.  |
| Association Meetings                     | <a href="http://www.meetingsnet.com/associationmeetings">www.meetingsnet.com/associationmeetings</a>                 | Association Meetings offers targeted intelligence through its magazines for professionals who plan conventions, trade shows, and conferences for professional and trade associations.  |
| Business Travel News                     | <a href="http://www.bnnonline.com">www.bnnonline.com</a>   | BTNonline.com is the Web site for news and research for businesses that manage travel. BTNonline provides original daily news updates, Business Travel News newspapers in a searchable archive that dates back to 1996 and access to BTN's seven annual research works.  |
| Convene Magazine                         | <a href="http://www.pcma.org/resources/convene">www.pcma.org/resources/convene</a>                                   | The magazine of the Professional Convention Management Association, an international nonprofit organization of meeting professionals and supplier partners.  |
| Corporate Meetings & Incentives Magazine | <a href="http://www.meetingsnet.com/corporatemeetingsincentives">www.meetingsnet.com/corporatemeetingsincentives</a> | Corporate Meetings & Incentives offers targeted intelligence through its magazines for professionals who plan corporate meetings and incentive programs.   |
| Exhibit City News                        | <a href="http://www.exhibitcitynews.com">www.exhibitcitynews.com</a>   | Exhibit City News is published monthly by Mr. Tradeshow Communications, LLC. and is distributed throughout the exhibition community in North America, Western Europe, South America and Asia.  |
| Exhibitor Online                         | <a href="http://www.exhibitor.net">www.exhibitor.net</a>   | Everything you need to know to excel at tradeshow and corporate event marketing.   |
| Financial & Insurance Meetings           | <a href="http://www.meetingsnet.com/financialinsurancemeetings">www.meetingsnet.com/financialinsurancemeetings</a>   | Financial & Insurance Meetings offers targeted intelligence through its magazines for professionals who plan meetings and incentive programs for financial services and insurance companies.   |
| Meeting News & Successful Meetings       | <a href="http://www.mimegasite.com">www.mimegasite.com</a>   |  |
| Midwest Meetings                         | <a href="http://www.hennenpublishing.com">www.hennenpublishing.com</a>   | Quarterly magazine for those who plan meetings and events in the Midwest   |
| Meetings & Conventions Magazine          | <a href="http://www.meetings-conventions.com">www.meetings-conventions.com</a>                                       | Meetings & Conventions magazine helps planners in corporations, associations, incentive houses and independent planning companies excel at their jobs and effectively manage their careers, offering in-depth features, informative columns, destination insights, news analysis, original research and much more. |
| Passports, Etc.                          | <a href="http://www.travel.state.gov">www.travel.state.gov</a>   | Passport Information, Travel Information   |
| Small Market Meetings                    | <a href="http://www.smallmarketmeetings.com">www.smallmarketmeetings.com</a>   | Monthly newspaper for meeting planners with a focus on smaller destinations and facilities for meetings of 500 people or less.   |

|                        |  |   |
|------------------------|--|---|
| Special Event Magazine | <a href="http://www.specialevents.com">www.specialevents.com</a> | Resource for event professionals who design and produce special events (including social, corporate and public events) in hotels, resorts, banquet facilities and other venues. |
| Tradeshow Week         | <a href="http://www.tradeshowweek.com">www.tradeshowweek.com</a> |   |

# **ATTACHMENT M**

## **Audio Visual Terms**



# AUDIO VISUAL TERMS

## **"A"**

|                   |  |
|-------------------|--|
| A/V Contractor    | Supplier of technical staff and audiovisual equipment (e.g. projectors, screens, sound systems, video, and staging).                                     |
| A/V Request Form  | Form given to speakers during the planning stages of an event to allow them to request the audiovisual equipment they will need for their presentations. |
| A/V Technician    | An audiovisual professional who is responsible on-site for lighting, sound, video, staging or other similar elements of an event function.               |
| Acoustics         | The way in which sound energy performs in a given space.   |
| Amplification     | Increase in signal quantity of either amplitude or power level.  |
| Amplifier (Amp.)  | Device enabling sound to be intensified.   |
| Audiovisual (A/V) | Equipment, materials, and teaching aids used in sound and visual presentations, such as television monitors, video, sound equipment, etc.                |
| Audiovisual Aids  | Audio and visual support for events, usually taking the form of film, slides, overhead projection, flip charts, sound equipment and blackboards.         |
| Auditorium Lens   | A projection lens used for long distances.   |

## **"B"**

|                 |  |
|-----------------|--|
| Back Projection | Image projected on the back surface of a screen, which is placed between the viewer and the projector.   |
| Bandwidth       | The amount of information that can be transmitted in an information channel such as a telephone line, ISDN, or Ethernet. Higher bandwidth means that images and sound will load more quickly for use in videoconferences or on the Internet. |
| Beeper          | Small radio receiver that emits a beeping noise when signaled.   |
| Blackboard      | Hard, smooth, usually dark surface used for drawing or writing with chalk.   |
| Boom            | Adjustable support for positioning microphones or lighting fixtures.   |
| Broadband       | Ability to transmit huge volumes of voice and video over a network or the internet, without jumpy images.  |

## **"C"**

|               |  |
|---------------|--|
| Carousel Tray | Circular holder used for projecting 35mm slides. |
|---------------|--|

## **"D"**

|                |  |
|----------------|--|
| Data Projector | A self-contained unit with a LCD panel, light source and lens that duplicates the image being shown on the monitor with no for special software or complex setting up. |
| DSL            | Digital subscriber line. Brings high bandwidth via copper phone lines.   |

## **"E"**

|           |  |
|-----------|--|
| Easel     | Three-or four-legged stand with a rack used to display posters, signs, charts, or other objects. |
| Equalizer | Device used to compensate for undesired sound system characteristics or room acoustics.          |

## **"F"**

|                  |   |
|------------------|---|
| Flipchart        | Large pad of paper placed on, or attached to, an easel. Flipcharts are often used by speakers and facilitators for illustrative purposes. |
| Front Projection | Projection of an image onto the front surface of a light reflecting screen from a projector placed within or behind the audience.         |

**"G" - "H" - "I"**

Intercom Audio system permitting two-way communication.

**"J" - "K" - "L"**

Lamp Light source for a projector.

Lamp Life Estimated hours of a lamp's (light bulb's) usefulness.

Laser Pointer A compact instrument consisting of a visible light laser, used for pointing out features on a projected visual display.

LCD Projector A self-contained unit with a LCD (liquid crystal display) panel, light source and lens that works with both PC and Mac computers and duplicates the image being shown on the monitor without any need for special software or complex setting up.

Lectern A stand upon which a speaker may rest notes or books. May be "standing," which rests on the floor, or "table-top" which is placed on a table.

**"M" - "N"**

Mic Microphone Instrument which converts sound into electrical signals for transmitting or recording sound. Can be cordless or corded.

Microphone, Lavalieri A wired or wireless microphone that hooks around the neck or is clipped to clothing. Sometimes called a LAPEL.

Multimedia Use of two or more audiovisual media in one presentation.

**"O" - "P" - "Q"**

Overhead Projector Equipment which projects an image on a screen by passing light through a transparent slide or other transparency.

Podium Raised platform where a speaker stands when delivering his or her remarks.

Power Strip A cord connected unit having multiple electrical outlets, and over current protection.

**"R" - "S"**

Rear Projection Movie, slide, or computer image presentation where the screen is between the viewer and the projector. Often used in terms of a FRONT PROJECTION SCREEN which is translucent to images being projected from the rear and can be viewed from the front.

Receiver Apparatus that converts electric currents or waves into visible or audible signals.

Sound Board Console with separate channels to control volume and sound quality produced by each microphone.

Sound System Audio speaker system used to amplify sound.

Subwoofer Loudspeaker system designed to produce or reproduce only low frequency sounds, typically below 150 hertz.

**"T" - "U" - "V"**

T-1 Line Transmitting data at speeds of up to 1.544 Mbps, operates at a much higher capacity than an ISDN line and can be split to accommodate several users at one time (known as a fractional T-1).

T-3 Line Transmitting data at speeds of up to 44.184 Mbps, is faster than a T-1 line, allowing performance of more tasks simultaneously at a greater speed.

Tape Player Machine designed only for playback of recorded magnetic tapes.

|                        |  |
|------------------------|--|
| Tape Recorder          | A device for recording sound on magnetic tape.   |
| TelePrompTer®          | Electronic device which allows display of script for speaker to read during presentation.  |
| Transparency           | Audiovisual material designed to be shown on an overhead projector.  |
| TV Monitor             | A type of screen used to show a video image.   |
| VCR                    | Video cassette recorder.   |
| Video Projector        | Equipment used to project a video image on a large screen.   |
| Visual Aid             | Materials used in a presentation to give a visual image that will help clarify or demonstrate a point to the audience.   |
| <b>"W"-"X"-"Y"-"Z"</b> |  |
| WAN                    | Wide Area Network. Any Internet or network that covers an area larger than a single building or campus. It spans multiple geographic distances.  |
| White Board            | A board with a white surface on which one can write with washable markers.   |
| Windscreen             | Porous cover for microphones to block unwanted sounds.   |
| Woofers                | Loudspeaker designed to reproduce low-frequency sound only. Some woofers are called full-range loudspeakers and are used alone, e.g., ceiling speakers. Woofer in systems are usually used below about 3000Hz. |



# **ATTACHMENT N**

## **Food & Beverage Terms**



# FOOD & BEVERAGE TERMS

## "A"

|                 |  |
|-----------------|--|
| a la Broche     | Cooked on a skewer. Can be beef, chicken or shrimp.  |
| a la Carte      | French term meaning "from the menu." Each item is individually priced. In conjunction with a tour or cruise, a choice of what the client wants from the menu.  |
| a la King       | Cooked in white cream sauce with vegetables (e.g., Chicken à la King).   |
| a la Mode       | 1) In the style of. 2) Ice cream on pie. 3) Mashed potatoes on beef.   |
| a la Provencale | Prepared with garlic and olive oil.  |
| a la Vapeur     | Steamed.   |
| Action Station  | Chefs prepare foods to order and serve them fresh to guests. Also called Performance Stations, or Exhibition Cooking. Popular items for action stations include: pasta, grilled meat or shrimp, carved meats, sushi, crepes, omelets, flaming desserts, etc. |
| Amandine        | Served with thinly sliced almonds, sautéed in butter.  |
| Antipasto       | Italian appetizers that include olives, salami, peppers, marinated vegetable salads, sliced meats, cheeses and other similar foods.  |
| Appetizer       | Any small, bite-size food served before a meal to whet and excite the palate. Used synonymously with the term Hors d' Oeuvres, though this term more aptly describes finger food, whereas appetizer can also apply to a first course served at table.        |
| au Gratin       | Foods sprinkled with crumbs and/or cheese and baked until browned  |
| au Jus          | Served with natural meat juices or gravy without thickening.   |
| au Lait         | With milk (e.g. café au lait).   |

## "B"

|                        |   |
|------------------------|---|
| Baguette               | Long French bread; crunchy crust.   |
| Baked Alaska           | Brick ice cream on cake, covered with meringue and browned quickly in the oven. Sometimes served flaming in a waiter parade.  |
| Baklava                | Russian, Greek or Turkish pastry made of flaky dough, honey, butter and chopped nuts.   |
| Bananas Foster         | Dessert prepared with bananas, brown sugar, liqueur and served over vanilla ice cream. Often prepared flaming at table side.  |
| Banquet                | Formal, often ceremonial, dinner for a select group of people, often in honor of a particular person.   |
| Banquet Captain        | Person in charge of banquet service at food functions. For small functions, also serves as maitre d. For larger functions, may be responsible for a specific area of the dining room.   |
| Banquet Manager        | A person in charge of banquet service.  |
| Banquet Round          | 1) Round table used for meal service; depending on the diameter, can comfortably seat up to 12 persons. A round for 8 is usually 60-inches in diameter and is also called a 5-footer. The 66-inch round is a newer table size and seats 8 to 10. A round for 10 is usually 72-inches in diameter and is also called 6-footer. |
| Banquet Set-Up         | 1) Seating arrangement where typically a grouping of rounds is set in such a way as to facilitate the serving of food, most often a hexagonal or square pattern. 2) Function-room set up and tear down.   |
| Banquet Set-Up Manager | In charge of function room set up, over housemen.   |
| Béarnaise Sauce        | A derivative of the hollandaise mother sauce. It is prepared by adding a tarragon reduction to hollandaise. Béarnaise must be kept on or near heat or it will separate and break down. Often served on Filet Mignon.  |
| Beef Wellington        | Tenderloin coated with liver pate and baked en Croute (flaky crust).  |
| Beignet                | (ben yay) 1) French doughnut, square shaped, minus the hole, lavishly sprinkled with powdered sugar. 2) Dipped in batter and deep-fried.  |
| Bien Cuit              | (ben kwee) Well done, as in steak cooked well done.   |
| Bisque                 | (bisk) Soup thickened with a vegetable puree; usually a shellfish soup.   |
| Blintze                | Thin pancake rolled around a filling of cream cheese and chopped meat or fruit.   |

|                |   |
|----------------|---|
| Bonbon         | Any sweet candy.  |
| Bordeaux Wines | Wines from the Bordeaux region in southwest France known for richness and fragrance.  |
| Bouillabaisse  | Wine-flavored mixed seafood stew.   |
| Box Lunch      | Light lunch to go, in a box.  |
| Break          | Short interval between sessions at which time coffee, tea and/or other refreshments are served.   |
| Buffet         | Assortment of foods, offered on a table, self-served.   |
| Bus Staff      | Personnel who remove dirty dishes and reset tables in a restaurant or hotel.  |
| Butler Service | 1) Servers offer a variety of both hot and cold hors d'oeuvres on platters to guests at receptions. 2) A style of table service where guests serve themselves from platters presented by the server.  |
| By the Bottle  | Liquor served and charged for by the full bottle.   |
| By the Drink   | Liquor served and charged for by the number of drinks served.   |
| By the Person  | A fixed price per attendee; covers all consumption of food and beverage at a function, within a given time frame; usually includes beverages, snacks or hors d'oeuvres. In some cases, beverages are purchased by the person, while food is ordered by the piece. |
| By the Piece   | Food purchased by the individual piece, usually for a reception.  |

