# Convention, Meeting and Event Guide

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Discover Longview, Explore Real East Texas

In the spirit of its name – which was inspired by the view from the porch of O.H. Methvin’s home on the top of Rock Hill – Longview has a forward view toward the future, knowing that its friendly folks, pleasing weather, beautiful scenery and ideal location offers any visiting group an experience to remember and a reason to return.

Famous for its natural beauty, unique festivals, and outdoor recreation, Longview is the perfect meeting destination that offers the Real East Texas experience. With an abundance of parks, trails, and lakes, the area provides numerous opportunities for both fun and relaxing outdoor experiences. From Longview, you can venture out to bike our hills which are covered with pine and hardwood trees, you can water-ski our lakes or fish for that big catch.

Mixed within our flavorful culture and rich heritage, our museum district is also something to experience with the Longview Museum of Fine Arts, The Gregg County Historical Museum and the WOW Children’s Museum. Enjoy the arts, experience the rich history of East Texas and shop for authentic antiques, arts, crafts and original pottery. A perfect retreat also includes local shopping and dining and a visit to one of our area’s countryside vineyards. Another favorite activity is attending one of the many fun and exciting festivals including the T-Bone Walker Blues Festival, along with the Great Texas Balloon Race and many other special events throughout the year.

While enjoying Longview and its wealthy history, you’ll have the opportunity to embrace your life’s adventure by enjoying our authentic experiences and flavorful culture which is sure to deliver an enjoyable meeting or visit.
Getting Around Longview

Air Transportation

EAST TEXAS REGIONAL AIRPORT
The East Texas Regional Airport is 5 miles south of Longview and is served by American Eagle out of Dallas Fort Worth International Airport.

269 Terminal Circle  PO Box 4435
Longview, Texas 75606

Administrative Office  (903) 643-3031

American Airlines Reservations  (800) 433-7300
www.FlyGGG.com

Rail Transportation

AMTRAK DEPOT
Amtrak’s Texas Eagle offers daily service to and from San Antonio through Dallas, Fort Worth, Austin and to and from Chicago, Illinois through Texarkana, Little Rock, Arkansas and St. Louis, Missouri. Longview’s Amtrak depot also offers connecting service to Houston and Shreveport, Louisiana.

Depot: 905 Pacific Avenue – Longview, TX 75601
Reservations:  (903) 758-0902  |  (800) USA-RAIL
Fax (903) 758-2940
www.Amtrak.com

Car Rental Services

AVIS RENT-A-CAR
East Texas Regional Airport
Reservations:  (903) 643-2292  |  Fax (903) 643-2294
www.Avis.com

ENTERPRISE RENT-A-CAR
104 Spur 63 – Longview, TX 75601
Reservations:  (903) 236-7788  |  Fax (903) 236-8870
3920 Hwy. 259 N., Ste. B – Longview, TX 75605
Reservations:  (903) 238-8722
www.Enterprise.com

HERTZ LOCAL EDITION (RENT-A-CAR)
315 S. Spur 63, Ste 108 – Longview, TX 75601
Reservations:  (903) 753-0793  |  Fax (903) 643-2294
www.Hertz.com

Bus Lines

GREYHOUND BUS LINES
401 E. Magrill – Longview, Texas 75601
Ticketing: (903) 757-7203  |  (800) 231-2222
Fax:  (903) 753-0125
www.Greyhound.com

Limousine Services

AT YOUR SERVICE LIMOUSINE
1700 Buckner Dr. – Longview, TX 75604
Reservations:  (903) 297-8691

BISEE LIMOUSINE SERVICE
PO Box 684 – Longview, TX 75606
Reservations:  (903) 979-0630  |  Fax:  (903) 759-7127
Mobile:  (903) 738-5658
www.Biseselimo.com

PAULETTE’S LIMOUSINE SERVICE
2171 Gilmer Rd. – Longview, TX 75604
Reservations:  (903) 295-8090

Motorcoach Services

TRI-CITY CHARTER
605 E. Loop 281 S. – Longview, TX 75602
Reservations:  (903) 663-5514

