



**CONVENTION  
CONNECTIONS, INC.**

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## **5 Hotel Contracting Tips When Planning Your Next Convention, Conference or Meeting**

- 1) Never accept a standard hotel contract. Standard hotel contracts are typically one-sided to benefit the hotel. Multiple performance driven clauses that are written in favor of the hotel are typically included in the hotel's contract. Make sure you understand all of these clauses before signing the contract.
- 2) Fully understand the value and history of your convention, conference or meeting. It is important to know how your meeting has performed in the past as related to what you are requesting in the contract. Hotels will become much more agreeable to items in the contract if you have a proven history. Specifically, make sure to track your room pickup, food and beverage expenditures, audio visual expenditures, shipping costs and any other ancillary costs.
- 3) Request that the hotel assign meeting room names in the contract. In most hotel contracts, they will only list your agenda with the type of room set up and the number of people anticipated in attendance for each function. If pushed, the hotel will sometimes identify the meeting room assignments by name in the contract. It is very important to crosscheck their meeting space assignment with their capacity charts. If you are interested in some convention, conference or meeting planning tools to help assess whether the meeting space will properly accommodate your convention, conference or meeting, please feel free to contact me at [kendall@convention-connections.com](mailto:kendall@convention-connections.com) or 804-477-6098.
- 4) Always have multiple options available to leverage your business. At Convention Connections, Inc. we perform thorough market research of each location for our clients at no cost to them. This allows for a competitive bid environment to take place which ultimately gives our clients multiple options to consider. There is nothing better than having a "Plan B" when negotiating with the hotel that you prefer. If you would like to see a sample of a thorough market analysis, please feel free to contact me at [kendall@convention-connections.com](mailto:kendall@convention-connections.com) or 804-477-6098.
- 5) Remember everything is negotiable. This is an overused phrase, but when you review the contract provided by the hotel look at each contract clause and prioritize what items are most important to you. Yes, rate is important, but there are many other items that hotels will negotiate to earn your business. Please feel free to contact me at [kendall@convention-connections.com](mailto:kendall@convention-connections.com) or 804-477-6098 for other items we have negotiated in our 18 years of negotiating hotel, convention center and coliseum contracts.

Good luck with your next convention, conference or meeting. If I can help in anyway please feel free to contact me at [kendall@convention-connections.com](mailto:kendall@convention-connections.com) or 804-477-6098.