## **"C"**

|                        |  |
|------------------------|--|
| Cafeteria Service      | A food service operation in which customers carry their own trays and select food from a display counter or counters. It is similar to a buffet, but food is served by attendants.   |
| Calamari               | Italian fried squid.   |
| Call Brand             | Brand of liquor, distinguished from HOUSE BRAND, selected by a customer according to personal preference. Usually a higher quality than house brands.                                |
| Canapé                 | (can a pay) Hot or cold appetizer with a bread or cracker base.  |
| Cappuccino             | A hot beverage of 1/3 espresso, 1/3 steamed milk, 1/3 foamed milk.   |
| Captain                | Person in charge of banquet service at food functions; supervisor of the servers.  |
| Cash Bar               | Bar set up where guests pay for drinks individually.   |
| Caterer                | A food service vendor, often used to describe a vendor who specializes in banquets and theme parties. Also, an exclusive food & beverage contractor within a facility.               |
| Catering               | The provision of food and beverages.   |
| Catering Sales Manager | Staff person responsible for selling and servicing group food and beverage functions.  |
| Caviar                 | Sturgeon roe (eggs); lightly salted. The lighter the color, the better quality and the more expensive.   |
| Chafing Dish           | Used to warm or cook food, it consists of a container (usually metal) with a heat source directly beneath it, which can come from a candle, electricity or solid fuel (e.g. Sterno). |
| Chai                   | Spiced tea with cream and sweetener.   |
| Chateaubriand          | Thick tenderloin steak, cut from the center or 'barrel' of the loin.   |
| Chef's Choice          | Selection of food items to best complement the entrée. The selection is being left up to the chef.   |
| Chemise                | With skins, as in boiled potatoes in their skins.  |
| Cherries Jubilee       | Flaming dessert served over vanilla ice cream.   |
| Chop Suey              | Chinese stew, with meat or fish, plus bamboo sprouts, onions, rice and water chestnuts.  |
| Chow Mein              | Chinese dish of bean sprouts, celery, mushrooms, and a meat or fish served over crispy or pan-fried soft noodles.  |
| Coeur                  | (coor) Heart (e.g. 'hearts of lettuce' ).  |
| Con Carne              | With meat, (e.g. 'chili con carne').   |

|                       |  |
|-----------------------|--|
| Consommé              | (con sue may) Clear soup, served hot or chilled.   |
| Continental Breakfast | Light morning meal consisting of pastries, juices, and hot beverages. Usually served buffet style.   |
| Cordial               | A liqueur usually served after dinner, e.g. Amaretto, Chambourd, Frangelica, etc.,   |
| Corkage               | The charge placed on beer, liquor, and wine brought into the facility but purchased elsewhere. The charge sometimes includes glassware, ice, and mixers. |
| Crème Brûlée          | Pudding of cornstarch, eggs, milk, sugar and whipped cream served in a ramekin.  |
| Crêpe                 | (crapp) Very thin pancake, used to roll up anything from meat to dessert.  |
| Croissant             | (kwa sant) Crescent shaped French bread that is very tender, due to a lot of butter.   |
| Crudités              | 1) Pieces of raw vegetables served as hor d'oeuvres, often with dip. 2) Raw vegetable salad, usually juli-<br>enne cut.                                  |
| Currant               | Small piquant berry used for jellies, or dried and used like raisins.  |

#### **"D"**

|                    |  |
|--------------------|--|
| Demi Tasse         | Small cup of coffee, used for espresso.  |
| Dine Around        | Use of a number of restaurants in a destination with reservations and billing arrangements to one particular client. |
| Dinner             | Evening meal for a group; not usually ceremonial.  |
| Domestic Beer/Wine | Beer or wine produced in the country where it is served.   |
| Dressing           | 1) Sauce for salads; stuffing in poultry.  |
| Dry Snacks         | Finger foods, such as peanuts, pretzels, potato chips, and corn chips, usually served at receptions.                 |
| du Jour            | Of the day, e.g. soup du jour or vegetable du jour.  |

#### **"E"**

|               |  |
|---------------|--|
| Éclair        | (ee clare) Oblong puff pastry filled with custard or whipped cream and topped with chocolate.  |
| Eggs Benedict | Poached eggs on an English muffin, with Canadian bacon (or ham) and hollandaise sauce. This item holds well in hot boxes.  |
| en Brochette  | Broiled and served on a skewer.  |
| en Casserole  | Food served in the same dish in which it was baked.  |
| en Coquille   | Cooked and served in shell or shell-shaped ramekin.  |
| en Croûte     | Baked in a flaky crust (e.g. Beef Wellington).   |
| Entrée        | Main meal course. (In Europe, it is the term used to describe the appetizer.) With the increase in interna-<br>tional business, it is recommended that the word entree no longer be used, in favor of main course. |
| Épice         | Highly spiced.   |
| Escargots     | Snails cooked in broth.  |
| Espresso      | A very thick, strong coffee, served in a demi tasse cup.   |
| Étouffée      | Succulent, tangy, tomato-based sauce, usually used with crawfish or shrimp. A Cajun dish of crawfish or<br>shrimp with vegetable, usually served over rice.  |

#### **"F"**

|                      |  |
|----------------------|--|
| Fajitas              | Marinated meat prepared Mexican-style.   |
| Family-Style Service | Platters and bowls of foods are set on the dining tables, from which guests serve themselves. Usually<br>involves guests passing the containers to each other. |
| Fettuccine Alfredo   | Fettuccine noodles in a white cheese sauce.  |

|                                   |  |
|-----------------------------------|--|
| Filet Mignon                      | Cut of the beef tenderloin.  |
| Fillet                            | 'Almost' boneless cut of fish.   |
| Finger Food                       | Food at a reception that does not require a knife, fork or spoon.  |
| Flambé                            | (flom bay) Meat dish or dessert item flamed with spirits.  |
| Florentine                        | Served with spinach.   |
| Foie                              | (foy) Liver.   |
| Food & Beverage                   | Any catered or concession service provided by a facility.  |
| Fraises                           | (frays) Strawberries.  |
| Framboises                        | (fram bwah) Raspberries.   |
| Free Pour                         | Alcoholic beverages poured by hand without the use of shot glasses or other measuring devices.   |
| French Service<br>- Banquet Style | Platters of food are composed in the kitchen. Each food item is then served from the guest's left by the server from platters to individual plates. Any course can be 'Frenched' by having the dressing put on the salad or having sauce added to an entrée or dessert after it has been placed in front of the guest. |
| Froid                             | Cold, chilled.   |
| Fromage                           | Cheese.  |
| Fume                              | (foo may) Smoked.  |

## "G"

|           |  |
|-----------|--|
| Garnish   | Food decoration, usually edible, which adds color and form to food presentation.   |
| Glaçe     | 1) Ice. 2) Ice cream. 3) Iced.   |
| Grille    | Grilled or broiled.  |
| Guarantee | To ensure that the facility has enough food for the meals planned, a final attendee count is given or guaranteed to the venue a minimum of 72 hours in advance.  |
| Gumbo     | A Creole specialty, it's a thick, stewlike dish that can have any of many ingredients, including vegetables such as okra, tomatoes and onions, and one or several meats or shellfish such as chicken, sausage, ham, shrimp, crab or oysters. |

## "H"

|                   |   |
|-------------------|---|
| Halal             | Food prepared according to Islamic Law. Halal food is defined as food that: does not consist of or contain anything which is considered to be unlawful; has not been prepared, processed, transported or stored using any appliance or facility that was not free from anything unlawful; and, has not in the course of preparation, processing, transportation or storage been in direct contact with any food that fails to satisfy the first two conditions. |
| Haute Cuisine     | Food that is prepared in an elegant or elaborate manner; the very finest food, prepared perfectly. The French word haute translates as "high" or "superior."  |
| Hollandaise Sauce | Sauce of egg yolks, clarified butter, lemon juice and spices. Served on vegetables (e.g. Asparagus with Hollandaise Sauce) or on Eggs Benedict.   |
| Hors d'Oeuvres    | Small appetizers; Hot and/or cold finger foods served at a reception.   |
| Host Bar          | Private room bar set up where guests do not pay for drinks.   |
| House Brand       | Brand of wine or distilled spirits selected by a hotel or restaurant as their standard when no specific brand is specified.   |

## "I"

|             |  |
|-------------|--|
| Ice Carving | Decorative carving from large block(s) of ice used to enhance a buffet or reception table. |
|-------------|--|

**“J”**

|              |   |
|--------------|---|
| Jambon       | Ham.  |
| Jardinière   | Diced, mixed vegetables (jardin is garden in French).   |
| Java         | Slang for coffee.   |
| Jigger       | A 1-ounce measure used in making alcoholic drinks.  |
| Jigger Spout | Adapter on a liquor bottle used to eject a pre-measured amount. Often called Posi-Pour™ which is a trade-marked brand name for this type of device. |
| Julienne     | Vegetables cut in long thin slices.   |

**“K”**

|          |   |
|----------|---|
| Keg      | Cask-like container holding bulk quantities of beer, wine, soda pop, or soda pop syrup.   |
| Kosher   | Food prepared according to Jewish dietary laws pertaining not only to the type of food that may be eaten, but to the kinds of food that can be combined at one meal (e.g. meat and dairy may not be mixed). To meet kosher standards and receive the kosher seal, food must be prepared under a rabbi's supervision. In addition to the kinds of animals considered kosher (pigs and rabbits are among the non-kosher group), the laws also decree that animals be fed organically grown food and killed in the most humane manner possible. Kosher foods are becoming popular with health-conscious consumers. |
| Kreplach | Jewish ravioli.   |

**“L”**

|                         |   |
|-------------------------|---|
| Last Call               | The final announcement to order bar beverages before bar service ends.  |
| Lazy Susan              | Manually rotated tray on ball bearings.   |
| Limited Consumption Bar | Host establishes the maximum dollar amount to be spent at an open bar. Bar is closed or converted to cash when limit is reached.  |
| Liqueur                 | Sweet alcoholic beverages made by infusing flavor from seeds, fruits, herbs, flowers, nuts or spices with a spirit, such as Brandy, Rum or Whiskey. Essential oils and extracts are used for flavor. Less expensive brands use artificial flavoring. Most liqueurs are made with secret formulas. Also called cordials, they are high in alcohol and range from 49 proof to 110 proof. The crème liqueurs, such as Creme de Menthe, are sweeter and more syrupy. They are usually served after dinner but are part of many cocktails. Liqueurs can also be used in cooking (e.g. desserts).   |
| Liquor                  | 1) A distilled, alcoholic beverage made from a fermented mash of various ingredients including grains or other plants. Examples: Bourbon, Gin, Vodka, Rum, Scotch and Tequila. Also called Spirits. 2) An oyster's natural juices are referred to as its liquor.  |
| Liquor License          | A U.S. state granted right to sell and/or serve alcoholic beverages. Liquor license requirements vary by jurisdictions. Always check local liquor laws. There are three basic types of licenses: 1) On-Sale: Liquor is sold and must be consumed on the premises (bar or banquet room). 2) Off-Sale: Liquor is sold unopened and must be consumed off the premises (liquor store). 3) Beer and Wine: not authorized to sell spirits. Liquor licenses are based on the physical premises. If you are holding an event at a venue without a liquor license, you must obtain a temporary permit. |
| Local Beer/Wine         | Beer or wine produced or distributed locally. Often boutique wineries or microbreweries.  |
| Lunch                   | A light noonday meal, sometimes with speeches/presentations.  |
| Lyonnaise               | Cooked with onions (e.g. Lyonnaise Potatoes).   |

**"M"**

|                           |   |
|---------------------------|---|
| Magnum                    | Wine bottles that contain 1.5 liters; equal to 2 standard bottles of wine.  |
| Maître d'/Maître d' Hôtel | Floor manager or head waiter at a restaurant or catered function. Responsible for all aspects of meal service.                          |
| Medallion                 | Small, round piece of meat.   |
| Meunière                  | Sautéed in butter with lemon and parsley and seasonings (most often served with sautéed fish as in Trout Meunière).                     |
| Minestrone                | Italian vegetable soup.   |
| Mornay Sauce              | Cream sauce thickened with eggs and grated cheese.  |
| Mousse                    | 1) Light, airy dessert dish made with beaten egg whites and whipped cream. 2) Finely ground meat, seafood, or poultry served in a mold. |

**"N"**

|                  |  |
|------------------|--|
| Napoleon         | Flaky, iced French pastry with cream or custard filling.   |
| Nori             | Sheets of roasted seaweed used to wrap sushi (sticky rice and fish eaten raw).   |
| Nouvelle Cuisine | French for new cooking, referring to a culinary style, begun in the 1970s, that moved away from the rich, heavy style of classic French cuisine toward fresher, lighter food served in much smaller portions. The sauces are lighter because they're reduced instead of being thickened with flour, butter and heavy cream. Vegetables are quickly cooked and are tender yet slightly crisp. |

**"O"**

|                |  |
|----------------|--|
| O'Brien        | Sautéed with onions and green peppers (e.g. Corn O'Brien).   |
| Oeuf           | Egg.   |
| On Consumption | A term used in food and beverage that refers to the purchasing option based on the amount utilized by the group. The organization pays for the food and beverage based on the actual food and beverage served. |
| Open Bar       | Private room bar set up where guests do not pay for drinks.  |

