



# REQUEST FOR PROPOSAL

## 2021 ATIA CONVENTION & TRADE SHOW

### COMPANY BACKGROUND

The Alaska Travel Industry Association is the leading statewide nonprofit membership association for Alaska's travel industry. ATIA's mission is that Alaska remains a top visitor destination, communicating and promoting Alaska's tourism industry as one of the state's major economic forces. ATIA is the respected voice of the industry: promoting industry growth while caring for the environment, recognizing cultures, and supporting Alaska's unique quality of life. ATIA represents more than 650 tourism business representatives, community partners and others involved in and supporting Alaska's visitor industry.

### PURPOSE

**The purpose of this Request for Proposal (RFP) is to obtain a host destination, facilities and services for the ATIA Convention & Trade Show to be held in October 2021.** Approximately 500-700 delegates (tourism business owners and industry partners, ATIA Board of Directors, ATIA staff, additional representatives from the membership, media, elected officials and government representatives) attend the convention for business, education and networking opportunities with their industry peers.

**Proposals should be prepared using this document as a guideline.** ATIA has determined the following specifications described in the RFP will maximize the opportunity for a successful convention. However, ATIA recognizes circumstances, resources and opportunities can vary among different venues. While ATIA strongly encourages proposals address all specifications as stated in the RFP, consideration will be given to proposed alternative approaches to one or more of the stated specifications.

### ATIA CONVENTION POLICY

The following policy outlines the process and requirements for the selection of the site for annual conventions of the Alaska Travel Industry Association.

- ATIA annual conventions will be rotated around Alaska and in communities and destinations that express interest and can physically accommodate the meeting.
- Any qualified organization (city, Destination Marketing Organization (DMO) or company) may submit a bid to ATIA requesting consideration as the site for the annual convention for the association. ATIA will solicit bids from all ATIA Chapters and member community partners by e-mail.

- In order to be considered as a potential host for the convention, respondents must submit an “Intent to Bid” statement to the ATIA office by **March 29, 2019**. A complete bid proposal shall then be submitted to the ATIA office by **May 15, 2019**. The bid proposal will then be reviewed by **June 3, 2019** to ensure the bid meets qualification criteria.
- The ATIA Board of Directors will consider qualified bids at their upcoming summer or fall meeting. At this meeting organizations will have the opportunity to make their bid presentations to the ATIA Board of Directors. Bidding organizations will be notified of the Board’s decision by the end of the summer or fall meeting. The awarded organization will be announced publicly on the last day of the current year’s annual convention: **October 10, 2019**.

### SCOPE OF WORK

In performing and accomplishing the general scope of services, the specific elements include, but are not limited to, the qualifications and activities outlined below.

- **Organizations submitting bids must have, in the locality, one of the following:** A Chapter of ATIA, an active destination marketing and management organization (convention and visitors bureau, chamber of commerce, etc.) or another similar organization qualified to aid in the work of planning for, and assisting in the operation of, an ATIA convention.
- **Organizations submitting bids should provide available dates for convention meeting space, preferably early to mid-October.** The convention activities are typically held during a three-four-day format on Monday/Tuesday/Wednesday/Thursday with Monday hosting a pre-summit to the regular convention program. ATIA staff will need to have access to convention meeting space during the weekend prior for set-up, receiving shipments, etc. Friday is a departure day for ATIA staff and most of the convention delegates. See sample agenda as Appendix A.
- **Organizations must be willing to host one evening reception/event for the delegates to showcase their town or destination and at their own expense** (Community Night, normally the Wednesday evening event during convention week). Event includes facility, heavy hors d’oeuvres or dinner, cocktails and refreshments, entertainment and transportation. **The final gathering location of community night must be able to accommodate all attendees in one space.**
- **Organizations must assist with securing room rates for delegate housing, with a minimum guarantee of 475 rooms blocked for ATIA attendees.** Awarded organizations and/or convention site staff will work with ATIA staff to outreach to ATIA’s membership and convention delegates any special convention room rates and discounts. ATIA does not intend to secure accommodation room blocks for convention delegates, beyond ATIA’s own staff and VIPs; convention delegates are responsible for their own payment of accommodations.
- **Organizations submitting bids must have sufficient facilities and resources (meeting facilities, catering, technology services, lodging and transportation) to accommodate a group number specified by the ATIA office.**

This includes:

1. **Meeting Facilities:** Information as to meeting room availability, general meetings, workshop rooms, and exhibit space, as well as details regarding the number of attendees each room can accommodate. A general floor plan is helpful to include in the bid information.

