

Meeting Minutes

Below is a summary of what was discussed at the Corporate Update Sessions. Any new information discussed during the Update Session on January 10th is in green, so it is easily distinguished.

- I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 2:30)
 - A. United States Golf Association (USGA)
 1. Over 120 years of serving the game of golf and guiding it forward
 2. Mission: To champion and advance the game of golf
 3. Core Strategies
 - a. Golfer Engagement: Serve golfers through programs that build engagement with the game
 - b. Governance: Clarify and define the rules of the game worldwide
 - c. Golf Facilities: Advance the long-term viability of golf
 - d. Championships: Provide the very best players in the world the opportunity to compete for a title
 - i. Conducts a total of 14 national championships annually including the U.S. Open, U.S. Women's Open, U.S. Senior Open, as well as a variety of amateur and team competitions
 - ii. U.S. Open Championship
 - The 2022 U.S. Open will be the 122nd national championship.
 - Open to anyone with a Handicap Index of 1.4 or less
 - Qualifying takes place May-June, 2022
 - Conducted over four days; 72-hole stroke play
 - B. The Country Club
 1. Established in 1882 as the first country club in the United States
 2. The 2022 U.S. Open will be the 4th U.S. Open held at The Country Club. The previous U.S. Open Championships were held in 1913, 1963 and 1988, and all resulted in a playoff.
 - C. Evolution of U.S. Open Hospitality
 1. New and Improved Tent Product
 - a. We will be introducing a new tent product for the first time at the 2022 U.S. Open. In addition to your private tent space, the new tent product will feature a glass front wall, a patio with covered tiered seating and a common walk deck in the back of the village.

- i. All guests will enter their private tent from the back walk deck. The new tent product will provide unobstructed views of the golf course from both the interior of your tent and from the tiered seating on the patio.
 - ii. Each patio will include at least three levels of tiered cushioned seating with drink rails in front of every seat. Drink rails will be equipped with charging stations for cell phones.
- b. The new standard décor package has been upgraded to include elements such as laminate flooring, glass tables/highboys, upgraded chairs/stools, built bar and buffet, drink rails and framed graphics.

II. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 2:31 – 6:58)

A. MSG Promotions, Inc.

1. The USGA's exclusive corporate hospitality marketing and management company for the U.S. Open Championship since 1995
2. Staff with over 130 years of collective experience in the sports marketing industry
3. Responsibilities include:
 - a. Formulation of Hospitality Program
 - b. Sales
 - c. Client Resources – Update Sessions & Hospitality Manual
 - d. Corporate Hospitality Operations
 - e. On-site Management during the Championship
4. At least one MSG Promotions staff member will be assigned to each hospitality area and will serve as your main point of contact between now and the conclusion of the championship. The staff assignments are:
 - i. NBC Sports – Mimi Griffin
 - ii. Clubhouse – Jeanne Taylor & [Ashley Lodovice](#)
 - iii. Village on 18 – Jeanne Taylor
 - iv. Village on 15 – [Kelly Segin](#)
 - v. Village on 14 – Emily Gillard
 - vi. Suites on 13 – Danielle Bonder
 - vii. Suites on 11 – [Kim Werner & Erin Maher](#)
 - viii. Suites on 6 – [Cheryl Gasper](#)

B. Corporate Hospitality Manual

1. [The link to the manual was emailed to all daily contacts in late December.](#)
2. The contents of the manual will be kept up to date with any new information pertaining to your involvement in the hospitality program to ensure that you are referencing the most current information available.

3. The Timeline, located in the *Timeline & Forms* section, is the most valuable resource in the manual as it provides an overview of the important deadlines to help you stay on track with your planning.
- C. MSG Promotions Website - www.msgpromotions.com
1. The password-protected section of the MSG Promotions website is accessible to corporate patrons only and includes links to a variety of reference materials including the corporate hospitality manual, all necessary forms, webinar recordings of update session presentations, and maps.
 - a. **Login credentials for Tent & Specialty Option Patrons:**
 - i. **Username: USOPENcorporate**
 - ii. **Password: 2022corporatepatron**
- D. Future Update Sessions
1. A reminder email will be sent at least two weeks prior to each update session.
 - a. A webinar option will be available for those who are unable to attend in person. The webinar recordings will be posted to the password-protected client section of the MSG website following each meeting.
 2. Future Update Session Dates are:
 - a. March 22, 2022; 2:00pm – 4:00pm
 - b. May 11, 2022; 10:00am – 12:00pm
 - i. The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.