**"P"**

|                     |  |
|---------------------|--|
| Pain                | Bread.   |
| Pain Grillé         | Toasted bread.   |
| Panaché             | Mixed vegetables (usually two vegetables).   |
| Pane                | Prepared with bread crumbs.  |
| Pasta               | Italian for paste, includes spaghetti, rigatoni, elbows, bowties, fettuccini and many other varieties of dried paste.  |
| Pâté                | A combination of finely ground meats and spices forming a loaf. Some pates are spreadable, some are sliced. Classical meats used include goose liver, duck liver, chicken liver, and veal. Usually served as an appetizer. |
| Peach Melba         | A classic dessert of ice cream served on a peach half and topped with raspberry syrup and whipped cream.   |
| Pêche               | Peach.   |
| Phyllo              | Flaky pastry dough.  |
| Pièce de Resistance | Main course of a meal.   |
| Pita                | Envelope or pocket bread.  |
| Plated Buffet       | Selection of pre-plated foods/entrees set on a buffet table. Can also be set on a roll-in cart.  |

|                 |   |
|-----------------|---|
| Plated Service  | Foods arranged on individual plates in the kitchen, then served to guests seated at a table.  |
| Poire           | Pear.   |
| Pois            | (pwas) Peas.  |
| Poisson         | (pwa son) Fish.   |
| Pomme           | Apple.  |
| Pomme de Terre  | Potato (literally, apple of the earth).   |
| Pommes au Four  | Potatoes baked in their skins.  |
| Pommes Nouvelle | New potatoes.   |
| Pommes Purées   | Mashed potatoes.  |
| Potage          | Soup.   |
| Premium Beer    | Higher quality, higher priced beer. Has a higher alcoholic content than light beer and regular beer.  |
| Premium Brand   | Higher quality, higher priced spirits (hard liquor).  |
| Prep Area       | Space used for food production not visible to guests.   |
| Pre-Set Service | Placing plated foods on banquet tables prior to seating guests.   |
| Prime Rib       | Prime Rib is often used for what is really a rib roast. The term "prime" refers to the highest USDA beef grade. It's the finest beef, with even marbling and a creamy layer of fat. |

## **"R"**

|                   |   |
|-------------------|---|
| Ragoût            | Stew with rich gravy.   |
| Ramekin           | Glazed earthenware dish used for both baking and serving.   |
| Ravioli           | Italian pasta 'pillows' stuffed with meat, cheese and/or vegetables. Served with a sauce, usually tomato based.   |
| Reception         | Stand-up social function where beverages and light foods are served. Foods may be presented on small buffet tables or passed by servers. May precede a meal function. |
| Rechauffé         | Reheated; warmed over.  |
| Refreshment Break | Time between meeting sessions. May include coffee, soft drinks, and/or food items. Some are planned around a theme.   |
| Refreshments      | Items of food and drink consumed between main meals; usually taken during breaks between meetings.  |
| Roll-In           | Foods and/or beverages preset on rolling tables and then moved into function room at designated time.   |
| Romaine           | Lettuce with dark green leaves and a nutty flavor, used for Caesar Salad.   |
| Rôti              | (row tee) Roast.  |
| Rôtisserie        | Roasted on a spit.  |
| Roulade           | Rolled, as in meat.   |
| Roux              | Mixture of butter and flour used to thicken sauces and soups.   |

## **"S"**

|            |   |
|------------|---|
| Sans Arête | Boneless.   |
| Sans Peau  | Skinless.   |
| Sashimi    | High quality raw fish served in Japanese restaurants, presented artistically. |
| Sauté      | Fry lightly in a little fat.  |
| Scallions  | Young, small green onions   |
| Shot       | Single measurement of liquor, usually an ounce.                               |

|                       |   |
|-----------------------|---|
| Smorgasbord           | Swedish buffet of hors d' oeuvres, open-faced sandwiches, salads, hot or cold cooked vegetables, pickled or marinated fish, sliced meats, cheeses and desserts. It may be all appetizers or an entire meal.                       |
| Social Dinner         | Non-working evening function at which a meal is served.   |
| Sorbet                | A frozen product, similar to sherbet. Designed to be a palate cleanser. Served just prior to the entree. It has a tart flavor, never sweet. It usually has a wine or champagne base.  |
| Souffle               | Baked, fluffy dessert or main dish of milk, egg yolks, stiffly beaten egg whites, and flavorings.   |
| Sponsored Bar Station | Private bar set up where guests do not pay for drinks.<br>A banquet server's assigned area. Also refers to the individual buffet tables located throughout a reception area, with each table offering one food item or one theme. |
| Steak Tartare         | Raw, ground filet mignon; highly seasoned.  |
| Supper                | Light late evening meal.  |
| Surf and Turf         | A main course that includes both seafood and meat, such as a lobster tail and a beef filet.   |
| Sushi                 | A Japanese food made with sweetened rice. Fish (raw or cooked) and/or vegetables are placed on the rice or wrapped with the rice and a sheet of seaweed.  |

**"T"**

|             |  |
|-------------|--|
| Table Wine  | Class of wine naturally fermented to about 12 percent alcohol. Typically used as a house wine.   |
| Theme Break | A break during formal program sessions with special food and beverages pertaining to a theme and often including decorations, costumes, and entertainment. |
| Tiramisu    | An Italian dessert including marscapone cheese and flavored with coffee.   |
| Tortoni     | Vanilla ice cream blended with crushed macaroons and frozen in little frilled paper cups.  |

**"U" - "V" - "W"**

|               |  |
|---------------|--|
| Veau          | (voh) Veal.  |
| Vegan         | Individual who eats no meat, and does not use other animal products/by-products such as eggs, dairy, honey, leather, fur, silk, wool, or soaps derived from animal products. |
| Vegetarian    | An individual who does not eat meat.   |
| Vinaigrette   | Served with an oil and vinegar dressing.   |
| Vintage       | Wine made from a grape harvest of a specific year. A vintage wine is made using 95% of those grapes.   |
| Vischyssoise  | Chilled potato, chicken broth soup.  |
| Waldorf Salad | Dish of diced apples, celery, chopped walnuts, mayonnaise and whipped cream.   |
| Wasabi        | Japanese paste condiment made from horseradish.  |
| Won Ton       | Chinese ravioli.   |

**"X" - "Y" - "Z"**

|          |  |
|----------|--|
| Yakitori | Japanese term meaning "grilled" (yaki) "fowl" (tori), usually referring to pieces of marinated chicken that are skewered and grilled. Other meats may be used. |
|----------|--|

# **ATTACHMENT O**

## **Meeting, Event & Tradeshow Terms**



# MEETING, EVENT & TRADESHOW TERMS

## "A"

|                         |   |
|-------------------------|---|
| 24-Hour Power           | When an exhibitor orders power to be left on in a booth/stand for 24 hours during run of the event; often required when there are refrigerators, fish tanks, or computers in booth/stand.   |
| Acceleration Clause     | A provision sometimes used in contracts to accelerate deposit payment schedule or to demand full prepayment of master account in the event of a default or lack of credit by the organization. Sometimes used in a hotel to accelerate deposit payment schedule or to demand full prepayment of master account in the event of a default by organization.   |
| Accent Lighting         | Directional lighting used to highlight a particular area or object to draw attention to that portion of the field of view.  |
| Accommodation           | 1) Any room or service provided and/or sold to a guest, attendee or passenger. 2) Under the Americans with Disabilities Act (ADA), a step taken to allow a person with a disability to participate in an event.   |
| Accreditation           | Official authorization or approval; to provide with credentials; to recognize or vouch for as conforming with a standard; to consider or recognize as outstanding; approval given by various trade associations   |
| Acknowledgement         | Written notice that a room reservation request has been received and is being processed.  |
| Act of God              | An extraordinary natural event such as extreme weather, flood, hurricanes, tornadoes, earthquake or similar natural disaster that cannot be reasonably foreseen or prevented over which a contracting party has no reasonable control, making performance of the contract illegal, impracticable or impossible, thus the parties have no legal responsibility to continue performance of the contract. See FORCE MAJEURE. |
| Actual Cash Value       | ACV. Replacement cost of lost or damaged property less depreciation.  |
| Ad Hoc Committee        | Committee formed to deal with a specific issue to be resolved upon making its final report.   |
| Ad Valorem Tax          | Tax applied to an item according to the value of an item.   |
| ADA                     | Americans with Disabilities Act. U.S. legislation passed in 1992 requiring public buildings (offices, hotels, restaurants, etc.) to make adjustments meeting minimum standards to make their facilities accessible to individuals with physical disabilities.   |
| ADA Compliant           | Ready to or disposed to perform in accordance with the Americans with Disabilities Act.   |
| Add-On                  | Any component of a package that is not included in the package price, but may be purchased as an added feature or to extend the length of the package at additional cost.   |
| Adult Learner           | A student who is independently employed and usually pursuing education to attain a specific, practical goal.  |
| Advance Deposit         | Amount of money paid to secure a room, facility or service in advance.  |
| Advance Order           | An order for goods and/or services ordered before the move-in date for an exhibition. Usually less expensive than a FLOOR ORDER.  |
| Advance Registration    | Booking before an event takes places. Allows attendees to register for an event before it actually takes place. Done through mail, phone, internet or fax.  |
| Advertising Specialties | Promotional items which include a firm's name and/or marketing message.   |
| Advisory Board          | A group that offers advice or counsel to event organizer, event management, or other organization on strategic options such as conference content, exhibitor matters, contracting policies or other issues.   |
| Agenda                  | A list, outline or plan of items to be done or considered at an event or during a specific time block. May include time schedule.   |
| Agent                   | Broadly, one who acts or has the power to act: more usually, one that acts as the representative of another.  |
| Air Express             | Expedited airfreight, usually referring to overnight air.   |
| Air Freight             | Materials shipped via airplane.   |
| Air Wall                | Movable barrier that partitions a large area into smaller areas. May be sound resistant, but not necessarily sound proof.   |
| Aisle                   | 1) Area between a booth/stand for audience traffic movement. 2) Space between sets of tables, chairs or a booth/stand to allow passage of attendees.  |
| Aisle Sign              | A sign, usually suspended, indicating aisle numbers or letters.   |

|                                 |  |
|---------------------------------|--|
| Alteration                      | A change made by the client after any part of the production process has begun. Usually billed as an extra charge.   |
| Alternate Media                 | Alternatives to print materials (e.g. Braille, large print, etc.) provided to assist people with disabilities in achieving full participation.   |
| Alternative Dispute Resolution  | Method for resolving disputes without going to court.  |
| Ambience                        | Distinctive acoustical characteristic of a room or acoustic space due to the many sound reflections in the space (e.g., rooms that are said to be acoustically "dead" lack ambience).  |
| Ambient Light                   | 1) Level of illumination from natural lighting sources already existing in an environment. 2) Uncontrolled and unintended illumination.  |
| Amenity                         | Complimentary items in sleeping rooms such as writing supplies, bathrobes, fruit baskets, shower caps, shampoo and shoe shine mitt provided by facility for guests.  |
| Americans with Disabilities Act | ADA. U.S. legislation passed in 1992 requiring public buildings (offices, hotels, restaurants, etc.) to make adjustments meeting minimum standards to make their facilities accessible to individuals with physical disabilities.  |
| Amphitheater                    | Outdoor facility with a flat performance area surrounded by rising rows of seats or a grassy slope allowing the audience to view the performance. The seating area is usually a semi-circular shape or adapted to the surrounding landscape.   |
| Ancillary Activities            | All event-related support services within a facility that generate revenue.  |
| Arbitration                     | Private dispute resolution process, often referred to as alternate dispute resolution, in which the parties agree to submit their dispute to an impartial third party for a decision. Depending on the type of arbitration, the arbitrator's decision may or may not be binding. Courts may require some disputes be submitted to arbitration instead of or prior to the formal trial process. |
| Arch                            | A curved display ceiling that spans two points, such as a ceiling or entryway.   |
| Arena                           | Facility type featuring a large flat main floor surrounded by fixed seats in a sloping oval or modified oval shape, much steeper than the typical theater. Some are arranged in two or more tiers. Sight lines are nearly always designed for events the size of a hockey floor, circus, ice show, or basketball court.  |
| As Directed                     | Based on time and at the direction of the customer.  |
| Association                     | An organized group of individuals and/or companies who band together to accomplish a common purpose, usually to provide for the needs of its members.  |
| Association Booth/Stand         | An exhibit booth/stand at which an association provides information about its purpose and services to members and prospective members.   |
| ASTA                            | American Society of Travel Agents.   |
| ASTD                            | American Society for Training and Development.   |
| At-a-Glance Program             | Condensed, quick reference version of an event's program.  |
| Attendance                      | Total number of people at an event.  |
| Attendee                        | An individual, registered for or participating in an event. Includes delegates, exhibitors, media, speakers, and guests.   |
| Attendee Brochure               | Direct mail piece sent to current and prospective attendees that promotes the benefits of attending a specific event.  |
| Attrition                       | The difference between the actual number of sleeping rooms picked-up (or food-and-beverage covers or revenue projections) and the number or formulas agreed to in the terms of the facility's contract. Usually there is an allowable shortfall before damages are assessed.   |
| Attrition Clause                | Contract wording that outlines potential damages or fees that a party may be required to pay in the event that it does not fulfill minimum commitments in the contract.  |
| Audioconference                 | A conference using only voice transmissions between two or more sites.   |

|                      |   |
|----------------------|---|
| Audit                | A methodical examination and review of records pertaining to an event. For instance, an independent verification of attendance figures submitted by an exhibition's producers.      |
| Auditorium Set-Up    | Seating arrangement where chairs are arranged in rows facing head table, stage or speaker. Variations are semicircular and V-shaped.  |
| Authorized Signatory | A person who is authorized to legally bind an individual or organization to a contract, to sign checks on behalf of an organization, or charge to an organization's master account. |
| Auxiliary Business   | Business that is brought to the facility because of, or in conjunction with, an event.  |
| Awards Banquet       | An event, usually formal, to honor outstanding performance.   |

