

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 100kgsf of Exhibit Hall Space
	PRN =	1000
Off Peak:	Event Size =	Minimum of 50kgsf of Exhibit Hall Space
	PRN =	500

3 years – 4 years out

Peak:	Event Size =	Minimum of 80kgsf of Exhibit Hall Space
	PRN =	800
Off Peak:	Event Size =	Minimum of 40kgsf of Exhibit Hall Space
	PRN =	400

2 years – 3 years out

Peak:	Event Size =	Minimum of 40kgsf of Exhibit Hall Space
	PRN =	400
Off Peak:	Event Size =	Minimum of 20kgsf of Exhibit Hall Space
	PRN =	200

18 months – 2 years out

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

9 months – 18 months

Minimum of \$50k in F & B

Inside of 9 months

Open to all events