

Bid Submission deadline: Friday May 3, 2013, 4:00 p.m.

REQUEST FOR PROPOSAL

2015 Iowa Tourism Conference: (a 2 OR 3 day event).

Wednesday October 21, Thursday, October 22, Friday, October 23. Central Iowa

Iowa Tourism Office and Travel Federation of Iowa



**2015 IOWA
TOURISM
CONFERENCE**

Event background:

The Iowa Tourism Office and Travel Federation of Iowa are seeking a central Iowa site for the 2015 annual state-wide Iowa Tourism Conference to be held over a 2 OR 3 day time span. Date range for this event includes Wednesday, October 21, 2015, Thursday, October 22, 2015, Friday, October 23, 2015. The Annual Iowa Tourism conference rotates its location each year from a central, eastern or western location within the state. Anticipated attendance is 275-300 tourism professionals and volunteers from around the state.

The conference is a 2 OR 3 day format beginning on a Wednesday or Thursday and ending on Friday. The conference may include general sessions, break-out sessions, receptions, silent auction, exhibits, dine around, and possible off-site evening entertainment as components of the two OR three-day event. Attendees include convention and visitor bureaus, attractions, museums, festivals, events, hotels, motels, bed and breakfasts, community representatives and others in the hospitality industry as well as official industry sponsors. The conference is a great educational opportunity and an ideal time for networking with tourism professionals.

Site Selection Procedure and Timeline:

- Competitive bid process? Yes
- Will site visit be made? Yes *
- RFP goes out electronically via CITR Office: Monday, March 4, 2013
- Bids due in Iowa Tourism Office: Friday, May 3, 2013
- Site visit dates are: Wednesday, May 15, and Thursday May 16, 2013
- Scheduling flexibility for site visits? We will work to fit all visits within these 2 days
- Decision announcement date? On or before Thursday, May 31, 2013

** Site visits will be made at the discretion of the site selection committee. Visits will be scheduled only to properties meeting ALL bid requirements.*

Deadline:

Bid proposals must be submitted online by **4:00 p.m. on Friday, May 3 2013** to be considered.

Conference requirements:

Conference requirements are indicated below. All required information must be submitted via the fillable PDF file of the 2015 Request For Proposal. Bid proposal must be submitted as one electronic PDF document so it may be easily shared with our review committee. If your proposal includes documents in addition to this file, please combine them with this file and send them as ONE PDF document. Web links may be embedded into the document.

A. General Space: = 20 points.

This general space is for activities that would involve all conference attendees. This includes space for general educational sessions, meals, receptions, silent auction and sponsor exhibits. It is preferable to have all space located on the same floor for easy flow and access, with consideration given for attendees with accessibility limitations.

All space should be held for the duration of the event and should not change throughout the conference.

- Provide a floor plan incorporating up to 30 to 32 banquet rounds of 10; 25 to 30 8' x 10' exhibit booths; and 20 silent auction tables. (All in the main convention area is preferred.) Note: The

exhibits, silent auction tables and registration areas must remain in the same place throughout the conference and be in a secure area.

- Provide a floor plan indicating location of registration area consisting of 3 - 8' skirted tables and traffic flow for this area.
- Ideally the banquet rounds, exhibits, silent auction tables and registration area will be situated in the convention space connected to the headquarters hotel.
- Please describe the availability of wireless internet connection for conference attendees in common area of convention space. Complimentary internet access for attendees is preferred.
- Include room rental fees and/or specify if any room rental fees will be waived.
- Complimentary receipt, storage and delivery of meeting materials is requested.

B. Concurrent Break-out Session Space: = 20 points.

- Provide a floor plan showing the availability of three (3) breakout rooms. Each break out room must accommodate at least 75 attendees (set-up combination class room and theatre style) with a total amount of space to accommodate 300 attendees (set-up combination classroom and theater style). This space must allow additional space for staging and audio/visual equipment.
- All three rooms need to be easily accessible and in close proximity to one another and other conference functions.
- Include room rental fees and/or specify if any room rental fees will be waived.
- Concurrent break-out space located in the main convention area, headquarters hotel or connected to it is preferred.