**"B"**

|                          |   |
|--------------------------|---|
| B2B                      | Business-to-Business.   |
| Back Drape               | A drape, curtain or fabric panel that provides a soft, colorful background for a speaker. The audience's attention will be zeroed on the speaker with enhanced concentration and retention.   |
| Back of the House        | A term used in hotels to refer to areas for staff only, as opposed to the front of the house.   |
| Backdrop                 | Drapes, curtain, or fabric panels at the back of a stage, speaker's   |
| Back-of-Room Sales       | The act and process of selling books, tapes, and other products at the back of the room, usually immediately after a speech.  |
| Back-to-Back Booth/Stand | The standard exhibit configuration where booths/stands are placed in rows, back to back.  |
| Backwall Booth/Stand     | An exhibit that is back to back with another exhibit or against a building wall.  |
| Badge                    | Identifying sign, tag or emblem worn by event participants. Sometimes called a nametag.   |
| Baffle                   | Partition to control light, air, sound, or traffic flow.  |
| Ball                     | Formal social gathering for dancing.  |
| Bananas Foster           | Dessert prepared with bananas, brown sugar, liqueur and served over vanilla ice cream. Often prepared flaming at table side.  |
| Banquet Event Order      | (BEO) A form most often used by hotels to provide details to personnel concerned with a specific food and beverage function or event room set-up.   |
| Bare Booth/Stand         | Booth/stand with no services or facilities, meaning that these all have to be hired at an additional cost.  |
| Barrier-Free             | Absence of obstacles preventing handicapped persons from moving freely to all public areas within a building.   |
| Below-the-Line Expenses  | Expenses for general business purposes not related directly to an event, commonly referred to as general overhead expenses such as office rent, health insurance, etc.  |
| Bid                      | 1) A statement of what one will give or take in return for something else (a price); proposal. 2) Proposal submitted by a convention & visitors bureau and/or hotel(s) to an event organizer that includes defined dates and room blocks.                                 |
| Billing Instructions     | Notice as to how charges for an event should be handled and to whom invoices should be addressed.   |
| Black Tie                | Required dress: dinner jacket, bow tie and cummerbund for the men and formal evening dress for the women. May include national dress. In the U.S. and Canada, Black Tie indicates Tuxedo. "Black tie optional" indicates that formal dress is preferred but not required. |
| Block                    | 1) Number of rooms reserved for one group. 2) To assign space.  |
| Blocked Space            | Sleeping rooms, exhibit, event, or other function space reserved for future use by an individual or organization.   |
| Board Meeting            | A meeting of the governing body of an organization.   |
| Boardroom                | A room set permanently with a fixed table and suitable seating.   |

|                        |  |
|------------------------|--|
| Boardroom Set-Up       | Seating arrangement in which rectangle or oval shaped tables are set up with chairs on both sides and ends. Often confused with HOLLOW SQUARE SET-UP.  |
| Boneyard               | Storage area where equipment is stored during an exhibition. This area may be located within the exhibition hall in an unused portion of the floor. Alternate spelling is Bone Yard.   |
| Book                   | Confirm a reservation for a meeting room   |
| Book of Abstracts      | Collection of abstracts being presented during an event which are made available to event participants for use in selecting which sessions to attend.  |
| Booking Policy         | Guidelines by which a convention center (or other venue) prioritizes reservations; may correspond to hotel rooms the event will use in the area.   |
| Booth                  | One or more standard units of exhibit space. In the US, a standard unit is generally known to be a 10' x 10' space (one standard booth/stand unit, equaling 100 nsf). However, if an exhibitor purchases multiple units side-by-side or back-to-back, the combined space is also still referred to as a BOOTH or a STAND. Specific area assigned by management to exhibitor under contractual agreement. |
| Booth/Stand Area       | Amount of floor space occupied by exhibitor.   |
| Booth/Stand Contractor | Company which constructs or assembles exhibit booths/stands under contract with the organizing committee.  |
| Booth/Stand Number     | Number assigned by the event's management to designate each exhibitor's space.   |
| Booth/Stand Package    | When an exhibitor receives a variety of services for one single price (e.g. each booth/stand receives carpet 1-6' draped table, a 500-watt outlet and 500 lbs of drayage).   |
| Booth/Stand Personnel  | An individual assigned to represent the exhibitor in an assigned space.  |
| Booth/Stand Sign       | 1) Identification sign indicating name, city, state and booth/stand number for each exhibitor. 2) Sign behind desk indicating service provided at that point. See FASCIA.  |
| Booth/Stand Size       | Dimensions of assigned exhibit space.  |
| Brainstorming          | Group sessions in which all participants contribute creative ideas which are not initially judged for merit.   |
| Breakdown              | Time required to dismantle a function area.  |
| Break-Out Rooms        | Small function rooms set up for a group within an event as opposed to a plenary or general session.  |
| Break-Out Sessions     | Small group sessions, panels, workshops or presentations, offered concurrently within the event, formed to focus on specific subjects. The event is apart from the general session.  |
| Broadcast Fax          | A service that transmits a fax to a large number or people, such as an entire association membership or company.   |
| Brochure               | Printed marketing folder describing and promoting the advantages of a particular hotel, event, destination, etc.   |
| Budget                 | A statement of estimated revenues and expenditures for a specified period of time; divided into subject categories and arranged by principal areas of revenue and expense.   |
| Business Center        | Area in hotel or event venue offering various office facilities and services that will allow attendees to keep in touch with their office (phone, fax, message, etc.)  |
| Buyer                  | The person or group representative who signs the contract and pays the account.  |

**"C"**

|  |  |
|--|--|
| Cabaret Set-up                         | Room arrangement with cocktail tables with chairs and a stage.   |
| Cancellation Clause                    | Provision in a contract which outlines damages to be paid to the non-canceling party if cancellation occurs, due the canceling party's breach of the contract.   |
| Cancellation or Interruption Insurance | Insurance that protects an event organizer against financial loss or expenses incurred when contractually specified perils necessitate canceling or relocating an event, or cause a reduction in attendance. |

|                                   |   |
|-----------------------------------|---|
| Cancellation Policy               | If a meeting is canceled after the contract is signed and after a designated date, the facility has the right to charge a substantial penalty to recoup their loss of revenue.  |
| Cancelled Business                | A booking that subsequently did not take place, either because the event itself was cancelled or left the destination or facility before taking place.  |
| Centerpiece                       | Decoration for the center of a banquet table.   |
| Certificate in Meeting Management | CMM. Certification program offered by Meeting Professionals International; global certification in meeting management that focuses on strategic thinking and actions for senior level meeting professionals.  |
| Certification                     | Program and process by which a participant completes proscribed training and passes an assessment.  |
| Chevron Set-Up                    | Seating arrangement in which chairs are arranged in rows slanted in a V shape and separated by a center aisle. They face the head table or speaker.   |
| Citywide Event                    | An event that requires the use of a convention center or event complex, as well as multiple hotels in the host city.  |
| Classroom Set-Up                  | Seating arrangement in which rows of tables with chairs face the front of a room and each person has a space for writing.   |
| Classroom Table                   | Rectangular table, often narrower than regular tables and 30-inches high. Can be 6' or 8' long and 18- or 30-inches wide.   |
| Clause                            | A detailed section of a contract pertaining to a specific issue.  |
| Clear Date/Time                   | Generally the last point in time at which an exhibitor-appointed carrier must be in line or at the dock in order to be loaded after the close of the show.  |
| Client                            | A customer of a supplier.   |
| Closing Session                   | The final session of an event in which the subjects which have been discussed are summarized and possible conclusions reached and announced.  |
| Cocktail Table                    | Small round table, 15- 30 inches in diameter (38-76 centimeters) used for cocktail type parties.  |
| Cold Call                         | Sales call made without an appointment.   |
| Co-Location                       | To hold two related events at the same time and in the same place.  |
| Commissionable Rate Commitment    | A contract in which the room rate to be charged to attendees includes a commission to be paid to either the sponsoring group or a third party such as a travel agent or independent event planning or site selection organization.  |
| Committee                         | A group of people appointed for a specific purpose.   |
| Complete Meeting Package          | An all-inclusive plan offered by conference centers; includes lodging, all meals and support services.  |
| Complimentary                     | Service, space or item provided at no charge.   |
| Complimentary Ratio               | The number of rooms provided at no cost based on the number of occupied rooms.  |
| Concessions                       | 1) Merchandise or refreshments sold on site, to individuals, in conjunction with an event. 2) Contractual agreement where one party provides something of value to the other party in exchange for something else, pending certain conditions.  |
| Concierge                         | Facility staff which provides special services such as tickets to local events, transportation, and tour arrangements.  |
| Concurrent Sessions               | Multiple sessions scheduled at the same time. Programs on different themes or subjects offered simultaneously.  |
| Conference                        | 1) Participatory meeting designed for discussion, fact-finding, problem solving and consultation. 2) An event used by any organization to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue. Although not generally limited in time, conferences are usually of short duration with specific objectives. Conferences are generally on a smaller scale than congresses. |

|                                      |  |
|--------------------------------------|--|
| Conference Call                      | Telephone or video connection between three or more persons.   |
| Conference Center                    | A facility that provides a dedicated environment for meetings or events. May be certified by the International Association of Conference Centers.  |
| Conference Report                    | An official summary of conference events.  |
| Conference Set-Up                    | Seating arrangement in which rectangular or oval tables are set up with chairs placed around all sides.  |
| Confirmation                         | Oral or written agreement by a facility to accept a request for accommodation; to be binding the agreement must state the intent of the parties, the particular date, the rate, type of accommodations, and the number to be accommodated; oral agreement may require a credit card number.  |
| Connecting Rooms                     | Two or more rooms with private connecting doors permitting access between rooms without having to go into the corridor.  |
| Continuing Education Unit (CEU)      | Requirement of many professional groups by which members must certify participation in formal educational programs designed to maintain their level of ability beyond their original certification date. CEUs are non-academic credit. One CEU is awarded for each 10 contact hours in an accredited program.  |
| Contract                             | An agreement between two or more parties that creates in each party a duty to do or not do something and a right to performance of the other's duty or a remedy for the breach of the other's duty.  |
| Convention                           | An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There is a secondary exhibit component.  |
| Convention and Visitors Bureau (CVB) | Convention and visitor bureaus are not-for-profit organizations charged with representing a specific destination and helping the long-term development of communities through a travel and tourism strategy. Convention and visitor bureaus are usually membership organizations bringing together businesses that rely on tourism and events for revenue. As an unbiased resource, CVBs can serve as a broker or an official point of contact for convention and event planners, tour operators and visitors. |
| Convention Center                    | Facility that combines an exhibition space with a substantial number of smaller event spaces. The purpose of these buildings is to host trade shows, public shows, conventions, large food functions and other functions related to the convention industry. They may be purpose built or converted and municipally or privately owned.  |
| Convention Rate                      | Rates assigned for a particular group. This is usually a discounted rate.  |
| Convention Services Manager          | CSM. Professional at a hotel, convention center or convention bureau who is responsible for event operations management on all levels.   |
| Corner Booth/Stand                   | An exhibit space with exposure on at least two aisles. Some organizations charge premiums for corner booths/stands.  |
| Corporate Rate                       | Special rate for sleeping rooms or other goods and services that is made available to business travelers. These rates will vary by corporation, depending on the negotiated agreement.   |
| Count                                | 1) Total number of individuals in attendance at a function or event for a given period. 2) Total number of exhibitors for a given period.  |
| Cover                                | Actual number of meals, or servings, served at a food function.  |
| Crescent-Round Set-Up                | Rounds with seating on two thirds to three quarters of the table and no seating with its back to the speaker.  |
| Cut-Off Date                         | Designated date when the facility will release a block of sleeping rooms to the general public. The date is typically three to four weeks before the event.  |
| Cut-Off Time                         | 1) A specific point in time at which the exhibition contractor will cease (for the day) all unloading or loading activities. In transportation environment this refers to the specific time a shipment must be tendered to a carrier in order to receive service that day.   |

**CVB** Convention and Visitors Bureau. Not-for-profit organizations charged with representing a specific destination and helping the long-term development of communities through a travel and tourism strategy. Convention and visitor bureaus are usually membership organizations bringing together businesses that rely on tourism and events for revenue. For visitors, CVBs are like a key to the city. As an unbiased resource, CVBs can serve as an official point of contact for convention and event planners, tour operators and visitors. They assist planners with event preparation and encourage business travelers and visitors alike to visit local historic, cultural and recreational sites.

**“D”**

**Dais** Raised platform usually above the floor of a hall or large room.

**Damage Clause** Part of a contract dealing with procedures, penalties, and rights of the party causing damages.

**Dance Floor** Area for dancing, can be carpeted when not used for dancing. Portable dance floors come in 3 foot x 3 foot sections.

**Day Rate** A flat rate charged by the facility for guests who attend the full day but do not use sleeping rooms.

**Departure Date** Date when majority of event participants check out of a facility.

**Deposit** An advanced partial payment to secure product or service.

**Destination Management Company (DMC)** A professional services company possessing extensive local knowledge, expertise and resources, specializing in the design and implementation of events, activities, tours, transportation and program logistics. They offer, but are not limited to, the following: creative proposals for special events within the meeting; guest tours; VIP amenities and transportation; shuttle services; staffing within convention centers and hotels; teambuilding, golf outings and other activities; entertainment, including sound and lighting; décor and theme development; ancillary meetings and management professionals; and, advance meetings and onsite registration services and housing.

**Direct Billing** Accounts receivable made available to individuals or firms with established credit.

**Direct Lighting** The aiming of a fixture directly at the object/area to be illuminated.

**Direct Mail** A marketing technique in which material is mailed directly to individuals in a target audience.

**Dismantle** 1) Take-down and removal of exhibits. 2) To take apart.

**Dismantling Deadline** The time and day by which booths/stands have to be dismantled and removed from an exhibition area.

**Dock Usage** Instructions on the allotment of a loading dock's space and time required for loading and unloading of trucks for an event. This information should be included in the specifications guide for an event.

**DOS** Director of Sales.

**Double Booking** 1) Reserving space for two groups to use the same space at the same time and neither can be fully accommodated as contracted. 2) An organization reserving space in more than one venue for the same event.

**Downgrade** To move down to a lower grade of accommodations or services.

**Draped Booth/Stand** A booth/stand made up of back wall and sidewall of pipe and drape (typically provided by management).

**Drayage** Delivery of exhibit materials from the dock to an assigned exhibit space, removing empty crates, returning crates at the end of the event for re-crating, and delivering materials back to dock for carrier loading.

**Drayage Charge** The cost of moving exhibit materials within the confines of the exhibit hall, based on weight. This charge is calculated in 100-pound units, or hundredweight, abbreviated cwt. (There is usually a minimum charge for all drayage.)

**Drayage Contractor** Company responsible for handling exhibit materials.

**Drayage Form** Form for exhibitor requesting handling of materials.

Drayer Official event handler designated to move exhibits from truck to dock to booth space. Usually handled by general service contractor.  
DSM District Sales Manager.