The bid should also detail the **meeting room charge**, if any, for such meeting room facilities for 4 days (M-FRI AM-PM) plus utilizing space for a registration area, shipping and receiving convention and trade show materials and other private meeting rooms. Please include any charge for utilizing storage, shipping and receiving space for the days prior to the convention and one day after.

Meeting facilities should be able to accommodate:

- **General session seating for a minimum of 500 attendees and up to 700 attendees** (depending on location), stage, AV/IT, including adequate sound system, lighting and internet capabilities.
- **Up to seven (7) concurrent breakout session and/or meeting rooms** that will accommodate groups ranging from 50-100 people. ATIA utilizes between 5-7 rooms for concurrent sessions and private meeting rooms.
- **Staff office:** Room for storage, work area, copier and computers. Ability to secure room or space.
- **Space for a final banquet and live auction event** for between 450 – 500 attendees. The final award banquet and live auction is not required to be held in a main ballroom area. Bidders can propose alternative sites for the final banquet, based on size and location.
- **Meal venue(s):** Breakfasts (seating for minimum of 75) with room for minimum of three (3) six-foot long catering tables. Luncheons (stage and seating for 500-700) for one to two sit-down lunches and a box or buffet lunch setting on day three.
- **Registration Area:** Space for four 8' foot tables or equivalent counter space. Ability to connect to internet.
- **Board Meetings:** Space for U-shaped table for 25 and theater style seating for 25. ATIA hosts 2 board meetings during convention.
- **Opening night reception space** that includes space for a minimum of 2 bars, catering of light hors d'oeuvres and potentially entertainment (e.g. music, games, etc.).
- **Trade Show:** exhibitor space for minimum of 30 8'x8' booths. If convention site requires additional and separate facility or structure (i.e. tent) to accommodate the trade show event, bidders shall include the cost of this facility as part of their bid (including electricity and heat). Bidders should provide information regarding access to pipe & drape, 1 table and two chairs per booth and catering tables for coffee breaks.

2. Catering: Bidders should provide detailed cost information on food and beverage costs (based on per person) for 500-700 (or a suitable alternative, where a speaker can present during a meal). ATIA will give special consideration to catering options that include Alaska grown or locally purchased products.

**Luncheons at convention** (Tue/Wed/Thur) generally include a hot meal service, coffee/tee/water service (with vegetarian options). Catering estimates should include costs for four (4) lunches, coffee service, three (3) continental breakfasts, the final banquet, refreshment breaks and snacks for two (2) board meetings. Costs should be presented to include discounted rates based on catering minimums. A general daily catering plan is presented below:

- Three Morning Continental/Buffer Breakfasts (Tuesday/Wednesday/Thursday)
- Three Morning Coffee Breaks - (Tuesday/Wednesday/Thursday)
- Two Afternoon Refreshment Breaks – (Tuesday/Wednesday)
- Two sit down Lunches – (Tuesday/Wednesday and two box or buffet lunches - (Monday/Thursday)
- Two Receptions – Tuesday (opening night reception) and Thursday (trade show reception prior to the final banquet event)
- Banquet – (Thursday evening)
- Water service for general session and each concurrent session
- Snacks and refreshments for two (2) board meetings on the Tuesday and Thursday of convention.

3. Technology: Bids should include a detailed list of audio-visual equipment available and cost estimates or **complimentary items** for projectors, microphones, screens, podiums, sound systems.

Successful bidders will be able to provide:

- Adequate sound system, AV/IT equipment (large screens, microphones), access to internet for general session area and for breakout rooms.
- For breakout rooms, ATIA generally utilizes laptops, screens and projectors for speaker presentations.

4. Accommodations:

- The selected convention destination should have the resources to **provide accommodations for 500-700 delegates**, depending on the location. This may include hotels/motels, lodges, bed and breakfasts and other rental properties.
- Details should include the **availability of lodging and accommodations**, along with the exact room rates to be charged to registered convention attendees (preferably discounted). Delegates are responsible for booking their own accommodations.

- Bidders can also include information to the number of **complimentary suites and rooms which may be provided to the ATIA team**, relative to the number of rooms utilized by convention attendees.

5. Ground transportation: Details regarding accessibility to the community, including information on all transportation available to and from the city, average number of scheduled daily inbound and outbound flights, and the type of ground transportation to be provided for attendees during the period of the convention (see sample agenda). **The community destination marketing and management organization, ATIA chapter or other local organizing committee is responsible** for providing transportation options for convention attendees.