III. GENERAL CHAMPIONSHIP INFORMATION (Webinar time 6:59 – 11:20)

A. Championship Format

1. The full field consists of 156 players.
2. The format is stroke play where competitors count each stroke on every hole.
3. There is no Pro-Am associated with the U.S. Open.

B. Practice Rounds (Monday, June 13th - Wednesday, June 15th)

1. Players are more amenable to interacting with the spectators.
2. Cameras are permitted and encouraged.
3. Guests can experience a more relaxed atmosphere.
4. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.

C. Championship Rounds (Thursday, June 16th- Sunday, June 19th)

1. No cameras or autographs are allowed on these days.
2. Thursday & Friday
 - a. Players will tee off in threesomes from the 1st and 10th tees.
 - b. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
3. The field is “cut” after all players have completed 36 holes.

- a. The cut line includes the 60 players with the lowest scores plus ties.
 - b. Saturday & Sunday
 - i. Start times will be determined by the number of players that make the cut. A smaller field will result in a later start time for the first group.
 - ii. Players will tee off in twosomes from the 1st tee only.
 - iii. Sunday of the U.S. Open is Father's Day.
- D. Playoff Format
1. In the event of a tie at the end of 72 holes of stroke play, there will be a two-hole aggregate playoff. If the playoff results in a tie after two holes, the tied players would immediately continue to play off hole-by-hole (sudden death format) until the champion is determined.
 - a. We will communicate which holes will be used during a playoff situation as soon as they are confirmed.

IV. CORPORATE HOSPITALITY VENUES (Webinar time 11:21 – 16:09)

- A. **NBC Hospitality – Located on golfer's left of the par-3 16th hole**
- B. **President's Room – Located on the second floor of the Clubhouse**
- C. **Village on 18 – Located on the golfer's right of the 18th hole and includes (2) 200 ticket tents, (3) 100 ticket tents and (1) 50 ticket tent.**
 1. **There will be an entrance located on each end of the village.**
- D. **Village on 15 (Left) – Located on the golfer's left of the 15th hole and includes (2) 100 ticket tents and (1) 50 ticket tent.**
- E. **Village on 15 (Right) – Located on the golfer's right of the 15th hole and includes (2) 100 ticket tents.**
 1. **We have renumbered the two tents located on golfer's right of the fairway (previously tents 4 & 5 are now tents 1 & 2).**
- F. **Village on 14 – Located on golfer's left of the 14th hole and includes (22) 50 ticket tents.**
 1. **There will be two entrances in the Village on 14. The main entrance will be located between tents 6 & 7 and a secondary entrance will be located by tent 22.**
- G. **Walking routes to the corporate hospitality venues from the VIP Parking drop-off gates were reviewed.**
 1. **[Walking Route Maps](#)**
 2. **Walking route distances will be reviewed at the March Update Session.**
- H. **Locator Maps on the Course**
 1. **Several large maps will be placed throughout the course with a "You Are Here" indication to help all fans navigate their way around the course.**

V. PARKING & TRANSPORTATION (Webinar time 16:10 – 36:26)

A. The chart below summarizes the VIP Parking allotment and location for each of the various hospitality packages.

HOSPITALITY VENUE	HOSPITALITY PACKAGE	PARKING PASSES PER DAY	PARKING LOCATION
President's Room (Clubhouse)	80 Ticket Package	2 - EVIP 40 - VIP	EVIP – On-site <i>(walk to Gate 4 – golfer's left of 17th Hole)</i> VIP – Dexter Southfield School <i>(10 minute shuttle to Gate 4 – golfer's left of 17th Hole)</i>
Village on 18	200 Ticket Tent	2 - EVIP 100 - VIP	EVIP – On-site <i>(walk to Gate 4 – golfer's left of 17th Hole)</i> VIP – Dexter Southfield School <i>(10 minute shuttle to Gate 4 – golfer's left of 17th Hole)</i>
	100 Ticket Tent	2 - EVIP 50 - VIP	
	50 Ticket Tent	2 - EVIP 25 - VIP	
Village on 15	100 Ticket Tent	50	Dexter Southfield School <i>(10 minute shuttle to Gate 4 – golfer's left of 17th Hole)</i>
	50 Ticket Tent	2 - EVIP 25 - VIP	
Village on 14	50 Ticket Tent	25	12 Passes @ Primrose #4 (walk to Gate 10) 13 Passes @ Pine Manor (2 minute shuttle to Gate 10) <i>Gate 10 is located on the fairway of Primrose #3, near 11th & 13th Greens</i>

