

## Convention/Conference Meeting RFP - Spring 2013

### I. Contact Information

Event Name: **PTG MARC** (Piano Technicians Guild, Mid-Atlantic Regional Convention)

Event Host Organization: **ProPTA** (Professional Piano Technicians Association)

Key Contact Person: **Steve Taylor**

Job Title: **Executive Director**

Mailing and Billing Address: **4905 Davis Drive**

Mailing and Billing City: **Doylestown**

Mailing and Billing State: **PA**

Mailing and Billing Zip Code: **18902-1147**

Business and Mobile Phone: **215-534-0533**

Fax: **206-984-2129**

E-mail Address: **staylor@ptgmarc.org** (staylor@propta.net)

Web Address: **www.ptgmarc.org**

Preferred Method of Communication: **(1) Email (2) Telephone**

Contact Information Comments: The host organizer permanent business email is staylor@propta.net. Please use staylor@ptgmarc.org for this events communication (note: this website/email may be turned off temporarily at the conclusion of the event and completed billing/payment).

### II. Event Profile

Event Name: **PTG MARC** (Piano Technicians Guild, Mid-Atlantic Regional Convention)

Event Host Organization: **ProPTA** (Professional Piano Technicians Association)

Preferred Start Date: **Thursday, April 25, 2013** (Initial setup, Wednesday, April 24)

Preferred End Date: **Sunday, April 28, 2013** (Final move-out, Monday, April 29)

Alternate 1 Start Date: **Thursday, April 18, 2013** (Initial setup, Wednesday, April 17)

Alternate 1 End Date: **Sunday, April 21, 2013** (Final move-out, Monday, April 22)

Alternate 2 Start Date: **Thursday, April 4, 2013** (Initial setup, Wednesday, April 3)

Alternate 2 End Date: **Sunday, April 7, 2013** (Final move-out, Monday, April 8)

Alternate 3 Start Date: **Thursday, May 2, 2013** (Initial setup, Wednesday, May 1)

Alternate 3 End Date: **Sunday, May 5, 2013** (Final move-out, Monday, May 6)

Event Market Segment: **Association (Regional, State or Local)**

Event Type: **Conference**

Event Overview: **Education and Networking for Piano Service Professionals** (e.g. Tuning, Repair, Rebuilding, Business).

#### Attendee Profile

Expected Total Event Attendance: **275 - 375**

Attendee Demographics Profile: **Regional / Overnight 60% / Commuter 40%**

Event Profile Comments: **Although promoted as a regional, our events have become popular and attract national and international attendees.**





## Event History

Year	Event	Facility	Location	Start Date	End Date	Attendance	Room Nights
2011	PTG MARC	Historic Hotel Bethlehem	Bethlehem, PA	Thursday, April 28	Sunday, May 1	305	367* * Sold Out
2010	PTG MusicCity	Radisson Opryland	Nashville, TN	Thursday, April 8	Sunday, April 11	183	282
2009	PTG MARC	Sheraton Hotel	Harrisburg-Hershey, PA	Thursday, April 23	Sunday, April 26	306	471
2007	PTG MARC	The Inn at Valley Forge	King of Prussia, PA	Thursday, April 19	Sunday, April 22	366	519
2005	PTG MARC	Radisson Hotel	Bethlehem, PA	Thursday, April 7	Sunday, April 10	293	353* * Sold Out
2004	PTG MARC	Wyndham Hotel	Harrisburg-Hershey, PA	Thursday, March 25	Sunday, March 28	280	381
2003	PTG MARC	Radisson Green Tree	Pittsburgh, PA	Thursday, April 3	Sunday, April 6	310	507
2002	PTG MARC	Hilton Valley Forge	King of Prussia, PA	Thursday, April 4	Sunday, April 7	314	440
2001	PTG MARC	Marriott Hotel	Harrisburg-Hershey, PA	Thursday, March 29	Sunday, April 1	267	401
2000	PTG PA State Convention	Hilton Hotel	Allentown, PA	Thursday, March 23	Sunday, March 26	157	219

Event History Notes: PTG MARC (Piano Technicians Guild, Mid-Atlantic Regional Convention) was first introduced in 2001 as an outgrowth of the PTG Pennsylvania State Convention. The 2010 PTG MusicCity was our first venture outside the Northeast.

## Exhibition Information

This event includes an exhibition.