The selected convention destination should provide a description of the transportation resources, including business names, taxi and/or shuttle service to accommodate 500-700 delegates.

6. Pre/post tours: Pre and post tours are often offered to delegates at a special convention rate and include special services the community may wish to offer in the planning and operation of the convention, such as registration desk help, housing committees, volunteers, transportation and the like. ATIA will give preference outreaching and promoting pre and post tours form ATIA's membership. Any pre-post tour is solely the responsibility of the host destination to provide to ATIA staff. ATIA will assist in outreaching to its membership and convention delegates with this information provided by the host destination.

\* Most conventions outside of the greater Anchorage area have historically had a total attendance in the range of 450-500. Anchorage conventions have attained 700 participants.

## CONDITIONS

- ATIA reserves the right to accept any proposal submitted for consideration.
- ATIA reserves the right to reject any and all proposals in whole or in part, to award in part, to waive technical defects, irregularities and omissions, if in its discretion, the best interests of ATIA would be served. However, receiving proposals in a timely manner is extremely important to ATIA and no waivers for minor delays will be granted by ATIA.
- No staff member of ATIA other than the President or the Board of Directors has the authority to grant a waiver of any requirement specified in this RFP.
- A proposal must be valid for a period of ninety (90) days from the deadline for submission of proposals.
- ATIA reserves the right to amend or cancel this RFP.
- ATIA reserves the right to correct inaccurate awards resulting from its clerical errors.
- ATIA is not responsible for any costs incurred by any party in responding to this RFP.
- ATIA reserves the right to contract with more than one proposer in association with this project.

## PROPSAL FORMAT

Proposals must be submitted by email (digital format). **Bidders must include the following:**

- Description of host's relevant experience, including past meetings, conferences and conventions hosted. References are not required, but can be included.
- Suggested available dates for the 2021 ATIA Convention - preferably to be scheduled early to mid-October.
- Description of any alternative proposed facilities or site locations available to host ATIA's convention.
- Identified lead contact and key staff that will work with ATIA to host a successful convention.
- Description of any relevant costs and expenses, rates and discounts including but not limited to: meeting room space and facility costs and/or discounts or comped space, AV/IT equipment, catering estimates, transportation (costs or donated), accommodation and lodging rates and/or discounts and comped rooms for ATIA staff and VIPs.
- Description of proposed pre or post tour information to be made available to convention delegates upon a successful bid.
- Description of any proposed sponsorships donated or in – kind items or services and discounts.

## EVALUATION & REVIEW TIMELINE

- Intent to Bid Deadline– Interested organizations must submit in writing their letter (one-page) intent to bid on the 2021 ATIA Convention & Trade Show no later than **March 29, 2019**. This can be in the form of a board of directors, community support letter or resolution and can be emailed to ATIA.
- Complete Bid Proposal Deadline – A complete proposal is due **May 15, 2019**. All proposals must arrive to the Alaska Travel Industry Association office location of 610 East 5<sup>th</sup> Avenue, Suite 200, Anchorage Alaska, 99501 prior to Wednesday, **May 15, 2019 at 4:30 pm (Alaska Standard Time)**. All proposals will be noted of the date and time submitted to accurately reflect the Alaska Travel Industry Association's receipt of a proposal. If a proposal is received after the prescribed due date, the proposal will be acknowledged, but not considered eligible for consideration in the Request for Proposal process.
- Bid Review – ATIA will review each bid received by **June 3, 2019** to determine if the entity meets the minimum requirements as set forth in this statement of policy. ATIA will contact qualifying organizations following this date to notify them. ATIA staff may ask to schedule a site visit of the host community or destination prior to the August ATIA Board of Directors meeting.
- Bid Presentation – Qualifying organizations may present their bid to the ATIA Board of Directors at the upcoming summer or fall board meeting. Bidding organizations must make early arrangements with the ATIA team for equipment required for their presentation.

- Bid Award – The final decision regarding the selection of a convention site shall be the responsibility of the ATIA Board of Directors. Unless further information is needed regarding the bids, the ATIA Board of Directors shall vote (by secret ballot) by the end of the summer or fall meeting and the winning organization will be announced publicly on the last day of the current year’s annual convention: **October 10<sup>th</sup>, 2019 in Juneau, AK.**
- In addition to the above specifications and minimum requirements, other considerations may affect the Board’s decision, including but not limited to:
  - The geographic location of the conventions of the last 3-4 years.
  - The cost of travel for delegates, both in time and money, to and from a location and the cost of facilities once delegates arrive.
  - Special circumstances and unique opportunities of any bidding community or organization for a specific year (such as anniversary celebrations).
  - The number of times a community/organization has participated in the bid process.
  - Whether or not the proposed convention dates are in conflict with any major religious holidays or other events.

