

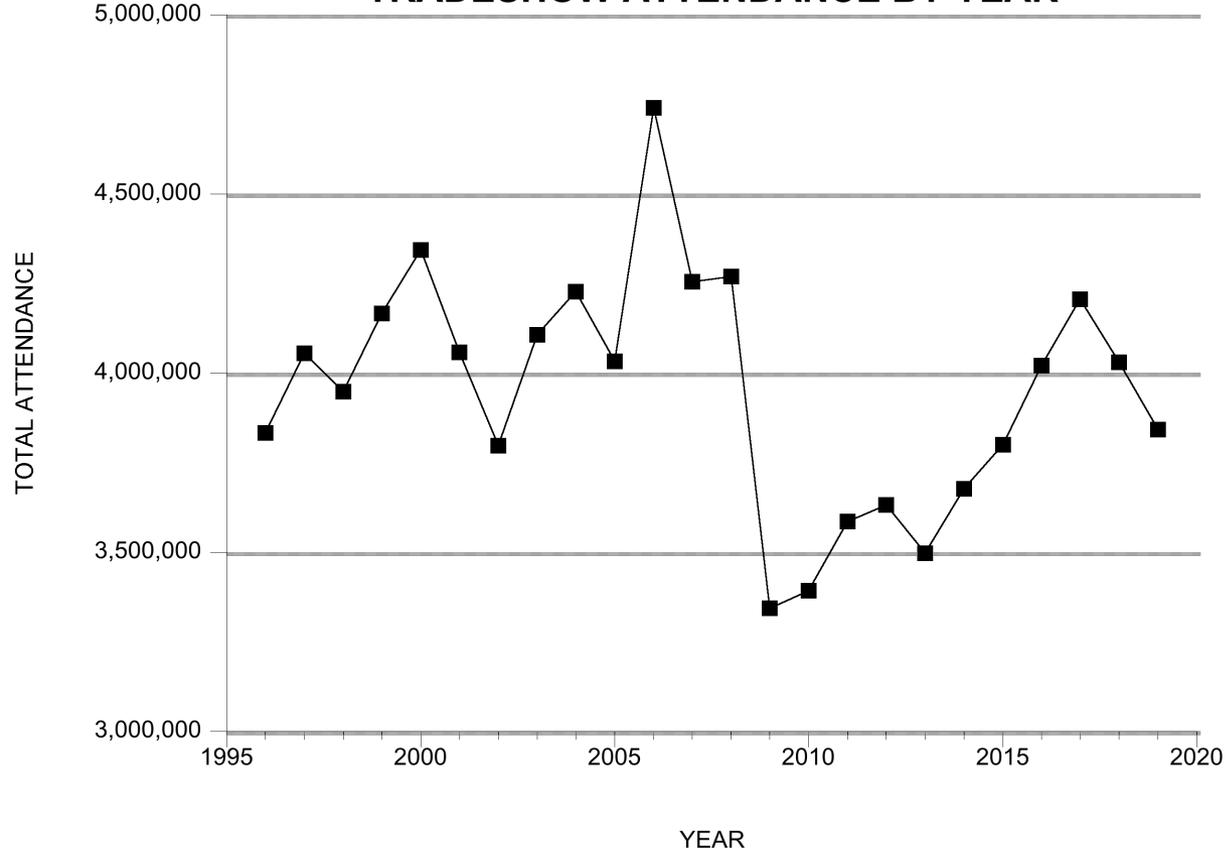
# **THE STATE OF THE CONVENTION INDUSTRY PRE-COVID**