Taxi Cab Services

A-1 CAB SERVICE
1320 E. Marshall Ave. – Longview, TX 75601
Reservations:  (903) 753-2345
879 Foster Dr. – Marshall, TX 75672
Reservations:  (903) 472-2345
ERRANDS FOR ALL (CAB SERVICE)
Reservations:  (903) 297-1529

LONDON CAB COMPANY
601 N. Access Rd.  Longview, Texas 75601
Reservations:  (903) 753-2222  |  Fax (903) 758-3535
**Convention & Meeting Services**

The Longview Convention and Visitors Bureau is a full service Bureau ready to assist you in all aspects of the planning process for your convention, meeting or sports event. Services provided by the Longview Convention and Visitors Bureau are based upon the number of sleeping rooms used in Longview hotels and motels. The provision of services is not without restrictions and guidelines.

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**Convention & Meeting Services**

**CORPORATE, ASSOCIATION AND OTHER LARGE MEETINGS**

The Longview Convention and Visitors Bureau will make every effort to provide the services needed to make your meeting successful.

**Some of the services offered are:**

- Letter of invitation from local officials
- Site visits to the cities
- Assistance with planning your conference, meeting or event
- Planning and scheduling of tours and activities
- Assistance in arrangements for local transportation
- Guidance in selecting the following:
  - Speakers
  - Caterers
  - Entertainment
  - Audio/Visual
  - Private party facilities
- Assistance with procuring hotel/motel rooms at special group rates
- Registration services
- Custom name tags/badges
- Brochures
- Maps
- Promotional brochures of Longview and the surrounding area
- Additional support as necessary to assure the best possible conference

**WELCOME BAGS AND VIP GIFTS**

- Welcome bags are provided for those attending meetings held in Longview and using rooms in Longview hotels and motels. Longview Convention and Visitors Bureau will assemble the bags containing various brochures and promotional items.
- VIP gifts are provided for door prize drawings or other considerations a planner may have.
- Based on the number of hotel room nights†, you will receive welcome bags with visitor guides and gifts.

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**REGISTRATION ASSISTANCE**

- Complimentary Custom Name Tags/Badges will be printed on white stock and assembled in 3” x 4” vinyl sleeves with bulldog clips.
- Custom Name Tag/ Badge service requires a list of names for the tags be provided in a compatible electronic database file 14 days before pick-up date. Typed and printed lists will be accepted no less than 21 days prior to pick-up date. Handwritten lists WILL NOT BE ACCEPTED. Compatible database files include MS Word .doc; MS Excel .xls; MS Access .mdb; Tab Delimited .txt and .csv files.
- City maps are provided for distribution at the time of registration.
- On-site Registration Assistance

**SPECIAL ACTIVITY PLANNING**

The Bureau will assist with planning and coordination of special group activities, children’s programs, entertainment and friends’ and spouses’ programs.

**WEDDINGS AND REUNIONS**

In addition to this Meeting Planner’s Guide, smaller meeting groups which utilize fewer hotel and motel rooms will receive services depending on the number of room nights booked.

**Services available include:**

- Assistance with procuring hotel/motel rooms at special group rates
- Guidance in securing:
  - Meeting space
  - Caterers
  - Entertainment
- Custom name tags/badges
- Maps – Pre-printed maps of Longview (Custom designed maps may require a fee of $25 to cover the production time)
- Promotional brochures of Longview and the surrounding area

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† Total room nights is the total number of hotel/motel rooms used by a specific group throughout the convention, meeting or event.
Maude Cobb Convention & Activity Complex

The Maude Cobb Convention and Activity Complex encompasses 100 acres in the heart of Longview, just north of I-20, and is convenient to hotels, restaurants, clubs, shopping, and outdoor attractions such as golf courses, parks and lakes. Longview’s historic downtown, which is only minutes away, features museums, specialty shops and dining. No matter what your event, the personalized and efficient service of our professional staff will help make it your best!
Outdoor Meeting Facilities

BROUGHTON RECREATIONAL CENTER
801 S. Martin Luther King Jr. Blvd
Longview, TX 75602
Reservations: (903) 237-1276
parks.LongviewTexas.gov

KIDSVIEW PLAYGROUND AT LEAR PARK
100 H.G. Mosley Pkwy.
Longview, TX 75604
Reservations: (903) 237-1230
parks.LongviewTexas.gov