**"E"**

End Cap An exhibit space with aisles on three sides.  
Event An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is often composed of several different yet related functions.  
Event Organizer Person whose job it is to oversee and arrange every aspect of an event. Person can be an employee or hired ad hoc to plan, organize, implement, and control meetings, conventions, and other events.  
Exclusion A contractual provision that denies coverage for certain perils, persons, property, or locations.  
Exclusive Any agreement which limits who may provide specific products or services under certain conditions to only one party. A general service contractor, for instance, may have an "exclusive" in a particular facility, meaning that no other contractor is allowed to provide the same services or products in that facility.  
Exhibit Individual display area constructed to showcase products, services or convey a message.  
Exhibit Hall Area within facility where exhibition is located.  
Exhibition Center Venue at which exhibitions are held.  
Exhibitor Move-In The time period allowed for exhibitors to prepare their exhibit space for show opening. It generally begins after the exposition contractor to receive/unload show-site deliveries.

**"F"**

Fascia Placard or sign at top of exhibit usually with company name.  
Final Report Conclusive summary of conference events.  
Fire Aisle Interior aisle in an exhibition floor plan used for emergency egress that must be kept clear of obstructions.  
Fire Exit Door or passageway, clear of obstructions, designed by local authorities for egress from a building or structure.  
Floor Load Maximum amount of weight per square foot/meter a floor can support. (May also refer to the maximum amount of power available from floor outlets and ports.)  
Floor Plan 1) Schematic drawing of an exhibit hall including dimensions, design, shape, entrances, aisles, numbered exhibit booth/stands, lounges, concession areas, restrooms, electrical/plumbing accessibility, etc. 2) Scale plan of the floor area of a hotel's event space. 3) Schematic drawing of a function room with specific requirements (dais, tables, chairs, etc.),  
Flyer One-piece printed announcement or advertisement.  
Focus Group Method of doing research using a small group led by a facilitator.  
Folio Form on which all charge transactions incurred by a registered guest are recorded.  
Food & Beverage (F&B) Any catered or concession service provided by a facility.  
Force Majeure An event (e.g. war, labor strike, extreme weather, or other disruptive circumstances) or effect that cannot be reasonably anticipated or controlled: a "fortuitous event." See ACT OF GOD.  
Forced Freight/Forcing the Floor Removal of freight from the event floor after the event close that was not picked up by an exhibitor's carrier, or shipments left behind at the booth/stand at the close of the event without a bill of lading. Forced freight is generally removed from the hall at a specified time and held by the general contractor or official common carrier or until payment is made for forwarding.  
Foyer Pre-function space; public area in a venue for assembly or registration.

|                       |   |
|-----------------------|---|
| Front Desk            | 1) Hotel registration area. 2) The center of event facility activities, including registration and cashier services.        |
| Frontages/Front Space | Refers to dimension across the front of an exhibit (for example, a 30' x 10' exhibit has 30' of front space and 10' depth). |
| Full House            | Closed; filled to capacity.   |

### **"G"**

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| Gala Dinner              | Primary social function of an event, usually in the evening, including entertainment or speeches after a formal meal.  |
| General Assembly         | General and formal meeting of an association, club, organization or company attended by a specified proportion at least of its members for the purpose of deciding legislative direction, policy matters, the election of internal committees and approval of balance sheets, budgets and the like. An assembly generally observes certain fixed rules of procedure. |
| General Session          | A meeting open to all those in attendance at a event.  |
| Gig                      | A slang term meaning an engagement or booking.   |
| Gratuity                 | Tip; payment over and above cost of services rendered for exceptional service.   |
| Gross Square Feet/Meters | gsf or gsm. 1) Total amount of available function space in exhibit hall or other facility. 2) Total amount of space used for a specific show or event.   |

### **"H"**

|                         |   |
|-------------------------|---|
| Handout                 | Informative or educational material given to the audience at the speaker's presentation.  |
| Hardwall Booth/Stand    | Booth/stand constructed with plastic, plywood or similar material as opposed to booth/stand formed by drapery only.   |
| Head Count              | Actual number of people attending a catered function.   |
| Head Table              | Table used to seat VIPs, speakers, and other dignitaries, often elevated on a dais or stage.  |
| Hidden Charge           | Unbudgeted or undisclosed expense or charge.  |
| High Season             | Period when the demand for a supplier's product or service is highest. Prices generally increase in high season. Also Called PEAK SEASON.   |
| History                 | Record of an event over time.   |
| Hold Harmless           | A type of indemnity clause that requires one party to fully protect the other from a claim asserted. This would include the payment of costs or attorney fees.                      |
| Hollow Square Set-Up    | Seating arrangement of tables set in a square (or rectangle) with chairs placed around the outside of the table. Center is hollow.  |
| Horseshoe Set-Up        | Tables set up in U shape with chairs placed outside. Chairs inside if needed.   |
| Hospitality Program     | Plan for receiving and entertaining guests in a friendly and generous manner.   |
| Hospitality Suite/Event | 1) Room or suite of rooms used to entertain guests. 2) An event usually separate from the exhibit, in which refreshments are served and exhibitor personnel and visitors socialize. |
| House                   | A synonym for hotel commonly used within the industry. Examples are: full house, house count, house income, house bank and house charge.  |
| Houseman                | Service-staff member who handles function-room set up and tear down.  |

### **"I"**

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| Inclusive | Price charged clients that includes all applicable gratuities and consumption taxes. |
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| Indemnification Clause   | A contract clause in which one party agrees to pay damages or claims that the other party may be required to pay to another. For example, if a hotel is sued by an attendee that is injured at an event due to the fault of the group, an indemnification clause might require the group to pay back the hotel. Some times the law requires one party to indemnify another even without a specific clause. Generally, the terms of the clause will be followed over the state law. See HOLD HARMLESS. |
| Indirect Costs           | Also called overhead or administrative costs, these are expenses not directly related to the event. They can include salaries, rent, and building and equipment maintenance.  |
| In-House                 | Services offered the client that are directly provided by the company's own personnel, as opposed to being subcontracted.   |
| Inline Booth/Stand       | Exhibit space with exhibit booths on either side and back.  |
| Installation & Dismantle | The set-up and teardown of exhibits.  |
| Invoice                  | An itemized bill, including prices, of goods and services sold or shipped.  |
| Island Booth/Stand       | Booth/stand space with aisles on all four sides.  |

### **"J" - "K" - "L"**

|                         |   |
|-------------------------|---|
| Keynote/Keynote Speaker | Opening remarks or presentation at a meeting that sets the tone or theme of the event and motivates attendees. Speaker whose presentation establishes the theme or tone of the event.   |
| Keystoning              | Distortion of a projected image on a screen, where the image is wider on top and narrower on bottom. The image distorts from a rectangle into a trapezoid because the projector is above or below the center point of the screen; either the top or the bottom become wider because it is further away from the lens. To adjust for keystoning, the top of the screen can be tilted a little, either forward or back. Many data projectors allow you to tilt the lens to solve the problem. |
| Labor                   | Refers to contracted workers who perform services.  |
| Lagniappe               | Creole term for giving something extra or unexpected.   |
| Lanai                   | Patio or balcony overlooking a garden or water.   |
| Lanyard                 | A cord or string worn around the neck, as in corded badges.   |
| Late Registration       | A booking that is received after the stated deadline, usually incurring a penalty fee.  |
| Learning Environment    | The physical, emotional, psychological, physiological and social factors surrounding the learning experience.   |
| Lecture                 | Informative and instructional speech.   |
| Liability               | Legal responsibility. An obligation to pay an amount in damages. In a non-legal context, something that is a negative factor.   |
| Liability Clause        | Part of a contract outlining conditions of liability.   |
| Liability Disclaimer    | Legal statement releasing the organization from responsibility for any arrangements made by attendees with services listed by the organization (e.g., child care).  |
| Line of Sight           | Unobstructed line of vision from audience to stage.   |
| Linen                   | Tablecloths and napkins.  |
| Liter                   | Metric unit of measurement used to package spirits and wines. Equal to approximately one quart (33.8 ounces).   |
| Lock-Up                 | Storage area which can be locked.   |
| Low Season              | Period when the demand for a supplier's product or service is lowest. Prices general decrease in low season. Also Called VALUE SEASON.  |

**"M"**

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| Master Account         | A record of transactions during an event where the resulting balance is paid directly by the group. May include room, tax, incidentals, food and beverage, audiovisual equipment, decor, etc. Also Called MASTER BILL. |
| Media Kit              | Packet of information that is supplied to the media; contains all the details of an event that are required to attract media attention and attendees.  |
| Meeting                | An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There is no exhibit component to this event. |
| Meeting Profile        | A written report outlining statistics of previous events, anticipated use of all services, profile of attendees, hotel occupancy patterns, etc.  |
| Message Center         | A place where mail and messages are kept or transmitted.   |
| MIC                    | Meetings Industry Council. Local gathering of meetings industry related groups for the purpose of promoting awareness of and partnership in the industry.  |
| Minimum                | Smallest number of covers and/or beverage served at a catered event. A surcharge may be added to the client's bill if the minimum is not reached.  |
| Minutes                | Formal written record of a meeting.  |
| Mixer                  | Audio unit by which sound signals from all sources feed into one system; allows for dissimilar inputs (microphone & line) to be combined and controlled into one output.   |
| Moderator              | Person who presides over panel discussions and forums.   |
| Move-In/Move-Out Dates | Dates set for installation/dismantling of an exhibition.   |
| Multi-Track Conference | A conference with parallel program sessions where participants have the choice to follow one or the other road or to jump from one track to the other.   |

**"N"**

|                 |   |
|-----------------|---|
| Napery          | Tablecloths, napkins, and other fabric table coverings.               |
| Net Rate        | The wholesale rate that must be marked up for resale to the customer. |
| Non-Performance | To neglect to carry out an agreement.                                 |

**"O"**

|                      |  |
|----------------------|--|
| Objective            | Formalized statement of outcomes to be anticipated as a result of the educational process.   |
| Off-Season           | See LOW SEASON.  |
| One-Stop-Shop        | A single source provider of goods or services.   |
| Online Registration  | Registration made via the Web.   |
| On-Site              | Term that describes any function or activity that occurs at the primary event facility.  |
| On-Site Management   | Details that the event manager must supervise at the site of the event.  |
| On-Site Registration | Process of signing up for an event on the day of, or at the site of, the event.  |
| Open Seating         | 1) Guests can sit anywhere. 2) Extra banquet tables are placed, but not fully set; these can be prepared quickly if there are more guests than expected.   |
| Operations Manager   | Individual in charge of performing the practical and detailed work of program.   |
| Option               | 1) Space which is reserved but not yet contracted for. The right of first refusal to confirm a tentative space reservation if there is demand from another group. 2) Options - Activities other than those included in the formal agenda which are optional and often require the payment of an additional participation fee done at the guest's discretion. |

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| Option Date | A prearranged date by which a hotel or facility will no longer hold tentative arrangements for a group. |
| Outlets     | 1) Electrical outlets. 2) Restaurants, lounges or retail stores within a facility.                      |
| Overbooking | The practice of confirming more seats or rooms than are actually available.                             |

**"P" - "Q"**

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| Package Plan            | A pre-assembled assortment of services offered to the exhibitor at a fixed price. In catering, refers to purchasing liquor and/or food at a set price per person. For event management, it is providing furniture and/or services to exhibitors for a single fee.   |
| Panel Discussion        | Instructional technique using a group of people chosen to discuss a topic in the presence of an audience.   |
| Parmentier              | Served with potatoes.   |
| Participant             | A person who takes part in an event. See also attendee.   |
| Participatory Learning  | Occurs when the participants share knowledge, experience and work together to learn.  |
| Peak Season             | See HIGH SEASON.  |
| PER (Post Event Report) | A report of the details and activities of an event. A collection of post event reports over time will provide the complete history for an event.  |
| Perimeter Booth/Stand   | Exhibit space located on an outside wall.   |
| Perimeter Seating       | Seating arrangement in which chairs are placed around the walls of a room. The chairs are often meant for spectators to observe an activity or event in the center of the room.   |
| Physical Factors        | The architectural design, furnishing, temperature, and other such factors that impact the learning environment.   |
| Pipe & Drape            | Light-weight aluminum tubing and drapery used to separate exhibit booths/stands, staging areas, and other similar locations.  |
| Planner                 | Person whose job it is to oversee and arrange every aspect of an event. (Plan, organize, implement, and control meetings, conventions, and other events.)   |
| Platform                | Raised horizontal surface, stage, or flooring.  |
| Plenary Session         | General assembly for all participants.  |
| Plus Plus               | Addition of taxes & service charge to price when not included, designated by + +.   |
| Portable Exhibit        | An exhibit that "pops-up" or a self-contained exhibit that is lightweight and easily set up. Lightweight crated display units which do not require forklifts to move them.  |
| Post As                 | Instructions to a facility indicated the exact way a specific function should be listed on the facility's reader board.   |
| Post Conference         | Any event which is arranged for the period immediately following the conference proper.   |
| Post-Con Meeting        | A meeting at the primary facility at which an event occurred just after it has ended. Attendees generally include the primary event organizer, representatives of the event organizer/host organization, department heads at the facility, other facility staff as appropriate, and contractors. The agenda focuses on evaluating the implementation of the event. It often includes a final review of bills with accounts payable. |
| Poster Session          | 1) Display of reports and papers, usually scientific, accompanied by authors or researchers. 2) A session dedicated to the discussion of the posters shown inside the meeting area. When this discussion is not held in a special session, it can take place directly between the person presenting the poster and interested delegate(s).  |

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| Pre-Con Meeting    | A meeting at the primary facility at which an event will take place just prior to the event beginning. Attendees generally include the primary event organizer, representatives of the event organizer/host organization, key facility personnel, and contractors. The agenda focuses on reviewing the purpose and details of the event and making final adjustments as needed. |
| Preferred Carrier  | Carriers that have alliances with exposition service firms and general service contractors. They receive preferential treatment, and some discounts may be obtained by using these carriers.  |
| Preferred Supplier | Companies with which a corporation signs agreements to provide travelers with discounted rates.   |
| Pre-Function Space | Area adjacent to the main event location. Often used for receptions prior to a meal or coffee breaks during an event.   |
| Presenter          | Person explaining a given topic in an informational session.  |
| Pro Forma          | Financial forms (invoices, profit and loss statements, balance sheets, etc.) based on future expectations; provided or made in advance to describe items or projections.  |
| Program            | Schedule of events, giving details of times and places.   |
| Proposal           | 1) Plan put forth for consideration or acceptance. 2) Communication sent by a supplier to a potential customer detailing the supplier's offerings and prices.   |
| Provision          | Detailed section of a contract.   |
| Public Seminar     | A seminar that is open to the public. Tickets are sold to individuals.  |
| Quotation/Quote    | An offer to sell goods or services at a stated price and under specified conditions.  |