Heywood Sanders

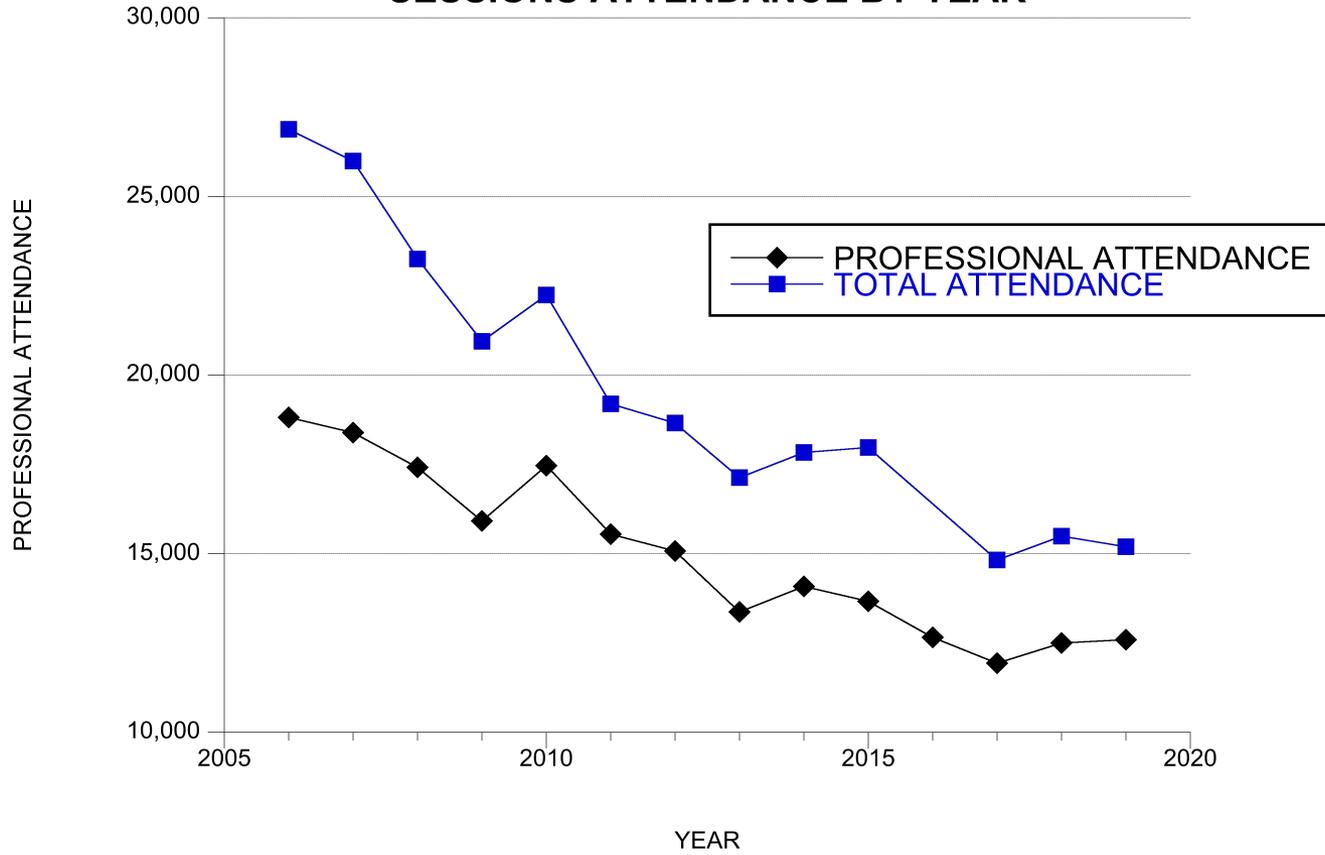
University of Texas at San Antonio

February 16, 2022

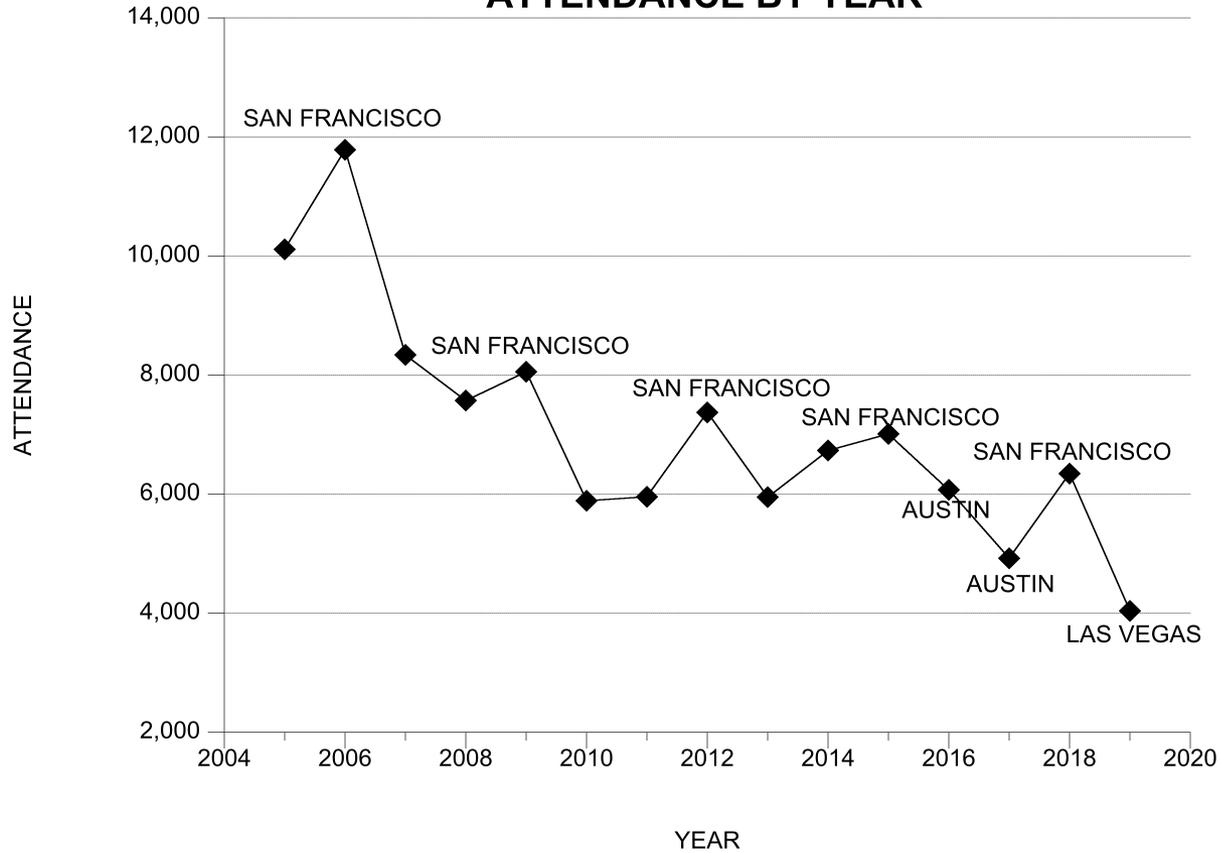
# MAJOR CENTERS CONVENTION AND TRADESHOW ATTENDANCE BY YEAR



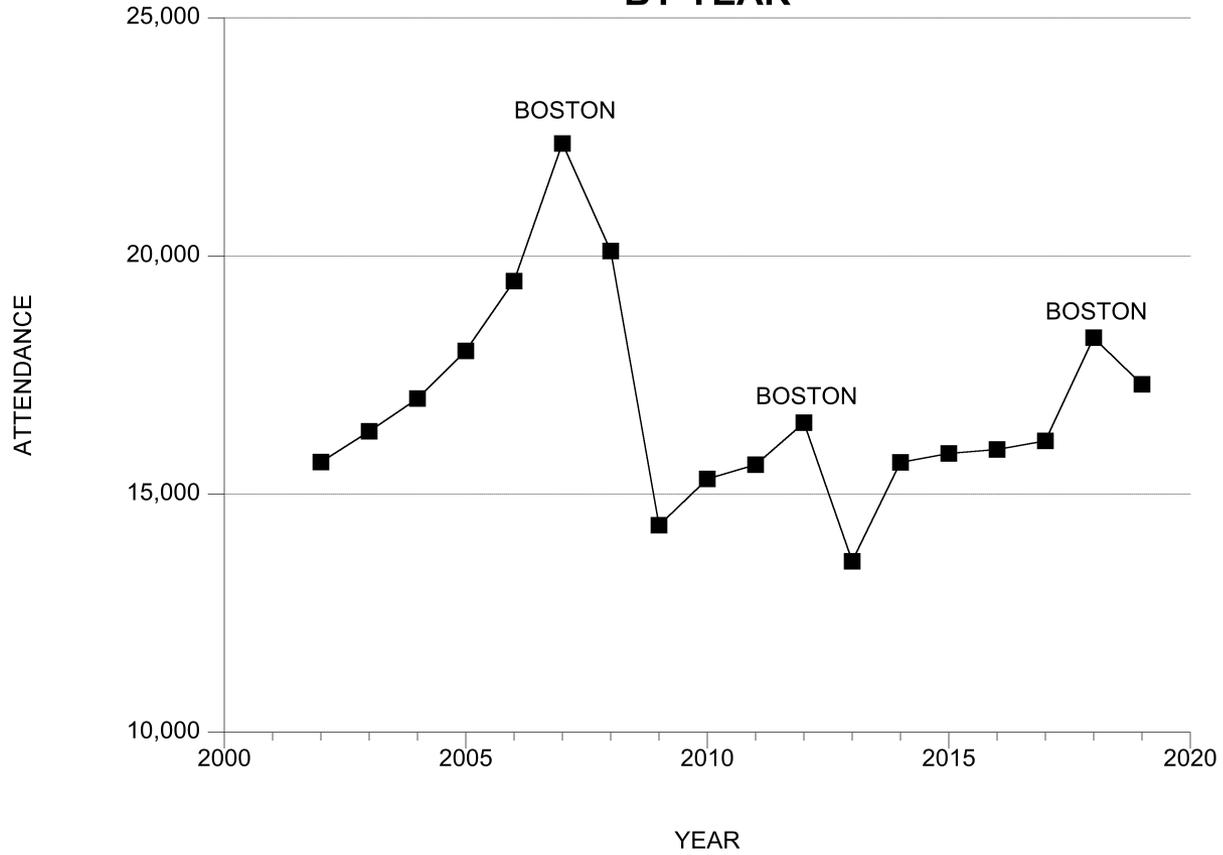
# AMERICAN HEART ASSOCIATION SCIENTIFIC SESSIONS ATTENDANCE BY YEAR



# DESIGN AUTOMATION CONFERENCE ATTENDANCE BY YEAR



# BIO INTERNATIONAL ATTENDANCE BY YEAR



IN THE HIGHLY COMPETITIVE  
CONVENTION MARKET PRE-  
PANDEMIC, DISCOUNTS,  
INCENTIVES, AND FREE RENT DEALS  
HAD BECOME THE NORM