MCWHORTER PARK
1000 Toler Rd.
Longview, TX 75604
Reservations: (903) 237-1230
parks.LongviewTexas.gov

PAUL MARTIN JONES / PANTHER PARK
200 George Richey Rd.
Longview, TX 75604
Reservations: (903) 239-5500
parks.LongviewTexas.gov

SPRING HILL PARK / NEAL MCCOY / AMBUCS TOO
UNIVERSALLY ACCESSIBLE PLAYGROUND
738 Fenton Rd.
Longview, TX 75604
Reservations: (903) 237-1230
parks.LongviewTexas.gov

STAMPER PARK AND SPLASH PAD
400 Fair St.
Longview, TX 75601
Reservations: (903) 237-1230
parks.LongviewTexas.gov
Civic & Cultural Facilities

AMERICAN LEGION BUILDING
407 American Legion Blvd.
Longview, TX 75601
Reservations: (903) 753-9013
www.LegionBingo.com

ELDERVILLE COMMUNITY CENTER
Hwy 349 & Hwy 322
Longview, TX 75603
Reservations: (903) 643-9560

ELKS LODGE
2101 E. Marshall
Longview, TX 75601
Reservations: (903) 753-3722
www.ElksLodge1128.com

GREGG COUNTY HISTORICAL MUSEUM
214 N. Fredonia St.
Longview, TX 75601
Reservations: (903) 753-5840
www.gregghistorical.org

GREGGTON COMMUNITY CENTER
3211 Marshall Ave
Longview, TX 75605
Reservations: (903) 759-3611

JUDSON COMMUNITY CENTER
1131 FM 1844
Longview, TX 75605
Reservations: (903) 759-8473
www.JudsonLions.org

LETOURNEAU UNIVERSITY EVENT SERVICES
2100 S. Mobberly
Longview, TX 75607
Reservations: (903) 233-3253
www.letu.edu

LONGVIEW COMMUNITY CENTER
500 E. Whaley St.
Longview, TX 75601
Reservations: (903) 753-2052
www.LongviewCommunityCenter.com

LONGVIEW MUSEUM OF FINE ARTS
215 E. Tyler St.
Longview, TX 75601
Reservations: (903) 753-8103
www.LMFA.org

PINE TREE COMMUNITY CENTER
1701 Pine Tree Rd.
Longview, TX 75604
Reservations: (903) 295-5100
www.ptisd.org

VFW POST
401 Ambassador Rd.
Longview, TX 75604
Reservations: (903) 753-2413
www.VFW.org

LeTourneau University S.E. Belcher Jr. Chapel and Performance Center
Hotel Meeting Facilities

Hilton Garden Inn
905 East Hawkins Parkway
Longview, TX 75605
Reservations: (903) 212-6520
www.HiltonGardenInn.com

Holiday Inn Express North
300 Tuttle Circle
Longview, TX 75605
Reservations: (903) 663-6464
www.HolidayInnLongviewTX.com

Holiday Inn Express South
900 S. Access
Longview, TX 75602
Reservations: (903) 247-3000
www.Longview-Hotel.com

Hampton Inn & Suites Longview South
112 S. Access Rd.
Longview, TX 75603
Reservations: (903) 758-0959
www.HamptonLongviewSouth.com

Homewood Suites by Hilton
205 N. Spur 63
Longview, TX 75601
Reservations: (903) 234-0214
www.LongviewHomewoodSuites.com

LaQuinta Inn & Suites North
908 E. Hawkins Pkwy.
Longview, TX 75605
Reservations: (903) 663-6611

LaQuinta Inn & Suites South
3416 MLK Blvd.
Longview, TX 75602
Reservations: (903) 238-9965
http://6058.LQ.com

Motel 6 North
419 North Spur 63
Longview, TX 75601
Reservations: (903) 212-8300

Sleep Inn & Suites
615 City Center Way
Longview, TX 75605
Reservations: (903) 212-6520
www.SleepInn.com

Staybridge Suites Longview
3409 N 4th St,
Longview, TX 75605
Reservations: 903-212-3800
www.staybridge.com/longviewtexas

