

The Baxter M. Hood Center

“The Premier Meeting & Conference
Facility in the Carolinas”

Event Planning Resource Guide

The information contained in this document is a general planning guide that is not specific to events held at the Baxter M. Hood Center. These planning ideas may not apply to your particular event. Before making any final decisions that may affect your event, please be certain to contact the staff of the Baxter M. Hood Center to verify your plans.

The staff of the Baxter M. Hood Center assists with approximately 2,000 successful events each year. It is our goal to ensure that your event is a success as well. This planning guide is a tool that you can use to assist in planning your event and it answers many frequently asked questions that we have received over the years. If you have any additional questions, please feel free to call or email us so that we may assist you.

RESERVATION PROCESS:

The Baxter M. Hood Center uses a computer based reservation system. This system is designed to ensure that we do not “double book” events. It also allows us to type in notes, add audio visual equipment, schedule catering requests, enter contact information, and create invoices. Our reservation procedure is a three step process:

- Client requests space over the phone, in person, or via the web or email.
 - A Hood Center reservationist responds with availability, pricing, etc.
 - Once a reservation is confirmed, a contract and confirmation are created.
- A contract and confirmation are sent to the client via mail, fax, or email.

NOTE: At this point please verify that the room, date, and price listed on the confirmation are correct. Please call immediately if any of this information is incorrect.

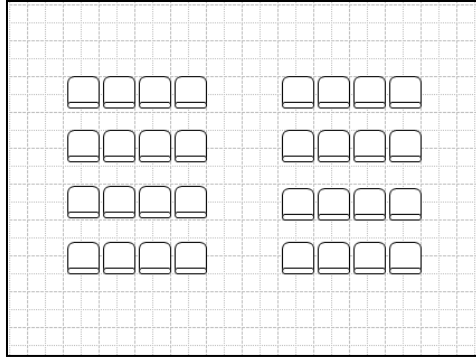
- The client has 15 business days to mail, fax, or email back a signed copy.
 - Depending on the type of event, a 25% deposit may be required with the signed contract.
- Once a contract and/or deposit is received, an event is then confirmed.
 - Depending on the event, the full amount of the contract may be due 7 days prior to the event.
 - At least 48 hours and up to 2 weeks prior to the event, our staff will contact you to confirm your setup, final count, etc.

PLANNING PROCESS:

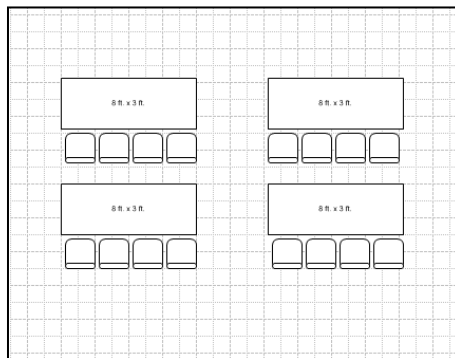
There are essentially three major aspects to your event from a facility standpoint: room setup, catering, and audio visual equipment. In addition, there may be a need for overnight accommodations, transportation, and logistics, but these topics will not be covered due to the complexity of each situation. For further details on these topics, please contact the Baxter M. Hood Center Staff at 803-981-7100 for assistance.

ROOM SETUP: The Baxter M. Hood Center has 16 meeting rooms of various sizes and configurations to accommodate our clients' needs. Depending on your event, we will create a specific plan with the setup notes, diagrams, and catering schedule. Listed below is a matrix that lists the rooms and their different seating capacities based on the type of layout. Several of our rooms can be setup in multiple configurations. To help avoid confusion, listed below is the terminology and illustrations of the different types of configurations.