B. Ride Share

1. Location: Larz Anderson Park
2. Guests will walk from the Ride Share drop-off to Gate 6, which is located between the 1st green and 2nd tee. The walk will be approximately ½ mile.
3. There is no fee or special pass required to access this area.
4. Taxis, town cars, Uber, Lyft, etc., will be able to access this area for pick-up/drop-off, however staging is not permitted, so pick up times will need to be carefully coordinated.

C. Corporate Shuttle Depot






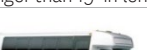
1. Location: Larz Anderson Park
2. Guests will walk from the Corporate Shuttle Depot to Gate 6, which is located between the 1st green and 2nd tee. The walk will be approximately ½ mile.
3. Vehicles must have a special placard displayed in the windshield in order to access the Corporate Shuttle Depot. Placard requests must be submitted via the Corporate Shuttle Form located in the *Timeline & Forms* section of the manual no later than April 15th.

- 4. Companies are limited to 2 corporate shuttle placards. Requests for additional placards will not be considered until we determine the total number of companies that plan to shuttle.

D. MBTA – Mass Transit

- 1. Orange Line – Forest Hills Station (Primary Option)
 - a. Fans will ride complimentary shuttles from Forest Hills Station and will be dropped off in close proximity to Gate 6, which is located between the 1st green and 2nd tee. The shuttle ride will be approximately 15 minutes.
- 2. Green Line
 - a. Boston College Station (B Line)
 - i. Fans will ride complimentary shuttles from the Boston College Station and will be dropped off in close proximity to Gate 4, which is located on golfer’s left of the 17th hole. The shuttle ride is approximately 20 minutes.
 - b. Cleveland Circle Station (C Line) & Reservoir Station (D Line)
 - i. There will be one shuttle servicing both Cleveland Circle and Reservoir Stations since they are so close. Fans will ride the complimentary shuttle and will be dropped off in close proximity to Gate 4, which is located on golfer’s left of the 17th hole. The shuttle ride is approximately 10 minutes.

E. Vehicle Size Restrictions

VEHICLE SIZE	VIP PARKING	CORPORATE SHUTTLE DEPOT	RIDE SHARE DROP-OFF
 Sedan	Yes to Park	Yes to Drop	Yes to Drop
 SUV	Yes to Park	Yes to Drop	Yes to Drop
 Conversion Van (19' or shorter in length)	Yes to Park	Yes to Drop	Yes to Drop
 Sprinter Van (longer than 19' in length)	No to Park	Yes to Drop	No to Drop
 Mini Coach Bus	No to Park	No to Drop	No to Drop
 Coach Bus	No to Park	No to Drop	No to Drop

VI. TICKETS – USGA Ticket Team: Amanda Weiner, Chris Tobia, Dan McBride and Jeff Farrell
(Webinar time 36:27 – 1:07:57)

A. Ticket Allocation

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	ON-SITE TICKETS*
President's Room	80	5	0	4/8
200 Ticket Tents	200	10	40	8/16
100 Ticket Tents	100	5	20	4/8
75 Ticket Tent	75	4	15	3/6
50 Ticket Tents	50	3	10	2/4

**On-Site tickets will be discussed in detail at the March Update Session.*

B. Option Tickets

1. Option tickets can be purchased on a weekly or daily basis and can be designated as hospitality or gallery access only.
2. Option tickets must be ordered via the Option Ticket Order Form located in the *Timeline & Forms* section of the manual no later than March 1st.
3. Option Ticket Pricing
 - a. Monday or Tuesday Ticket - \$50
 - b. Wednesday Ticket - \$80
 - c. Thursday Ticket - \$160
 - d. Friday Ticket - \$185
 - e. Saturday Ticket - \$195
 - f. Sunday Ticket - \$190
 - g. Weekly Ticket Package - \$850

