

MEETING MINUTES

UPDATE SESSION | MARCH 14, 2017

Below are meeting minutes detailing information covered during the Update Sessions. **Any new information discussed during the Update Session on March 14th, 2017, is in green so it is easily distinguished.**

I. WELCOME & OVERVIEW – Mimi Griffin, President & CEO of MSG Promotions, Inc. (start-2:05)

A. United States Golf Association - (USGA)

1. Over 120 years of serving the game of golf and guiding it forward
2. Mission: To promote and conserve the true spirit of the game of golf as embodied in its ancient and honorable traditions.
3. Core Strategies
 - a. Rules and Handicapping: Clarify and define the rules of the game worldwide
 - i. Writes and interprets the rules of golf to define the sport
 - ii. Administers the handicap system thereby allowing golfers of all skill levels to enjoy the same game
 - b. Health of the Game
 - i. Regulates and monitors equipment standards
 - ii. Leader in water conservation research for golf courses
 - c. Community
 - i. Serves the community of golfers through various local and regional programs
 - d. Championships
 - i. Conducts a total of 13 national championships including the U.S. Open, U.S. Women's Open, U.S. Senior Open, as well as a variety of amateur and team competitions annually

B. Erin Hills Golf Course

1. Erin Hills Golf Course opened in 2006 and has hosted the 2008 U.S. Women's Amateur Public Links Championship and the 2011 U.S. Amateur Championship.
2. This will be the first time that the U.S. Open will be contested in the state of Wisconsin.

II. CORPORATE HOSPITALITY PROGRAM RESOURCES (2:05-5:20)

A. MSG Promotions, Inc.

1. MSG Promotions, Inc. is the USGA's exclusive corporate hospitality marketing and management company for the U.S. Open Championship each year.
2. MSG staff members are available as a resource to answer any questions during your planning process and to share some of the best practices used by corporate clients from previous U.S. Opens.
3. At least one MSG Promotions staff member will be assigned to each hospitality area

and will serve as your main point of contact between now and the conclusion of the championship. The staff assignments are:

- a. Fox Hospitality: Mimi Griffin
 - b. USGA Partner Village: Jeanne Taylor
 - c. Village on 18: Jeanne Taylor & Kendall Garden
 - d. Village on 9: Danielle Bonder
 - e. Village on 1: Jim Holden
 - f. Suites on 6: Emily Geosits
 - g. Suites on 10: Amanda Davis
 - h. Champions Pavilion: Shelley Berlin
- B. Corporate Hospitality Manual
1. The manual is available electronically rather than in printed form which allows us to provide new information and updates to you in real time.
 2. The link to the manual was sent to you in early October by the MSG staff person assigned to your hospitality area.
 3. One of the most valuable sections in the manual is the *Timeline & Forms* section, which gives you an overview of the important deadlines to help you stay on track with your planning.
- C. Final Update Session
1. May 3, 2017, 10:00am-12:00pm (Location: Erin Hills Golf Course)
 - a. The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.
 2. A reminder including an RSVP link will be sent at least two weeks prior to the meeting.
 3. All update sessions are available via webinar for those who cannot attend in person.
 4. Following each session, detailed meeting minutes will be added to the hospitality manual and the webinar recording of the session will be posted to the password-protected portion of the MSG Promotions website.
- D. MSG Promotions Website – www.msgpromotions.com
1. The password-protected section of the MSG Promotions website is accessible to corporate hospitality patrons only and includes links to the corporate hospitality manual, all necessary forms, webinar presentations, maps and a variety of reference materials.
 2. Login credentials:
 - a. Username: USOPENcorporate
 - b. Password: 2017corporatepatron

E. Catering & Décor Account Managers

1. The account managers at Ridgewells and SBK have a wealth of knowledge and experience. We encourage you to use them as a resource while reviewing and finalizing your menu and décor plans.
2. Catering - Tent Patrons ONLY
 - a. The Culinary Selections Book was emailed to all tent patrons on January 9, 2017.
 - b. Final beverage package selections were sent by Ridgewells to all hospitality clients.
 - c. Account Managers
 - i. Village on 1- Kerry Dawson: kdawson@ridgewells.com, 301.907.3703
 - ii. USGA Partner Village, Village on 18 & Village on 9- Christina Kirkbride: ckirkbride@ridgewells.com, 301.907.3748
 - d. Catering Deadline-TENTS ONLY
 - i. April 28- Final Menu Selections, Guest Guarantees & payment in full due

III. OVERVIEW OF HOSPITALITY LOCATIONS – (5:20-7:45)

A. Course Map

1. We encourage you to review the course map and become familiar with where the various facilities and hospitality venues are positioned throughout the course.
2. Walking routes from the Main Entrance to each hospitality location were reviewed.

B. USGA Partner Village & Village on 18

1. Both villages are situated to the golfer's right of the 18th hole, which will play as a par 5
 - a. This will be the longest par 5 in U.S. Open history, playing anywhere from 600-670 yards.
2. Both villages will have views of at least one of the landing zones and the green.
3. The landing zone for the players' second shot will likely be directly in front of the USGA Partner Village; however, if there are prevailing winds, players' second shot may land closer to the green.

