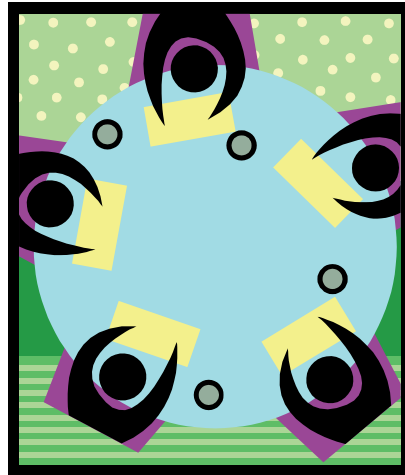
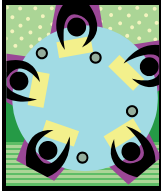


Penn State Hospitality Services



Event Planning Guide
for
Conference Services



Penn State Hospitality Services Meeting Planning Checklist-Page 1

Clarify the “Readerboard”: The “Readerboard” is the name you want posted on the daily meetings listing in the lobbies of the properties. This should be the name your attendees will recognize.

Planning Contact vs. On Site Contact:

- If you are planning the conference but will not actually be on site, please let your planner know who the on-site contact from your organization will be.

Clarify Conference Billing:

- Direct Bill Budget Purchase Order Pay Upon Departure
- Credit Card Split Billing Bill to Third Party
- Which individuals are able to sign conference charges to the Master Account?

Clarify Guestroom Billing:

- Guestroom and tax, incidentals billed to the individuals.
- Guestroom and tax billed to the group, incidentals billed to the individuals.
- Guestroom and tax, incidentals billed to the group.

Rooming List/Cut Off Date:

- Rooming lists are due to your Sales Manager one month prior to the first day of your conference.
- The cutoff date standard is one month prior to the first day of your conference. This date is listed on your contract as a reminder.
- On the cutoff date, any rooms not picked up by your group or your rooming list will be released for public sale.

Provide Function Room Itinerary for Each Room:

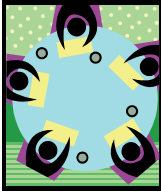
- Room start and end time

Provide General Function Room Setups for Each Function Room (see page 12)

- Classroom Classroom w/Theatre Rear U-Shape
- Double U-Shape Conference Theatre
- Hollow Square Clusters of _____ Rounds of _____
- Crescent Rounds Chevron Other: _____

Provide Specific Setup Information for Each Function Room:

- Registration Table in/outside of room. How many tables? How many chairs?
- Supply Tables. How many and location in room?
- Table with electric for your own audio visual equipment.
- Head table for ___ people? If in a large room, do you want the head table raised?
- DJ Table requirements Coat Rack
- Extra chairs in rear of room Stage or Riser
- Skirted tables for tabletop exhibits (additional charge) Dance Floor
- Flags-American or Pennsylvania DMX Music & Style



Penn State Hospitality Services Meeting Planning Checklist-Page 2

Provide Specific Audio Visual Needs for Each Function Room:

- Flipchart*
- Laser Pointer
- Overhead
- Wireless Lapel Mic(s)
- Wireless Handheld Mic(s)
- TV/VHS
- Unrestricted Phone Line
- Electric
- In room dedicated audio visual technician
- Computer or Video Projection (also called LCD projection)
- Bringing Own Computer but Using Our Computer Projection-Designate whether you are bringing an IBM or Mac
- Easel**
- Screen
- Slide Projector
- Audience Mic(s)
- Audio Recording
- Digital Camera
- Ethernet
- Computer (Designate IBM or Mac)
- Whiteboard+
- Cassette Player
- Podium & Mic
- Speakerphone
- Video Recording
- Audio Patch
- Printer
- Bulletin Board+
- CD Player
- Tabletop Mic(s)
- Mixer
- Camcorder
- Pic Tel (Video Conferencing)
- Zip Drive

* A flipchart support with pad and markers for notetaking in front of the conference group.

** A freestanding easel for signage, sponsor listings, pictures, etc. For display.

+ Permanently located in meeting rooms 101-223 at The Penn Stater.

