

Event planning and procurement pack

A practical brief for corporate events, conferences, summits, hybrid programs and multi-room productions.

HOW TO USE THIS PACK

1. Give every bidder the same event facts and revision date.
2. Mark unknowns as unknown rather than asking vendors to guess.
3. Compare scope, ownership and exclusions before comparing totals.
4. Confirm venue rules in writing before the award.

Give every AV company the same starting point

Fill in what is known. Write 'unknown' where a decision is still open so the production team can resolve it explicitly.

Event basics

Company or organization	
Event name	
Venue and room(s)	
Event date and production days	
Audience size and seating layout	
In-room, remote or both	

Schedule and access

Earliest room access / load-in	
Rehearsal or technical check	
Doors / show start / show finish	
Strike and load-out deadline	
Loading dock / freight rules	

Map the rooms, presenters and audiences

Rooms and program

General session rooms	
Breakout rooms	
Keynotes and panels	
Audience questions	
Awards, performances or demos	
Remote presenters	
Show caller or stage manager	

Technical scope

☐ Presenter and panel microphones	☐ Recording
☐ Audience question microphones	☐ Hybrid or remote audience
☐ Room sound system	☐ Stage lighting
☐ Projection screens	☐ Room or scenic lighting
☐ LED wall	☐ Stage and lectern
☐ Presentation playback and switching	☐ Scenic or branded backdrop
☐ Confidence monitors or speaker timers	☐ Captions or interpretation
☐ Image magnification cameras	☐ Event internet and backup connection

Confirm the rules that sit outside the AV quote

Ask the venue for these answers in writing. House services, labor, access and connectivity can change the operating plan.

In-house AV agreement	
Outside-provider fee or restriction	
Required house services	
Union or prevailing-wage roles	
Production power	
Rigging points and restrictions	
Internet and outside-provider policy	
Insurance requirements	
Venue technical contact	

Quote comparison

Equipment rental			
Delivery / collection			
Setup / strike			
Rehearsal			
Show crew / day length			
Overtime			
Planning / project management			
Venue / house services			
Internet			
Recording / deliverables			
Taxes / exclusions			
Total			

Westwave AV planning ranges

These are Westwave AV's own planning ranges, not market averages or fixed quotes. The room and run of show determine the actual scope.

Up to 50	Board meeting, executive offsite, small training	\$3,000 – \$20,000
50 to 150	Training, town hall, panel, sales meeting	\$5,000 – \$25,000
150 to 350	Ballroom session, customer event	\$10,000 – \$50,000
350 to 600	General session, conference	\$20,000 – \$300,000
600 to 1,000+	Summit with breakout rooms	\$100,000 – \$1,000,000

Each range assumes one main room, slides, presenter microphones and one technician on site. Larger bands are wide because LED, multi-camera image magnification, hybrid production, designed lighting, rigging and custom scenic can change the job.

What to compare before the total

☐ Equipment quantities and rental period	☐ Venue labor, power, rigging and internet
☐ Delivery, loading, setup and collection	☐ Hybrid platform and remote support
☐ Crew roles, call times and day length	☐ Recording and post-event deliverables
☐ Rehearsal and presenter support	☐ Taxes, travel, exclusions and optional items
☐ Planning, show calling and cueing	☐ Change, cancellation and postponement terms

Record the requirements before they become schedule problems

This is a buyer checklist. It does not describe Westwave AV's internal legal, insurance or procurement policies.

Before issuing the request

☐ Name the business, budget, production and approval owners	☐ Get the venue's AV terms and technical rate sheet
☐ Attach the draft run of show and room plans	☐ State equipment rental, crewed support or full production
☐ Separate load-in, rehearsal, show and strike times	☐ Give every bidder the same scope and revision date

Crew and delivery

☐ Name crew roles and coverage by room	☐ State day length, overtime and meal terms
☐ Include call times and rehearsal	☐ Separate venue or union crew from vendor crew
☐ Name the technical lead and show-day decision owner	☐ State travel, parking and accommodation treatment

Commercial and legal

☐ Vendor onboarding and purchase order	☐ Tax documentation and security review
☐ Master services and nondisclosure agreements	☐ Staff names, badging or background checks
☐ Certificate of insurance and additional-insured wording	☐ Recording, content-rights and accessibility terms

Before award

☐ Technical and commercial responses evaluated separately	☐ Named technical lead is available
☐ Venue confirms the proposed operating model	☐ Final room list and schedule are covered
☐ Required documents can be completed on time	☐ All exceptions have a written owner