

Redlining Venue Contracts: Keeping Control of Your Event WiFi

A plain language guide to using contract redlines so you can choose the right WiFi partner, not just the in-house option.

Who this guide is for:

- ✓ Meeting and event planners
- ✓ AV and production partners
- ✓ Producers and agencies
- ✓ Corporate events teams

Redlines 101

Venue contracts are full of hidden “must use our provider” rules for services like WiFi, AV, and rigging. Using redlines, you can change those terms before you sign so you keep control of cost, performance, and which vendors you bring to your event.

Q: What is a redline?

A: The simple way to change a contract before you sign.

- ✓ A redline is a marked-up version of a contract that shows every change you want to make using tracked changes and comments, instead of quiet edits.
- ✓ It lets both sides see what is added, deleted, or revised and keeps the negotiation honest and efficient.
- ✓ Redlines are usually done in Word or Google Docs with track changes on, then exchanged until both sides agree.

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**Do not treat
WiFi as a
footnote.**

Treat it like a main stage risk item and negotiate it that way.

What you can do with a redline?

- ✓ Delete one sided or unclear terms.
- ✓ Add clarity where language is vague.
- ✓ Insert new protections or rights, such as the ability to use a third-party WiFi provider, like Provide WiFi.

If you are not marking it, you are accepting it. If a clause feels wrong, redline it and start the conversation.

Why WiFi is a Redline Issue

Hidden clauses that can blow your budget and your show

Many venues treat internet as an "exclusive" service, similar to in house AV or catering, and price it accordingly. If the contract says you must use in house WiFi, you can be stuck with high rates, limited flexibility, inconsistent service, and no backup when things go wrong.

Common WiFi Red Flags

Watch for phrases like:

- ✓ "Client agrees to use Venue's exclusive internet and WiFi services."
- ✓ "No third-party internet or WiFi vendors are permitted on property."
- ✓ "Wireless access is provided as is, with no guarantees of performance or availability."

Why this matters to you:

- ✓ When WiFi fails, attendees, sponsors, and presenters blame the event brand, not the building.
- ✓ Redlining these clauses is how you preserve the option to bring in a specialist like Provide WiFi that is accountable for performance.

The best way to combat venue tactics is to remove vendor exclusivity clauses from your lease agreement up front and keep your options open.

How to Redline a Venue Contract

A simple process you can follow every time

Step 1 Read once, then target problem areas

- ✓ First, read the contract start to finish without editing. Make quick notes where you see internet, WiFi, technology, outside vendors, or "exclusive" services.
- ✓ Mark sections to revisit: "Internet and WiFi," "Exclusive Services," "Outside Vendors," "Additional Fees," "Technical Services."

Step 2 Turn on track changes

- ✓ Open the file in Word or Google Docs and turn on track changes or "Suggesting" mode, so every change is clearly visible.
- ✓ Avoid sending "clean" edits at first. Visible redlines build trust and make it easier for venues to see what you are asking for.

Step 3 Edit and comment

- ✓ Strike or delete language you cannot accept, such as "must use in house WiFi" and bans on outside vendors.
- ✓ Insert new language that gives you flexibility, like the option to use a qualified third-party WiFi provider.
- ✓ Add short comments explaining why, for example "Need flexibility to use our preferred event WiFi provider for capacity and cost reasons."

Be polite, be clear, and give reasons. A one-line comment often gets you further than a hard no with no explanation.

Redline Etiquette for Smooth Negotiations

How to protect your interests without burning bridges

When negotiating, you are the client. As such, the venue wants your business and wants to ensure they earn or retain it for many years to come.



Be transparent: Use tracked changes and comments instead of rewriting whole sections with no markup.



Stay focused: Prioritize key terms that affect money, risk, and operations such as WiFi, AV, and cancellation, instead of nitpicking every word.



Offer alternatives, not just deletions: Suggest replacement text that solves the concern for both sides.



Group edits by topic: Keep all WiFi and vendor related changes in one cluster so the venue can review them together.



Limit the rounds: Aim to resolve the major issues in one or two exchanges of drafts.

Good redlines are clear, consistent, and tied to your business needs. Bad redlines are messy, emotional, or all over the place.

Example: Making WiFi Non-Exclusive

Original sample clause (for illustration):

"Client agrees to use Venue's in house internet and WiFi services for all event needs. No outside internet or WiFi vendors are permitted."

Redline explanation:

- ✓ Strike "agrees to use Venue's in house internet and WiFi services for all event needs."
- ✓ Strike "No outside internet or WiFi vendors are permitted."
- ✓ Insert language that gives you the right to use a qualified third-party provider, while promising to follow venue rules.

Sample replacement text (to be vetted by counsel):

"Client may, at its option, engage a third-party provider to supply internet and WiFi services for the Event, provided such provider complies with Venue's reasonable safety, access, and installation rules and coordinates all installation and removal with Venue in advance."



When possible, negotiate this before you lock in dates and deposits.
Venues are more flexible before the ink is dry.

Example: Strengthening In-House WiFi Terms

Use case text:

If you must use the in house WiFi, you can still redline the clause to set basic expectations and remedies.

Possible adds (concept level):

- ✓ Add a line that WiFi will provide "sufficient bandwidth and coverage for the expected attendee count, exhibitors, presenters, and production needs, as disclosed in writing by Client."
- ✓ Add a simple remedy, such as a service credit or partial refund, if WiFi is unavailable for a defined period due to venue fault.

Even when you cannot replace the provider, you can often improve the promise.

Using These Redlines to Bring in Provide WiFi

From contract language to better show outcomes

Provide WiFi delivers industrial grade mobile WiFi for events nationwide. This often means a dedicated, engineered network that takes pressure off venue WiFi and protects critical functions like registration, streaming, demos, exhibit halls and points of sale. When you redline out “must use in house WiFi” language and replace it with the option to use a third party, you preserve the ability to hire Provide WiFi as your event’s WiFi partner.

How Provide WiFi fits into the contract conversation

- ✓ We help you estimate realistic bandwidth and coverage needs to support your program.
- ✓ We provide documentation that reassures venues about safety, insurance, and installation plans.
- ✓ We can give you talking points when you ask to remove WiFi exclusivity from the contract.

Need help with your next venue contract?

Share your draft contract and event details with Provide WiFi. We can highlight WiFi related clauses to discuss with your legal team and venue, and design a network that fits your show.

Event WiFi Redline Checklist

(print and keep with your venue file)

Before you sign any venue contract, check:

1. WiFi and internet sections

- ☐ Have you found every mention of "internet," "WiFi," "wireless access," or "network services"?
- ☐ Is there any language that says "exclusive," "in house only," or "no outside vendors"?

2. Outside vendor rules

- ☐ Does the contract clearly allow third party technical vendors, including internet and WiFi?
- ☐ If not, have you redlined in an exception that lets you use a qualified provider such as Provide WiFi?

3. Pricing and scope

- ☐ Have you seen a detailed WiFi quote, not just a placeholder line item?
- ☐ Does the scope cover attendee, exhibitor, streaming, and production needs or only basic lobby access?

4. Performance and remedies

- ☐ Does the contract say anything about expected uptime, coverage, or bandwidth?
- ☐ Is there any remedy if WiFi fails because of the venue's systems?

5. Timing and leverage

- ☐ Have you raised WiFi, power, and rigging before you finalize dates, deposits, and food and beverage minimums?
- ☐ Do you have a quote from a third-party WiFi provider (such as Provide WiFi) so you know your options and can negotiate from real numbers?

"This checklist is a planning tool, not legal advice. Work with your counsel to finalize contract language."