Menu Selection Tips:

*All menu charges are per person. For buffets, coffee breaks, and receptions, the food is replenished throughout the buffet, break, or reception period.

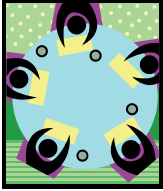
* A 18% service charge and 6% tax is applied to your total charges for your functions (unless you are tax exempt, then the 6% tax does not apply.) The service charge is not taxed.

Buffets:

- If you have time constraints, it is suggested to select a buffet menu. PSHS will set up one buffet line per every 100 people.
- The minimum for a breakfast or lunch buffet is 30 people. If your number is under 30 people but you still want the buffet, you can simply pay for 30 people.
- The minimum for a dinner buffet is 40 people. If your number is under 40 people but you still want the buffet, you can simply pay for 40 people.
- Buffets will be displayed for a maximum time of 2 hours.

Receptions:

- The maximum amount of time of service for reception food is 2 hours.
- All guarantees for all food and beverage functions are due four working days prior to the event.
- Provide your planner with any special dietary requirements for your group or your specific attendees.



Penn State Hospitality Services Meeting Planning Checklist-Page 3

Bars:

***If your group is less than 40 people, you will be charged a bar setup fee of \$50. If your group is over 40, you will not be charged a fee.

There are two types of bars:

- Consumption-You are charged by the number of beverages consumed.
- Cash-The individual attendees pay cash for their beverages.

Budgetary Compromises:

- You can have a consumption bar for a certain period of time then change to a cash bar.
- You could provide your attendees with a certain number of drink tickets and those drinks will be charged to the master. All other drinks (without tickets) will be on a cash basis to the individual.

Receptions before Dinners:

- Let your planner know if you would like the bar to remain open during dinner. If so and you have a program during dinner, do you want the bar closed during the program?

Food & Beverage Room Setups:

- If you have selected a buffet menu, we will automatically set the number and types of buffet tables in your room.
- Our standard setup is rounds of 10. This provides the optimum service and setup in the room.
- For a standard meal, we use white linen, white napkins, and bud vase centerpieces.
- If you wish to have more than one entrée on a served meal, you must provide the count of each entrée four working days prior to the event. Your planner will also call you two weeks prior to get your current split. You must also use placecards, tickets, or colored nametags to designate which individual gets which entrée.
- PSHS prepares for a 5% overage from your guaranteed count.
- You are not permitted to bring your own food and/or beverage into the hotel for a function.

Coffee Breaks:

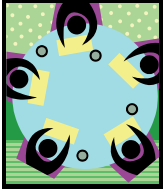
- If you are on a day meeting package (DMP), your coffee breaks will be located in the common break areas. Hot and cold beverages are available from 7:00am to 5:00pm. The morning break food is available from 9-11:00am and the afternoon break food is available from 2-4:00pm.
- If you wish to have your coffee break placed inside of your meeting, an addition charge of \$2 per person, per break applies.
- If you are not on a package and wish to have coffee breaks, please discuss the details with your planner and they will charge accordingly.

Guarantees:

- All guarantees for all food and beverage functions are due four working days prior to the event.
- If your guarantee increases within the four day window, we will do our best to accommodate your increase.
- If your guarantee decreased within the four day window, you will still be charged for your guarantee.

Agendas:

- Provide your planner with your agenda drafts throughout the planning process. When your program has been printed, send one to your planner.



Penn State Hospitality Services Meeting Planning Checklist-Page 4

Airport Transportation and Transportation Between Hotels:

- The PSHS Guest Services shuttle provides transportation to guests staying overnight on a first come, first served basis. To make shuttle arrangements, contact your planner or the Guest Services desk directly.
- PSHS can only provide transportation for a limited number of people based upon the van capacities and van runs that are already reserved. If you have a large group that needs transportation to a location at the same time, you can ask your planner to reserve a bus or shuttle for you through PSU Fleet Services. This will be at an additional charge to your group but is more economical than using an outside company.
- If your attendees are calling in to make guestroom reservations on their own, they can schedule an airport pickup with the reservationist.
- You can also arrange airport pickups directly with your planner.