C. Available Equipment: = 10 points.

- Indicate what audio visual equipment is available on-site by attaching an equipment listing with pricing.
- Describe availability of on-site technical assistance, pricing and service charges.
- It is preferred that an additional patch fee not be imposed if outside a.v. vendor needs to be contracted for the event.
- Indicate which items might need to be contracted through an outside vendor. (tables, chairs, pipe and drape, stage or platform, plants for staging, easels and markers, etc.).
- If pipe and drape is not provided in-house, provide decorator vendor information including estimate for tables, skirting and pipe/drape service.
NOTE: Additional consideration will be provided for facilities that are able to provide equipment and/or pipe and drape service in-house.
- It is preferable to have no charges for easels, or podiums with microphones in each meeting room.

D. Meal rates: = 5 points.

- Provide a menu for selecting meals, breaks and receptions with corresponding prices. Also confirm service fees and taxes (++ %)
- In order to better compare all bids uniformly, please provide a proposed breakfast, lunch and dinner recommendation with pricing information. It is preferable to have meal prices discounted from posted menu prices.
- Preference is to have corkage fee waived if we have an Iowa wine and beer sponsor with product to source.

E. Storage and Set-Up Space: = 5 points.

Note: The storage, exhibit and registration space needs to be available to the Iowa Tourism Office by Noon, on the day BEFORE the conference begins.

- A storage room (or board room) is required to *store* conference materials and silent auction items. While a room near the silent auction would be helpful, it definitely needs to be one that can be locked and easily accessed by conference organizers. It will be used throughout the conference.
- The exhibit area will need to be accessible for pipe and drape set up.
- The registration area needs to be available for set-up. This must be in a visible location for the duration of the event.

Location requirements:

F. Support: 5 Points.

This section involves support provided by the host community and meeting facility.

- The host community must be located within the 35 counties defined as the Central Iowa Tourism Region.
- Provide a city map showing the location(s) of the hotel and meeting facilities.
- Provide a letter of commitment from the local tourism organization indicating it will assume the host community responsibilities involving assisting in making local arrangements to ensure a successful 2015 conference, including ground transportation for speakers to and from the local airport if needed. (letter due at site visit).
- The host community and/or meeting facility is asked to be a cash sponsor of the conference at the minimum amount of \$3,000. The host community will be given sponsor benefits of the highest level.
- The host community and/or meeting facility should provide a list of reduced and/or in-kinds goods and services or reduced rates that would be provided. Additional consideration will be given to communities/facilities that provide additional reduced or in-kind goods or services as part of the 2015 conference.
- Additional consideration will be given to communities/facilities that are willing to be a cash sponsor the 2014 Iowa Tourism Conference in Council Bluffs.

Host Community Requirements

G. Host: 10 points

- The host community and/or meeting facility may be asked to help organize the dine-around by organizing a list of suitable venues which will showcase the local cuisine for this dine-around. In that event, that the host community will create a flier highlighting the participating dine-around restaurants with a locator map on the reverse side highlighting the participating restaurants. The host community or CVB will reimburse the participating dine-around local restaurants in a timely manner and will seek overall reimbursement from the Iowa Tourism Office. It may take up to sixty (60) days for the Iowa Tourism Office to reimburse the host community for the meal costs.
- Host community to be available to staff a local booth during the conference to serve as a welcome center for attendees and to assist attendees with their local information outside of the conference.
- The host community or CVB shall provide active engagement and participation on the tourism conference planning committee
- The host community or CVB shall help promote the conference locally.
- The host community or CVB shall assist with the development of the welcome center familiarization tour as a component of the conference.
- The host community/destination may offer other services and/or benefits that are not outlined in the RFP but would be appropriate and beneficial to the Iowa Tourism Conference Attendees.

H. Hotel(s): 10 Points.

- The bid must specify a *maximum* of two hotels. Preference is for one host hotel and to have the hotel(s) and conference activities in close proximity and physically connected, if not under one roof.
- Hotel block(s) should provide 160 sleeping rooms for the night prior to the conference start and also for the two nights of the conference.
- Indicate the proposed room rate and release date. NOTE: It is requested that after the special room rate cut-off date, rooms be made available to attendees on a space available basis.
- Include letter(s) from the headquarter hotel and alternate hotel expressing interest in hosting the 2015 conference, indicating the requested sleeping rooms are available for the given dates and stating the rooms will be held until the decision announcement date, which is May 31, 2013 unless notified otherwise. (letter due at site visit).
- Please describe the availability of wireless internet connection for conference attendees in common area and in individual sleeping rooms of both the headquarters hotel and the alternate hotel. Complimentary internet access for attendees is preferred.
- An onsite business center is preferred.
- One (1) complimentary room night to be awarded per 40 rooms booked. The Iowa Tourism Office has the discretion to utilize these room nights by awarding these complimentary room night(s) to members of the industry.
- Special consideration will be provided to hotel properties that are able to offer complimentary continental breakfast to conference attendees for the duration of the conference.