C. Village on 9

1. Situated to the golfer's right of the 9th hole, which will play as a par 3
 - a. While it may be the shortest hole on the course, it is considered to be the most difficult par 3 due, in part, to the prevailing winds.
2. The elevation of the village will provide guests with a view of the putting surface.

D. Village on 1

1. Situated to the golfer's right of the opening hole, which will play as a par 5
2. Due to the length and elevation of the village and the shape of the hole (dogleg left), guests will have views of both landing zones.

E. Suites on 6

1. Situated to the golfer's left of the 6th green, which will play as a par 3
2. The facility will be elevated on average 5.5' – 6' above the ground which will provide guests with a view of golfers' tee shots, ball flight and the putting surface.

3. Gallery will not be permitted between the green and the suite patio which will insure an unobstructed view of golf.

F. Suites on 10

1. Situated to the golfer’s right of the 10th hole, which will play as a par 4
2. The facility will provide guests with a great view of the 10th green as well as a panoramic view of the golf course.
3. Gallery will not be permitted between the green and the suite patio which will insure an unobstructed view of golf.

G. Course Navigation

1. Several large maps will be placed throughout the course with a “You Are Here” demarcation to help all spectators navigate their way around the course.
2. “Mash Signs” with multiple directional arrows will also help to guide spectators.
3. The Fan Guides included within your ticket shipment will feature a detailed map of the course. We encourage you to send a Fan Guide to your guests with their tickets to give them the opportunity to become acclimated with the course layout prior to their arrival.

IV. WHAT TO FOCUS ON NOW (7:45-48:40)

A. Important Timeline Dates

Recent Deadlines that have Passed	
February 15	Ticket Shipment and Corporate Sign forms due
March 1	Catering deposit due (Tents Only)
March 15	Electrical Requirements form due (Tents Only)
March 15	Safari Telecom Service Order form due
Important Upcoming Deadlines	
March 31	Final décor payment due and all graphic files due to SBK
April 3	Deadline for embroidery files for co-branded merchandise
April 15	Corporate Shuttle and Option Ticket Order forms due
April 15	Insurance Certificate due to the USGA
April 21	Co-Branded Merchandise Order Deadline
April 28	Catering Menus, Guarantees & Final Payment Due (Tents Only)
May 3	Final Update Session

1. Ticket Shipment Form-PAST DUE (February 15)
 - a. Ticket shipments will be sent to the person indicated on your Ticket Shipment Form.

- b. Shipments will be sent beginning on May 1st in a nondescript box via 2-day delivery and will include the following items:
 - i. Hospitality Tickets, Staff Tickets, Parking Passes, Fan Guides, Prohibited Items Cards, and Corporate Bag Tag and corresponding ID tag.
 - c. An email confirmation will be sent the day your tickets are shipped.
 - d. Tickets will not be sent until the signed hospitality agreement and full payment have been received by the USGA.
 - e. We strongly encourage you to inventory your tickets and keep a record of the barcodes given to each guest. In the event any of your tickets are lost or stolen, we can turn off the barcode of the missing tickets and issue you replacement tickets. We will not be able to issue replacement tickets for guests who are no longer able to attend.
 - i. Please notify your MSG representative of any discrepancies upon receiving your ticket shipment.
2. Corporate Sign Form- PAST DUE (February 15)
 - a. Your company name will appear on the corporate identification sign posted on the exterior of your hospitality tent/suite exactly how it was submitted on the Corporate Sign Form.
 - i. The USGA will produce the corporate signs which will be the same generic font, size and color and will contain only the U.S. Open logo and your company name.
 - ii. The sign will be yours to keep at the end of the championship.
 - iii. No other signs or displays are permitted on the exterior of your tent or suite (including the glass wall in the suites) during Championship week.
 - iv. Your company name will also be included on the locator board in your village/ suite facility.
 3. Electrical Requirements Form- PAST DUE (March 15) - TENT PATRONS ONLY
 - a. The purpose of this form is to let us know the type of equipment you intend to bring into your facility that will require electrical service and where each item will be located within your tent (i.e. laptops, printers, cell phone/tablet chargers, information kiosk, etc.). This information will be incorporated into the electrical floorplan that is produced for your specific hospitality tent.
 - i. It is not necessary to include items dictated by your menu (i.e. coffee maker, ice cream freezer, etc.) or your décor (i.e. televisions, lighting, etc.). This information is communicated to us directly from the catering and décor companies.
 - b. If the items you plan to bring into your tent require additional power, extra circuits can be added which may result in a \$250 surcharge for each additional 20-amp circuit needed.
 4. Safari Telecom Service Order Form-PAST DUE (March 15)
 - a. All hospitality options come equipped with one complimentary phone line and handset as