#### **CONTACT INFORMATION**

Any information required, or questions regarding this RFP, should be addressed delivered to:

Tanya Carlson, ATIA Director of Travel Trade & Partnerships

[tcarlson@alaskatia.org](mailto:tcarlson@alaskatia.org)

Jillian Simpson, ATIA Vice President

[jsimpson@alaskatia.org](mailto:jsimpson@alaskatia.org)

OR

Sarah Leonard, ATIA President & CEO

[sleonard@alaskatia.org](mailto:sleonard@alaskatia.org)

## APPENDIX A - \* SAMPLE AGENDA

**\*Please note this agenda is just a representative example. Times and set-up may change depending on convention location and schedule.**

**SAT/SUN** ATIA staff will need access to site for set-up, shipping and receiving of convention materials, storage areas, etc.

PRE-tours attractions

### Monday

Pre-Summit Topic (e.g. Winter Tourism Summit, Public Policy Summit) to include a meeting room, AV/IT and catering (e.g. box lunch for 50-100 people).

Throughout Day Airport Shuttle Service to Lodgings if appropriate and provided by community

Noon - 5 pm Registration & Information Desk Open

Noon - 5 pm Trade Show Exhibitor Set Up

3:00 - 4:30 pm ATIA Board of Directors Meeting

5:00-7:00pm Community Tour / ATIA Chapter or informal event (e.g. community art walk)

### Tuesday

7:30 - 8:45 am Shuttle Service from Lodgings to convention location provided by community

8 am - 5 pm Registration & Information Desk Open

8 - 9 am Continental Breakfast in the Trade Show

9 - 10:45 am ATIA Convention Kick-Off! Year in Review & Voice of the Membership

10:45 – 11:15 am Refreshment Break in the Trade Show

11:15– 12:30pm Opening Luncheon / Special lunch topic and guest speaker

1:30 - 3 pm Concurrent Workshops or Speed Networking

3:00-5:30pm Concurrent Workshops

5:30 - 9:30 pm Opening Reception

5:30-10:00pm Shuttle Service if appropriate



**Wednesday**

7:30 - 8:45 am	Shuttle Service from Lodgings to Convention Center if appropriate and provided by community
8 am - 5 pm	Registration & Information Desk Open
8 - 9 am	Continental Breakfast in the Trade Show
9 – 11:00 am	General Session or Concurrent Workshops
10:15 - 10:45 am	Refreshment Break in the Trade Show
10:45 am - Noon	General Session
12:15 - 1:30 pm	Sit down lunch
1:30 - 3:15 pm	Concurrent Workshops
3:15 - 3:45 pm	Refreshment Break in the Trade Show
3:45 - 5:15 pm	Concurrent Workshops
5:30 – 5:45 pm	Shuttle Service from Convention meetings to Community Night provided by community
5:30 – 10:00 pm	Community Night (hosted by destination / community / chapter)  Shuttle Service back to convention site and/or host hotel and/or other accommodations /lodgings, provided by community

**Thursday**

7:30 - 8:45 am	Shuttle Service from Lodgings to Convention site, provided by community
8 am - 5 pm	Registration & Information Desk open
8 - 9:30 am	Continental Breakfast in the Trade Show
9 - 10:15 am	Concurrent Workshops
10:15 - 10:45 am	Refreshment Break in the Trade Show
10:45 - 12:15 pm	Plenary session
12:30 - 1:45 pm	Luncheon (box lunch or buffet)
2:00 - 3:15 pm	60 Seconds Hot New Products Presentations
3:30 - 4:30 pm	ATIA Board of Directors Meeting

5:30 - 6:30 pm	Lodging Shuttle Service if appropriate and provided by community
6 - 7 pm	Closing Banquet Reception
7 - 10 pm	Closing Banquet
	Lodging Shuttle Service (host hostel and/or other accommodations / lodgings) if appropriate and provided by community

**Friday**

Throughout Day	Airport Shuttle Service from Lodgings, if appropriate and provided by community
9:00am – noon	ATIA staff packaging and shipping materials, storage area