



Host Destination Bid Specifications for the 2021 Ohio Conference on Travel

What is the Ohio Conference on Travel?

The Ohio Conference on Travel is a three-day conference produced by the Ohio Travel Association and specially crafted for travel industry professionals across the state. It is three days filled with top-notch educational programming, peer interaction and social events. This is *the* state travel conference for Ohio.

Benefits of Hosting the Ohio Conference on Travel

Hosting the Ohio Conference on Travel is a huge honor and recognition opportunity. From a large presence in front of the Ohio travel industry to local visibility and economic impact, this three-day event showcases numerous advantages. Sponsoring organizations receive an exhibit booth, distribution of your promotional literature, special VIP invites, complimentary registrations and more. Please see the sponsorship value section on page five for more details.

Educational Programming

Conference features some of the industry's top nationally-known speakers and experts each year. These speakers provide content covering current trends and issues that impact Ohio's travel industry.

Recognition and Awards

The **RUBY Awards** recognize the outstanding achievements in marketing, advertising and public relations produced by travel industry members over the last year. RUBY stands for recognizing uncommon brilliance in the travel industry. RUBY Awards and the Citation of Excellence Awards are presented during the annual Ohio Conference on Travel. Awards are presented for excellence in 16 different categories.

The **Paul Sherlock Award**, the industry's highest honor in the state, is presented to an individual who has exemplified excellence in the travel industry. Each year, a recipient's career achievement and tireless efforts toward our industry are recognized during the award presentation at the Ohio Conference on Travel.

The **Emerging Leader Award** honors budding travel leaders. This award is given to an individual who meets the following criteria: under 15 years of professional experience in the travel industry but a minimum of five years in the industry, a current OTA member, a commitment and passion for the industry, completion of some type of continuing education and recognition of leadership.

The **Ohio Tourism Leadership Academy** is designed to develop future leaders of our industry. This premier academy is specifically for professionals in Ohio's travel industry and is open to candidates representing the full scope of the travel industry. The annual graduation is held at conference.

Who Attends?

During this three-day event, Ohio attendees represent attractions, hotels, transportation, museums, CVBs, ferries, wineries, breweries and more. CEOs, directors, managers and rising stars from the travel industry attend.

2021 Ohio Conference on Travel Bid Specifications

Dates

Preferred dates are in this order:

- **Oct. 6-8, 2021**
- **Oct. 13-15, 2021**
- **Oct. 20-22, 2021**

* The pattern of Wednesday, Thursday and Friday is preferred

Selection & Criteria Process

All bids are due in writing by **Aug. 30, 2019**. Site inspections may be conducted of the finalists as warranted, and the decision will be made no later than October 2019. OTA Board of Directors will review all bid proposals and select finalists and awardee based on the following criteria:

- A.** Applicant must be an OTA member at the time the bid is submitted and remain members throughout the conference year.
- B.** Level of sponsorship provided for the opening reception, dinner and dessert for up to 250 people for the 2021 Ohio Conference on Travel.
- C.** Level of sponsorship provided for the Friday breakfast at the 2020 (previous year) Ohio Conference on Travel.
- D.** Meeting space must be complimentary, located under one roof, connected to or within close proximity to the delegates' hotel.
- E.** Number of complimentary overnight suites and/or rooms for conference organizers beyond host hotel standards (Tuesday through Friday)
- F.** Preference will be given to areas which have not hosted a recent conference.
- G.** Competitiveness of hotel room rates
- H.** Availability of adequate facilities as outlined in the RFP, including number of meeting rooms, meeting room sizes and vendor area.
- I.** Availability of free WiFi at hotel and conference site
- J.** Parking and anticipated incidental costs for attendees (if applicable)
- K.** Housing and meeting space partners must be OTA members at the time the bid is submitted and remain members for the 2021 Ohio Conference on Travel.

Housing

All rooms must be in hotels that are directly on the conference site or within close proximity. All participating hotels and the main meeting venue must be members of OTA at the time of bid.

Late checkout is preferred.

Lodging Requirements for 2021:

Tuesday 10 rooms, Wednesday 140 rooms, Thursday 140 rooms and Friday check-out.

Meeting Space and Related Needs

Meeting space must be complimentary, located under one roof, and provide exclusive use of the following separate areas. Schedule is subject to change, but the following provides an overview of needs based on previous conference schedules:

Wednesday

8 am - 5 pm

Registration Space to Accommodate Five People

Secure Show Office Space

8 am - 10 pm

Exhibitor Area for 30 to 40 Booths (6' x 6')

- Floor space must accommodate comfortable traffic flow of 200 people
- Preference of exhibitor area being adjacent or within sight of primary meeting space

8 am - 10 pm

Silent Auction

- Availability of this space Tuesday night is preferred to enable set up.
- Space to accommodate comfortable traffic flow of 100 or more people.
- Space for 20 to 25 tables (18" x 6') to display silent auction items.
- Area needs to be secure.