Shipping Items:

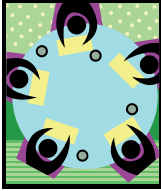
- PSHS does not have adequate storage space for large shipments. If you are shipping just several boxes, make sure you mark on the boxes your conference name, your planner's name, the dates of your conference, and the name of the individual from your group who will be picking up the boxes. Provide that individual with tracking numbers in the event the boxes have not arrived.
- If you have exhibitors shipping items, have them ship them to the exhibit company and they will provide drayage to/from the property.
- See page 5 for shipping addresses.

Accommodations:

- Inform your planner of any special accommodations for any of your participants.

Program Evaluation:

- Your planner will provide your group with conferee surveys on your final day. Please encourage your attendees to complete these surveys so we can continually evaluate and improve our services to you.
- Your planner will also provide *you* with an evaluation post event. Again, please complete it candidly and return it promptly so we can focus on methods to improve and personalize our planning support.



Penn State Hospitality Services Meeting Planning Guide-Page 5

Driving Directions to The Penn Stater Conference Center and The Nittany Lion Inn

The Nittany Lion Inn
200 West Park Avenue
State College, PA 16803
814-865-8500

The Penn Stater Conference Center Hotel
215 Innovation Blvd.
State College, PA 16801
814-863-5000

FROM THE EAST:

From **THE EAST**, I-80 in PA, Use Exit 24. Follow PA 26 South To US 322 West Bypass.
Turn right onto the Bypass then take the next exit: Penn State University Park/Research Park Exit.

- ▶ To **Nittany Lion Inn** from the above exit, turn left at the light and follow Park Avenue to the Inn entrance, on the left near Business 322/Norht Atherton Street.
- ▶ To **The Penn Stater Conference Center Hotel** from the above exit, turn right at the light and follow Park Avenue directly to Penn Stater Conference Center in Research Park.

From **NEW YORK CITY**, (225+ miles) take the George Washington Bridge to I-80 West.
(See Directions above from I-80)

From **PHILADELPHIA**, (nearly 200 miles) take Philadelphia Schuylkill Expressway to Pennsylvania Turnpike West. Take Exit 19, Harrisburg East, and follow the signs for the next 15 miles to Route 322 West. (The actual route you will follow is I-283 to I-83 North to I-81 West to 322/22 West) Take 322 West, past Lewistown, to State College. (Alternate Route: take the Northeast Extension of the Turnpike to I-80. Follow the directions from I-80 above)

From **HARRISBURG**, (80+miles) follow the signs to Route 322/22 West. Take 322 West past Lewistown, to Boalsburg and State College.

- ▶ To **Nittany Lion Inn** from the above, take 322 West Bypass a few exits to the Penn State University Park/Research Park Exit. Turn left at the light and follow Park Avenue past campus and the stadium to the Nittany Lion Inn. The entrance will be on your left.
- ▶ To **The Penn Stater Conference Center Hotel** from the above, take the 322 West Bypass a few exits to the Penn State University Park/Research Park Exit. Turn right at the light and follow Park Avenue directly to The Penn Stater Conference Center Hotel.

FROM THE WEST:

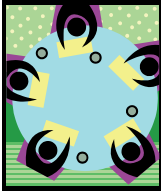
From **THE WEST**, in PA Take 1-80 East to Exit 20 (Woodland) just east of Clearfield. Then take Route 322 East to State College.

- ▶ To **Nittany Lion Inn** from the above, stay on Business Route 322/North Atherton Street, past a variety of businesses. At the Park Avenue light, turn left. The Inn is on your right.
- ▶ To **The Penn Stater Conference Center Hotel** from the above, take 322 East Bypass to the Penn State University Park/Research Park Exit. Turn left at the stop sign and follow Park Avenue directly to The Penn Stater Conference Center Hotel.

OPTION ONE FROM PITTSBURGH, (125+ miles) follow Route 22 East to Duncansville. Then take Route 220/I-99 East bypassing downtown Altoona and Tyrone. After Port Matilda, take Route 322 East to State College.

