

## **BOOKING GUIDELINES:**

### **First Priority Bookings:**

First priority for dates are given to events which are international, national or regional in nature and which have a significant economic impact to the City and the Greater Tacoma Community and generate maximum number of hotel room nights.

### **Second Priority Bookings:**

Second priority for dates are given to annual multiple day public shows, regional shows or regularly produced public events.

### **Third Priority Bookings:**

Third priority for dates are given to multiple day local events.

### **Other Factors for Consideration:**

- Projected overall economic impact
- Total number of hotel rooms required
- Projected revenue yielded to GTCTC (room rental, food & beverage and other ancillary revenues)
- Time of year & pattern of program
- Potential for repeat business
- Previous history and experience of potential client in other facilities

### Usage Agreement guidelines:

Tentative reservations will be held for 14 days after the request for a Usage Agreement (UA). Usage Agreements may be issued in advance of event date based on the following:

### **Conventions, Conferences & Trade Shows:**

- UA will be issued immediately for groups utilizing 150 or more hotel rooms on peak night or utilize 300 or more total room nights.
- UA will be issued 24 months in advance of the event for groups utilizing 149 or less rooms on their peak night.

### **Multiple Day Events:**

- UA will be issued 24 months in advance of the event using one or more exhibit hall(s) or two or more meeting rooms on multiple days.
- UA will be issued 12 months in advance of the event for groups using one or more meeting rooms for multiple days.

### **Single Day Events:**

- UA will be issued 12 months in advance of event for single day events using one or more exhibit hall(s) and/or two or more meeting rooms.
- UA will be issued six months prior to the event for groups using one meeting room only.