

DANIA DANNEBROG OF CALIFORNIA-NEVADA CONVENTION GUIDELINES

May 7, 2008

After the Modesto Convention 2008, we have collected guidelines for setting up Dania Dannebrog Conventions. For local branches that have not tried to enter such a project, but would like to, either alone, or together with another local branch, the following guidelines may be helpful.

The first 5 pages is a summary of the Contract we in Modesto had with the Double Tree Hotel, which is part of the Hilton Group. It includes complete schedule, room set up for all activities, and drawings for Dania & Dannebrog meetings, and installation room set up
With this summary you should be able to walk in to any major hotel and ask for a bid.

You may ask for more than one bid, but from here on, it is a matter of negotiating prices with your hotel of choice.

The last 3 pages are written by Roger Gearhart and give a good overview of what to do and not to do.

Raffle activities and entertainment is not mention in this guideline, as it is entirely up to the host lodge(s) taste.

Happy future conventions

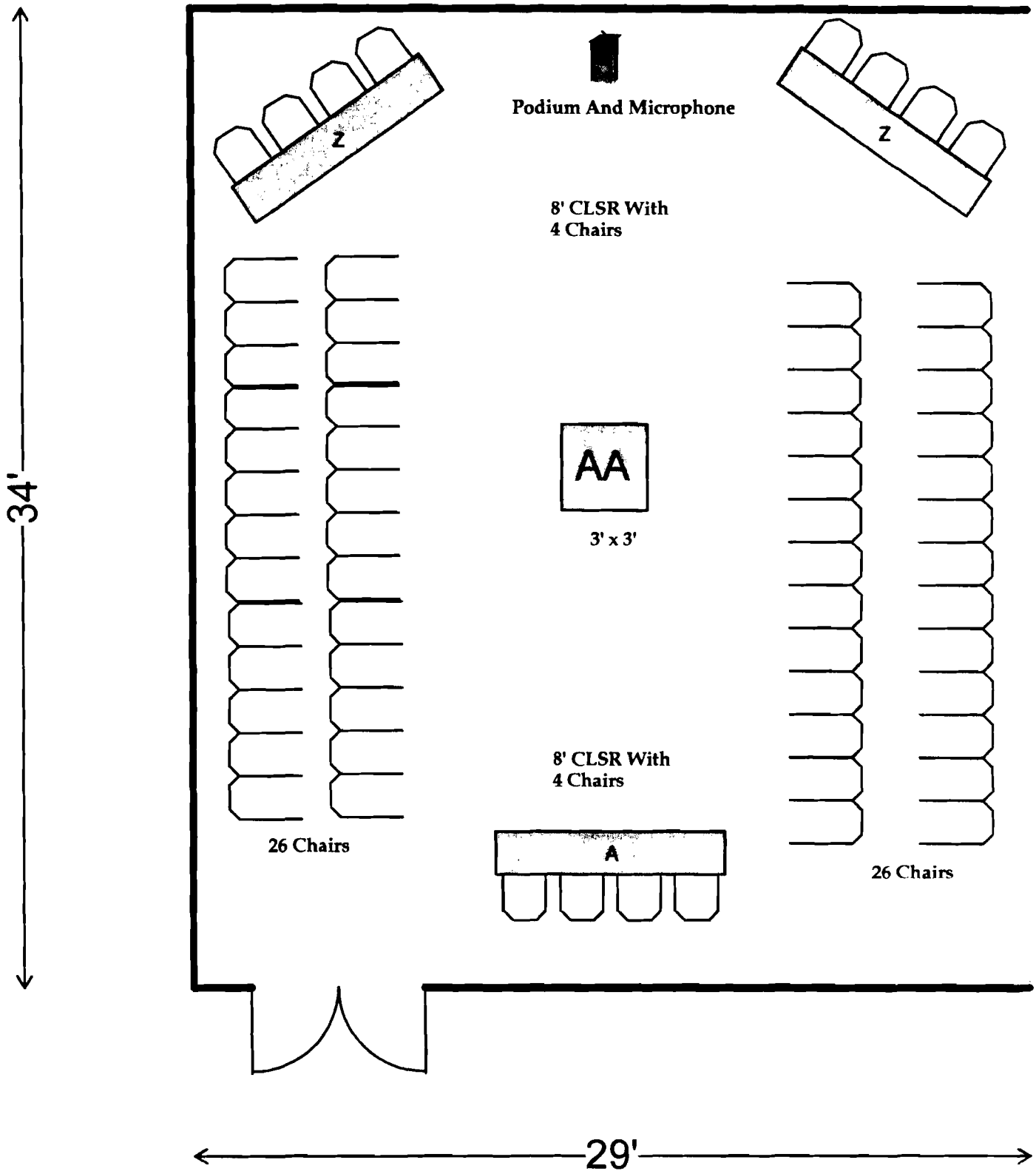


John Johansen

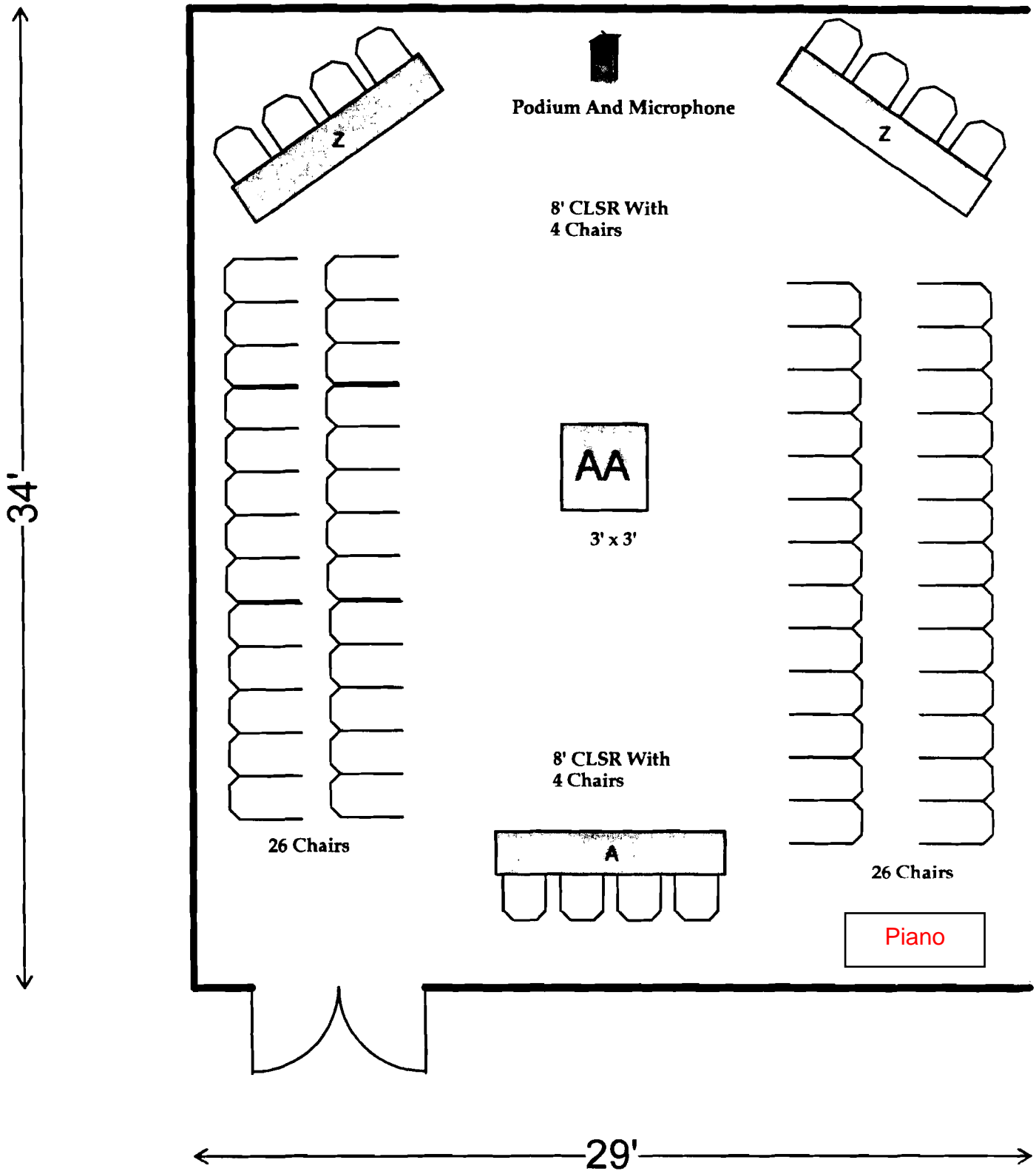
Hotel Contract Summary