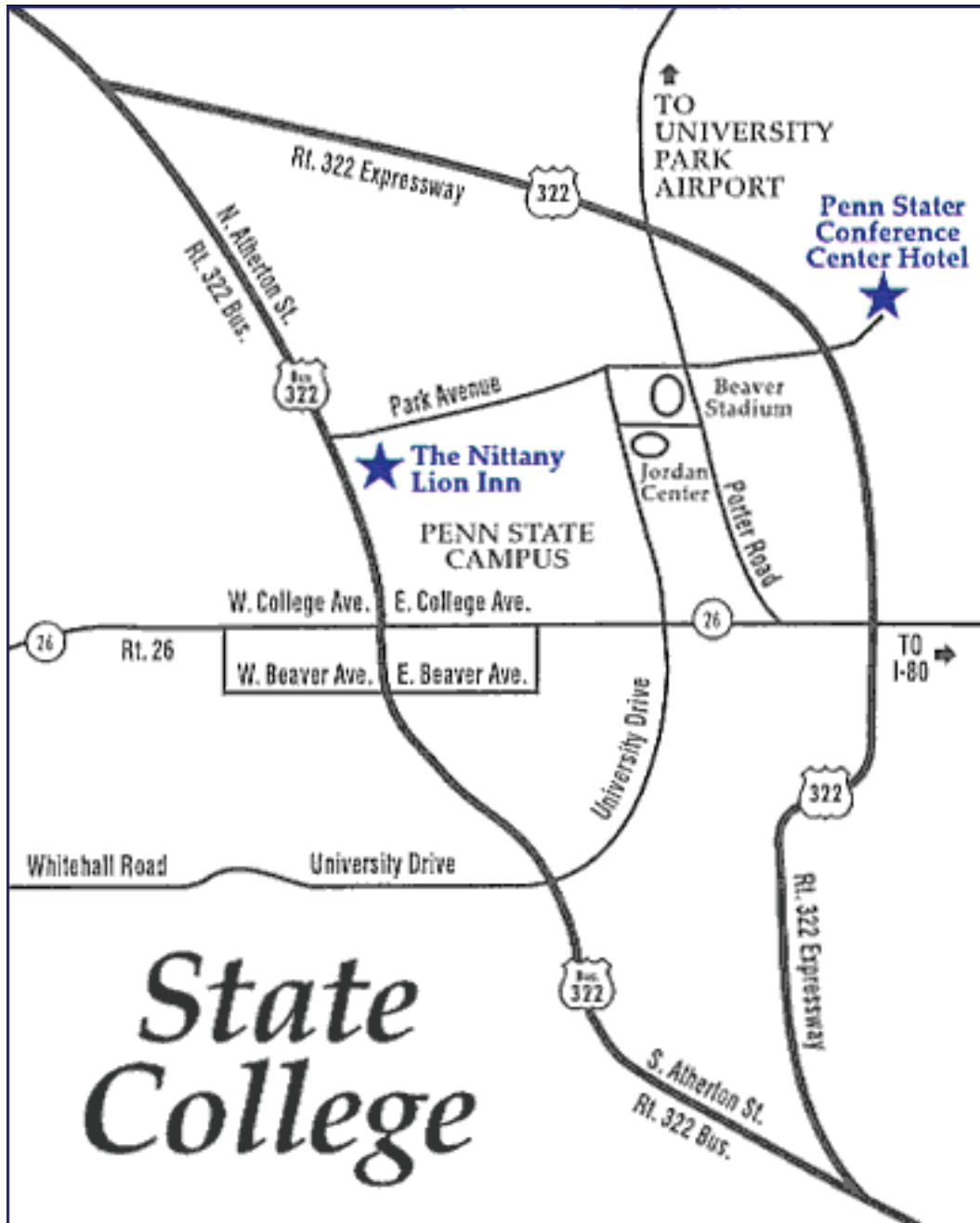
OPTION TWO FROM PITTSBURGH, (125+ miles) Stay on Route 22 East to Water Street. Turn left and take Route 45 to Pine Grove Mills. At the flashing lights, go straight onto Route 26 North (soon to be West College Avenue). At the intersection of Beaver Avenue and Business Route 322/Atherton Ave, Turn Left.

