

Hospitality Best Practices

Private Hospitality

- Schedule a suite host
 - A suite host can be a constant in your private hospitality space to welcome guests and answer any questions.
 - It is recommended that suite hosts wear company logoed apparel, so they are easy to spot.
- Consider a check in process
 - The suite host can use the ticket allocation sheet to check in guests and employees that were provided tickets to the private hospitality venue.
 - This is a good way to provide name tags or gifts to guests and employees in the private hospitality venue.
- Showcase your product or service within the private hospitality experience
 - Provide your guests with a small branded gift.
 - It is recommended to hand out gifts as they leave so they do not have to carry it around.
 - All gifts given out must be approved by 3M Open staff in advance of the tournament to ensure it follows PGA TOUR guidelines.
 - Utilize signage or product displays within the private hospitality venue to showcase your company to guests.
 - All items must be provided to the tournament by July 20 for proper set up.
 - Items cannot be brought onsite after July 23rd.
- Maximize time with guests
 - Communicate a plan with guests before the tournament.
 - Ways to maximize time with guests:
 - Allow guests to explore the tournament and set a designated meeting time and location (i.e. meet for lunch).
 - Ride with guests to the tournament.



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Semi-Private Hospitality

- Schedule a hospitality host
 - A hospitality host can be a constant in your hospitality space to welcome guests and answer any questions.
 - It is recommended that suite hosts wear company logoed apparel, so they are easy to spot.
- Consider a check in process
 - The hospitality host can use the ticket allocation sheet to check in guests and employees that were provided tickets to the hospitality venue.
 - This is a good way to provide name tags or gifts to guests and employees in the hospitality venue.
- Showcase your product or service within the hospitality experience
 - Provide your guests with a small branded gift.
 - It is recommended to hand out gifts as they leave so they do not have to carry it around.
 - All gifts given out must be approved by 3M Open staff in advance of the tournament to ensure it follows PGA TOUR guidelines.
 - Utilize signage or product displays within hospitality venues to showcase your company to guests.
 - All items must be provided to the tournament by July 20 for proper set up.
 - Items cannot be brought onsite after July 23rd.
- Maximize time with guests
 - Communicate a plan with guests before the tournament.
 - Ways to maximize time with guests:
 - Allow guests to explore the tournament and set a designated meeting time and location (i.e. meet for lunch).
 - Ride with guests to the tournament.

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Shared Hospitality

- Maximize time with guests
 - Communicate a plan with guests before the tournament.
 - Ways to maximize time with guests:
 - Allow guests to explore the tournament and set a designated meeting time and location (i.e. meet for lunch).
 - Allow guests to bring a plus one, especially on weekend tournament days.
 - Ride with guests to the tournament.
- Explore the course
 - We encourage guests to take in all the activities and golf viewing spots throughout the course before play reaches the hole where your hospitality venue is located.
 - Utilize the hospitality venue as a home base or meeting location to enjoy food and beverage.