Date	Time From	Time To	Room	Hotel Set Up	Meeting Type	# of People
10-Apr-08	6:00 AM	11:59 PM	Meeting Suite 217		Storage	
10-Apr-08	12:00 PM	6:00 PM	Hotel Lobby		Registration	
10-Apr-08	3: PM	4:00 PM	San Jose	Hollow Square	Hotel Set Up Time	30
10-Apr-08	4:00 PM	5:30 PM	San Jose	Hollow Square	Old Age Fund Meeting	30
10-Apr-08	5:30 PM	7:00 PM	Ballroom I+II	Rounds of 10	Hotel Set Up Time	100
10-Apr-08	7:00 PM	10:00 PM	Ballroom I+II	Rounds of 10	Welcome Reception	100
11-Apr-08	6:00 AM	6:00 PM	Hotel Lobby		Registration	
11-Apr-08	6:00 AM	11:59 PM	Meeting Suite 217		Storage	
11-Apr-08	6:00 AM	9:00 AM	Ginko Room Pistache Room	Special Set Up instr. Drawing #1+1A	Hotel Set Up Time	60 60
11-Apr-08	9:00 AM	4:00 PM	Pistache Room		Dania Meeting	60
11-Apr-08	9:00 AM	4:00 PM	Ginko Room		Dannebrog Meeting	60
11-Apr-08	10:15 AM	10:30 AM	Ginko Room	Hallway Outside	Morning Break	60
11-Apr-08	10:15 AM	10:30 AM	Pistache Room	Hallway Outside	Morning Break	60
11-Apr-08	11:00 AM	12:00 PM	Sacramento Room	Rounds of 10	Hotel Set Up Time	18
11-Apr-08	11:00 AM	12:00 PM	San Jose Room	Rounds of 10	Hotel Set Up Time	18
11-Apr-08	12:00 PM	1:00 PM	Sacramento Room		PGP Lunch Dannebrog	18
11-Apr-08	12:00 PM	1:00 PM	San Jose Room		PGP Lunch Dania	18