C. Mobile Ticketing

1. The USGA is moving to a mobile ticketing solution, starting with the 2022 U.S. Open.
 - a. Eliminates contact points and makes the customer experience safer and more convenient
 - b. Enhances ticket security and significantly reduces opportunity for bad characters to take advantage of fans
 - c. Simplifies the distribution process of tickets utilizing an email address instead of having to mail or personally deliver/distribute tickets
 - d. Increases ability to track tickets and utilization
 - e. Better for the environment by reducing significant paper waste from printed tickets
 - f. Keeping up to date and on par with the sports and entertainment industry trends and technology innovations

2. Each company will need to designate one Account Manager to be set up as the administrator in the AXS ticketing platform. This information should be provided via the Ticket Distribution & Parking Pass Shipment Form in the *Timeline & Forms* section of the manual by February 15th.
3. Account Managers will be able to access and distribute tickets via the U.S. Open App or the USGA.org Ticket Portal webpage.
 - a. The U.S. Open App is available now in the Apple App Store or Google Play Store and will be updated with 2022 U.S. Open information in the Spring.
4. Transferring tickets to attendees is then a simple, easy, and seamless process
5. [Mobile Ticket Video Tutorial](#)
6. [Mobile Ticket/Account Manager FAQs](#)

VII. COVID-19 Update – Bryan Miranda, Senior Director, Partnerships & Hospitality (Webinar time 1:07:58 – 1:15:49)

- A. The USGA’s current plan is to proceed with a full U.S. Open and Corporate Hospitality Program.
- B. The USGA will continue to monitor the situation carefully and follow the guidance of national and local health and government officials relating to the global COVID-19 pandemic and possible impacts on the U.S. Open and the Corporate Hospitality Program.
- C. We will continue to provide updates as necessary.

VIII. WHAT TO FOCUS ON NOW (Webinar time 1:15:50 – 1:27:19)

- A. Timeline Dates
 1. October 4 – Décor questionnaire due to PEI
 2. October 5 - 22 – One-on-one client calls with PEI
 3. October 22 – Vendor payment setup requirements due to PEI (if applicable)
 4. December 15 – Final payment for hospitality package due to USGA
 - a. Invoice contact: Katie Grouss; 908.230.0006; kgrouss@usga.org
 5. December 23 – Clients received design deck, floor plan, budget, and service agreement from PEI
 6. December 31 – Catering Agreement and Credit Card Authorization Form due to Ridgewells
 7. February 15 – Forms due to MSG Promotions
 - a. Ticket Distribution & Parking Pass Shipment Form
 - i. Contact Information for Digital Ticket Distribution
 - Please indicate the contact information for the representative who will be managing your company’s digital ticket distribution.
 - The representative listed will receive instructions on how to access your digital tickets in the Spring of 2022.

- ii. Shipping Information for VIP Parking Passes
 - Please indicate the name and address to whom the parking passes should be sent.
 - The package will be sent approximately 4-6 weeks prior to the Championship and cannot be sent to a P.O. Box.
 - iii. Note: The USGA will not release any tickets or parking passes until they are in receipt of your fully executed hospitality agreement, Certificate of Insurance and all payments due on your hospitality package.
- b. Corporate Sign Form
- i. Specify exactly how you want your company name to appear on the corporate identification sign posted on the back walk deck of your hospitality tent.
 - ii. The USGA will produce the corporate signs which will include only the 2022 U.S. Open logo and the name of your company. All signs will be uniform in color, typeface, and size.
 - iii. Be VERY SPECIFIC regarding capitalization, spacing, punctuation, abbreviations, etc. Signs can accommodate no more than 20 characters per line and a maximum of 3 lines.
 - iv. Tent patrons will also have their company name included on the locator board positioned within the village entrance.
 - v. No other signs or displays are permitted on the exterior of your hospitality tent during championship week.
2. February 18 - Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due to PEI
 3. March 1 – Option Ticket Order Form due
 - a. Option Tickets can be ordered on a weekly or daily basis and can be designated as hospitality or gallery access only. Pricing is the same regardless of the designation.
 - b. Any additional hospitality tickets ordered must be included in your catering guest count with Ridgewells.
 - c. Beginning on February 7th, the USGA will email a secure link to pay for the cost of option tickets ordered.
 - d. Option tickets will be accessible through the digital platform along with your hospitality tickets 30-60 days prior to the Championship.
 - e. Option tickets will not be released unless full payment is received for both your hospitality package and the option tickets ordered.
 4. March 4 – Catering deposit due
 5. March 15 – Electrical Requirements Form due
 - a. The purpose of this form is to let us know the type of equipment you intend to bring into your facility that will require electrical service and where each item

will be located within your tent (i.e. laptops, printers, cell phone/tablet chargers, etc.). This information will be incorporated into the electrical floorplan that is produced for your specific hospitality area.

