



# Meeting INCENTIVE PROGRAM

Book a meeting with the Lake Charles/Southwest Louisiana Convention & Visitors Bureau, and you will have the opportunity to receive up to \$5,000.00 for your organization. For every room actualized, the organization will receive \$3.00\*. A chart has been provided below as a quick view of how much money you could receive for your organization by booking your next meeting in Lake Charles/Southwest Louisiana.

Total Room Nights	Organization Receives (Base = \$3.00/room)	*Need Times (\$5.00/room) Organization Receives
50	\$150.00	\$250.00
100	\$300.00	\$500.00
250	\$750.00	\$1,250.00
500	\$1,500.00	\$2,500.00
750	\$2,250.00	\$3,750.00
1,000	\$3,000.00	\$5,000.00

\*\$3.00/room is available until a maximum of \$5,000.00 has been reached.

\*Needs Times are January 1 through March 15 (Sunday to Thursday) and October 15 through December 31 (Sunday to Thursday). No room nights can be utilized on Friday or Saturday to receive the additional \$2.00 per room

## Basic Incentive Program Guidelines

- ❖ Lake Charles/Southwest Louisiana Convention and Visitors Bureau must be informed of the meeting and have received the incentive submission no less than 45 days before the meeting has occurred.
- ❖ Meeting Incentive for organization will be paid only after the event occurs and the actual rooms picked up are verified by the contracted and approved hotel property.
- ❖ Meeting Incentive will be paid directly to the association or organization hosting the event after room pick-up is recorded.
- ❖ Minimum of 15 rooms on peak.
- ❖ Must utilize a minimum of 30 total room nights.
- ❖ Meeting must be held prior to December 31, 2022.

Call to book your next event in Lake Charles/Southwest Louisiana!  
 Phone: 337-436-9588 or 1-800-456-7952 | Email: [sales@visitlakecharles.org](mailto:sales@visitlakecharles.org)

# TERMS & CONDITIONS

## PROCEDURES FOR LC/SWLA MEETING PLANNER INCENTIVE:

1. Lake Charles/Southwest Louisiana Convention & Visitors Bureau accepts and verifies the qualifications of the meeting/event planner's registration for each specific meeting no less than 45 days prior to the meeting taking place and before the contract is finalized with the hotel/meeting facility.
2. A sales representative immediately contacts the meeting/event planner and begins the RFP/qualifying process.
3. If requested by the meeting/event planner, Lake Charles/Southwest Louisiana Convention & Visitors Bureau sends RFP only to those properties specified.
4. Lake Charles/Southwest Louisiana Convention & Visitors Bureau sales representative processes and sends RFP/lead to appropriate meeting properties, facilities or venues in a timely manner, based on the needs expressed in the meeting planner's RFP or specifics provided to the Lake Charles/Southwest Louisiana Convention and Visitors Bureau sales representative for consideration and availability.
5. When a booking is confirmed, and the contract is agreed to by the meeting property and the meeting/event planner, Lake Charles/Southwest Louisiana Convention & Visitors Bureau must be notified, and the booking must be confirmed in writing by the property and the planner as definite and include a copy of the final contract.
6. Upon verification of the total room pick-up at the conclusion of the specified meeting from the meeting properties, facilities or venues involved – and verification that the meetings were held in Calcasieu Parish – the Lake Charles/Southwest Louisiana Convention & Visitors Bureau authorizes payments per the incentive earned to the business, association, or organization. Upon final verification payout will occur within 30 days.

## PROCEDURES FOR LC/SWLA PARTNER HOTEL OR MEETING FACILITY:

1. If an industry partner receives an RFP directly from a meeting/event planner who is not registered with the Lake Charles/SWLA CVB for this promotion, the industry partner may complete the partner application on behalf of his/her client for the rewards program prior to the contract being signed and no less than 45 days prior to the meeting taking place.
2. The meeting property or properties then selected for the specific qualified meeting must notify the Lake Charles/SWLA CVB in writing when the contract is finalized to confirm dates, anticipated total room pick-up, and anticipated total attendees. A copy of the contract should accompany this notification.
3. If attendees stay at more than one lodging property, the meeting/event planner or the participating properties must notify the Lake Charles/SWLA CVB in advance, and the property or properties must agree to report the room nights booked for the qualified meeting.
4. Upon completion of the specified meeting, the meeting property, facility or venue must verify in writing to the Lake Charles/SWLA CVB the total room pick-up associated with the specified meeting and must also verify that the meetings were held in Calcasieu Parish.
5. Upon final receipt of the room night validation, Lake Charles/SWLA CVB will pay within 30 days to the company, association or organization that hosted the meeting the promotional rewards earned.

