

# David L. Lawrence Convention Center Booking Guidelines

The following are guidelines only. It may be appropriate to act other than as suggested by these guidelines in order to increase the utilization of the Center and the economic impact to the region. The relative merits of each potential booking will be considered on a case by case basis. Factors to be considered will include, but not limited to, time of year, hotel occupancy, other events in the building and potential of other bookings.

Off Peak = January through March, August – first half September, second half November through December

Peak = April through July, second half September through first half November

## Four years and out

Peak:	Event Size =	Minimum of 120k gsf of Exhibit Hall Space
	PRN =	1200
Off Peak:	Event Size =	Minimum of 80k gsf of Exhibit Hall Space
	PRN =	800

## 3 years – 4 years out

Peak:	Event Size =	Minimum of 100k gsf of Exhibit Hall Space
	PRN =	1000
Off Peak:	Event Size =	Minimum of 60k gsf of Exhibit Hall Space
	PRN =	600

## 2 years – 3 years out

Peak:	Event Size =	Minimum of 60k gsf of Exhibit Hall Space
	PRN =	600
Off Peak:	Event Size =	Minimum of 40k gsf of Exhibit Hall Space
	PRN =	400

## 18 months – 2 years out

Peak:	Event Size =	Minimum of 20k gsf of Exhibit Hall Space
	PRN =	200
Off Peak:	Event Size =	Minimum of 10k gsf of Exhibit Hall Space
	PRN =	100

## 9 months – 18 months

Minimum of \$60k in F & B

## Inside of 9 months

*Open to all events*

***Please note events that do not meet the outlined guidelines, must have the approval of the Vice President, Convention Sales from VisitPittsburgh or the Director of Sales & Marketing from the DLCC to move forward with a space hold at the DLCC.***

*Effective January 1, 2019*