- b. It is not necessary to include items dictated by your menu (i.e. coffee maker, ice cream freezer, etc.) or your décor (i.e. televisions, lighting, etc.). This information is communicated to us directly from the catering and décor companies.
- c. If the items you plan to bring into your hospitality tent require additional power, extra circuits can be added which may result in a \$130 surcharge for each additional 20-amp circuit needed.

6. March 18 – Graphic files due to PEI (if applicable)

B. Become Familiar with your Hospitality Package

- 1. Understand where your hospitality area is located in relation to the course
- 2. Understand the amenities included in your hospitality package

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	ON-SITE TICKETS*	VIP PARKING PASSES
President’s Room	80	5	0	4/8	40
200 Ticket Tents	200	10	40	8/16	100
100 Ticket Tents	100	5	20	4/8	50
75 Ticket Tent	75	4	15	3/6	40
50 Ticket Tents	50	3	10	2/4	25

**On-Site tickets will be discussed in detail at the March Update Session.*

C. Invitation Process

- 1. Consider the different invitation options available through the Corporate Merchandise Program – electronic templates or printed notecards.
- 2. Finalize your “A”, “B” and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
- 3. Determine which guests will be invited on which days.

D. Finalize Your Décor Plans

- 1. Provide feedback to PEI as soon as possible
- 2. Final approval and 50% deposit due to PEI by February 18th

E. Other Considerations

- 1. There is a multitude of golf courses in the Brookline area that are available to host your guests during U.S. Open week. For a list of courses and more information on how to secure tee times, please contact Jeanne Taylor (jtaylor@msgpromotions.com).

F. Review Co-Branded Merchandise Opportunities

- IX. CORPORATE MERCHANDISE – Ryan Hutchison, Manager, Corporate Merchandise (Webinar time 1:27:20 – 1:51:28)**
- A. Benefits of the U.S. Open Corporate Merchandise Program
 - 1. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Open corporate clients
 - 2. Extends your investment in the U.S. Open and generates excitement for your company
 - 3. Provides your guests with memorable items from their time at the Championship
 - B. Co-branded merchandise can only be ordered through the USGA. Co-branded merchandise CANNOT be ordered through ad specialty companies, directly from vendors or from local pro shops.
 - C. The Process
 - 1. Plan your budget
 - a. A number of products are available at a variety of price points.
 - b. Invitations are available in both printed and digital forms.
 - c. Determine how many people you plan on purchasing gifts for and how/when you plan to distribute the gifts.
 - 2. Browse the products
 - a. **The 2022 offerings are now available on the Corporate Merchandise website:**
<https://corporatemerch.usga.org>
 - 3. Provide your logo
 - a. A .DST or .EMB file is required for embroidery orders (i.e. apparel, headwear, etc.)
 - b. An .EPS or .JPG file is required for screen printed orders (i.e. towels, clear bags)
 - D. Invitation Options
 - 1. Custom Digital Invitations
 - a. A set of four web-based templates with customizable text for a one-time fee of \$400
 - i. Each template is also available on an individual basis for \$150 per template.
 - b. Only way to include the 2022 U.S. Open logo and course imagery in digital invitations
 - c. Includes your company logo at the bottom of each template
 - d. **A co-branded email header is also available for \$100 to be used in your own web-based email.**
 - 2. Custom Printed Invitations
 - a. Printed notecards on 100 lb. heavy white paper featuring the 2022 U.S. Open logo on the front and your company logo and customizable messaging on the inside.
 - b. Only way to include the 2022 U.S. Open logo in your invitations/marketing
 - c. \$3.00 per card (includes envelope)
 - d. Addressing included for individual delivery
 - E. Deadline to Order Co-Branded Merchandise – April 15, 2022