- well as free WiFi service. Local and long distance phone calls will be free of charge.
- b. Additional services that can be ordered through Safari:
 - i. Dedicated WiFi or hard-wire internet service
 - ii. Additional telephones
 - iii. International Calling
 - c. You will be billed directly by Safari Telecom for any additional services ordered.
 - d. Please inform your MSG representative whether or not you would like the complimentary phone in your private hospitality area. Now that cell phones are permitted into the Championship, many of our clients have decided that the U.S. Open complimentary phone is not necessary.
5. Corporate Shuttle Form Due (April 15) - TENT AND WEEKLY SUITE PATRONS ONLY
- a. You must submit this form in order to obtain the placards necessary to access the corporate shuttle depot area at Erin Hills Golf Course.
 - b. Limit of 2 placards per tent/weekly suite. Requests for additional placards will not be considered until we have determined the total number of companies that plan to shuttle.
 - c. Each company that is shuttling will be assigned a specific slip in the corporate depot.
 - d. No vehicles can be staged at the Corporate Shuttle Depot area.
6. Option Ticket Order Form Due (April 15) - TENT PATRONS ONLY
- a. Option tickets are available on a weekly or daily basis, and can be designated as Hospitality or Gallery Only access. Pricing is the same regardless of the designation.
 - b. Any additional hospitality tickets ordered must be included in your catering guest count to Ridgewells.
 - c. An invoice will be emailed to you upon receipt of your order. Option tickets will not be sent until full payment has been received by the USGA.
 - d. Option tickets will be sent in a separate shipment from your hospitality package tickets.
7. Insurance Certificate Due (April 15)
- a. Reference page X.3 in the Hospitality Program Policies & Requirements section of the corporate hospitality manual.
 - i. Send completed form to:
Anne Kellstrom
Manager, Hospitality Administration and Legal Services
United States Golf Association
10 Independence Boulevard
Warren, NJ 07059
- B. Become familiar with the type of hospitality package you purchased (tent or suite).
1. Tent Villages
 - a. Common walk decks

- i. The tents in each village will be connected by a common walk deck located directly in front of each tent.
 - b. Private Offset Patios
 - i. Each tent will have its own private patio that will be delineated by picket fence and planter boxes.
 - ii. Patios will be offset from the hospitality tent to give an unobstructed view of the golf course. Guests sitting on the patios will be above the gallery and in front of the crowds on the walk decks.
2. Suite Facilities
 - a. The Suites on 6 and Suites on 10 are each a one story, glass front facility with individual suites. In addition, there is a common area that features a hospitality services desk, a large bar, multiple buffets, a business center, communal seating, and additional TVs.
 - b. Each individual suite will be equipped with a (1) 40" TV and (1) 32" TV for the Scoring Channel as part of the standard décor package. The 32" TV can also be used to access the Fox channels televising the Championship.
 - c. Corporate branding may be brought in for your individual suite, or you can utilize SBK to help you design branding elements. Please note that pop up banners cannot go above 6.5" feet within the individual suite and no items can be affixed to the glass wall(s).
 - d. Shared Patio
 - i. There will be a common exterior patio at both the Suites on 6 and Suites on 10 that will be open to all guests within that hospitality area.
 - ii. The patios will be positioned approximately 1.5' below the floor of the suites so the guests sitting on the patio do not impact the view of the people inside.
 - The Suites on 6 patio will be on average 5.5'-6' above ground level.
 - The Suites on 10 patio will be on average 3.5'-4' above ground level.
 - iii. There will be no gallery access in front of either facility.
3. Access into all hospitality areas
 - a. MSG staff, interns and volunteers will monitor the entrances to each hospitality area to ensure that only those with the proper ticket or credential gain access.
 - b. Patrons are responsible for monitoring the access into their specific tent or suite.
- C. New Developments
 1. The old scoring monitors that have been used in the past have been replaced by either a 32" TV in the suites or a 40" TV in the tents. Moving forward, all pairings, current leaderboards, and updated weather alerts will be broadcast on a Scoring Channel that will be available on all TVs.
 2. The standard décor package for suites will now include a (1) 40" TV and (1) 32" TV for the Scoring Channel.

