

OKLAHOMA CITY CONVENTION CENTER BOOKING POLICY

Updated 4/22/2025

1. Priorities / Request for Dates

The primary objective of the Oklahoma City Convention Center (the “Center”) is to host National / Regional Conventions, Meetings and Events that will generate the greatest economic impact to the City of Oklahoma City. Its secondary objective is to promote local business and generally enhance the quality of life for the Oklahoma City community through direct spending.

The following guidelines give priority to Conventions that will generate the greatest hotel room usage, economic benefits through direct spending as well as revenue for the Center:

- Greater than 48 months: Events with a minimum 1,200 peak hotel rooms (minimum 3,840 total room nights and 125,000 gross square feet of exhibit space) with dates falling in any of the twelve months.
- 24 months to 48 months: Events with a minimum of 750 peak hotel rooms (minimum 2,250 total room nights and 95,000 gross square feet of exhibit space).
- 18 months to 24 months: Events with a minimum of 450 peak hotel rooms (minimum 1,200 total room nights and 45,000 gross square feet of exhibit space).
- 0-18 months: Free sell.

2. General Terms and Conditions

All requests for dates at the Center will be considered tentative until such time as a contract has been fully executed and deposit received.

Certain events may be offered first option at the discretion of the Center General Manager if the event satisfies this guideline's primary objective of generating the greatest economic benefits to the City.

The Center Management and Oklahoma City Convention and Visitors Bureau (the “OKCCVB”) will determine the economic impact and ancillary revenue impact a “convention” or “event” will have on the market.

Any exceptions to this Oklahoma City Convention Center Booking Policy must be jointly considered and agreed to by Center Management, OKCCVB Management, and OCPPA General Manager or designee. Determining factors may include need periods for bookings, time of year (peak/off peak), or events that are otherwise in the best interest of the City as determined by the OCPPA General Manager or designee. Peak nights, total room nights and the amount of space required from Center will be factored into the decision as well.

Exhibit 1

The contracting timelines / schedule stated within this document are general in nature and intended to serve as a guideline. Consideration of events not conforming to the stated schedule can be made on a group-by-group basis to determine the extent to which they concur with the Center's primary objective.

While specific preferred dates may not be guaranteed on an annual basis, every effort shall be made to accommodate all conventions, including Oklahoma State and Regional Associations, Local Corporations and other annual events that request space in the facility. Should this not be possible, the economic impact and revenue for the Center of the group requesting a date will be measured against the impact of all groups who would be displaced by the new prospective group. The Center reserves the right to change room commitments as it deems necessary and to reassign space generally. Additionally, provided that dates are available, City of Oklahoma City Departments may schedule up to 12 bookings per year for City business. These bookings are at the discretion of the OCPPA General Manager or designee with rental fees waived and charged for ancillary expenses (equipment, labor, cleaning, food and beverages, etc.).

3. Determining Option Holds

An option hold is reserved for groups that have received a formal proposal and have confirmed that Oklahoma City is officially under consideration.

Proposals will not contain any mention of options unless agreed to by Center Management, OKCCVB Management, and OCPPA General Manager or designee. A proposal does not warrant a hold of rooms / space and should be presented as "current availability."

Option 1 Hold

- No conflicts, meets booking guidelines or is within 18 months free sell.
- Must have an approved request for an exception if they do not meet booking guidelines.
- Gets "First Rights of Refusal". The client is given a timeline to confirm their intention to move forward with a contract agreement.

Option 2 or More

- Proposal bid with no dates offered as "held." Can state dates are currently available and quote pricing. Dates will be held in our booking system to view as tentative 4 until appropriate option hold is determined.
- OKCCC, Visit OKC and Omni business review meetings will determine convention/event bid hold options with consensus of best business for all and recommend appropriate hold options.

Exhibit 1

- Must wait for option 1 first rights of refusal, time frame. (Contingent upon event decision process)
- Must meet booking guidelines or have an approved request for an exception.
- Repeats/Annuals that do not meet booking guidelines and are further than 18 months out. (Automatically go Option 2 or more)

4. Group Status

In the process of scheduling Center dates / space, the following terms and definitions shall apply to scheduling commitments.

- Tentative / Space Open - Request for dates and space availability.
- Confirmed / Space Held - Events on Option 1 hold with contract sent.
- Definite / Space Booked - Events with a signed contract agreement.

5. Discount Evaluation

Determine value of ancillary spend at the Center (all venue provided services) such as Food and Beverage (catered and retail spend), Internet, electrical services, all commissionable products, etc.

- Gather information on the cities that are competing against Oklahoma City to win the business.
- Evaluate how Oklahoma City hotels value the piece of business.
- Review pace and how OKCCVB is doing for a particular month / year.
- Review time of year may or may not be applicable.
- Determine value of the "ask" of the discount, accept / counter.

Rental Discounts based on F&B Minimum

- \$15-\$25K food and beverage minimum - 10%
- \$25-\$45K food and beverage minimum - 15%
- \$45-\$75K food and beverage minimum - 20%
- \$75K or more food and beverage minimum - 25%

Exhibit 1

- 35% rental discount – OKCCC Executive approval with an acceptable food and beverage minimum and/or ancillary spend.
- 50% rental discount – City Executive Manager approval based upon F & B spend, economic impact, and need periods, etc.
- Complimentary Rental (typically \$500K in F&B) – City Executive Manager approval, City Executive Manager approval based upon F & B spend, economic impact, and need periods, etc.

6. Discount Procedures

Should discounting rental or equipment rate be essential to booking a city-wide convention or special event the following procedures shall apply:

- The Center Management has authorized OKCCVB to offer rental discounts of up to 25% off published rates without seeking approval. This allows the sales process to move forward quickly.
- Should an OKCCVB proposal require additional rental discounts between 25% and 35% off published rates, OKCCVB must then seek out approval from Center Management.
- Should OKCCVB request a rental discount greater than 35% off the published rates, then approval from the OCPPA General Manager or designee is required.
- OKCCVB must seek out Center Management approval should a client have requests for discounts off any ancillary services, fees, or labor. Discounts on these services are at the sole discretion of Center Management's approval.
- The Center Management has authorized OKCCVB to offer food and beverage contingencies of up to 10% without seeking approval.