## LEASE AGREEMENT

Lease No. **13124**  
Revised Date **9/16/19**

ORANGE COUNTY, Florida, doing business as the **Orange County Convention Center** (*Center*); P.O. Box 691509, Orlando, FL 32869-1509; Phone: 407-685-9800; and **McDonald's Corporation** (*Lessee*); Attention: Christa Woss, 110 N. Carpenter St., Chicago, IL 60607-2221; Phone: 630-623-3000; hereby enter into this Lease of Center Premises and agree as follows:

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**Sub Total Rent:** \$ 1,615,470.00

Food & Beverage Consideration - Halls	\$-595,970.00
General Session West Exhibit Hall WD	\$-137,991.00
West Exhibit Halls WA-WE Discount	\$-786,879.00
Valencia - Complimentary General Session	\$-83,430.00
W233, W234, W235, W236 Discount	\$-7,170.00
F & B Consideration - West 233, W234, W235, W236	\$-4,030.00

**Total Rent:** **\$ 0.00**



## ANNUAL REPORT 2013-14

### **“Freenix”**

This citywide booking promotion—created in conjunction with the Phoenix Convention Center and downtown hotel partners—offered complimentary convention center rental and free WiFi (at both hotels and the convention center) for clients with citywide conventions slated from 2015 to 2019. This promotion netted



## PHLCVB PROPOSAL

Based on what the Center is currently holding for the Organization for Human Brain Mapping, the PA Convention Center rack rental would be \$204,851.000 in 2017 dollars with a 2% escalator through 2020. We have had the opportunity to review your past spending including food and beverage consumption, utilities and other important variables such as room pick up and amend the rate.

**Based upon all these factors, we are pleased to offer a discounted rate of \$129,851.50 in 2017 dollars with a 2% escalator through 2020 with a minimum net food and beverage spend of \$300,000.00 (excluding taxes and gratuities), pending final approval of the PCCA and client site inspection.**

**Through our partnership with the hotel community, we have arranged for a \$10 rebate per consumed room night to further offset the discounted rate. Based on 80% pick-up, the OHBM can generate \$42,528.00 in revenue (5,316 RN's x .80 x \$10) to further reduce the facility rental to **\$87,323.50** (\$129,851.50 minus \$42,528) **in 2017 dollars with a 2% escalator through 2020 assuming a net food and beverage spend of \$300,000.00.****



Following various credits applied at the conclusion of the event, **the estimated facility rental rate is \$60,012.00.**

The discounted rate shown previously is based on a total collected rental of \$94,712.00. The total rental is then discounted based on a room night credit (RNC) applied to the master account at the conclusion of your event. The final RNC will be calculated based on an average of the previous three years' (2017, 2018, 2019) room night pick up for the OHMB Annual Meeting. The room night credit is *currently estimated at \$4,700.00*. This credit may not exceed total facility rental.

In addition, we will apply a 10% credit onto the master account at the conclusion of your event, based on OHMB **hosted net food and beverage expenditures with the in-house caterer; this credit does not apply to in-conjunction with or concession expenditure.** *For example, if \$300,000.00 is spent, \$30,000.00 will be deducted from the facility final invoice.* This credit may not exceed total facility rental.

**Pricing: \$94,712.00 – \$4,700.00 – \$30,000.00 = \$60,012.00**

**PRIVATE & CONFIDENTIAL**

January 05, 2017

Ms. Anne Beauclaire  
Administrative & Meeting Coordinator  
Organization for Human Brain Mapping  
5841 Cedar Lake Road, Suite 204  
Minneapolis, MN 55416

Bonjour Ms. Beauclaire,

Tourisme Montréal and its partners are delighted to present you with an offer to host the Organization for Human Brain Mapping. We are confirming in this letter the incentives that we are extending your 2020 Annual Conference OHBM.

**Dates**

Meeting space at the Montréal Convention Center and guestrooms in downtown hotels are currently reserved over the dates of June 23 to 30, 2020.

Therefore, the space is offered on a complimentary basis as calculated below:

Rental	Can\$192,724.00
Minus: 50% discount offered by the center (with a minimum F&B of Can\$350,000.00 and minimum AV of Can\$80,000.00)	Can\$96,362.00
Minus: fixed contribution by Tourisme Montréal	Can\$74,212.00
Minus: Can\$10 room rebate offered by the hotels	Estimated at Can\$22,150.00
<b>Balance for you to pay</b>	<b>Can\$0.00</b>