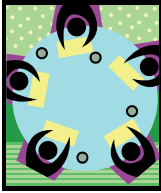
- ▶ To **Nittany Lion Inn** from the above, turn right at the light at Park Avenue. The Inn is immediately on your right.
- ▶ To **The Penn Stater Conference Center Hotel** from the above, turn right at the light at Park Avenue. Follow Park Avenue past campus and the stadium to The Penn Stater Conference Center Hotel.



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Map of State College





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Audio Visual Equipment Glossary

16mm Film Projectors – Also known as reel - to - reel film projectors, these projectors use the older, reel films, to display movies. These are becoming outdated and are rarely used. PSHS owns 2 projectors.

35mm Slide Projectors with Wireless AMX Remotes – PSHS has standard 35mm slide projectors made by Kodak. All slide projectors have universal trays, which make it easier if presenters bring in a tray of slides. All slide projectors will be placed either on a tall cart in the rear of the room or be set up in the control rooms at the Penn Stater. All 35mm have a wireless AMX remote control, which will enable the presenter to turn the projector on, off, advance or reverse the slides and adjust the focus of the slides. If you ever encounter a blown bulb or a jam in the projector an AV Technician should be summoned.

Anchor Speakers – Anchor speakers are powered portable loudspeakers. We can plug microphones, CD players, cassettes decks, or just about any other audio device into these speakers. These speakers also have the capability of being daisy – chained together, or in other words they can be connected together providing you with a wider coverage area and more volume. Normally these speakers are used for outside functions or rooms that do not have sound systems in them.

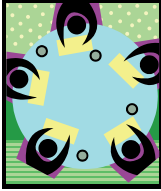
Audio Mixer – Audio mixers, also known as mixers, are multiple input devices that enable you to mix microphones and audio sources and then sending those signals to a single sound system. This is one of the key components to a sound system. Most of PSHS mixers can handle up to 12 inputs at one time. At the Penn Stater some of our larger rooms have 16 inputs and the one in the Presidents Hall has 24 inputs.

Cassette Decks – Much like your cassette deck in your home stereo, our cassette decks are mainly used for playing a cassette and recording meetings. All of our cassette decks are made by Tascam.

Compact Disc Players – Our CD Players are similar to the ones you have in your home stereo system. All of the control booths at the Penn Stater have CD players and we can add a CD player to any room in either building. Most of our CD players are the carousel type and can hold 5 CD's at one time.

Computers – All computers used by PSHS are provided and must be ordered through OITPS (Outreach Information Technology and Program Services). OITPS is located beside the Conference Services office at the Penn Stater. OITPS provides IBM laptops and currently only has 1 MAC laptop. They also have MAC Desktops.

Conference Phones (Polycom) – Conference phones are normally used for conference calls that require up to 3 parties at one time on the phone. PSHS conference phones are made by Polycom. They are triangular in shape and some models have extra speakers that can be placed around the room. If desired the sound from these phones can be patched into the house systems in the rooms. If you a have a conference that needs to contact more than three parties at once please contact the AV man-



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Audio Visual Equipment Glossary

Dissolve Unit – This is a device that is used in conjunction with two 35 mm projectors to display slides by dissolving one picture on top of the other. As the first slide fades out the next slide is fading in.

Easels – A gold tripod stand used for holding signs, displays, etc.

Ethernet Connection – A high - speed internet connection that uses an Ethernet card in your computer to establish a connection. Normally this connection uses IP addresses or HDCP to connect. The other option for connecting to the internet is through the use in a modem.

Fast Fold Screens – These are screens that can be assembled and placed in the larger rooms (Presidents and Deans at the TPS and the Ballroom at the NLI.) Currently we have 3 sizes available. At the Penn Stater we have a 9 ft. x 12 ft. and a 10 ft. x 20 ft. At the Nittany Lion Inn we have a 12 ft. x 12 ft. and a 9ft. x 12 ft. The 9 x 12 at the Nittany Lion Inn is a dual screen and can be used for front or rear projection. All of the others are strictly front projection.

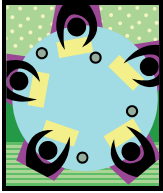
Flipchart – A tripod stand with a full pad of paper. Flipcharts will have 3 markers in the tray, a blue one, a red one and a black one.