Wingate Inn
431 NE Loop 281
Longview, TX 75605
Reservations: (903) 663-3196
www.WingateLongview.com

Denotes a Full Service Hotel
Event Facilities

AIR U LONGVIEW
Indoor trampoline and party center
4300 US Hwy 259 N.
Longview, TX 75605
Reservations: (903) 663-2478
www.AirU-Longview.com

ALPINE GOLF CLUB LONGVIEW
2385 Smelley Rd.
Longview, TX 75605
Reservations: (903) 753-4515
www.AlpineGolfCourse.com

ARABELLA MANOR
10161 State Hwy 300
Gilmer, TX 75645
Reservations: (903) 746-5461
www.ArabellaManorEvents.com

THE BELGIUM HOUSE
5520 E. Country Club Rd.
Longview, TX 75602
Reservations: (903) 660-0125 | (903) 720-6414
www.TheBelgiumHouse.com

BRIDE’S CHAPEL, GARDEN & RECEPTION HALL
4400 W. Marshall Ave.
Longview, TX 75604
Reservations: (903) 759-7100
www.BridesChapel.com

THE CHALLENGE AT OAK FOREST
2044 Oak Forest Country Club Dr.
Longview, TX 75605
Reservations: (903) 297-3932
www.TheChallengeAtOF.com

THE DOWNTOWN MEETING PLACE
314 E. Cotton St.
Longview, TX 75601
Reservations: (903) 452-9465
www.thedtmp.com

EAST TEXAS BUILDERS ASSOCIATION EVENT CENTER
2023 Alpine Rd.
Longview, TX 75601
Reservations: (903) 758-6416
www.EastTexasBuilders.org

ENOUGH’S STOMP VINEYARD
871 Ferguson Rd.
Harleton, TX 75651
Reservations: (903) 240-1587
www.EnoughsStomp.com

FLYIN’ FEATHERS RANCH
3680 Flamingo Rd.
Gilmer, TX 75605
Reservations: (903) 931-1164
www.FlyinFeathers.com

HUNT VILLA
16665 FM 449
Hallsville, TX 75650
Reservations: (903) 668-4752
www.HuntVilla.info

KID’S STATION
2607 W. Loop 281
Longview, TX 75604
Reservations: (903) 759-3890
www.Kid’sStationLongview.com

MISS MARY’S PLACE
1997 FM 2011
Longview, TX 75603
Reservations: (903) 720-7347 | (903) 918-6034
www.MissMarysPlace.com

PINECREST COUNTRY CLUB
214 South Club Dr.
Longview, TX 75602
Reservations: (903) 758-5566
www.PinecrestCC.org

POPE JOHN PAUL II FAMILY CENTER
100 Delbrook Dr.
Longview, TX 75604
Reservations: (903) 295-3890
www.StMatthewLgv.org

PUMP IT UP
4000 N. Hwy 259
Longview, TX 75605
Reservations: (903) 663-5439
www.PumpItUpParty.com

THE RESERVE
7725 Hwy 259 N.
Longview, TX 75605
Reservations: (903) 663-7650 | (903) 431-3496
www.BookTheReserve.com

RIVERSIDE RV PARK AND RECREATIONAL HALL
3711 Hwy 42 North
Longview, TX 75604
Reservations: (903) 295-9800 | Alt. (903) 297-8132
www.RiversideRVPark42.com

ROCKIN’ L RANCH
10376 State Hwy 300
Gilmel, TX 75647
Reservations: (903) 720-3668

SOUTHERN HILLS GOLF CLUB
568 E. Wilkins Road
Gladewater, TX 75647
Reservations: (903) 984-5335
www.SouthernHillsClub.com

THE SUMMIT CLUB LONGVIEW
3700 Judson Road
Longview, TX 75605
Reservations: (903) 753-0331
www.SummitLongview.com/events
City of Longview
Sports Facilities

The Longview Parks and Recreation Department maintains several athletic complexes and fields throughout Longview that host many activities for adult softball, youth organizations, tournaments, and much more.

