

TIPS FOR CONTRACTUAL CONSIDERATIONS IN VENUE CONTRACTS (post-COVID-19 era)

Securing a **FAIR** contract with the event venue is a critical part of ensuring the success of your event.

Here are **6** key contract considerations that are often overlooked:

1 Event Background Info & Audience

Make a request to have the type of event, the purpose of event, and a description of the typical attendees listed in the venue contract. We also recommend identifying the must-attend members of the audience (i.e., the people who absolutely must attend the event in-person for the event to be considered a success). Making it clear that there is a critical mass required for the event to be viable is a great way to protect organizers.

If attendees are travelling to the event location, we also recommend indicating where attendees are travelling from and how travel restrictions or quarantine requirements could impact attendance levels.

2 Event Program

Include a rough outline of the schedule of events and the major components of the event (even activities that may be held at a different venue). You may also want to include an outline of the lead time that is required to plan the event (and unplan it if needed). Making it clear to the venue that there are many moving parts and if one part of the event does not (or cannot) proceed as planned it impacts everything else that is part of the event program.

3

Safety Measures

Ask for a list of venue safety measures and protocols to be included as an Appendix in the venue contract. This may include policies on cleaning, testing, food service, etc.

IMPORTANT: You can ask for the venue to indemnify event organizers from damages resulting from the venue's own failure to provide a clean and sanitized environment!

4

Force Majeure / Impossibility

Do not accept the template force majeure/ impossibility clause that is typically added to venue contracts. Ask for specific language in the contract related to the particular factors that are unique to your event. This may include cancellation, postponement for COVID-19 or pandemics or communicable diseases (including known entities).

5

Deposits

Given the number of cancellations and postponements that have recently occurred in the events industry, negotiate for flexible payment schedules, deposits, and attrition clauses that include a reasonable and appropriate window of advance notice.

6

Insurance

The venue may request that event organizers have bigger and more comprehensive event insurance policies than what was the norm pre-COVID. Even if the venue doesn't make this ask, organizers should explore more inclusive policies for added protection.

Venue site selection, including contract negotiation, is part of iSPARK's event production services. Before signing a venue contract, ask us to review it and provide some suggested modifications that will save you time, money and stress down the road.