3. TENT PATRONS - All standard package TVs have been upgraded from 40" TVs to 55" TVs.
 - a. 40'x40' tents will now be equipped with (2) 55" TVs and (1) 40" TV for the Scoring Channel in their standard package
 - b. 30'x30' tents will now be equipped with (1) 55" TV and (1) 40" TV for the Scoring Channel in their standard package
 - c. Your MSG representative will contact you to discuss how these changes may impact your floorplan.
- D. Continue the Invitation Process
 1. Invitations to your "A" and "B" guest lists should have already been sent, with plans to reach out to your "C" guest list as soon as possible.
 2. We recommend that you include a deadline to RSVP and follow up on your invitations.
- E. Evaluate Merchandise Opportunities – Jenelle Mirro, Assistant Manager, Corporate Merchandise
 1. Contact Information: JMirro@usga.org; 908-326-1967
 2. Benefits of the U.S. Open Corporate Merchandise Program
 - a. Exclusive opportunity to purchase co-branded merchandise
 - b. Co-branding merchandise can extend your investment in the U.S. Open Championship by associating your company logo with the U.S. Open logo prior to, during and after the event.
 - c. Generates excitement and enthusiasm for your company's involvement.
 3. Co-branded merchandise can only be purchased through the USGA. Co-branded merchandise CANNOT be ordered through ad specialty companies, directly from vendors or from local pro shops.
 - a. The deadline to order co-branded merchandise to ensure that it arrives before the championship is April 21, 2017.
 4. 2017 Corporate Catalog
 - a. A printed catalog featuring the full U.S. Open Corporate Merchandise Collection was mailed to all hospitality clients in February.
 5. USGA Corporate Merchandise Website – www.usopencorporatemerch.com
 - a. A great resource that allows you to submit your logo for digitizing, ask questions, and shop from the 2017 U.S. Open collection.
 6. Plan Your Merchandise Budget
 - a. There are a variety of items available at all price points. Headwear, polo shirts, and accessory items such as binoculars, glassware, and bag tags are popular giveaway items to consider for your guests.
 7. Light Box Program
 - a. Set of four (4) images taken of the Erin Hills Golf Course by the USGA to be utilized by corporate clients for marketing collateral and/or interior décor:
 - i. Internal Communications/Marketing Collateral: \$500
 - ii. Internal Communications/Marketing Collateral/ Tent Décor: \$700

- iii. Tent Décor Only: \$700
 - b. Images used for décor purposes are yours to keep at the conclusion of the championship.
- 8. Volume Discounts-
 - a. Discounts are Cumulative NOT Retroactive
 - i. \$5,000- \$9,999: 5% Discount
 - ii. \$10,000- \$19,999: 10% Discount
 - iii. \$20,000 and above: 15% Discount
- 9. Championship Approved Bags
 - a. Two different clear bag options are available that fit within the USGA's size restrictions.
 - i. Size of approved CLEAR bag allowed onto grounds: 12"W x 12" H x 6" D.
- 10. Special Promotions
 - a. Official U.S. Open Posters- \$26 per poster
 - i. Orders of 36 or more posters will be pre-signed by the artist, Lee Wybranski.
 - ii. Orders of 100 or more posters will include a personal autograph session with the artist, Lee Wybranski.
 - b. Maui Jim Private Fitting Package
 - i. A Maui Jim representative will come to your tent/suite with a wide variety of sunglasses and custom fit each of your guests (\$175 per guest).
 - Corporate discount not applicable.
 - ii. Co-branding is available.
 - c. Erin Hills Publication- \$45 per book
 - i. Purchase a minimum of 36 commemorative books about Erin Hills and receive a complimentary book signing by author, Gary D'Amato.
 - d. Personalized U.S. Open AHEAD caps
 - i. Receive vouchers for free, personalized embroidery redeemable in the Main Merchandise Pavilion with your purchase of AHEAD headwear (minimum purchase required 250 caps= 25 vouchers; 500 caps=50 vouchers).
 - ii. Embroidery vouchers will be redeemable in the Main Merchandise Pavilion only.
 - e. Gift Cards
 - i. Available in any denomination and redeemable in the Main Merchandise Pavilion only.
- 11. Logo Size Restrictions
 - a. Your logo must fit within the USGA's size restrictions as outlined in the *Merchandise* section of the manual.
 - i. Please note that the two exceptions (Exception 1 and Exception 2) noted in the manual, are primarily used on larger items, i.e. umbrellas.
 - b. To maximize the clarity of your embroidered logo, we suggest eliminating tag lines and/or trademark symbols.

12. Embroidery File Preparation

- a. Send an .EPS file of your logo to Jenelle Mirro (Jmirro@usga.org) or submit it via the corporate merchandise website (www.usopencorporatemerch.com)
 - i. Embroidery files must be submitted no later than April 3, 2017.
- b. Embroidery fees:
 - i. \$175 digitizing fee
 - ii. If you have an existing embroidery and your logo fits within the USGA size restrictions, then you will avoid the digitizing fee.
 - iii. Please note if your existing digitized file size exceeds the USGA size restrictions, it must be re-digitized for a \$175 fee.

13. Approval Process

- a. A digital proof will be sent for approval within one week of submission.
- b. An embroidered logo is produced upon approval of digital proof. The completed embroidery (.dst) file will be emailed to you within 1-2 weeks.
 - i. Embroidery logos are used for merchandise items that require the logo to be stitched on the item with thread, such as hats and apparel.
 - ii. Digital logos are used for items that require a screen printed logo such as lanyards, coffee mugs and umbrellas.

14. Merchandise Pre-Championship Opening- Thursday, June 8-Saturday, June 11, 10am- 6pm

- a. Open to the public – no ticket necessary to gain access.
- b. Complimentary parking will be available – location TBD.