Office: 130 Timpson St. – Longview, TX 75602
Business Hours: Monday – Friday, 8 a.m. – 5 p.m.
Reservations: 903-237-1270
parks.LongviewTexas.gov

HINSLEY SOFTBALL COMPLEX
Picnic area and Grill, Pavilion, Restrooms, Play Area, Softball Fields, Multi-use Courts, Frisbee Golf
Location: 3101 N. Hwy 259
Longview, Texas, 75605

LEAR PARK ATHLETIC COMPLEX
State-of-the-art activity complex with Softball, Baseball and Soccer Fields, Walking Trail, Open Area, Fishing Pier, KidsView playground, and Jack Mann Splash Pad
Location: 100 H.G. Mosley Pkwy.
Longview, Texas, 75604

MCWHORTER BASEBALL COMPLEX
Picnic area, Large Pavilion with 3 Sections, Restroom, 4 Baseball Fields, 4 Kickball Fields, Practice Backstop, 3 Play Areas, Multi-use Courts, Drinking Fountains, and Water Connection
Location: 1000 Toler Rd.
Longview, Texas, 75604

SPRING HILL BASEBALL COMPLEX
Pavilion, Play Area, Restrooms, Baseball Fields, Splash Pad
Location: 738 Fenton Rd.
Longview, Texas, 75604

STAMPER PARK ATHLETIC COMPLEX
Picnic Area and Grill, Pavilion, Restrooms, Baseball Fields, Softball Fields, Horseshoe Pits, Play Area, Multi-Use Courts, Water Fountains, Water Connection, Splash Pad
Location: 601 Walnut St.
Longview, Texas, 75601

TIMPSON PARK BASEBALL COMPLEX
Baseball Fields, Play Area, Water Fountains, Restrooms
Location: 500 Timpson St.
Longview, Texas, 75602

Other Sports Facilities

LETOURNEAU UNIVERSITY ATHLETICS FACILITIES
2100 S. Mobberly Ave.
Longview, TX 75602
www.letuathletics.com

LONGVIEW ISD ATHLETICS FACILITIES
201 E. Hawkins Pkwy
Longview, TX 75605
www.lisd.org/athletics

PINE TREE ISD ATHLETICS COMPLEX
1708 Pine Tree Rd.
Longview, TX 75608

TOP FUN SPORTS
111 H.G. Mosley
Longview, TX 75604
www.topfunlongview.com
The Longview Convention and Visitors Bureau has developed the following checklist guide to assist you in planning a successful convention or meeting in Longview. Most of the “thousand and one” details included in the organization of a successful event are included in this list.

As you work through your plan, be sure to take advantage of the many services offered by the Longview Convention and Visitors Bureau.

### Attendance

- Total members expected
- Total guests expected

### Accommodations

Approximate numbers of rooms required

- Single
- Double
- Suites

- Confirmed room rates/range
- Complimentary accommodations
- Hospitality suites
- Room upgrades
- Comp rooms
- Hotel provided transportation
- Hotel policies
- Reservations and Confirmations
- Deposits
- Room block cut-off/release date
- Complimentary rooms

### Meeting Dates

- Date of early arrivals
- Date most of the group will arrive
- Date most of the group will depart
- Date uncommitted guest rooms released
- Convention registration cut-off date
- Hotel registration cut-off date

### Meetings

- Floor plans
- Dates and times of each meeting
- Room assignments
- Room set-ups and seating plans
- Lecterns
- Speaker/panel tables
- Timing and traffic flow considerations
- Breaks
- Meals
- Change of sessions
- Staging required in each room
- Equipment required in each room

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- Staging required in each room
- Equipment required in each room
Guest Speakers and Visitors
- Invitation to local dignitaries and VIP's
- Confirmations and acceptance of invitations
- Travel provided
- Lodging provided
- Ground transportation provided
- Welcome at hotel
- Biography
- Name tags
- Special equipment needs
- Speaker/VIP gifts
- Other special needs