Type of Exhibition: **Private**

Type of Exhibits: **Booth - Portable** (Many table top)

Number of Exhibit Booths Expected: **40+**

Number of Exhibiting Companies Expected: **30+**

Exhibitor Demographics Profile: **National and International Piano Service Tools and Products, Piano Manufacturers.**

Secured Exhibition Area: **Preferred but not required.**

Gross Space Required: **5,000+ sq. ft.** (we often utilize foyer/atrium areas along with enclosed exhibit space).

Exhibitor Kit Provided to Exhibitors: **Printed and Online.**

General Service Contractor: **ProPTA**





### III. Requirements

#### Statement of Need

We will require 10 classroom style breakout rooms of various sizes starting with seating for 8/12 (boardroom ok), most between 18/24 (downsizing larger rooms is fine) and up to 36/48 along with rooms for exhibitions and sit-down meals (Thursday lunch, Thursday dinner, Saturday banquet, Sunday brunch) for 120 - 200.

#### Location Requirements

Location: **King of Prussia, Pa preferred; Greater Philadelphia alternate.**

Other Location Requirements: **Within 30 miles of a major airport.**

#### Date Requirements

Listed under Section II. Event Profile (Page 1)

#### Facility Requirements

Preferred Facility Type: **Hotel with banquet and conference rooms.**

Guest Rooms

- Total Room Nights: **350 - 500**
- Peak Night Room Block: **100 - 150**

Largest Function Space

- Minimum Square Footage: **Seating for 120 - 200**
- Set-up Type Required: **Banquet**

Exhibit Hall

- Gross Space Required: **5,000+ sq. ft.** (we often utilize foyer/atrium areas along with enclosed exhibit space).

Breakout Rooms

- Minimum Number Required Simultaneously: **9/10**

#### Guest Room Block Requirements

Desired Guest Room Rates: **\$89 - \$119**

Minimum	Tuesday	Wednesday	Thursday	Friday	Saturday
Rooms	5	50	100	100	75

Convention/Conference Director Suites: **2**

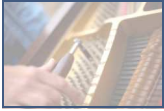
Reduced Staff Room Rates Required: **8**

Method of Reservations: **Individual Reservation** with the exception of staff and non-sponsored instructors which will be provided by the organizer for the master account.

Other Guest Room Block Requirements: **Group rate deadline to be on the third Monday prior to the first day of the event. Group rate to continue after the deadline until guest rooms are sold out.**

Comments: **As our history shows, the above block is very low and has always been exceeded. Require a conservative contract block to be prepared for any economic downturns.**





## Function Space and Food & Beverage Requirements

Wednesday	Function Type	Function Name	Times	Setup	Other
	4/5 Breakout/ Classrooms	Thursday Seminar Setup	Afternoon/Early Evening	Room access	Piano & Exhibit Delivery

Thursday	Function Type	Function Name	Times	Setup	Other
	Break	Continental Breakfast	7 am - 8 am	Foyer/Atrium or similar area	Breakfast breads Coffee/Juice
	4/5 Breakout/ Classrooms	All-day Seminars	8 am - 5 pm	Classroom	See Section III. Requirements
	Exhibit Area and 5/6 Classrooms	Friday - Sunday Setup	8 am - 6 pm	Room access	Piano & Exhibit Delivery
	Break	Morning Break	9:30 am - 10:15 am	Foyer/Atrium or similar area	Coffee/Punch Snacks
	Lunch	Seminar Lunch	11:45 am - 12:45 pm	Rounds 120 - 150	Deli Buffet or Similar
	Break	Afternoon Break	2:45 pm - 3:30 pm	Foyer/Atrium or similar area	Coffee/Punch Snacks
	Dinner	Welcome Reception	6:30 pm - 8:00 pm	Rounds 140 - 160	Informal Meal & Entertainment

Friday	Function Type	Function Name	Times	Setup	Other
	Break	Continental Breakfast	7 am - 8 am	Foyer/Atrium or similar area	Breakfast breads Coffee/Juice
	10 Breakout/ Classrooms	Technical Institute	8 am - 5 pm	Classroom	See Section III. Requirements
	Exhibit Area	Exhibit Hall	9 am - 6 pm	8' x 10' Exhibits	See Section III. Requirements
	Break	MARC Café Morning Break	9:30 am - 10:15 am	Exhibit Hall	Coffee/Punch Snacks
	Lunch	MARC Café Lunch	11:45 am - 12:45 pm	Exhibit Hall	Wrap Sandwich or Similar
	Break	MARC Café Afternoon Break	2:45 pm - 3:30 pm	Exhibit Hall	Coffee/Punch Snacks
	Reception	'After Dinner Mint'	7:00 pm - 9:00 pm	Foyer/Atrium or similar area	Informal Dessert and Coffee