15. Corporate Merchandise Services Available During Championship Week

- a. Personal Shoppers
- b. Assistance in the Merchandise Pavilion
- c. Delivery to your tent/suite

16. Shipping Your Merchandise

- a. Upon request, merchandise orders can be drop-shipped to the USGA on-site merchandise facility and delivered to your tent or suite on your specific load-in day or a specific day during the Championship.
- b. Merchandise can also be sent to you before the Championship.

17. Please allow 4-6 weeks for delivery of your merchandise after an order has been placed

V. General Championship Information (48:42- 56:14)

A. 2017 U.S. Open Schedule

1. Practice Rounds (Monday, June 12- Wednesday, June 14)
 - a. Players are more amenable to interacting with the spectators.
 - b. Cameras are permitted and encouraged.
 - c. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.

2. Championship Format
 - a. The format is stroke play.
 - b. The full field consists of 156 players.
 - c. There is no Pro-Am golf associated with the U.S. Open.
3. Championship Rounds (Thursday, June 15- Sunday June 18)
 - a. No cameras or autographs are allowed on these days.
 - b. Thursday & Friday
 - i. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
 - ii. Players will tee off in threesomes from the 1st and 10th tees.
 - c. The field is “cut” after all players have completed 36 holes.
 - i. The cut line includes the 60 players with the lowest scores plus ties.
 - d. Saturday & Sunday
 - i. Start times will be determined by the number of players that make the cut. A smaller field will result in a later start time.
 - ii. Players will tee off in twosomes from the 1st tee only.
 - iii. Sunday of the U.S. Open is Father’s Day.
4. In the event of a tie, an 18-hole playoff will take place on Monday, June 19.
5. Disabled Services
 - a. If you have guests who are wheelchair-bound or oxygen-dependent, please let us know as soon as possible. We will do whatever we can to help facilitate their experience at the championship. All hospitality options are ADA accessible.
 - b. Disabled Services Committee provides limited multi-passenger golf carts for transportation throughout the course.
 - c. A limited supply of mobility scooters are available at the main admission gate for spectators who may have difficulty traversing the course.
 - i. Scooters are available free of charge.
 - ii. Scooters cannot be reserved in advance of when they are needed.
6. Inclement and Severe Weather
 - a. In the event of inclement weather, warning signs will be posted on the leaderboards and a message will be broadcast on the Scoring Channel.
 - b. If weather conditions become a public safety issue, all facilities, including hospitality options, will be opened for spectators to seek shelter.
 - i. Your MSG representative will advise you of this beforehand so that you are aware.
 - ii. Spectators will be allowed to seek shelter in the village hospitality services tents and then to portioned off areas of individual tents. Likewise, the common area of the suites will have an area for spectators seeking shelter.
 - iii. Food and beverage services will not be shut down, rather guests will be required to show the correct wristband and ticket in order to be served.

- c. More specific information will be provided to you at the May Update Session.

VI. Hospitality Operations (56:15-1:07:10)

A. Access into Hospitality Areas will be STRICTLY enforced

1. MSG staff, interns and volunteers will monitor the entrances to each hospitality area from 7:00am – 7:00pm to ensure that only those with the proper ticket or credential gain access - *If you do not have the proper ticket, you will not gain entry.*
2. Patrons are responsible for monitoring the access into their specific tent/suite.
3. Credential Boards will be posted at the entrance of each hospitality facility indicating which tickets and credentials are permitted access into the area.
4. There will be signs posted at the entrance to each village listing the tents that are closed on that day. Guests with tickets to a “closed” tent will not have access to the village or tent on that day. Your tent is considered “closed” on any day that you have not ordered food and beverage.
5. The Main Entrance to each of the hospitality villages and suite facilities will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
6. A hole will be punched on each guest’s ticket upon their first visit to the the hospitality facility and each guest will have a wristband affixed to their wrist.
 - a. Both a hole punched ticket and wristband are required for re-entry to the hospitality area.
 - b. Damaged or altered wristbands will be invalid.
7. Food service will be available from 8:00am until 7:00pm each day that your tent/suite is operational. Bars will be open from 11:00am until 7:00pm each day that your tent/suite is operational.

B. Locator Boards

1. All hospitality facilities will have locator boards inside the entrances to help guests locate the tent/suite to which they were invited.

C. Hospitality Services/Business Centers

1. Hospitality Services will be operated by MSG staff, interns and volunteers who will serve as your main point of contact for all questions and concerns throughout Championship week.
2. The Business Center features complimentary use of the scanner/photocopier, computers with internet access and telephones from which your guests can place free local and long-distance calls (international calls excluded).
3. Any Will Call needs you have during championship week can be handled at Hospitality Services.
4. All hospitality areas are equipped with free WiFi service.

D. No Smoking Policy

1. The NO SMOKING policy will be enforced inside all tented facilities, on all patios, and along all common walkways. This includes cigars.