Hearing Assistance Devices—This equipment is used for people who have trouble hearing. With our unit, either the presenter will wear the wireless mic or we will take an audio feed from the mixer. That signal is sent to a headset that the participant will be wearing. The participant can turn the volume up or down to his or her liking. These devices are made by Williams Sound Company.

Hub—A hub is a device used to turn one ethernet line into multiple ethernet lines. PSHS has 8 port hubs. These are used when we need multiple computers in one room that each need ethernet connections.

JVC 3 Chip Studio Quality Camera – This is our best video camera. As the name indicates this camera is like the ones you would see in a studio. This camera works nicely in the larger rooms and provides high quality videos.

Liquid Crystal Display (LCD) Projector – Used to project a computer or video image onto a large screen. Our projectors have the capability of projecting at least one computer and one video input. By simply hitting a button you can switch between a computer and video. Many of our newer projectors can handle 2 computers (IBM or MAC) and 2 video inputs. If you have an older MAC computer you may need a MAC adapter to connect to the projector. All of our projectors have a MAC Adapter. The newer MAC computers connect with a standard VGA cable, same as the IBM. These projectors also project up to 1500 lumens, which creates a bright, lively picture. In the Presidents Hall at the Penn Stater we have two projectors that have the capability of projecting an image the length of Presidents Hall and filling the 33 ft. screen in Presidents 4. These projectors display an image at 2000 lumens.



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Audio Visual Equipment Glossary

Videoconferencing – We use a Picture Tel unit for videoconferencing. The unit currently runs over ISDN lines, or high speed data lines, and can run at a speed of 384 kb/second. In the near future this unit will run over Internet Protocol (IP) lines. This is much like the internet in your offices. This unit has a camera mounted on top of a 32" colored TV. The camera can have up to 4 pre-sets. We can connect this unit into a video projector and can use it in both small and larger rooms. Our Picture Tel has been used by groups the size of 1 person to 300 people. If you are planning a conference with Picture Tel please give as much advanced notice to the AV department as possible. You always want to set up a test with the other site you are videoconferencing with to ensure there are no compatibility problems with the units. It is always safer to make sure both the video and audio is working before the actual event. If your videoconference involves more than 2 sites a bridge will be needed. We use the Office of Telecommunications (OTC) for videoconferencing bridges. OTC requires a minimum of 2 weeks notice to schedule a bridge. Therefore, the AV department should know a minimum of 3 weeks out. When booking a videoconference please remember to block set up time for allowing the AV department to set up the Picture Tel and test with the other sites. The price with our Picture Tel includes an Audio Visual Technician to run the equipment. Please contact the AV manager for pricing and any other questions concerning Picture Tel.

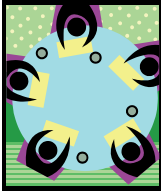
Podium and Mic – PSHS has large floor standing podiums with built in microphones. The podiums at the Penn Stater have the ability to lower and raise depending on the height of the presenter. All podiums have a light for the presenter and have a power outlet on them. Podiums are normally used in the larger rooms. At the Nittany Lion Inn podiums can be used in all rooms, but are not recommended for the Mount Nittany Room due to the small size of the room. When all floor standing podiums are in use and more podiums are needed we can use table top podiums. See Table Top Podiums.

Powered Amplifier with loud Speakers – This is similar to a DJ type of set up. PSHS uses a Crown Amplifier and JBL Speakers. These are used when a group wants better quality sound than the speech speakers can provide. Usually this is used for music and more upscale sound events. Sometimes this set up is used outdoors (weather permitting).

Speaker Phone – A phone that is similar to your office phone. These phones have a built in speaker you can use so the whole room can hear the conversation. Speaker phones are often used in the smaller rooms. Our speaker phones do not have the capability of handling more than 2 parties at one time. Please refer to conference phones for more than 2 parties.

SVHS Camcorder and tripod – The SVHS Camcorder is also used for videotaping conferences and uses either VHS or SVHS tapes. When using the SVHS tapes the quality will be better than VHS.

SVHS or U – Matic ¾" player/recorder – Similar to the ½" VHS above this machine uses a ¾" tape. It can be used for playback or recording. These machines are more commonly used in studios for making tapes and editing. PSHS own two ¾" U Matics.