Equipment and Facilities
- List of all audio/visual equipment needed:
  - Computers
  - Video Projectors
  - CD players
  - Sound system
  - Video Cameras
  - Audio players/recorders
  - Video players/recorders
  - Flip charts
  - Miscellaneous – extension cords, connectors, etc.
- Lighting equipment needed
  - Spotlights
  - Floodlights
  - Speciality Stage Lights
- Light control boards
- Signage
  - Registration desk
  - Welcome signs
  - Sponsorship recognition
  - Flags/banners
- Staging
  - Size of stages
  - Stage decorations
  - Special flowers/plants
  - Dressing rooms
  - Pianos/organ
- List of items to be rented with prices
- List of all organizational supplies

Banquet and Meal Functions
- Floor plans of banquet rooms
- Seating plans
- Function themes
- Budget/cost
- Served or buffet
- Dates and times of each banquet/meals of catered gathering
- Menu selections/special dietary needs
- Complimentary meals
- Hosted or cash bars
- Special equipment needs for each function
- Tickets and ticket takers at each door
- Checklist of names paid/unpaid
- Transportation
  - Shuttle
  - Rental cars/vans
  - Buses
  - Limousines

Entertainment
- For receptions, banquets, special events
- Rehearsal/sound check with technician
- Recorded or live entertainment
- Music stands
- Decorations
- Special equipment

Marketing and Publicity
- Develop a plan for both
- Define target audiences
- Prepare mailing lists
- Link web site to www.longviewtx.com
- Obtain local area media list (included in this guide)
- Design brochures and flyers/write news releases
- Use Longview Convention and Visitors Bureau Video
- Make follow-up calls to city editors and radio/TV program directors
- Advertising Plans
- Program schedule
- Sponsorship recognition
- Centerpieces
- Speciality Stage Lights
- Microphones
- Decorations
- Special equipment

Registration Forms and Promotional Flyers
- Use this checklist to prepare registration and promotional materials. You may not need all of these items or may need to add your own.
- Name of meeting
- Date of meeting
- Place of meeting
- Delegate/Participant name, address, and telephone number
- Name of spouse/guest if attending
- Host/headquarter hotel name, address, phone, fax, room rates
Cut-off date for hotel registrations for group rates ____________________________
Cut-off date for delegate/participant registration for conference/meeting/event ____________________________
Registration/conference/event fees ____________________________
Late fees (if any) ____________________________
Check payable to ____________________________
Where to mail / e-mail conference registration form ____________________________
Credit cards (if accepted) number and expiration dates ____________________________
Description and cost of special activities, tours, golf tournament or other events ____________________________
Pre-event ____________________________
During event ____________________________
Post-event ____________________________
Number attending each special activity, tour, golf tournament or other event ____________________________
Means and cost of transportation from airport to hotel ____________________________
Check-in/out hours ____________________________
Registration hours and location for on-site conference registration ____________________________
Time of expected arrival and departure ____________________________
Refund policies ____________________________

Registration Table/On-site Check In
Personnel/volunteer required and assignments ____________________________
(Set-up, secure and close) ____________________________
Designate who is responsible for policy decisions and finances ____________________________
Registration packets (pre-assembled) and other handout material for each delegate/participant ____________________________
Name badges/tags ____________________________
Conference/event handbook ____________________________
Tickets for events/sessions ____________________________
City visitors map ____________________________
Visitor information ____________________________
Sponsors recognition/coupons ____________________________
Favors ____________________________
Registration cards for each delegate/participant to record ____________________________
Attendance ____________________________
Hotel ____________________________
Material provided ____________________________
Special requirements ____________________________
Special assignments ____________________________
Tables and chairs ____________________________
Computer ____________________________
Paper, pens, pencils ____________________________
Signs ____________________________
Telephones ____________________________
Cash drawers ____________________________
Policy for registration when desk is closed ____________________________
This Meeting Planner’s Guide is produced by the Longview Convention and Visitor’s Bureau (LCVB), a division of the City of Longview. The content of the guide is a compilation of information provided to the bureau and gathered through many sources. Every effort is made to ensure that the information is accurate. However, errors and omissions may exist. Telephone numbers, addresses, dates, schedules, rates, fees, services, and dimensions are subject to change without notice.

This information is intended to be as a reference and resource material only. LCVB makes no representation, warranty or endorsement, expressed or implied, as to any of the information within this printed publication.

Readers who wish to utilize any information in this guide are advised to confirm and verify the information with the entities listed herein.