

# GREATER DES MOINES CONVENTION & VISITORS BUREAU DES MOINES AREA SPORTS COMMISSION

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## 2013 NCAA DIVISION I WRESTLING CHAMPIONSHIP WELLS FARGO ARENA MARCH 21 - 23, 2013

### HOSPITALITY PREPARATION INFORMATION

Each facility (hotel, restaurant and bar) should prepare to be fully staffed and stocked with inventory as we expect between 16,000 - 20,000 visitors to arrive in our communities. Hotels in your area already know that many alumni groups will be staying with them during this event.

TUESDAY, MARCH 19, 2013 - We anticipate seeing an influx of people starting on Tuesday, as the coaches and athletes begin arriving in the city.

WEDNESDAY, MARCH 20, 2013 - We anticipate that the majority of fans will be in town. Wednesday evening may be quite busy.

THURSDAY, MARCH 21 - SATURDAY, MARCH 23, 2013 - Competition runs Thursday through Saturday. The first session of each day starts at 10 a.m. We anticipate that you will see crowds between the hours of 2 and 5:30 p.m. for meals and drinks between sessions. The second session of each day begins at 6 p.m. and another influx will come after 9:30 p.m. once the competition concludes for the day. People will again eat and drink until closing.

These times are an educated guess determined by the preliminary schedule provided to us.

Events of this magnitude in Greater Des Moines are rare and communication to our communities to prepare for crowds are important for a successful event.

### COMMUNITY HOSPITALITY COMMITTEE GOALS

Our communities will be entertaining individual guests, alumni groups or reunions that make this event an annual affair. They will come to Des Moines from all over the U.S. and have high expectations on the level of service that they will receive. Our goal is to exceed their expectations. We want them to have such a positive experience that they return to Greater Des Moines in the future.

We rely on your creativity to develop an awareness campaign in you communities to spread the word. If you have questions please contact Mark Kostek at [mkostek@desmoinescvb.com](mailto:mkostek@desmoinescvb.com) or (515) 699-3434.

### NCAA SIGNAGE GUIDELINES & ASSISTANCE

The NCAA has strict trademark and signage guideline restrictions. If you plan to create welcome signage in-house please contact Jannae Lane at: [jlane@desmoinescvb.com](mailto:jlane@desmoinescvb.com) or (515) 699-3463 for suggestions and approval process assistance on or before February 1, 2013.