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Audio Visual Equipment Glossary

Table Top Podiums – Small podiums that sit on top of a table. All tabletop podiums have the option of adding a microphone to them. These are used in smaller rooms or can be used in larger rooms when all floor - standing models are in use.

VGA Switcher Box—This device is used to connect up to 4 computers to a single LCD projector. By simply pushing a button, it allows you to switch between the computers.

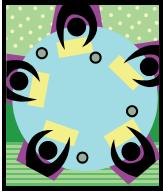
VHS Camcorder and tripod – This is a standard camcorder used to video tape conferences. It uses ½” VHS tapes.

VHS/TV Monitor – The main function of our TV/VHS’s is to play a video tape for presenters. All of our VHS players take the standard ½” video tape. For viewing the tape PSHS uses a 32” stereo TV. Most of the time the sound from the VCR will be tied into the house sound of the rooms for better acoustics.

Wireless Handheld Microphone – A wireless microphone shaped like a regular microphone that is held in your hand. As with the wireless lavalier you do not need to be in the presentation area to use this microphone. Many times this microphone is used for general announcements for exhibitors, questions from an audience or best man speeches during wedding receptions. An on/off switch will be located on the mic itself.

Wireless Lavalier Microphone – A wireless microphone is one that a presenter would wear to enable them to walk away from the presentation area and be heard from anywhere in the room. The body-pack of the microphone usually is placed in a pocket of the presenter and the microphone itself is clipped onto the tie or blouse of the presenter. Most wireless lavalier mics have a simple on and off switch on the bodypack.

Zip Drive – This is an external add on to computers that allow you to store more information than would normally fit onto a 3.5” floppy disc. Currently AV only has one Zip Drive and it is the Zip 100. Iomega also makes the Zip 250, which allows for even more storage of data on a disc. A disc from the Zip 100 can be used in the Zip 250, however, a disc made for the 250 will not work in the Zip 100.

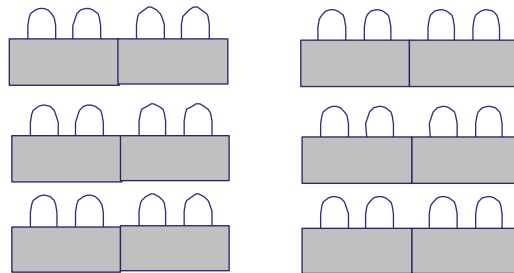


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Function Room Setup Styles

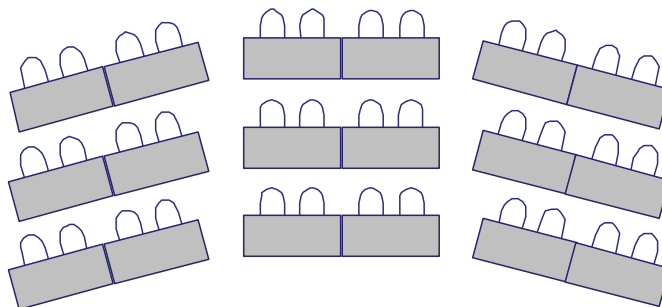
Classroom Style:

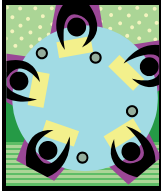
Rows of tables with chairs behind. Allows attendees to take notes while listening to lecture style presentation. All attendees have good visual line to audio visual presentations. Limits the interaction between attendees. (Formerly called “schoolroom”.)



Chevron Style:

Same as “Classroom Style” with angled tables.



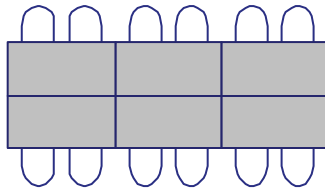


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Function Room Setup Styles

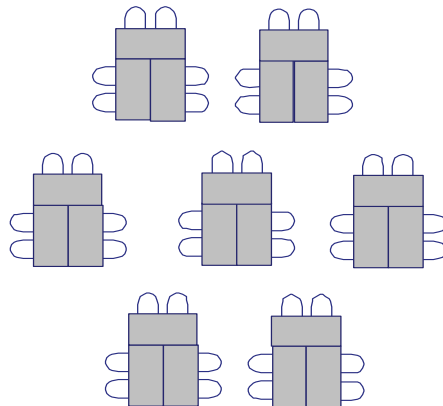
Conference:

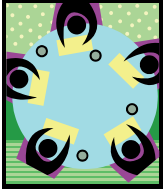
For small groups that require a lot of interaction like committees, boards, breakouts, etc. If the number of people scheduled for this setup exceeds 14, it is suggested to change to a hollow square setup for better lines of vision for all participants.