11-Apr-08	2:30 PM	2:45 PM	Ginko Room	Hallway Outside	Afternoon Break	60
11-Apr-08	2:30 PM	2:45 PM	Pistache Room	Hallway Outside	Afternoon Break	60
11-Apr-08	5:00 PM	6:00 PM	Grand Ballroom	Rounds of 8 Drawing #2	Hotel Set Up Time	140
11-Apr-08	6:00 PM	6:45 PM	Ballroom Foyer	2X Bar set Up	Cocktail Reception	140
11-Apr-08	6:45 PM	11:00 PM	Grand Ballroom		Dinner	140
12-Apr-08	6:00 AM	9:30 AM	Hotel Lobby		Registration	
12-Apr-08	6:00 AM	11:59 PM	Meeting Suite 217		Storage	
12-Apr-08	6:00 AM	9:00 AM	Ginko Room Pistache Room	Special Set Up instr. Drawing #1+1A	Hotel Set Up Time	60 60
12-Apr-08	9:00 AM	12:00 PM	Pistache Room		Dania Meeting	60
12-Apr-08	9:00 AM	12:00 PM	Ginko Room		Dannebrog Meeting	60
12-Apr-08	10:15 AM	10:30 AM	Ginko Room	Hallway Outside	Morning Break	60
12-Apr-08	10:15 AM	10:30 AM	Pistache Room	Hallway Outside	Morning Break	60
12-Apr-08	12:00 PM	2:00 PM	Pistache + Ginko	Combined Room Drawing #3	Hotel Set Up Time	140
12-Apr-08	2:00 PM	4:00 PM	Pistache + Ginko		Combined Installation	140
12-Apr-08	5:00 PM	6:00 PM	Grand Ballroom	Rounds of 8 Drawing #2	Hotel Set Up Time	140
12-Apr-08	6:00 PM	6:45 PM	Ballroom Foyer	2X Bar set Up	Cocktail Reception	140
12-Apr-08	6:45 PM	11:00 PM	Grand Ballroom		Dinner	140