- X. RIDGEWELLS CATERING**– Susan Lacz, Principal & CEO – TENT PATRONS ONLY (Webinar time 1:51:29 – END)
- A. Ridgewells is a boutique caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for U.S. Open Championships since 1993.
 - B. The Team
 - 1. Susan Lacz – Principal and CEO
 - 2. Megan Zebrak – Director, Major Events
 - 3. Nick Rogers – Director of Staffing
 - 4. Carrie Coffee – Client Success Manager, Major Events
 - a. ccoffee@ridgewells.com; 301.907.3748
 - b. Carrie will be the catering point of contact for NBC, Village on 18 and Village on 15.
 - 5. Tricia Edwards – Client Success Producer
 - a. tedwards@ridgewells.com; 301.907.3756
 - b. Tricia will be the catering point of contact for Village on 14.
 - C. The Menu
 - 1. Regionally inspired menus with customized offerings
 - 2. Items sourced through local purveyors such as breweries, ice cream shoppes, restaurants, bakeries, and more to deliver authentic regional flavors
 - 3. Carefully crafted menu packages with inspired a la carte enhancements
 - D. Ridgewells Experience
 - 1. Standard Service Hours
 - a. Breakfast – 8:00am – 11:00am
 - b. Lunch – 11:30am – 2:45pm
 - c. Snack – 3:00pm – 7:00pm
 - d. Bar Service – 11:00am – 7:00pm
 - E. Dedicated Staff
 - 1. Ridgewells hand picks all event staff utilizing a myriad of recruiting tools and ensures they are trained to the highest level of service.
 - 2. The number of catering staff assigned to your tent is estimated based on daily guest counts, menu complexity, and food quality ordered.
 - 3. We will strive to keep staff consistent throughout the Championship.
 - F. Menu Planning Tips
 - 1. Utilize your Client Success Producer
 - 2. Offer a variety of menu options each day
 - 3. Know your audience
 - 4. Identify dietary restrictions in advance
 - 5. Estimate guest attendance
 - 6. Make special requests in advance

G. Sustainability Efforts

1. Sourcing from local vendors
2. Using compostable disposables whenever possible
3. Hiring locally (500+ employees for hospitality alone)
4. Engaging with local non-profit organizations
5. Supporting USGA sustainability programs on course

H. Important Dates

1. October-November – Virtual meeting with your Client Success Manager
2. December 31 – Catering Agreement and Credit Card Authorization Form due
3. January 5 – Culinary Selections Book and deposit invoice sent
4. January 10 – Corporate Update Session and Client Tasting
5. March 4 – Catering deposit due
6. May 6 – Final menu selections, guest guarantees and remaining balance due
7. 30 Days Post Championship – Final balance due

- I. Ridgewells hosted a Tasting at the January Update Session, featuring a variety of menu options offered in the Culinary Selections Book.

XI. DÉCOR OPTIONS - PRODUCTION ELEMENTS, INC. – Denny Beaubien, Executive Producer/CEO and Deja Gagner, Senior Account Manager/Head Designer

- A. PEI can transform your space using different textures, graphics, furniture, décor elements, etc. They will help guide you during the décor planning process to create a space that works for each company's specific brand.
- B. The décor elements included in the standard package as well as examples of various upgrades are outlined in the style guides linked below.
 - a. [200 Ticket Tent – Décor Style Guide](#)
 - b. [100 Ticket Tent – Décor Style Guide](#)
 - c. [50 Ticket Tent – Décor Style Guide](#)
- C. Décor Process Milestone Dates
 1. October 4 – Questionnaire was due to PEI
 2. October 5 - 22 – One-on-one client calls to kick-off décor discussions
 3. October 22 – Vendor Payment setup requirements due (if applicable)
 4. December 23 - Clients to receive design deck, floor plan, budget and service agreement from PEI
 5. February 18 – Deadline for final approval of décor, signed budget, service agreement and 50% deposit due
 - a. Decisions or changes made after February 18th are subject to a 20% rush fee
 6. March 18 – Graphic files due to PEI
 - a. Graphic files received after March 18th are subject to a 20% rush fee

7. April 1 – Final décor payment due to PEI
- D. Contact Information
1. Denny Beaubien – Executive Producer/CEO
 - a. 213.280.7844, denny@productionelements.com
 2. Deja Gagner – Senior Account Manager/Head Designer
 - a. 612.499.1349, deja@productionelements.com
 3. Lauren Connell – Events Assistant
 - a. 713.824.2938, lauren@productionelements.com