Clusters:

Clusters can be of varying amounts. The cluster setup is good for programs in which there is a lot of group work with the same groups throughout the day as well as facilitator interaction with the groups. When viewing the presenter and/or audio visual displays, some attendees' backs are to the front of the room.



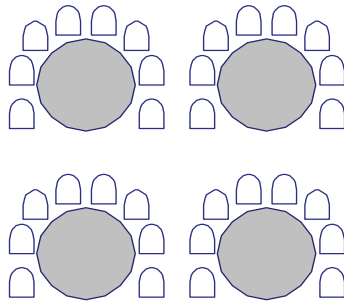


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Function Room Setup Styles

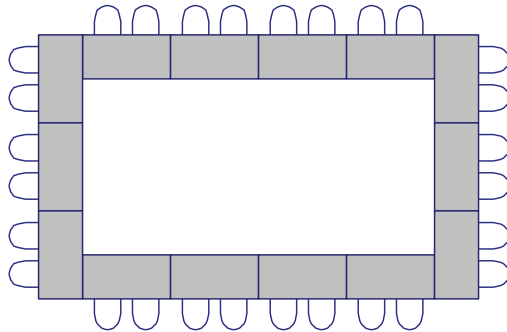
Crescent Rounds:

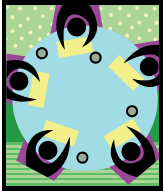
Round banquet tables with chairs around half to three quarters of the table, facing the front. Used for meetings where interaction and note taking are essential. All attendees have full view of the facilitator and the audio visuals. Also good to use when the same room is booked for a meeting and meal with little turn time in between.



Hollow Square:

Works for group meetings with frequent interaction. Not good when there is one main speaker and audio visuals. Allows for note taking as well.



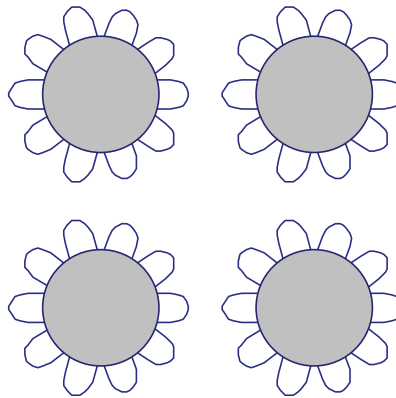


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Function Room Setup Styles

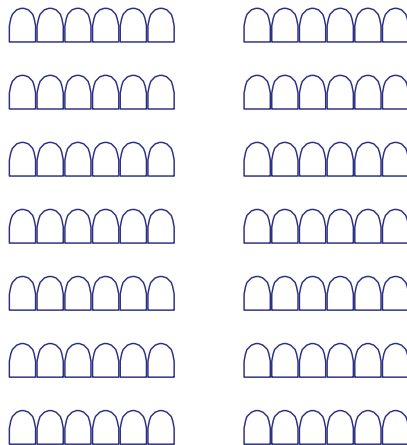
Rounds of ____:

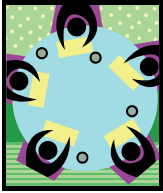
Mainly used for food functions and normally seat between 8 and 12 people, the optimum for maximizing room sets and still allowing ample dining space is 10 people. (Formerly called 'Banquet' setup.)



Theatre Style:

A setup with just chairs, also called 'auditorium' seating. Maximizes the number of people that can be accommodated in a room. Does not allow for easy note taking.





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U-Shape:

Works well for group interaction and meetings with audio visuals. If your U-Shape setup exceeds 34 people, you may want to consider sound enhancement for the participants because the "U" will be so large.