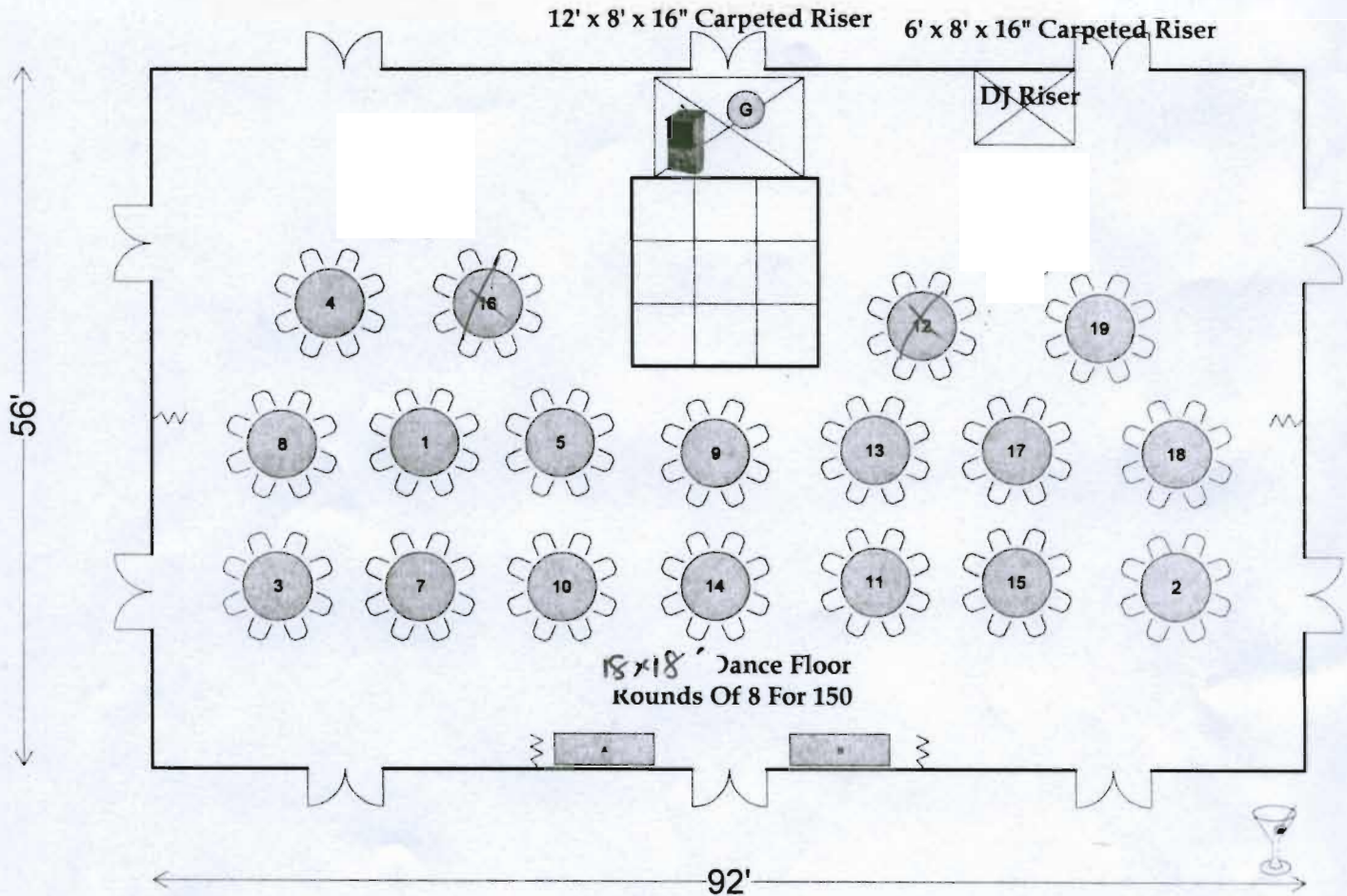
Drawing #1
Dania Meeting Set Up



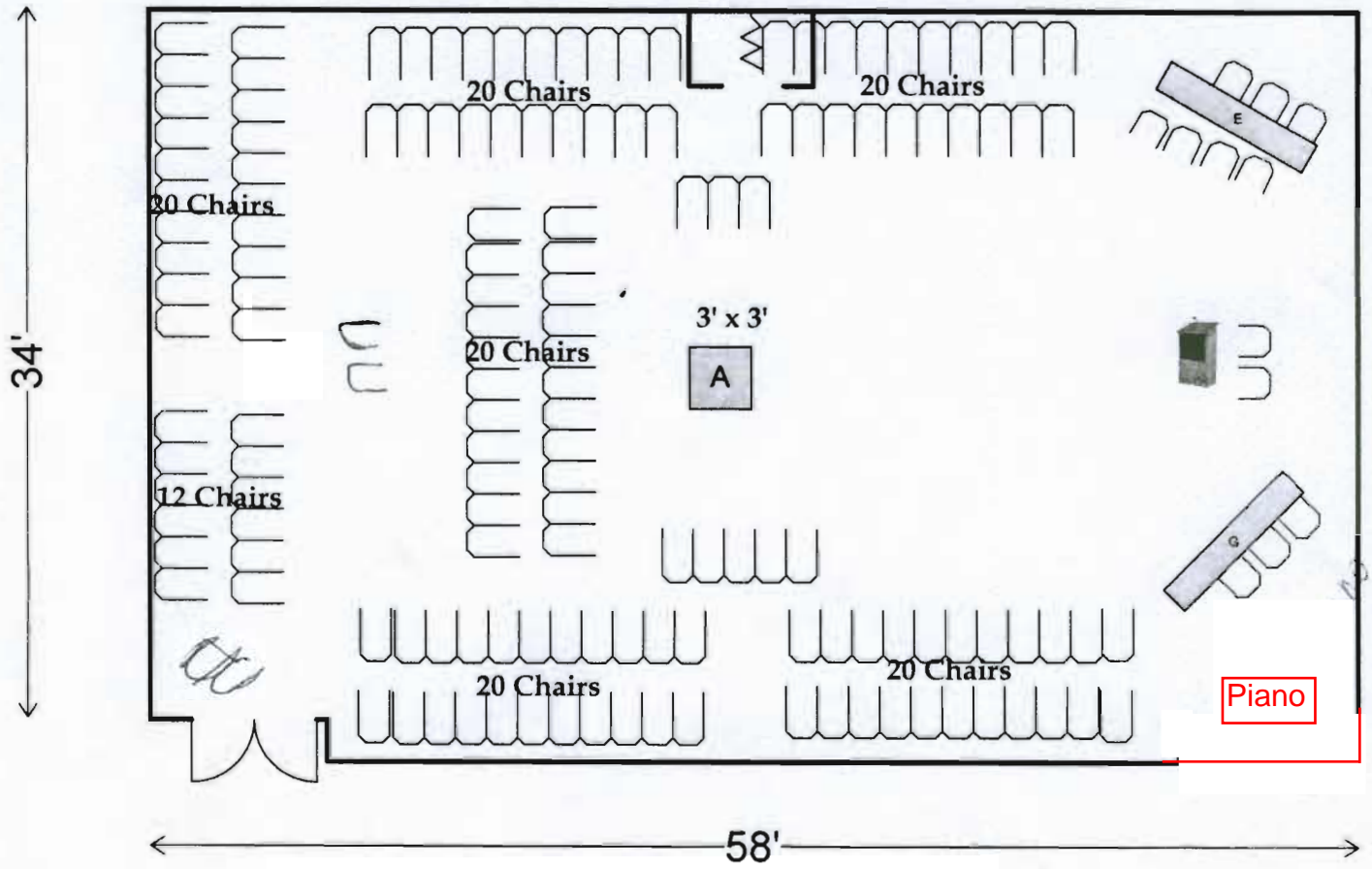
Drawing #1A
Dannebrog Meeting Set Up



Drawing #2



Drawing # 3



DANIA DANNEBROG OF CALIFORNIA-NEVADA CONVENTION GUIDELINES

September 5, 2000
Updated May 7, 2008

HOTEL

The following thoughts and suggestions are intended to help in negotiating an advantageous contract with the convention hotel. The initial contract will be written by the hotel staff and will contain language and rates more favorable to the hotel than to the convention committee. That version of the contract should be regarded as a starting point to be amended before being signed. The guiding principal in dealing with the hotel sales staff is that "everything is negotiable". Keep in mind that at the time of the convention, your committee will be not be dealing with the sales staff but rather with the convention staff. The contract will be the sole guide for services that you can expect.

Here are some of the following topics that will be important in getting a favorable contract:

- Start early
- Hotel jargon
- Everything is negotiable
- Competition
- Site visits
- Complementary rooms
- Bar arrangements
- Total package