# TERMS & CONDITIONS

## GENERAL TERMS AND CONDITIONS:

1. Lake Charles/Southwest Louisiana Meeting and Event Incentive Program can be discontinued at any time without prior notice.
2. Meeting/event planner must register and qualify with the Lake Charles/Southwest Louisiana Convention & Visitors Bureau for each specific meeting no less than 45 days prior to the meeting taking place and before the contract is finalized with the hotel/meeting facility.
3. An incentive package cannot exceed \$5,000.00 no matter the total number of room nights actualized or the time of year the meeting is held. Once \$5,000.00 is met, the additional percentage available for needs period meetings or events is not applicable.
4. A maximum of three meetings per year per organization can qualify to receive the incentive package.
5. Your company, association, or organization must not be receiving any other sponsorships or financial assistance of any kind from the Lake Charles/Southwest Louisiana Convention & Visitors Bureau.
6. A Lake Charles/Southwest Louisiana Convention & Visitors Bureau industry partner working with a client that has not registered for this incentive program may complete the partner registration form for the client for consideration and approval and must do so no less than 45 days prior to the meeting taking place and before the contract is signed in order for the client to be considered to receive the benefit earned for the meeting booked at the industry partner's property.
7. Lake Charles/Southwest Louisiana Convention & Visitors Bureau will serve as a facilitator in providing this incentive and must be given the total room pick-up and total attendees from the meeting property and/or the meeting/event planner. Only rooms booked within a block will be accepted towards total pick-up numbers.
8. The company, association, or organization must be a recognized organization with paperwork filed with the Secretary of State's office in order to qualify for the incentive program.
9. Upon room night pick-up verification from the meeting property and the meeting/event planner, the Lake Charles/Southwest Louisiana Convention & Visitors Bureau will confirm the incentive earned, and that amount will be payable by the Lake Charles/Southwest Louisiana Convention & Visitors Bureau to the business, association, or organization that hosted the meeting.
10. Lake Charles/Southwest Louisiana Convention & Visitors Bureau Sales Director will have final determination and approval as to any questions regarding qualifications, the meeting of qualifications and the reward amount to be given.
11. Employees of Lake Charles/Southwest Louisiana Convention & Visitors Bureau or marketing or advertising agencies or organizations associated directly with either entity are not eligible for the promotional incentive.
12. Liability: Lake Charles/Southwest Louisiana Convention & Visitors Bureau and its employees will not be held liable for any action of the meeting facilities or venues or the meeting/event planner. Further, the Lake Charles/Southwest Louisiana Convention & Visitors Bureau and its employees will not be liable for any injury suffered by participation in the Lake Charles/Southwest Louisiana Meeting and Event Incentive Program.
13. The rules and regulations, terms and conditions, and rewards payout breakdowns for this incentive program have been modified as of January 2020.

# Incentive Program

## MEETING PLANNER REGISTRATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

### Meeting/Event Information

Name of Company/Organization to meet: \_\_\_\_\_

*Please attach a copy of your organizations W9 to this form.*

Official Meeting Name: \_\_\_\_\_

Meeting Dates: \_\_\_\_\_

Estimated Number of Attendees: \_\_\_\_\_

Total Estimated Number of Rooms: \_\_\_\_\_

Estimated Number of Sleeping Rooms Per Night:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Meeting space being utilized?  Yes  No Selected?  Yes  No

If yes, location: \_\_\_\_\_

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Additional Comments:

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved: \_\_\_\_\_ Date: \_\_\_\_\_



For Office Use Only:

Contract  Approval  Calendar  Pick-Up  Payout  
\_\_\_\_\_

# Incentive Program

## HOTEL PARTNER/MEETING FACILITY REGISTRATION

Hotel/Meeting Facility Name: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

### Meeting/Event Information

Name of Company/Organization to meet: \_\_\_\_\_

Official Meeting Name: \_\_\_\_\_

Meeting Dates: \_\_\_\_\_

Estimated Number of Attendees: \_\_\_\_\_

Total Estimated Number of Rooms: \_\_\_\_\_

Estimated Number of Sleeping Rooms Per Night:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Meeting space being utilized?  Yes  No If yes, is it on property?  Yes  No

If off property, what location? \_\_\_\_\_

Additional Comments:

Submitted by: \_\_\_\_\_

Date: \_\_\_\_\_

Approved: \_\_\_\_\_

Date: \_\_\_\_\_



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Contract  Approval  Calendar  Pick-Up  Payout