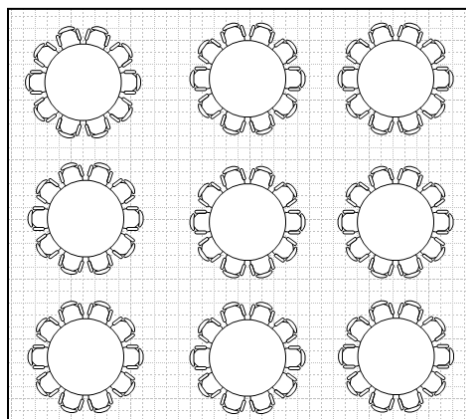
Meeting Rooms	Square Feet	Banquet Style	Theater Style	Classroom
Barnes Theater	3635			200
Bowater	1152			35
Bridges	720	50	75	30
Campbell	400			12
Dalton	918			22
Digital Computer Lab				16
Hoechst Celanese	4248	330	475	250
Kimbrell Hall	2448	200	275	140
Magnolia	684	50	75	30
Morton	720	50	75	30
Palmetto	684	50	75	30
Rockwell	720	50	75	30
Thermalkem	720	50	75	30
Video Conference	432			10
Willamette	720	50	75	30
Grand Ballroom (Bridges, Celanese, Magnolia, Morton, Palmetto, Rockwell, Willamette Rooms combined)	8496	650	950	500



Theater Style is a setup of chairs only. This setup may be chevron or angled to give the audience a more focused view. This setup allows you to seat as many people as possible. However, it is difficult to take notes, eat a meal, etc., without a table in front of the participant. This type setup is best for general information or performance events.



Classroom Style is a setup with rectangular tables and chairs. It gives participants the ability to easily take notes, eat a meal, etc. However, it takes up more space and cannot seat as many people as a theater style setup. We typically use 8' long by 30" wide rectangular tables, and each table can seat up to 4 people on one side. This type setup is best for all day training sessions, some meal functions, or testing purposes.



Banquet Style is a setup with round tables and chairs. This is traditionally used for meal functions, wedding receptions, or small breakout group sessions. We typically seat up to 10 chairs per 6' round table.

CATERING: Once the rooms and their configurations have been determined, we will then work with you to assist you in your catering needs. The Baxter M. Hood Center has an approved catering list to guarantee a level of quality, ensure consistency of service, and confirm that the caterer meets all local and state guidelines. In addition, we require a \$1 million dollar liability insurance policy of each of our caterers. Please visit our website for the most up to date list of approved caterers.

If your event only requires beverages, a continental breakfast, or a light refreshment break, the Hood Center's in house catering service can assist you. Our staff can offer you low cost solutions to help with your catering when all you need are soft drinks, coffee, snacks, or a continental breakfast. Please visit our website for the latest offerings and prices for this service.

AUDIO VISUAL EQUIPMENT: The Baxter M. Hood Center has full time, in house, audio visual staff to assist you in conveying your message to your participants. The Hood Center has state of the art technology including: LCD Projectors, wireless microphones, sound systems, projection screens, and more. In addition, we offer on and off site video production capabilities, videoconferencing, and satellite downlink services. Another advantage in choosing the Baxter M. Hood Center is that we offer free Wi-Fi Internet throughout the building. Each meeting room also has at least one wired Internet connection, closed circuit television connection, and a telephone line.

IMPORTANT ITEMS TO CONSIDER:

LOCATION, LOCATION, LOCATION: These are not only the first three rules of real estate, but also to conference centers. Location of a facility near restaurants, hotels, and shopping is always an advantage to your attendees. There are over 6 hotels, dozens of restaurants, a mall, and several shopping centers all within a one mile radius of the Hood Center.

PARKING: When looking at meeting facilities, it is always important to consider parking. The Baxter M. Hood Center has 400 free parking spaces with access to over 100 additional spaces located across the street at York Technical College's main campus.

ADDITIONAL FEES: When booking an event be certain to look at fees such as gratuity, taxes, additional staff charges, etc. Most caterers now charge a 15% gratuity, and some add a fuel surcharge. All of these expenses need to be factored into your event planning budget.

WEEKDAY VS. WEEKEND: Most facilities, including the Hood Center, charge more for weekends versus weekdays. If your event can be moved to a weekday consider the cost savings. In some cases it can be as much as a 25% savings. This is due to the high demand for weekend events.

FULL TIME, PROFESSIONAL STAFF: The Hood Center's staff are professional event planners that are available to help make sure your event is a success. Unfortunately, some facilities only rent space and cannot offer the same level of service. When comparing facilities to host your event make sure that you will get the level of service that your event requires.

It is our hope that this brief guide will assist you in planning your event. If you would like to meet our staff or discuss what the Hood Center can do for you, please contact us by phone at 803-981-7100 or by email at hoodcenter@yorktech.edu .