E. Restrooms

1. Each hospitality area will have dedicated restroom facilities exclusive to guests in that area.

2. There will be a handicap accessible restroom in every hospitality venue.
 3. Portable restroom units will also be located throughout the course for all spectators.
- F. Storage Units – TENT AND WEEKLY SUITE PATRONS ONLY
1. Each tent and weekly suite patron will have access to a lockable U-Haul storage unit located behind your hospitality area.
 - a. Dimensions
 - i. Tent Patrons: 7’6”H x 5’W x 8’D (capacity: 257 cubic feet)
 - ii. Weekly Suite Patrons: 7’6”H x 5’W x 8’D (capacity: 257 cubic feet)
 - b. You are required to provide your own lock for your storage unit. A standard combination lock with a 1” shackle is ideal.
 - c. You will be assigned a specific date and time from Wednesday June 7th to Saturday June 10th, when you can load any items into your storage unit. Further details regarding this will be emailed prior to the May update session.
 2. Daily suite patrons will not have access to a storage unit so any items that you bring for your guests, must be stored within your specific suite.
 - a. If your giveaways that you ordered through the merchandise program are too big to carry in the day your suite is reserved, you should make arrangements with merchandise staff to store it and deliver it for you.
- G. Client Inspection and Load-In (TENT & WEEKLY SUITES ONLY)
1. Load-Ins will be scheduled from Wednesday June 7th- Saturday June 10th
 2. Tents and weekly suite patrons will be assigned a specific date and time during the week before the championship when you can load any items into your storage area.
 3. It is CRITICAL that you arrive at your scheduled time.
 4. Your MSG representative will email you directly with your assigned load-in time prior to the May update session and request the following information: number of people attending inspection, size and number of boxes you will be loading, size of vehicle you will use for deliveries.
 5. Please note that you will need to provide your own manpower if you are delivering heavy equipment or displays into your tent, suite, or storage unit.
- H. Load-Out Procedure
1. Load-Out will occur on Sunday, June 18th or the morning of Monday, June 19th.
 2. Further details will be discussed at the May update session.
- I. Understand and review the types of tickets included in your package
1. Hospitality Tickets
 - a. All tickets will be color-coded by day and have the name of the specific hospitality option printed on the front as well as a distinctive overprint on the back to allow easy identification and access into the appropriate venue.

- i. Individual tent/suite numbers will also be printed on the front of all Village on 18, Village on 9, Village on 1, Suites on 6 and Suites on 10 tickets.
 - ii. You can affix a sticker with your company name or logo to help your staff more easily identify invited guests. **The ideal position for a company sticker is in the top left corner on the front of the ticket. The dimensions of this area are 7/8" x 7/8".**
 - **It is permissible to affix a sticker over the course image on the ticket, however, we recommend against it as most guests like to keep their tickets as a souvenir from the championship.**
 - b. Tent Tickets – USGA Partner Village, Village on 18, Village on 9 and Village on 1
 - i. Each hospitality package will include tickets with access into your specific village for each of the seven (7) days of the U.S. Open plus an eighth (8th) ticket for a possible playoff on Monday, June 19.
 - The Monday playoff ticket will allow access to the Trophy Club, as no hospitality areas will be open if a playoff occurs. The Trophy Club is an upscale tented facility located near the Main Entrance with non-reserved seating as well as food and beverage available for purchase.
 - You will have the ability to purchase prepaid gift cards for your guests to utilize in the Trophy Club. **Cards can be purchased in denominations of \$25, \$50 and \$100.** We will communicate further details as soon as they are finalized.
 - c. Suite Tickets- Suites on 6 and Suites on 10
 - i. Each weekly suite package will include an allotment of thirty (30) tickets with access into your specific suite for each day, Wednesday through Sunday, of the U.S. Open. The weekly suite package also includes an allotment of thirty (30) Trophy Club tickets for Monday, June 12 and Tuesday, June 13, as well as Monday, June 19 in the event a playoff is necessary, since the suite facilities are not operational on those days.
 - The Trophy Club is an upscale tented facility located near the Main Entrance with non-reserved seating as well as food and beverage available for purchase.
 - You will have the ability to purchase prepaid gift cards for your guests to utilize in the Trophy Club. **Cards can be purchased in denominations of \$25, \$50 and \$100.** We will communicate further details as soon as they are finalized.
 - ii. Each daily suite package will include an allotment of thirty (30) tickets with access into your specific facility for each day your suite is reserved.
2. Staff tickets
 - a. Staff tickets are in addition to the tickets included in your package.