I. Parking: 5 Points.

Describe what parking is available near the hotel and meeting facility, including location and cost.

- If there is a charge for parking, describe availability of a voucher program to have parking cost paid from conference budget. Submit a letter from the parking facility indicating its willingness to implement such a system.

Additional considerations:

J. Offsite opportunity: 5 Points.

Propose a possible community off-site event/program/opportunity or other activity to showcase the area and/or local CAT/Vision Iowa projects. Provide possible activity ideas, themes and how the group will be accommodated for the off-site function.

K. Green initiatives: 5 Points.

Describe overall "green" efforts in terms of recycling, materials used, best practices, education, etc. and share with us how these initiatives can help protect our natural resources.

L. Billing

It is preferred to have the master billing sent to the Iowa Tourism Office for processing for payment following the conference. Appropriate direct-billing authorization paperwork will be submitted in advance.

RFP Submission Form

- The entity submitting the bid must be an active member of the Central Iowa Tourism Region (CITR) and their county must be a member in good standing with the Region.
 - Please submit your bid proposal as ONE electronic document so it may be easily shared with our review committee. If your proposal includes documents in addition to this file, please combine them with this file and send them as ONE PDF document. Web links may be embedded into the document.
 - Bid proposal must be submitted by 4:00 p.m. on Friday, May 3, 2013 in order to be considered. (via online submission only to lonie.mezera@iowa.gov).
 - Direct questions about the RFP to Lonie Mezera of the Iowa Tourism Office, 888.472.6035 or lonie.mezera@iowa.gov
-

Bid submitted by:

Organization: _____

Contact Name: _____ Title _____

Address: _____

City: _____ State _____ Zip _____

Contact name: _____

Phone number: _____

E-mail: _____

Organization website _____

No I do not have additional supplementary information for the review team.

Yes I would like the review team to access the web link listed below and view the following information: _____

Web link(s) for site selection committee to view this information

A. General Space: = 20 points

Floor plan provided incorporating up to 30 to 32 banquet rounds of 10; 25 to 30 8' x 10' exhibit booths; and 20 silent auction tables. (All in the main convention area on the same floor is preferred.)

All space should be held for the duration of the event and should not change throughout the conference.

- Floor plan provided indicating location of registration area consisting of three (3) - 8' skirted tables and traffic flow for this area.

Room rental fees: (and/or specify if room rental fees will be waived)

- o \$ _____ for main banquet space per day.
- o \$ _____ for exhibit/auction space per day (if different room)
- o \$ _____ for storage area per day (if applicable)

- Availability of wireless internet access in main convention space for conference attendees and exhibitors. Also list fee (if applicable):

- Complimentary receipt, storage and delivery of meeting materials

B. Concurrent Break-out Session Space: = 20 points.

- Floor plan provided showing the availability of three (3) break-out rooms with majority classroom. Each break out room must accommodate at least 75 attendees (set-up combination class room and theatre style) with a total amount of space to accommodate 300 attendees (set-up combination classroom and theater style). This space must allow additional space for staging and audio/visual equipment. Note: Concurrent break-out space located in the main convention area, headquarters hotel or connected to it is preferred.

Break-out rooms proposed for break-out sessions:

B/O room #1: _____ Maximum capacity: _____
B/O room #2: _____ Maximum capacity: _____
B/O room #3: _____ Maximum capacity: _____

- Room rental rates \$ _____ per breakout room/day and/or specify if any room rental fees will be waived.

C. Available Equipment: = 10 points.

NOTE: Additional consideration will be provided for facilities that are able to provide equipment and/or pipe and drape service in-house.

- A/V equipment listing with pricing provided. Yes No
Note: Preference is no charge for easels or podium with microphones in each meeting room.

- A/V equipment needing outsourced: _____
Note: Preference is that an additional patch fee not be imposed if outside a.v. vendor needs to be contracted for the event.

- Indicate which items might need to be contracted through an outside vendor. (tables, chairs, pipe and drape, stage or platform, plants for staging, easels and markers, etc.).