## **"R"**

|                            |  |
|----------------------------|--|
| Reader Board               | At a facility, a listing, either printed or on a video screen, of the day's events.  |
| Receiving Line             | Dignitaries, host, sponsor, and guest of honor lined up to greet guests.   |
| Referral                   | When someone, particularly a satisfied client, suggests or recommends services to other buyers.  |
| Refresh                    | Clean function space after specific functions, or during break periods. Usually involves refilling water pitchers, changing glassware, and performing other light housekeeping chores.   |
| Registrant                 | Individual who has submitted a registration form and attends an event.   |
| Registrar                  | Individual responsible for handling registrations.   |
| Registration               | 1) Process by which an individual indicates his intent to attend a conference or stay at a property. 2) A method of booking and payment. 3) The process of recording data about an attendee (or exhibitor), sending a confirmation and creating a badge. |
| Rental Booth/Stand         | Complete booth/stand package offered to exhibitors on a rental basis.  |
| Rental Charges             | Cost of hiring a piece of equipment or function space for a specified period of time.  |
| Rental Contract            | Contract stating terms and conditions for rental of exhibition venue or for individual booth/stand within a venue.   |
| Request for Proposal (RFP) | A document that stipulates what services the organization wants from an outside contractor and requests a bid to perform such services.  |
| Retention Rate             | 1) The percentage of exhibitors or attendees that return to an event from one year to the next. 2) The percentage of an organization's membership or company's employees that remain with the organization or company from one year to another.          |
| Return on Investment (ROI) | Net Profit divided by Net Worth. A financial ratio indicating the degree of profitability.   |
| Right of First Refusal     | A courtesy a facility extends to a previously booked party to approve or disapprove a concurrent booking or to save un-contracted space for the previously booked party for program growth.  |

|                 |   |
|-----------------|---|
| Riser           | Raised platform.  |
| Room Capacity   | Number of people that can function safely and comfortably in a room.  |
| Room Rate       | The amount charged for the occupancy of a room.   |
| Room Set-Up     | The physical arrangement of a room including the layout of tables, chairs, other furniture, and equipment.                              |
| Row Booth/Stand | The booth/stand within a row of similar booths/stands with the front opening onto an aisle and with other booths/stands on either side. |

**“S”**

|                                 |   |
|---------------------------------|---|
| Sales Blitz                     | Intense selling effort in a particular locality; cold calling to qualify leads.   |
| Sales Coordinator/<br>Manager   | Hotel staff person responsible for assisting salesperson in selling sleeping rooms and function space. Usually reports to Director of Sales (DOS).  |
| Schoolroom Perpendicular Set-Up | Variation of schoolroom set-up in which tables are perpendicular to the head table, and chairs are placed on both sides of the tables.  |
| Season                          | Period of time when demand for a certain supplier’s product or service is high, low, or neither. (e.g., winter in Florida is high season, while summer is low season.   |
| Seating Plan                    | Plan or other document showing where individuals should be seated for an event. Particularly applies to a banquet or on a platform at an event. Usually accompanied by an alphabetical listing showing at which tables individuals should be seated.  |
| Second Option                   | Second place on a waiting list. The organization holding the second option for specific dates at a facility, for example, may book those dates only if the organization holding the first option decides not to book within a certain period of time.   |
| Security Deposit                | A deposit made to assure credit usually returned after event if no damages are done.  |
| Semicircular Theater Set-Up     | Seating arrangement where chairs are arranged in a semicircle.  |
| Seminar                         | 1) Lecture and dialogue allowing participants to share experiences in a particular field under the guidance of an expert discussion leader. 2) A meeting or series of meetings of from 10 to 50 specialists who have different specific skills but have a specific common interest and come together for training or learning purposes. The work schedule of a seminar has the specific object of enriching the skills of the participants. |
| Seminar Leader                  | The teacher or expert who instructs a seminar’s attendees.  |
| Service Charge                  | A mandatory and automatic amount added to standard food and beverage charges, usually used to defray the cost of labor, such as housemen, servers, technicians, etc. and which the facility receives a portion of the charge.   |
| Service Charge                  | Any fee for an applicable service   |
| SESAC                           | An organization similar to ASCAP and BMI that licenses the use of copyrighted music for various artists.  |
| Session                         | Single uninterrupted part of the meeting program.   |
| Set For                         | The actual number of seats put in place (or to be put in place) for a function.   |
| Set-Up                          | 1) Way in which a function room is arranged. 2) Erecting displays, installation, or, articles in their assembled condition.   |
| Set-Up                          | Mixers, fruit, and glassware accompanying a liquor order.   |
| Set-Up Time                     | The period necessary for the preparation of the conference and exhibition venue before the arrival of delegates and exhibitors.   |
| Shoulder Season                 | Period when the demand for a supplier’s product or service is neither high nor low.   |

|                 |  |
|-----------------|--|
| Show Directory  | A listing, with booth/stand numbers, of all the exhibitors in an event and a map showing booth/stand locations.  |
| Sign            | Informational display used at events.  |
| Signage         | All informational and directional signs and placards at an event.  |
| Simulation      | Interactive instructional technique in which the learner has an opportunity to practice a new skill in a real life situation.  |
| Site            | 1) Venue, area, location, property or specific facility to be used for an event. 2) A particular platform or location for loading or unloading at a place.   |
| Site Inspection | In-person on-site review and evaluation of a venue or location for an event.   |
| Site Selection  | Choosing a venue for an event.   |
| Skirting        | Pleated or ruffled draping used around buffet, reception, head tables, and risers or stages to conceal the area underneath.  |
| Slide Projector | Apparatus used for projecting photographic slides onto a screen.   |
| SMERF           | Meetings acronym for a category of meeting market segments including Social, Military, Educational, Religious and Fraternal groups.  |
| Social Event    | 1) An event with the purpose of facilitating pleasant companionship among attendees, 2) Lifecycle celebration (e.g. a wedding, bar/bat mitzvah, anniversary, birthday, etc.).  |
| Space Rate      | Cost per square foot/meter for exhibit space.  |
| Speaker         | The presenter of a program. Types of speakers include keynote, general session, seminar leader, trainer, workshop leader, and "change of pace" speakers such as humorists and entertainers.  |
| Spec Guide      | Specifications Guide. The industry preferred term for a comprehensive document that outlines the complete requirements and instructions for an event. This document is typically authored by the event planner and is shared with all appropriate vendors as a vehicle to communicate the expectations of services for a project.                                    |
| Special Event   | One time event staged for the purpose of celebration; unique activity.   |
| Special Needs   | Any physical or mental consideration that requires special alternatives to ensure an event's physical space, technologies, and food and beverage accommodates those individual needs. Special needs can include food allergies, wheelchair access, signing interpreters, etc. In the United States, see the Americans with Disabilities Act for specific guidelines. |
| Speech          | Address, usually formal discourse delivered before an audience.  |
| Stakeholders    | All individuals who are invested in a project or event such as the sponsors, attendees, vendors, media and others.   |
| Supplier        | Provider, vendor, contractor offering facilities, products and/or services.  |
| Support Staff   | Part- or full-time personnel who provide services for tasks associated with programs, events, or conventions.  |
| Surcharge       | Charge over and above established rates, such as an energy surcharge.  |
| Survey          | Solicitation of opinions regarding services; questionnaire.  |
| Symposium       | A meeting of a number of experts in a particular field, at which papers are presented and discussed by specialists on particular subjects with a view to making recommendations concerning the problems under discussion.  |

**"T"**

|                                  |  |
|----------------------------------|--|
| Table Tent                       | A small sign used to identify the speaker or speakers and/or attendees   |
| Tablescape                       | The aesthetic layout of the banquet table, including the centerpiece, color of linen, napkin folds, china and flatware, etc.   |
| Tax Exempt                       | Exempted from taxation; providing interest or income that is exempted from taxation.   |
| Tax Exempt Certificate           | Document needed from customer to verify tax exemption status in the state the event is held.   |
| Teaser                           | Promotional piece designed to build interest in an event.  |
| Teleconference                   | Type of meeting which brings together three or more people in two or more locations through telecommunications.  |
| Tentative                        | Status assigned to an event after a bid has been submitted to the event organizer and the destination or facility is waiting for a final decision.   |
| Tentative Hold                   | A space temporarily held by a facility or venue for a specific date pending a definite booking. There are no consequences for cancellation.  |
| Theater Semicircular Set-Up      | Seating arrangement in which seats are in semicircular rows facing the stage area, no tables.  |
| Theater Set-Up                   | Seating arrangement in which seats are in rows facing the stage area, no tables.   |
| Theme Party                      | Event at which all foods, beverages, decorations, and entertainment relate to a single theme.  |
| Ticket Exchange                  | Banquet-control procedure whereby guests exchange an event coupon from their registration packet for an actual event ticket and seat assignment. Increases control. Also tends to reduce the number of no shows to provide more accurate guarantees. |
| Time Lines                       | Includes each task to be accomplished and is the core of the program plan.   |
| TIP                              | A voluntary and selective amount of money, given at will for special or excellent service.   |
| Trade Association                | Group of persons or businesses in a particular trade or industry. Generally these organizations are exempt from federal income tax under Section 501(c)(6) of the Internal Revenue Code.   |
| Trade Show                       | An exhibition of products and/or services held for members of a common or related industry. Not open to the general public.  |
| Trade Show Facilitation Web Site | A Web-site whose primary function is to provide attendees (buyers) and exhibitors (sellers) with online tools that help facilitate participation in an upcoming event.   |
| Trainer                          | Instructor of techniques and skills on a specific subject.   |
| Training Meeting                 | Structured learning session in which an instructor presents specific information and techniques.   |
| Tripod Screen                    | Portable projection screen with three folding legs and a pull-up surface supported by a rod on the back.   |
| T-Shape Set-Up                   | Series of tables set up in the shape of the block T with chairs set all around.  |
| Turnaround                       | An action required to break down and reset a room.   |

**"U" - "V" - "W"**

|                 |   |
|-----------------|---|
| U-Shape Set-Up  | Series of tables set up in the shape of the letter U with chairs set all around on one or both sides.   |
| Value Season    | See LOW SEASON.   |
| Variable Costs  | Expenses that vary based upon various factors, such as the number of attendees .  |
| Vendor          | One who sells services or goods.  |
| Venue           | 1) Site or destination of meeting, event or show 2). Location of performance such as hall, ballroom, auditorium, etc.   |
| Videoconference | A meeting between two or more people or groups across a distance, including video, audio, and potentially other data, utilizing telecommunications or communications satellites for transmission of the signal. |

|                        |  |
|------------------------|--|
| Virtual Conferencing   | Any meeting where people at two or more distant locations are linked using video, audio and data for two-way communication via satellite communications or the Internet. Each party sees and hears the other through a TV screen or computer monitor and audio speakers.   |
| Virtual Tour           | Any tour where people at two or more distant locations are linked using video, audio and data for communications. Each party sees and hears the tour through a TV screen or computer monitor and audio speakers.   |
| Virtual Trade Show     | Exhibit of products or services that can be viewed over the internet.  |
| Waitlist               | Term used for a list of clients awaiting transportation or accommodations at time when they are unavailable. Waitlist clients are confirmed as a result of subsequent cancellations.   |
| Walk                   | Guest holding confirmed sleeping room reservation is denied accommodations at the hotel where the reservation is held upon their arrival and is relocated to another hotel.  |
| Walk-In                | The unarranged visit of a customer or guest.   |
| Walk-Through           | 1) Review of event details. 2) Site inspection. 3) Inspection of function room prior to function. 4) Inspection of exhibit floor prior to opening of the event.  |
| Webcast                | An event that broadcasts the audio and/or video portion of a keynote presentation or other educational sessions over the Web in real-time or on-demand.  |
| Webconferencing        | Web browser-based videoconferencing.   |
| Working Group          | 1) A meeting at which participants learn about a specific subject by means of practical "hands-on" application to that subject. 2) A meeting at which the participants discuss a particular subject, usually with the expectation of arriving at a common position within the group for proposing a solution to the problem. |
| Workshop               | 1) Meeting of several persons for intensive discussion. 2) Training session in which participants, often through exercises, develop skills and knowledge in a given field.   |
| <b>"X" - "Y" - "Z"</b> |  |
| Yield Management       | Computer program that uses variable pricing models to maximize the return on a fixed (perishable) inventory, such as hotel rooms, based on supply-and-demand theory. Also referred to as Revenue Management.   |
| Zero-Based Budgeting   | The process of building a budget without benefit of a previous year's budget.  |



# **ATTACHMENT P**

## **Travel & Transportation Terms**



# TRAVEL & TRANSPORTATION TERMS

## "A"

|               |   |
|---------------|---|
| Accommodation | Any seat, berth, room, or service provided and/or sold to a guest, attendee or passenger. |
| Airport Hotel | Hotel located near a major airport; usually does not have recreational facilities.        |

## "B"

|                   |  |
|-------------------|--|
| Bed and Breakfast | (B&B) 1) A guesthouse, small hotel or private home that offers overnight accommodations and breakfast for paying guests. 2) Sleeping room rate includes breakfast. |
| Bell Captain      | A hotel employee who supervises the work of staff whose primary responsibility is to carry luggage, run errands, etc. at a hotel or club.                          |
| Blackout Dates    | Certain dates or periods when travel on specific fares is not permitted, usually during holiday or peak travel times.  |
| Book              | To reserve flights or accommodations for a passenger or guest.   |
| Bump              | To remove or replace an airline passenger holding a reserved ticket.   |

## "C"

|              |  |
|--------------|--|
| Carrier      | An airline, railroad, bus company, steamship line or other entity responsible for the carrying of people and/or freight. |
| Cut-Off Time | Hour when a non-guaranteed reservation must be filled or it may be cancelled.  |

## "D"

|                              |  |
|------------------------------|--|
| Denied Boarding Compensation | Refund of airfare or payment to passenger when airline fails to honor a confirmed reservation within two hours of scheduled departure.   |
| Direct Flight                | Flight between two points on the same aircraft. There may be stops, but no plane changes.  |
| Dishonored Reservation       | If a hotel accepts a reservation but can't provide a room, the hotel has breached the contract and the injured guest is owed damages. The usual term is for the guest to be compensated for the first night to stay at the second hotel and usually reimbursement for transportation between the hotel and the second hotel. |
| Double Booking               | Two or more reservations made for the same traveler for the same dates. Can be canceled by the airlines if discovered as they consider this a violation of their ticketing rules.  |