# Professional Piano Technicians Association

## Function Space and Food & Beverage Requirements (continued)

Saturday	Function Type	Function Name	Times	Setup	Other
	Break	Continental Breakfast	7 am - 8 am	Foyer/Atrium or similar area	Breakfast breads Coffee/Juice
	10 Breakout/ Classrooms	Technical Institute	8 am - 5 pm	Classroom	See Section III. Requirements
	Exhibit Area	Exhibit Hall	9 am - 4 pm	8' x 10' Exhibits	See Section III. Requirements
	Break	MARC Café Morning Break	9:30 am - 10:15 am	Exhibit Hall	Coffee/Punch Snacks
	Lunch	MARC Café Lunch	11:45 am - 12:45 pm	Exhibit Hall	Wrap Sandwich or Similar
	Break	MARC Café Afternoon Break	2:45 pm - 3:30 pm	Exhibit Hall	Coffee/Punch Snacks
	Dinner	PTG MARC Banquet	6:00 pm - 8:30 pm	Rounds 160 - 200	Formal Dinner & Entertainment

Sunday	Function Type	Function Name	Times	Setup	Other
	Break	Beverage Station	6:45 am - 8 am	Foyer/Atrium or similar area	Coffee/Juice
	Breakout	Chapel Service	7 am - 8 am	Theater (Classroom ok)	25 - 40
	10 Breakout/ Classrooms	Technical Institute	8 am - 11:15 am	Classroom	See Section III. Requirements
	Brunch	Closing Rally	11:15 am - 12:15 pm	Rounds 140 - 160	Breakfast Buffet plus add-ons
	All Function Space	Begin Teardown	1:00 pm - 4:00 pm	Room Access	Classroom A/V, Equip. & Exhibits

Monday	Function Type	Function Name	Times	Setup	Other
	Function Space	Finish Teardown	Before Noon	Room access	Piano Pickup & Exhibit Shipping

Note: **24-Hour Hold on all exhibit and breakout rooms** once equipment and/or pianos are setup (will move equipment and pianos when needed for other scheduled hotel events but would prefer to keep it to the bare minimum).

Overall Food & Beverage Budget: **\$15,000 minimum - \$30,000++ maximum** (based on attendance).





## Concessions Desired

### General:

- Complimentary high speed internet, wired or wi-fi, in all guest rooms and function/exhibit space.
- Complimentary parking for hotel guests and commuting attendees.
- Group rate to continue after the contracted deadline until guest rooms are sold out.

### Guest Rooms:

- 1 complimentary room night for every 40 paid.
- Late check-out Sunday at 1:00 pm (convention ends at 12:15 pm)
- Convention Directors Suites (Tuesday - Monday).
- Discounted Staff Rooms.
- Group rate 3 days before and after room block (based on availability).

### Food & Beverage:

- Discounts on published 2011 Food and Beverage menus.

### Function Space:

- No function/exhibit space and/or breakout/classroom charges with a \$15,000 F & B minimum (Due to our heavy F & B requirements, the minimum has always been significantly exceeded. Require a conservative minimum to be prepared for any economic downturns.)
- Complimentary draped 6'8' tables (45+) for vendor booths in exhibit areas.
- Complimentary electric access for vendor booths; no heavy loads, minimal usage (e.g. light bulb, laptop).

## IV. Proposal Specifications

The RFP issuer expects that all work will be performed in a professional manner. All information provided in this RFP is proprietary for this purpose only. Information cannot be released without written permission from the contact person named in Section I.

### Questions:

Direct all questions and requests for additional information regarding this RFP to the contact person designated in Section I (Contact Information).

### Decision Making Process:

Final Decision Maker is Steve Taylor, Executive Director

### Timeline:

- Proposal Due Date and Time: ASAP
- Proposal Cut Date: June 3, 2011
- Decision Date: By June 17, 2011