- b. Staff tickets grant access to the championship and into your specific venue.
 - c. Staff tickets are not transferable.
 - d. Staff tickets look the same as all of your other package tickets. They do NOT have any specific designation printed on them which allows you the flexibility to use them as additional hospitality tickets for guests if needed.
3. Ticket Allotment
- a. The total allotment of hospitality tickets, staff tickets, option tickets, and on-site tickets included in your package is outlined in the *Hospitality Program Information* section of the manual.
 - b. We encourage all patrons to evaluate your demand for tickets as soon as possible. Daily suite and table options can be purchased to handle any overflow demand for tickets.
 - c. **There is now a daily Champions Pavilion ticket available. If you are interested, please contact your MSG representative.**
4. Junior Tickets
- a. Junior tickets will be available at every admission gate during the U.S. Open and will never sell out.
 - i. Children ages 12 and younger are admitted free of charge when accompanied by an adult with a U.S. Open ticket.
 - ii. Children ages 13 to 17 years old are admitted at a discounted rate.
 - \$20 for practice rounds (Monday, Tuesday or Wednesday)
 - \$40 for Championship rounds (Thursday, Friday, Saturday or Sunday)
 - iii. There is a maximum of two (2) Junior tickets per one adult with a U.S. Open ticket.
 - b. Junior tickets DO NOT ALLOW access into any of the corporate areas.
 - i. EVERYONE entering any hospitality venue must have the proper ticket or credential regardless of age, including infants.
 - ii. Please notify your guests of the Junior Ticket policy. You must provide any guest who plans to bring their child one of your hospitality tickets in order for them to gain access to your hospitality area.
5. **On-Site Admissions (TENTS ONLY)**
- a. **You have the ability to purchase a limited number of tickets on-site during the championship in the event of any last minute or unexpected ticket requests.**
 - b. **You must submit the *Authorized Personnel Form* in order to allow the designated representatives to sign for on-site tickets during championship week.**
 - c. **There are two types of tickets available during the event:**
 - i. **Daily Tickets**
 - **Ideal for last minute ticket requests.**
 - **Available only during the U.S. Open but may be purchased in advance of the day they are needed.**

- You will incur a charge from the USGA for the face value of the ticket as well as a charge from the caterer for 100% of that day's per person catering fee.
- ii. Additional Access Tickets
 - Ideal for guests who have a ticket to the championship but not into your hospitality area.
 - NOT available in advance of the day/time they are needed.
 - There is no charge for the ticket. You will only incur a charge from the caterer for the food & beverage fee. The fee will be based on the time of day each ticket is acquired.
 - Before 2:30pm = 100% of your per person catering fee for that day
 - After 2:30pm = 50% of your per person catering fee for that day

VII. Screening, Prohibited Items & Admission Gates (1:07:11-1:15:40)

A. Will Call

1. Hours of Operation:
 - a. June 8-11, 10:00am- 6:00pm
 - b. June 12-18, 6:00am-7:00pm
2. Please note the following:
 - a. For the convenience of your guests, we strongly recommend that you distribute all tickets and parking passes in advance of the championship and use Will Call for special circumstances or last minute needs only.
 - b. Spectators cannot drive to Will Call. Please do not leave parking passes at Will Call for your guests.
 - c. Do not leave any personal items or notes in the Will Call envelope.
 - d. All tickets must be left in a specific person's name. A photo ID will be required to obtain any Will Call envelope.
3. One Day Gate Pass
 - a. Guests who arrive at a gate that is different than where their ticket is held will be given a temporary ticket to enter the championship with directions to your specific hospitality area. Upon arrival at the entrance to your hospitality area, their temporary ticket will be exchanged for the proper ticket.

B. EVERYONE will pass through a security checkpoint that is equipped with either a magnetometer or hand wand before entering the Championship.

C. Prohibited Items and Security

1. A complete list of items prohibited at the U.S. Open Championship will be available on the U.S. Open website (www.usopen.com), printed on the back of all tickets, and listed in the Fan Guide. In addition, a supply of Prohibited Items cards will be sent with your tickets. We encourage you to include a Prohibited Items card when sending tickets to your guests.

- a. Spectators are allowed to bring cell phones/mobile devices into the championship as long as they adhere to the USGA's Mobile Device Policy.
 - i. Mobile devices must be kept on silent or vibrate at all times.
 - ii. Phone calls can be placed or received inside any of the hospitality facilities or within designated "phone zones" located throughout the course. Texting and email are permissible throughout all areas of the course, as long as it does not disrupt players.
 - iii. The use of mobile devices is prohibited on the common walkdecks, individual patios as well as in any area on the course that may disrupt play.
2. Spectators arriving with a prohibited item will be asked to return the item to their vehicle or check the item at the Disallowed Items trailer.
3. Bag Size Restrictions
 - a. No backpacks, briefcases or bags larger than 6"W x 6"H x 6"D in their natural state are allowed into the championship.
 - b. Transparent/clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted.
4. Corporate Bag Tag / Approved Device Stickers
 - a. Each company will receive one Bag Tag which will allow you to bring one oversized bag into the championship (no larger than a shoulder duffel bag).
 - i. The Bag Tag and a corresponding ID tag will be included in your ticket shipment.
 - ii. ID tag must be labeled with your name and company and must be affixed to the bag at all times.
 - iii. The bag is still subject to search.
 - iv. Disallowed items are not permitted with a bag tag.
 - b. Each company will have the opportunity to request a limited supply of Approved Device Stickers for the staff managing your tent/suite who would like to bring a laptop or tablet with them each day.
 - i. The sticker must be affixed to the device at all times.
 - ii. The device must remain inside your tent/suite throughout the day. The use of laptops and tablets is prohibited on the course.