## "E"- "F"- "G"- "H"

|                       |   |
|-----------------------|---|
| Hotel Classifications | There is no official classification or accepted rating system for U.S. hotels, but the following definitions are generally understood: BUDGET - Budget hotels/motels are reasonably priced accommodations. They provide a room with a bed, TV, telephone and shower as well as free parking. They often do not have room service or a restaurant. DELUXE - a top-grade hotel, all rooms have a private bath; all the usual public rooms and services are provided a high standard of decor and service is maintained. FIRST CLASS and LUXURY - Many luxury hotels in the U.S. exist in large cities, offering a number of special services to the business and leisure traveler. A U.S. first class hotel offers first rate restaurants, banquet and conference rooms, valet service, room service, cable TV and complimentary morning newspapers. MODERATE - These hotels have on-site restaurants, bar and perhaps conference rooms, as well as the basic services. |
| Hotel Reservation     | A contract between the hotel to provide a guest room on certain dates and rate and the guest who agrees to use the hotel on the specified dates at the agreed upon rate (and any other terms). If the guest breaches the reservation, the hotel is owed damages. The usual term is the payment of one-night's room rate (they shouldn't charge you if they sell out. They also shouldn't charge tax unless required by state or local law).   |
| House                 | A synonym for hotel commonly used within the industry. Examples are: full house, house count, house income, house bank and house charge.  |
| House Count           | Number of guests or sleeping rooms actually occupied on a particular night.   |
| Housing Report        | Document detailing housing utilization (reservations, pickup, etc.).  |

**"I"**

|                        |  |
|------------------------|--|
| IPO Individual Pay Own | "IPO" on a rooming list informs the hotel that the attendee will pay for his/her own room, tax and incidentals.              |
| In-House               | Company's travel reservations and ticketing occur in the company's travel department staffed by the company's own personnel. |
| Involuntary Upgrade    | Airline moves passenger to higher priced class at no charge.   |
| Itinerary              | All portions, from beginning to end, of a passenger's trip even though separated by gaps; a day-to-day plan.                 |

**"J" - "K"**

|              |   |
|--------------|---|
| Jet Lag      | The physical condition, often characterized by insomnia, lack of appetite and short temper; resulting from long-distance travel through several time zones. |
| Joint Fares  | Through-fare for travel on two or more airlines.  |
| Junior Suite | A hotel room that features a separate living-sitting area (although not a separate room), in addition to the bedroom.                                       |

**"L"**

|                   |  |
|-------------------|--|
| Late Cancellation | A reservation canceled after the appropriate time specified by the carrier.          |
| Layover           | A city on an itinerary where a passenger deplanes and spends time before continuing. |
| Leg               | The part of a trip between two scheduled stops.                                      |

**"M"**

|                        |  |
|------------------------|--|
| Maximum Pick-Up Number | Every week leading up to an event, the event organizer should receive a room pick-up report from each hotel involved in the event. One of those weeks will have a very high number (which is the maximum pick-up number). This information is important to include in a POST EVENT REPORT. |
| Meet and Greet         | Service for meeting and greeting a person upon arrival in a city, and assisting him/her with entrance formalities, collecting baggage and obtaining transportation.  |
| Metropolitan Hotel     | Hotel located in the downtown area of a large city; usually close to shopping and other points of interest.  |
| Misconnect             | Insufficient time is allowed for connection between planes.  |
| Missed Connection      | A term to describe the situation when a passenger fails to transfer to a flight.   |
| Motel                  | An establishment that provides housing with limited services for persons away from home.   |
| Motor Coach            | A large, comfortable, well-powered bus that can transport groups and their luggage over long distances.  |

**"N"**

|                     |  |
|---------------------|--|
| Non-Refundable Fare | A fare that, once issued, cannot be refunded. Most non-refundable tickets are re-usable to some degree and can be used toward future travel on the same carrier for the same passenger if rebooked prior to the original date of travel. |
| Non-Transferable    | A ticket that cannot be changed to another name once issued.   |
| No-Show             | The cost of a room charged to the meeting master bill if an attendee does not arrive and/or cancels the room reservation.  |

**“O”**

|                        |   |
|------------------------|---|
| Official Airline Guide | (OAG) A publication listing airline timetables and fare information worldwide.  |
| One for Fifty          | Often represented as 1/50. Facility complimentary room policy: one complimentary room night for every fifty room nights picked up and paid for. Complimentary policies vary per hotel and/or event. |
| Overbooking            | The practice of confirming more seats or rooms than are actually available.   |
| Overnight Stays        | The total nights spent by an attendee at a housing facility during an event, and before and after the event.  |

**“P”**

|            |  |
|------------|--|
| Passport   | A government issued document that allows the citizen of one country to travel into other countries. Required for all international travel.   |
| Peak Night | Referring to the night during an event when most rooms are occupied by those in attendance.  |
| Penalty    | The fee imposed by an airline to change or cancel flights once the ticket (usually a discounted advance purchase) has been issued.   |
| Per Diem   | Per Day  |
| Pick-Up    | Number of facility guest rooms actually used out of a room block.  |
| PNR        | Passenger Name Record A record a travel counselor creates in a CRS / GDS when making a reservation for a traveler. It contains information about a traveler's itinerary that includes the identifying code letters and numbers assigned to the reservation. The PNR forms the basic unit of information from which travel management reports are compiled. |

**“Q” - “R”**

|              |   |
|--------------|---|
| Rack Rate    | Facility's standard, pre-established gu??????_?????O  |
| Room Block   | Total number of sleeping rooms that are utilized and attributable to one event.   |
| Room Nights  | Number of rooms blocked or occupied multiplied by number of nights each room is reserved or occupied.   |
| Room Pick Up | The number of sleeping rooms actually used by event attendees and exhibitors.   |
| Rooming List | A list, whether printed or electronic, by which an event organizer and/or their designates (e.g. a housing bureau) delivers multiple reservations to a hotel or other housing facility. |
| Round Trip   | Travel from origin to destination and return to origin via the same cities.   |

**“S”**

|                  |   |
|------------------|---|
| Shuttle          | A vehicle, usually a bus, repeatedly traveling between two points, usually for a short distance and often on a regular basis.   |
| Sky Cap          | Airport porter who handles baggage.   |
| Standby          | Attempt to travel on a flight without a confirmed reservation, if space is available.   |
| Suburban Hotel   | Hotel on the outskirts of a large city, which may or may not be near local attractions.   |
| Suite            | Combination of interconnecting rooms generally containing a sitting room with a half-bathroom and one or more sleeping rooms.   |
| Suite Hotel      | A hotel whose entire inventory of sleeping rooms have separate bedroom, bathroom, living room or parlor areas, and possibly a kitchenette or other special features.  |
| Supersaver Fares | Marketing term used by some carriers to describe some categories of discount fares, usually applied to fares requiring seven (7), fourteen (14), twenty one (21) day advance purchase and stay over a Saturday night. The reservation is subject to cancellation if the ticket is not purchased before the time set by the carrier. If your reservation is booked by an agency, the airline considers it ticketed and sets no time limit. |

**"T"**

Transfers Pre-arranged private transportation that will take attendees between the airport and the meeting venue.  
Turn-Down Service Early evening service in which beds are prepared for sleeping. Usually includes replacement of bathroom linens, perhaps leaving the lights on, turning on a radio, or adding candy on the pillow.

**"U" - "V" - "W"**

Visa A stamp or endorsement usually placed in a passport by a consulate allowing a person to enter a country and visit for a certain period of time.  
Voluntary Upgrade Individual moves to higher priced class of service or accommodations for additional fare.

**"X" - "Y" - "Z"**

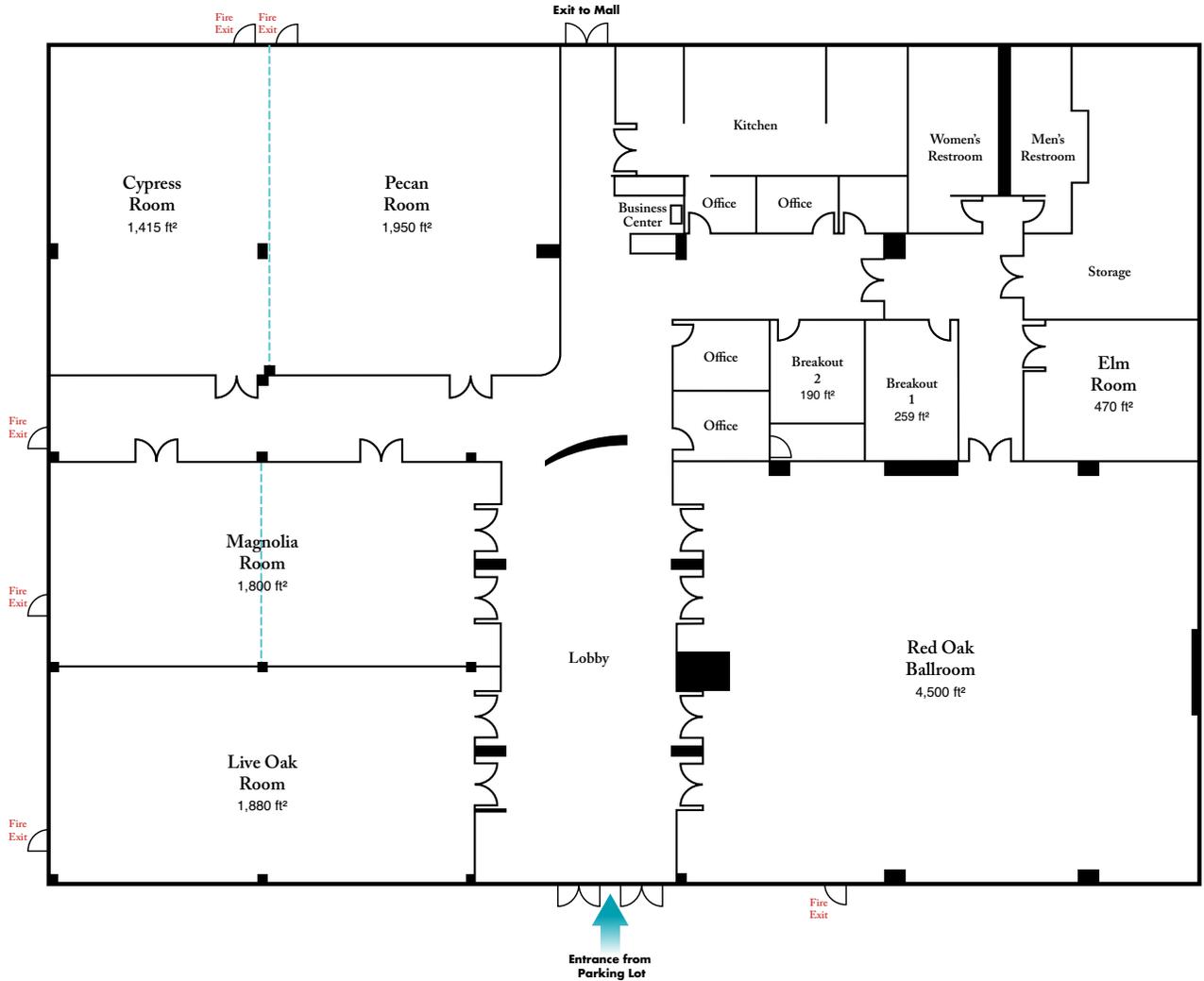
Zone Fares Unpublished rates offered from the areas of the U.S. and Canada to specified event destinations; they do not require Saturday night stay over.

