

# THE BLU BLUEPRINT

## **BUILD YOUR BEST MEETING**

Plan with purpose and design a meeting experience that works for you. With The Blu Blueprint, qualifying groups choose a custom Outcome Upgrade to enhance their program at Radisson Blu Mall of America.

## **CHOOSE YOUR OUTCOME UPGRADE**

Select one upgrade when you sign your contract.

### ARRIVAL ADVANTAGE

Welcome guests with a branded arrival station featuring sparkling water and fresh fruit-infused selections.

### EXPERIENCE CREDIT

Receive a \$5 credit per actualized room night to use toward group snack packs, grab-and-go items, or a hosted break.

### VIP UPGRADE PACKAGE

Enjoy up to two suite upgrades at the group rate plus one upgraded room for the meeting planner (based on availability).

## **UNLOCK AN EXTRA PERK**

Groups that actualize 95% of their contracted peak rooms and meet the minimum spend will unlock one additional Outcome Upgrade.

## **PROMOTION DETAILS**

### Eligible Stay Dates

March 15 – December 31, 2026

### Booking Window

Contract must be signed March 1 – June 30, 2026

### Qualifications

- Minimum 25 peak room nights
- Minimum one contracted meeting day
- Minimum \$12,000 total event spend (pre-tax, pre-service charge)

## **START BUILDING YOUR BLUEPRINT**

Contact our sales team to begin planning your next meeting.