VIII. Parking & Transportation (1:15:41-1:23:23)

A. General Spectator Parking

1. No special credential, pass or ticket is required to access General Spectator Parking or to ride the USGA shuttle to the championship.
2. There is no fee to park in General Spectator Parking or to ride the USGA shuttle to the course.
3. Maps and driving directions will be included in the Fan Guide and on the U.S. Open website (www.usopen.com)
4. There will be two (2) General Spectator Parking Lots-The Red Lot and Blue Lot

- a. The Red Lot (Wetterau Property in the Village of Germantown) can be accessed via I-41 and will be about a 20 minute shuttle ride to the course.
 - b. The Blue Lot (Pabst Farms in the City of Oconomowoc) can be accessed via I-94 and will be about a 35 minute shuttle ride to the course.
- B. **VIP Parking Designations -Lot E & F**
1. Both lots are located on-site at Erin Hills, adjacent to the Main Entrance.
 - a. **Lot E: FOX Sports, USGA Partner Village, Village on 18, Village on 9 and Village on 1**
 - b. **Lot F: Suites on 6, Suites on 10 and Champions Pavilion**
 2. Vehicles must display the appropriate VIP Parking hangtag in order to access the designated area.
 3. VIP Parking hangtags are included with your hospitality package and will be shipped with your tickets, beginning on May 1st.
 4. VIP Parking hangtags will be color-coded by day (same as the admission tickets) and will include a map and driving directions to the area on the back of each hangtag.
 5. Due to space limitations, additional VIP Parking Passes cannot be purchased.
- C. **Private Corporate Shuttle Depot – TENT AND WEEKLY SUITE PATRONS ONLY**
1. Available to tent and weekly suite patrons who choose to operate a private shuttle service for their guests.
 2. The Corporate Shuttle Depot is located on-site at Erin Hills adjacent to the VIP Parking area.
 3. Vehicles of any size can access this area but no vehicles will be able to stage for more than the 15 minute slot allotted to them.
 4. A special placard must be displayed in the windshield of the vehicle in order to gain access to the area.
 - a. Submit the *Corporate Shuttle Form* to request your placards and preferred shuttle times.
 - b. Limit – 2 placards per tent or weekly suite. Requests for additional placards will not be considered until we determine the number of companies that plan to shuttle.
 5. You will be assigned a specific shuttle schedule and slip assignment within the corporate depot and each slip will be shared by multiple companies.
 6. Companies will not be permitted to access the Corporate Shuttle Depot more frequently than every 90 minutes.
- D. **Passenger Drop-off**
1. This area will be accessible to anyone and will not require any special hangtag or placard.
 2. **The location of this area is at the Erin School at the corner of County Rd. O and Terry Rd.**
- E. **Vehicle Restrictions in Various Parking and Shuttle Areas**
1. It is important to understand the differences in the various sizes of the shuttle vehicles that can be used to transport guests. We encourage you to communicate the vehicle size restrictions for each parking/shuttle area to your transportation company as soon as possible.



12-passenger van
(i.e. Ford Econoliner)



conversion van
(19' or shorter in length)



sprinter van
(20' or longer in length)



mini-coach bus



coach bus

2. Transportation company representatives are welcome to attend all Update Sessions.
3. A chart summarizing the vehicle size restrictions in each of the various parking and shuttle areas can be found in the *Parking & Transportation* section of the manual.

IX. Miscellaneous (1:23:24-end)

A. Enhancing Your Guests' Experience

1. Ancillary activities such as golf outings, player appearances, and guest speakers are a great way to enhance your clients' experience at the U.S. Open.

a. Golf Opportunities at Nearby Courses

- i. Whistling Straits Golf Course will be offering U.S. Open corporate clients a discounted rate to play Irish Meadow Valley Course, and preferred booking for tee times on the Straits Course. Both day outings and small groups can be accommodated.
 - Please contact, Ed Elsner, Tournament Coordinator at Blackwolf Run and Whistling Straits to book: Ed.elsner@kohler.com ; (920)-803-3014
- ii. North Hills Country Club will be offering limited tee times from 7:30am-3:30pm during the week of the U.S. Open. Pricing will be \$195 per golfer including golf cart and forecaddie.
 - Please contact the North Hills Pro Shop to reserve: (262)-251-8190

B. Future U.S. Open Championships – We encourage you to evaluate your needs and let us know as soon as possible if you would like to reserve a hospitality package at any of the upcoming locations.

1. 2018 U.S. Open Championship – Shinnecock Hills Golf Club, Southampton, NY
 - a. Corporate Preview Day, May, 8, 2017, for companies interested in learning more about the available hospitality options. Contact your MSG representative if you or a regional representative from your company is interested in attending.
2. 2019 U.S. Open Championship- Pebble Beach Resorts, Pebble Beach, CA