Start early: Most hotels will have space blocked out up to four years in advance. All space may not be under contract but the early birds will have "first right of acceptance". Your group will not be under any obligation until a contract is signed. Other hotels have a six-month or a year blocking rule.

Hotel jargon: The hotel industry has its own jargon and familiarity with the basics will help in getting a favorable contract.

Run-of-the-house: The convention is the only group in the hotel.

Plus plus (++): The hotel will add a service charge (the first "+") to all food and beverage expenses. The service charge looks like a tip but does not go to the serving personnel. The amount is typically 18% but can be in the range of 15-20%. The second "+" is the city/state tax. The total in California can easily add up to 27% as the service charge is also taxed.

Comp rooms: Complimentary rooms are a standard in the industry, generally 1 for each 50 rooms paid. The hotel will always offer a contract based on a comp room for each 50 rooms each day. However, the contract should be amended to read a comp room night for each 50 rooms paid over the contract period. Some hotels will offer a comp room for each 33 or each 40 rooms paid---it doesn't hurt to inquire.

Room block: The contract will state that some number of rooms is blocked. The convention structure is such that there will be a few on Wednesday, a few more on Thursday, more but about the same on Friday and Saturday, and perhaps one or two on Sunday. The contract may require that unused rooms will be billed to the convention. Insist on a sliding scale, free at 90%, pay 25% at 80% of the block, etc. Be conservative in estimating the room block. Inquire of the previous year's experience.

Room rate: The room rate will be negotiated and specified in the contract. The hotel may want \$10 more for a double than a single; insist on the same rate for a single/double. Also, insist on the lowest possible rate---it is embarrassing when an attendee can get a better rate by mentioning AAA or AARP.

Cut-off date: The initial contract will specify a date after which the agreed room block will not be guaranteed. Often the hotel will specify that the rate after the cut-off reverts to the full price. Resist this and insist that the contract rate be honored through the convention. Request an 800 number for registration and encourage the attendees to mention the group to get the group rate. The hotel will try to put the cut-off date 30 days before the convention. Try to get 10 or 14 days.

Hotel staff: In addition to the sales staff, there will be a convention manager and a food and beverage manager. The set-up of the meeting rooms is done by the floor men under the supervision of the Convention Manager.

