

Contracts and Food & Beverage



Dana Aragon, R.T.(R)(M), CAE
*Vice President of
Affiliate and Member Relations*

Meet the Speakers



Chris Pauley, CEM, CMP
Director of Meetings and Conferences



Mitch Biersner, M.T.A., CMP, DES
Meeting Planner

Overview

- Introduction
- Contracts
- Food & Beverage Planning
- Resources
- Q&A

Introduction

Industry Structure

Convention Industry Council (CIC)
CMP

Event Service Professionals Association (ESPA)

International Live Events Association (ILEA)
CSEP

National Association for Catering and Events (NACE)
CPCE

How large is your annual meeting?



Map created using <http://www.amcharts.com>

Small Meetings
(<100 attendees)

How large is your annual meeting?



Map created using <http://www.amcharts.com>

Medium Meetings
 (100-200 attendees)

How large is your annual meeting?



Map created using <http://www.amcharts.com>

Large Meetings
 (>200 attendees)

Contracts

A contract is an agreement between two or more persons (or entities) that creates an obligation to do or not to do a particular thing.



Expectations and Responsibilities



Can't we just be friends??



A contract should include:

- The parties in the agreement
- Room block/contracted meeting space
- How reservations will be made
- Rates (rooms, meeting space, minimums)
 - Include all taxes, service charges, etc.
- Set dates and create a timeline
- Considerations (aka concessions)
- Define the logistics of how the contract will be carried out.
- Method of payment



That's negotiable....

- Number & type of rooms, bed types
- Reduced rate for staff or speaker rooms
- Charges for additional persons
- Dates rooms are available and at what rates
- F&B upgrades and discounts
- Free or discounted Wi-Fi
- Discounted Audio/Visual
- Resort fees
- Amenities, room upgrades, suites

Making a list and checking it twice...



Schedule of Events

	Sunday	Monday	Tuesday	Wednesday	Thursday
08:00					
08:30					
09:00					
09:30					
10:00	Combinatorics Prof. Somono 22111	Algebra 2 Prof. Elus 31654		Data Structures Prof. F 54222	
10:30					
11:00					
11:30					
12:00		Algebra 2 Mr. Somono 12884	Calculus 1 Prof. Fox 16701	Algebra 2 Prof. Cox 10224	
12:30					
13:00					
13:30					
14:00			Data Structures Prof. Cox 13111		Calculus 1 Dr. Shi 1204
14:30					
15:00					
15:30					
16:00	Calculus 1 Mr. Ak 14122	Combinatorics Mr. Tice 18411	Combinatorics Mr. K 21008	Data Structures Mr. Shi 14224	
16:30					

- Set-up
- Dismantle
- Labor hours

Key Clauses

- Attrition
- Cancellation
- Force Majeure

Attrition

- Know what you need
- Review dates - margin for change/reduction
- Policy on resold rooms?
- How does attrition affect other considerations?

Cancellation

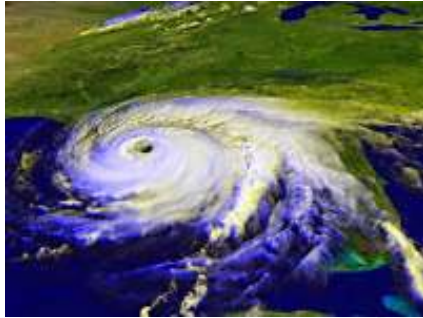


- Cancellation schedule with specific fees & damages
- Liquidated Damages

Cancellation/Liquidated Damages

- Cancellation between contract executed and Monday, June 20, 2016
 - 50% of contracted room revenue, 10% of Food & Beverage guarantee
- Between Tuesday, June 21, 2016 and Monday, December 19, 2016
 - 75% of contracted room revenue, 40% of Food & Beverage guarantee
- Between Tuesday, December 20, 2016 and scheduled event date
 - 90% of contracted room revenue, 60% of Food & Beverage guarantee

Force Majeure



EARTHQUAKES
EARTHQUAKES

Other features...

- Renovation/Change of Ownership
- Quiet Use (aka quiet enjoyment)
- Liquor Liability
- Affiliate Groups
- Walk Clause

Don't be shy - - ask questions!



Read carefully!

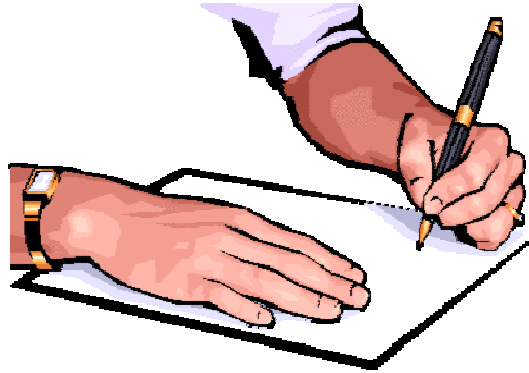


Don't allow clauses to be "absent"



Specificity is key...

Never handwrite changes



Don't be rushed.....





Seek balance...

Food & Beverage Planning

Three Keys to Success

- Determine your food and beverage requirements
- Communicate those requirements to either the venue or your caterer
- Adhere to local, state and federal regulations

Why are you providing food?



Why are you providing food?



Why are you providing food?



Why are you providing food?



When are you providing food?



Create an attendee profile

- How many people have you served at each meal function?
- For how many did you order?
- When do they prefer to eat?
- What is the gender make up?
- What do they prefer to eat?
- Any expectations?