A/V outside vendor or decorator providing pipe and drape (if not available on-site)
 Organization: _____
 Address: _____
 Contact name: _____
 Phone number: _____
 Web site: _____
 E-mail: _____
 Service: _____

Availability of on-site technical assistance: _____

Charge-out rate for on-site a/v technician. \$ _____/hour plus applicable service charge to be added to tech fees \$ _____

D. Meal rates = 5 Points.

Menu with corresponding prices provided. Note: It is preferable to have meal prices discounted from posted menu prices. Preference is to have corkage fee waived if we have an Iowa wine and beer sponsor with product to source.
 Are these menu prices guaranteed through 2015? Yes No

Proposed breakfast, lunch and dinner recommendation with pricing information provided:

- **Breakfast option:** _____
 entre' price \$ _____ (+ service charge: _____% + tax _____%) = ++ amt. _____%
- **Lunch option:** _____
 entre' price \$ _____ (+ service charge: _____% + tax _____%) = ++ amt. _____%
- **Dinner option:** _____
 entre' price \$ _____ (+ service charge: _____% + tax _____%) = ++ amt. _____%

E. Storage and Set-Up Space: = 5 points

Storage space proposed: _____

Exhibit area proposed: _____

Registration area proposed: _____

Note: Registration area needs to be available for set-up and must be in a visible location for the duration of the event.

F. Support : = 5 Points.

Is this proposed host community located within the 35 counties defined as the Central Iowa Tourism Region?
 Yes County _____.

- Map of local area provided with convention space and hotel facility noted. Yes No
- Letter of commitment from the local tourism organization to be provided at site visit indicating it will assume host community responsibilities including ground transportation for speakers to and from local airport if needed. Yes No
- The host community and/or meeting facility is asked to be a cash sponsor of the conference at the minimum amount of \$3,000. Yes No
- The host community and/or meeting facility should provide a list of reduced and/or in-kinds goods and services or reduced rates that would be provided. Yes No

- Is the community willing to be a cash sponsor the 2014 Iowa Tourism Conference in Council Bluffs? Yes No
- Our community agrees to staff a local booth during the conference to serve as a welcome center for attendees. Yes No

G. Host: 10 points.

- The host community and/or meeting facility agrees to help organize the dine around restaurants, flier and handle local restaurant reimbursements and seek subsequent overall reimbursement from the state as needed. Yes No
- Host community or CVB agrees to be available to staff a local booth during the event. Yes No
- The host community or CVB shall provide active engagement and participation on the tourism conference planning committee and help promote the even locally. Yes No
- The host community or CVB shall assist with the development of the welcome center familiarization tour as a component of the conference. Yes No

H. Hotel(s): 10 Points.

(Note: It is preferable the hotel block(s) be connected to conference venue. The property(ies) should provide a total of 160 sleeping rooms for the night prior to the conference start and also for the two nights of the conference. A maximum of two hotels allowed.)

- Headquarter hotel sleeping room rate \$ _____ + tax \$ _____ = total room rate \$ _____
- Number of rooms for headquarter hotel room block: _____

Alternate hotel sleeping room rate \$ _____ + tax \$ _____ = total room rate \$ _____

Number of rooms for alternate hotel room block: _____

Letter of commitment from proposed headquarter hotel
Letter will be provided at site visit. Yes No

Letter of commitment from proposed alternate hotel
Letter will be provided at site visit. Yes No

Availability of wireless internet access for conference attendees and cost (if applicable):

Headquarter hotel common area internet access: _____

Headquarter hotel sleeping rooms area internet access: _____

Alternate hotel common area internet access: _____

Alternate hotel sleeping rooms area internet access: _____

An onsite business center is provided at the hotel. Yes No

One (1) complimentary room night to be awarded per 40 rooms booked. Yes No
The Iowa Tourism Office has the discretion to utilize these room nights by awarding these complimentary room night(s) to members of the industry.

Continental breakfast provided to conference attendee/hotel guests for the duration of the conference. Yes No

I. Parking: 5 Points.

Description of available parking with cost indicated. Yes No

Letter from parking facility provided indicating willingness to implement voucher system. (if applicable). Yes No

J. Additional Considerations - Offsite Opportunity: = 5 Points.

Possible community off-site event description: Yes No

K. Additional Considerations - Green Initiatives: = 5 Points.

Description of overall green initiatives: Yes No

L. Billing.

Direct billing following the event is available. Yes No