# **ATTACHMENT Q**

## **Norris Conference Centers – Floor Plans**

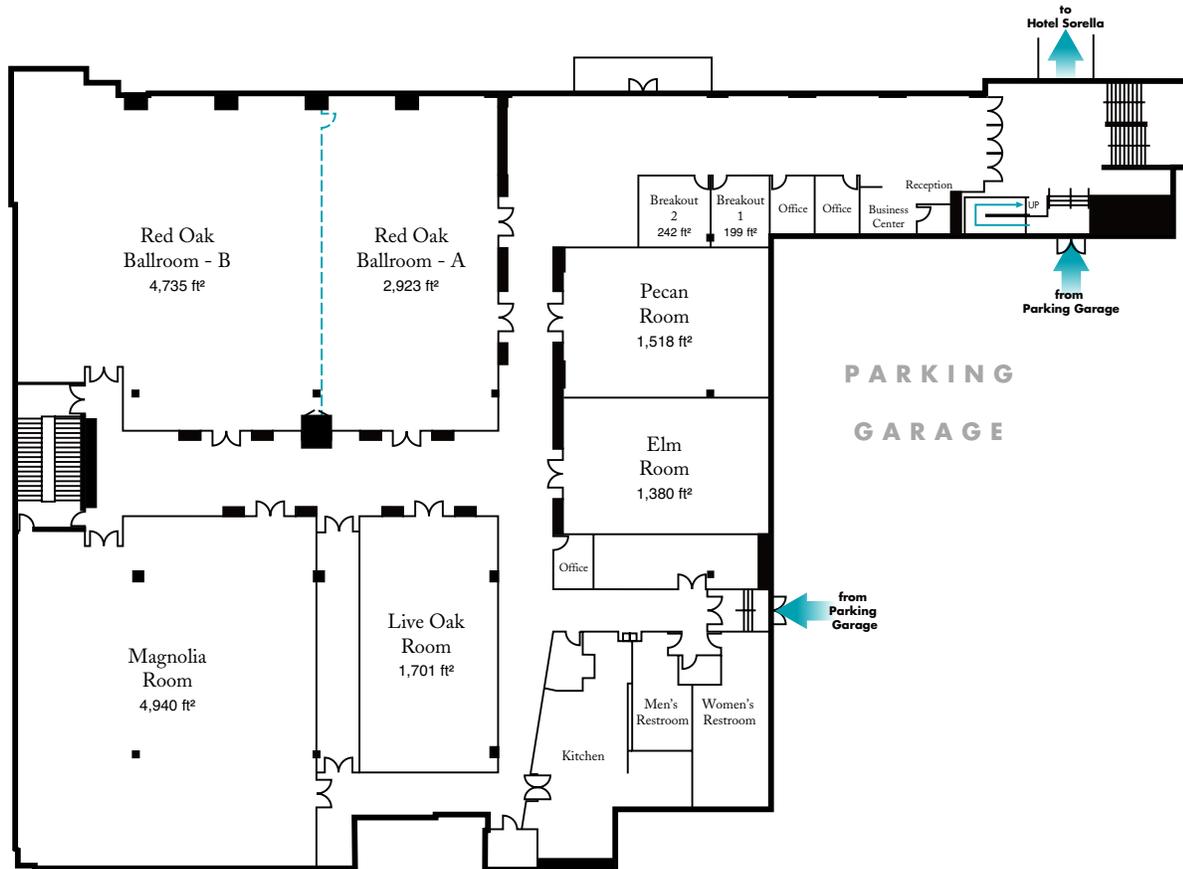


## Norris Conference Centers - Austin



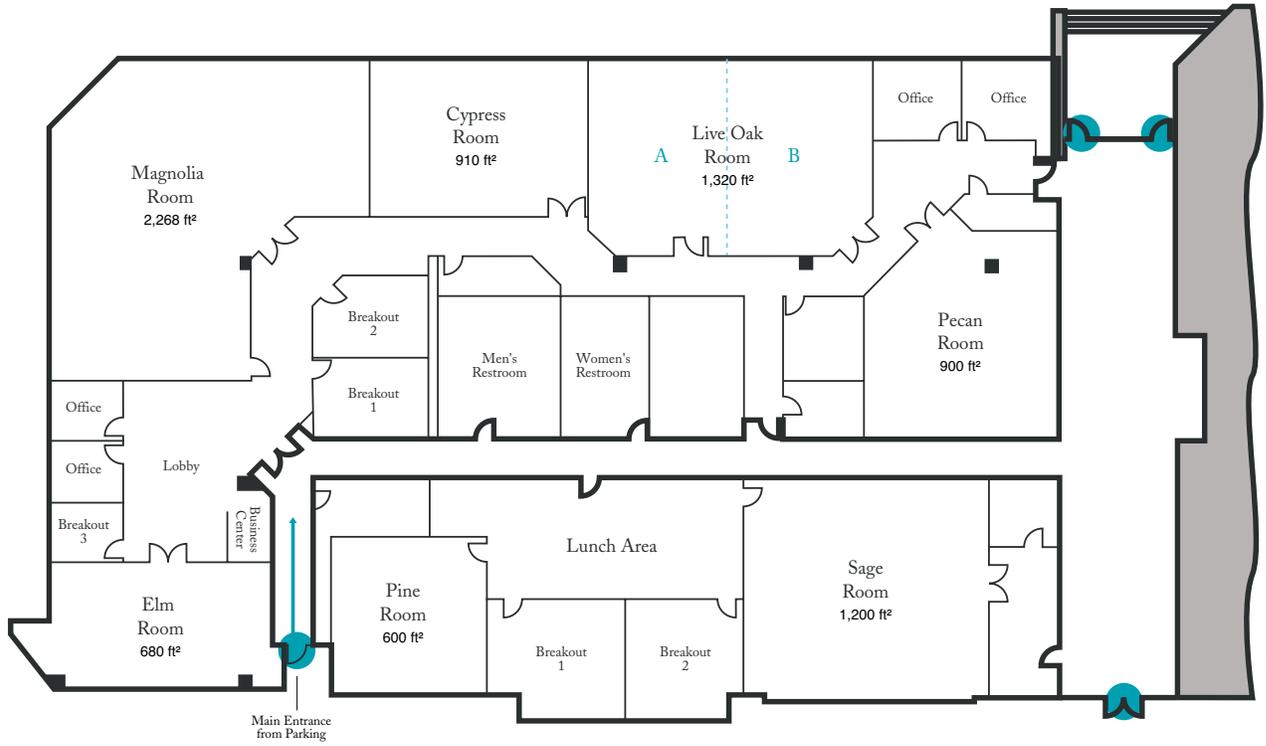
| Austin     | Sq. Ft. | Room Dimensions | Theatre | Classroom | Rounds 60" 8 per | Rounds 72" 10 per | Semi Circle 5 per | U-Shape |
|------------|---------|-----------------|---------|-----------|------------------|-------------------|-------------------|---------|
| ROB        | 4,493   | 60 x 70         | 450     | 250       | 264              | 250               | 165               | 60      |
| Live Oak   | 2,159   | 31 x 61         | 150     | 108       | 96               | 100               | 60                | 40      |
| Magnolia   | 2,048   | 29 x 61         | 146     | 102       | 88               | 90                | 60                | 34      |
| Magnolia A | 1,050   | 30 x 35         | 50      | 32        | 40               | 50                | 30                | 30      |
| Magnolia B | 690     | 30 x 23         | 50      | 30        | 40               | 50                | 30                | 25      |
| Cypress    | 1,434   | 30 x 47         | 120     | 70        | 72               | 70                | 50                | 32      |
| Pecan      | 1,995   | 42 x 47         | 160     | 110       | 104              | 110               | 70                | 40      |
| Elm        | 470     | 20 x 20         | 20      | 20        | 24               | 30                | 15                | 14      |

## Norris Conference Centers - Houston/CityCentre



| Houston/CC             | Sq. Ft. | Room Dimensions | Theatre | Classroom | Rounds 60"<br>8 per | Rounds 72"<br>10 per | Semi Circle<br>5 per | U-Shape |
|------------------------|---------|-----------------|---------|-----------|---------------------|----------------------|----------------------|---------|
| Red Oak Ballroom - A-B | 7,658   | 106 x 74        | 638     | 382       | 448                 | 430                  | 280                  | 120     |
| Red Oak Ballroom - A   | 2,923   | 40 x 74         | 244     | 146       | 168                 | 160                  | 105                  | 60      |
| Red Oak Ballroom - B   | 4,735   | 66 x 70         | 395     | 236       | 280                 | 260                  | 175                  | 98      |
| Pecan                  | 1,518   | 46 x 33         | 110     | 70        | 80                  | 50                   | 50                   | 28      |
| Live Oak               | 1,701   | 30 x 56         | 142     | 86        | 104                 | 90                   | 65                   | 36      |
| Magnolia               | 4,940   | 76 x 65         | 412     | 248       | 288                 | 270                  | 180                  | 102     |
| Elm                    | 1,380   | 46 x 30         | 100     | 60        | 70                  | 50                   | 50                   | 24      |

## Norris Conference Centers - Houston/Westchase



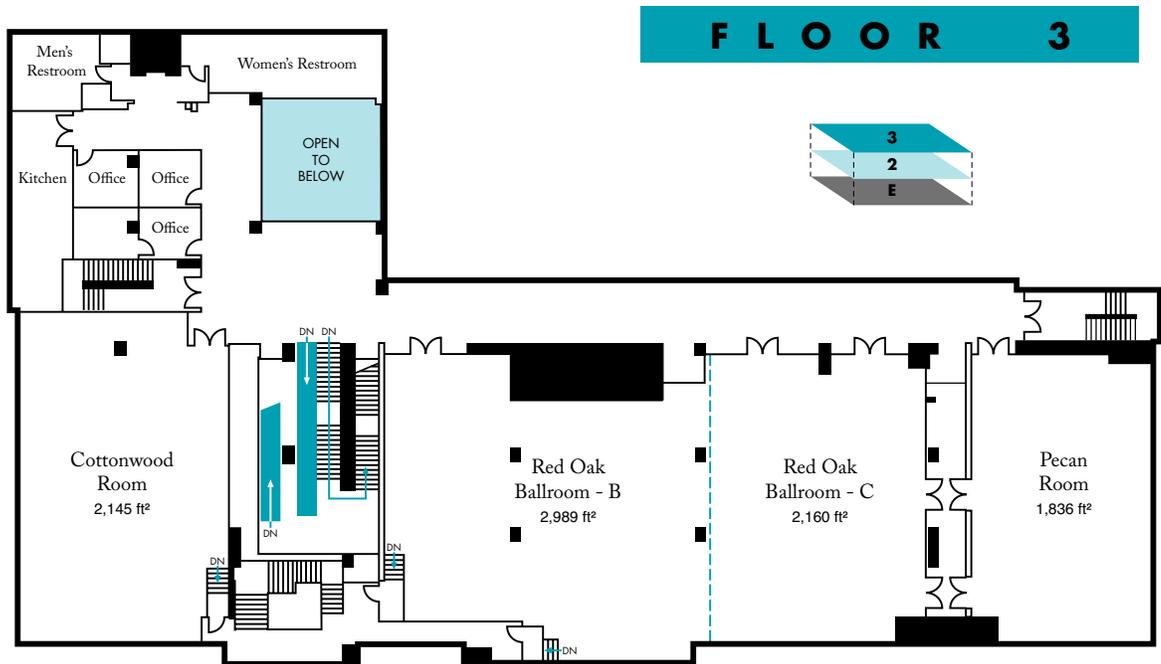
| Houston/Westchase | Sq. Ft. | Room Dimensions | Theatre | Classroom | Rounds 60" 8 per | Rounds 72" 10 per | Semi Circle 5 per | U-Shape |
|-------------------|---------|-----------------|---------|-----------|------------------|-------------------|-------------------|---------|
| Elm               | 680     | 20 x 34         | 50      | 34        | 40               | 40                | 25                | 14      |
| Magnolia          | 2,268   | 42 x 54         | 180     | 114       | 136              | 130               | 85                | 36      |
| Cypress           | 910     | 26 x 35         | 70      | 46        | 56               | 50                | 35                | 18      |
| Live Oak          | 1,320   | 30 x 44         | 110     | 66        | 80               | 70                | 50                | 28      |
| Live Oak - A      | 600     | 30 x 20         | 50      | 30        | 32               | 30                | 20                | 12      |
| Live Oak - B      | 720     | 30 x 24         | 60      | 36        | 40               | 40                | 25                | 16      |
| Pecan             | 900     | 30 x 30         | 70      | 46        | 56               | 50                | 35                | 18      |
| Sage              | 1,200   | 30 x 40         | 100     | 60        | 72               | 70                | 45                | 26      |
| Pine              | 600     | 24 x 26         | 50      | 30        | 32               | 30                | 20                | 12      |

## Norris Conference Centers - Fort Worth



| Fort Worth - Floor 2 | Sq. Ft. | Room Dimensions | Theatre | Classroom | Rounds 60"<br>8 per | Rounds 72"<br>10 per | Semi Circle<br>5 per | U-Shape |
|----------------------|---------|-----------------|---------|-----------|---------------------|----------------------|----------------------|---------|
| ROB - A              | 3,196   | 47 x 68         | 240     | 144       | 160                 | 180                  | 120                  | 44      |
| Live Oak             | 2,240   | 40 x 56         | 196     | 100       | 136                 | 150                  | 70                   | 32      |
| Cypress              | 1,680   | 35 x 48         | 108     | 64        | 72                  | 80                   | 45                   | 22      |
| Sage                 | 1,855   | 35 x 53         | 150     | 72        | 104                 | 120                  | 65                   | 28      |
| Magnolia             | 1,836   | 34 x 54         | 145     | 64        | 96                  | 110                  | 45                   | 20      |

## Norris Conference Centers - Fort Worth



| Fort Worth - Floor 3 | Sq. Ft. | Room Dimensions | Theatre | Classroom | Rounds 60"<br>8 per | Rounds 72"<br>10 per | Semi Circle<br>5 per | U-Shape |
|----------------------|---------|-----------------|---------|-----------|---------------------|----------------------|----------------------|---------|
| Cottonwood           | 2,145   | 39 x 55         | 196     | 100       | 136                 | 150                  | 70                   | 32      |
| ROB - B & C          | 5,050   | 101 x 50        | 365     | 150       | 296                 | 340                  | 100                  | 0       |
| ROB - B              | 2,989   | 49 x 61         | 197     | 86        | 160                 | 180                  | 95                   | 0       |
| ROB - C              | 2,160   | 40 x 54         | 160     | 100       | 112                 | 120                  | 70                   | 0       |
| Pecan                | 1,836   | 34 x 54         | 145     | 64        | 96                  | 110                  | 45                   | 20      |

## Norris Conference Centers - San Antonio



| San Antonio     | Sq. Ft. | Room Dimensions | Theatre | Classroom | Rounds 60" 8 per | Rounds 72" 10 per | Semi Circle 5 per | U-Shape |
|-----------------|---------|-----------------|---------|-----------|------------------|-------------------|-------------------|---------|
| Cypress         | 1350    | 38.5 x 35       | 130     | 60        | 72               | 80                | 50                | 28      |
| Live Oak        | 1380    | 38.5 x 36       | 130     | 60        | 80               | 80                | 50                | 28      |
| Elm             | 1620    | 45 x 36         | 150     | 70        | 96               | 90                | 60                | 34      |
| Pecan           | 1710    | 45 x 38         | 170     | 80        | 96               | 100               | 60                | 36      |
| Magnolia        | 1750    | 46 x 38         | 170     | 80        | 96               | 100               | 60                | 36      |
| ROB B           | 7700    | 92 x 84         | 900     | 400       | 480              | 430               | 285               | 160     |
| ROB B - Salon 1 | 3800    | 45 x 84         | 480     | 200       | 224              | 210               | 140               | 80      |
| ROB B - Salon 2 | 1980    | 45 x 44         | 180     | 95        | 112              | 110               | 75                | 42      |
| ROB B - Salon 3 | 1800    | 45 x 40         | 210     | 100       | 112              | 100               | 65                | 38      |
| ROB A           | 4200    | 60 x 70         | 420     | 204       | 232              | 230               | 150               | 84      |
| Covered Patio   | 1800    | 60 x 30         | 158     | 94        | 104              | 110               | 70                | 40      |
| Breakout 1      | 216     | 12 x 18         | 18      | 10        | 8                | 10                | 10                | 0       |
| Breakout 2      | 121     | 11 x 11         | 11      | 6         | 8                | 10                | 5                 | 0       |
| Breakout 3      | 132     | 11 x 12         | 11      | 6         | 8                | 10                | 5                 | 0       |