Beverage Calculation Guidelines

How Much Should You Order?			
For a Morning Break, Attendance...			
Drinks	All Male	All Female	50/50
Regular Coffee	x 60%	x 50%	x 55%
Decaf Coffee	x 20%	x 25%	x 25%
Tea	x 10%	x 15%	x 10%
Soda	x 25%	x 25%	x 25%
For an Afternoon Break, Attendance...			
Drinks	All Male	All Female	50/50
Regular Coffee	x 35%	x 30%	x 35%
Decaf Coffee	x 20%	x 20%	x 20%
Tea	x 10%	x 15%	x 10%
Soda	x 25%	x 70%	x 70%

Source: Convention Industry Council Manual, 9th Edition (2014)

Breakfast

Continental



Full Buffet



Breaks

- **Per person**
 - Pay a flat rate for beverage and snack
- **On consumption**
 - You are only charged what is consumed
- **Complete Meeting Package (CMP)**
 - Part of total cost for AV, meeting space rental, service charges, etc.

Lunches and Dinners

- Buffet
- Banquet
- Boxed

- Pre-set salads, desserts and/or beverages
- Double-sided buffets

- Passport program

Receptions



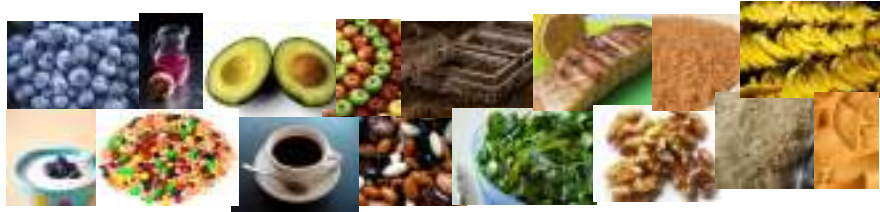
- Gather people in one place
- In place of dinner, budget-friendly



- Butler Service

Trends

- Local and sustainable
- Nutritious offerings
- Brain Foods
 - Limit the amount of processed foods and sugars



How much coffee to order?

100 people will drink coffee or tea

6 ounce mug = 600 ounces / 128 ounces =
5 gallons x \$50/gallon = \$250

16 ounce cup = 1,600 ounces / 128 ounces =
13 gallons x \$50/gallon = \$650

Beverage Service

- Budget
- Host impression
- Guest expectations
- Gender
- Average age of attendees
- Trends
- Location
- Season
- What is being served

Bar Type

- Cash or No-host
- Open or Host
- Per-Person
- Combination or Limited Consumption
- On Consumption

Beverage Trends & Tips

- Signature cocktail / themed drink
- Keg beer
- Pour-control methods
- Drive-home service
- High protein, low salt, mild/moderate spice
- Nonalcoholic alternatives
- Close the bar early

Communicate Requirements

Banquet Event Orders (BEOs)

- Lists details of service
- FINAL reference document
- Guarantees**
 - Minimum number of meals paid for
- Overset vs. Overprepare**

Dietary Guidelines/Restrictions

8 Most Common Food Allergens

- Milk
- Eggs
- Fish
- Crustacean shellfish
- Tree nuts (almonds, walnuts, pecans, etc.)
- Peanuts
- Wheat
- Soybeans

Adhere to Laws and Regulations

- What can we do with the leftovers?
 - Bill Emerson Food Donation Act of 1996
 - Legal to donate food without liability
 - Food safety
 - Work with all parties involved
 - Venue
 - Host organization
 - Receiving organization

Resources

Affiliate Resources for Meeting Planning

www.asrt.org/main/about-asrt/affiliates

The screenshot shows the ASRT website's 'Affiliates' page. At the top, there is a navigation bar with links for 'ASRT Organizations', 'ASRT Jobs', 'FAQs', and 'ASRT Foundation'. Below this is a search bar and a 'Log In' button. The main navigation menu includes 'Continuing Education', 'Work and Research', 'Standards and Regulations', 'Career Center', and 'About ASRT'. The 'Affiliates' section is highlighted, and a red box is drawn around the 'Affiliate Resources' link in the left sidebar. The main content area contains the following text:

Affiliates

ASRT Affiliate Relations

An affiliate is an organized group of radiologic technologists who live in a specific region of state. Affiliates sign a membership agreement with the ASRT and share a common mission and purpose with the ASRT. Affiliates provide services for their members, such as: annual conventions, professional networking, local networking, leadership opportunities and community awareness in support of local radiologic technologists.

One of ASRT's greatest strengths is its 34 affiliate societies, which represent the 50 states, the District of Columbia, Washington Puerto Rico and Guam.

To send or request a brochure, e-mail the Affiliate Relations Department at ar@asrt.com.

Affiliate Resources

Learn more about ASRT's affiliate resources and how to get involved in your local ASRT affiliate society.

Affiliate Recruitment

Recruit new members to your local ASRT affiliate society.

Affiliate Development Program

Learn how the ASRT Development Program provides an affiliate with an opportunity to work with ASRT and ultimately become a recognized organization and meet the needs of its members.

The right sidebar contains a 'In This Section' menu with links to 'Contact ASRT', 'Membership', 'Mission and Values', 'ASRT Governance', 'Affiliates', 'ASRT Foundation', 'Doing Business With ASRT', and 'ASRT Mission and Archives'. At the bottom right, there is a 'Sharing Good' logo.

Affiliate Resources for Meeting Planning

www.asrt.org/main/about-asrt/affiliates



Accepted Practices Exchange (APEX)

www.conventionindustry.org/APEX/AdditionalResources.aspx



Q&A

Thank You!