

**MPINCC**  
**January 21, 2009 Program**  
**Off-Site Trends Round Table**  
**Heather Keenan, President, USA Hosts | Key Events**



657 Mission Street  
Suite 202  
San Francisco, CA 94105  
Phone 415.695.8000  
Fax 415.695.8010  
[www.keyevents.com](http://www.keyevents.com)

**Overview:**

With the state of the economy, the new venues are the old venues: redux.

**Very Inexpensive or Free Facilities**

**Conference Room** – Many clients are choosing to use their client's conference room in another city or their meeting facilities.

**Use Not-For-Profits**

Not because they are inexpensive, but because the rental fee can be considered a donation and supporting a not-for-profit can be good PR for a corporation.

Many not-for-profits are looking for new cost centers – examples include SPUR, MOAD, and California Historical Society.

The Academy of Sciences - although expensive, is a not-for-profit that companies can benefit while having their meeting at the same time. It is easy to add in an educational element to the meeting, or produce the meeting and the event in one location.

**Marry the Event and the Meeting**

Marry the event and the meeting into one venue and one timeframe. The Contemporary Jewish Museum has a great meeting room and a couple of great event rooms.

**Use Venues that do NOT get their Main Source of Income from Meetings and Events**

Mezzanine in San Francisco – they will no longer be charging a facility fee for their venue. Ask for others to follow suit.

Infusion Lounge – newest of the night clubs on the San Francisco scene.  
<http://infusionlounge.com/>

**Fold in an Educational Component to the Meeting**

San Francisco Zoo  
San Francisco Maritime – Hyde Street Pier  
Green Seminars

### **Empty Retail or Living Areas**

Get to know a real estate agent or the spaces in your own building  
Penthouses that haven't sold yet  
Retail venues that are for lease

### **Use Schools and Universities**

Lone Mountain Conference Center at USF

Mission Bay Conference Center

### **Go out of Major Urban Areas**

Craneway Pavillion

<http://www.craneway.com>

Pristine pier in Richmond with great costs, accessible by Ferry or boats.

South San Francisco Convention Center

Marin Convention Center (historical as well)

Oakland Museum of California