Tippling: Tipping is generally not expected but special efforts by one or two special people may indicate a small gratuity.

Everything is negotiable: Keep in mind that the contract is written by the hotel and will favor them. When you have a copy of the contract, as offered, mark it up with things that favor the convention. Expect to negotiate. The hotel is interested in their bottom line---point out the positive things on your side.

Competition: Try to get proposals from as many hotels as possible. Let the sales people know that you are talking to other properties. Then you can play one hotel against another. Remember that the sales people will generally be very pleasant but they will not become your long time friends.

Site visits: Make appointments with sales to visit the hotel for a tour. At that time, give them an outline of what is required. That includes meeting rooms with days and time, set-up in the rooms, meal functions, etc. Try to have the meeting room locked during Friday evening. The convention will probably require a larger room for the Saturday afternoon. If the hotel is quite distant, ask for a complimentary quest room for an overnight stay. You may also want to have a committee meeting at the hotel a week or so before the convention to work out final details. Ask for complimentary rooms for the staff as necessary. Don't forget to mention that the ladies need a piano for their meetings and probably one for the Installation on Sunday.

Coffee: Coffee and tea are sold by the gallon---a gallon will serve about 20 cups of coffee. The cost is typically \$28-35/gallon ++, which makes coffee nearly \$1.75/cup. Watch this item closely and complain if the service is substandard or excessive. Perhaps try to have the coffee made by the committee in the Grand President's suite. Hors d'oeuvres are also very expensive, like \$3.00 each. You can try to bring in your own, especially for the Grand Presidents' Reception.

Meeting rooms: Expect the hotel to provide the meeting rooms' free-of-charge. You will need to know appropriate sizes.

Audio/visual: Expect the hotel to provide a podium, a desk or lovelier mike and a speaker system free-of-charge. There may be special requirements for a projector and/or a screen.

Bar Service: The hotel will probably have restrictive rules about the cost of opening a small bar in the banquet area. If it is a hosted bar there is no set up fee, but you need to set a limit for drinks i.e. \$1000, after which, it will be no host bar.

If you set up a no host bar from the beginning there will be a set up fee typical of \$100. Make sure the hotel does not charge for the bartender. Work on getting the best possible arrangement and try to get some sliding scale.

Reception: Use bar tickets for the Grand Presidents reception. If you do the Grand Presidents reception just before the Saturday Banquet dinner, no hors d'oeuvres are needed.

Package: In negotiating, remind the hotel that there is a total package, including sleeping rooms, bar service and food service. The total dollar amount that the hotel will receive is \$\$\$ (work the amount out).

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April 27, 2001

Grand President Gunnar Nielsen asked me to put together some thoughts that could be part of an ongoing Convention Planners Guide. The following outline is a start. I concentrated on the difficulties in getting a viable hotel contract for the Convention. There is still much work to be done and I trust the new Grand President will appoint a Committee to continue the effort.

- Hotel issues
 1. Negotiations
 2. Complimentary rooms
 3. Food and beverage
 4. Room block
 5. Site visits
 6. A/V
- Publicity
 1. Local newspapers/radio/TV
 2. City hall
 3. Prominent Danes
 4. Hotel reader board
 5. Program
 6. Reports in Dania Newsletter
 7. BIEN
- Meeting rooms
 1. Set-ups for Dania and Dannebrog
 2. Size of rooms
 3. Seating
 4. Flags
 5. Podium
 6. Audio-visual equipment
 7. Coffee breaks
 8. Piano for Dannebrog
 9. Installation
 10. Receptions
 11. Old age fund
- Activities
 1. Golf
 2. Bowling
 3. Tours
 4. Receptions
 5. Dinner dance
 6. Grand Ball
 7. Grand Presidents' luncheon
 8. Raffles
 9. Displays
- Scheduling
 1. Avoid conflicts
 2. Coordinate coffee breaks
- Committee
 1. Meetings
 2. Site visits
 3. Coordination
 4. Registration
 5. Finances

Respectfully submitted,

Roger Gearhart
Chairman, Convention Guidelines Committee