8 am - 3 pm

Meeting Space to Accommodate up to 100 people with Tables and Chairs

- Classroom or Rounds Preferred

6 pm - Midnight

Opening Reception and Dinner for 200 to 275 People

- This event may be at hotel or conference
- Rounds Preferred

Thursday

8 am - 5 pm

Registration Space to Accommodate Five People

Secure Show Office Space

8 am - 5 pm

Exhibitor Area for 30 to 40 Booths (6' x 6')

- Floor space must accommodate comfortable traffic flow of 200 people
- Preference of exhibitor area being adjacent or within sight of primary meeting space

8 - 9 am

Breakfast (Rounds of Eight) 175 to 200 People

9 - 10 am

General Session (Crescent or Rounds) 200 to 250 People

- Prefer to use same room as Breakfast

10 - 10:15 am

Break to Visit Exhibit Booths

10:15 am - Noon

Two or Three Concurrent Seminars 75 to 100 People

- Each room set at least 50% classroom style seating.
- Theatre style could be considered for remaining seating.

Noon - 1:30 pm

Luncheon (Crescent if Possible) 200 to 250 People

- Space needed for staging and audio visual.
- Same set, same room from dinner evening before.

1:30 - 2:30 pm

Two or Three Concurrent Seminars 75 to 100 People

- Each room set at least 50% classroom style seating.
- Theatre style could be considered for remaining seating.

2:30 - 3 pm

Refreshment Break 200 People

- Space must be separate from seminar and general session space

3 - 4 pm

Two or Three Concurrent Seminars 75 to 100 People

- Each room set at least 50% classroom style seating.
- Theatre style could be considered for remaining seating.

4:10 - 6 pm

Annual Meeting 200 People

- Crescent or Rounds
- Panel skirted seating for six persons at front facing audience

5 - 6 pm

Board of Directors Meeting 30 People

- Set board room style long table with chairs around table

6:30 - Midnight

Dinner and Entertainment for up to 200 People

- This event **may or may not** be at the conference hotel.
- If held off-site, please provide information on transportation
- Please be creative, and provide an overview of the activities to be included. This is the primary industry social event and expectations are high!

Friday

8 am - noon

Registration Space to Accommodate Five People

Secure Show Office Space

8 am - noon

Exhibitor Area for 30 to 40 Booths (6' x 6')

- Floor space must accommodate comfortable traffic flow of 200 people
- Preference of exhibitor area being adjacent or within sight of primary meeting space

8 - 9 am

Breakfast 150 to 160 People

- Rounds

9 - 11:30 am

General Session (Crescent or Rounds) 150 to 160 People

- Prefer to use same room as Breakfast

Furniture, Equipment and Labor

1. Chairs and 8' round tables for approximately 250 delegates in the function area for scheduled luncheons, breakouts and/or evening functions

2. Five chairs and adequate tables to be used for registration area

3. Thirty to 40 tables (6' x 6') and chairs (two per table) for exhibitor area

OTA Provides the Local Sponsoring Organization:

- 1.** One exhibit booth at no cost for the 2020 (previous year) Ohio Conference on Travel
- 2.** Up to two complimentary registrations at 2020 (previous year) Ohio Conference on Travel
- 3.** Up to four complimentary delegate registrations for the 2021 Ohio Conference on Travel
- 4.** Five complimentary 2021 Wednesday evening invites for key local political or committee representatives
- 5.** An opportunity to include one piece of destination promotional literature in all 2020 (previous year) delegate registration kits
- 6.** An opportunity to include one piece of destination promotional literature in all delegate promotional kits for the 2021 Ohio Conference on Travel
- 7.** Five minutes to greet attendees at sponsored breakfast previous year
- 8.** Five to ten minutes to greet attendees at Wednesday night dinner at the 2021 Conference

Host Destination Bid Proposal for the 2021 Conference on Travel

_____ (Company Name)
Proposes to Host the 2021 Ohio Conference on Travel

Dates: Please check all that apply

_____ **Oct. 6-8, 2021**

_____ **Oct. 13-15, 2021**

_____ **Oct. 20-22, 2021**

Housing Guest Rooms:

_____ (Company Name) Guarantees No
Fewer Than 175 Hotel Rooms

Hotel Name	Total # of Rooms Committed
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1. _____

2. _____

3. _____

4. _____

*Please attach letters from hotels listed supporting this bid, offering the above number of rooms and specific rates or formula for comparison. Each letter must be signed by a duly authorized representative of the specific property.

Meeting Space and Related:

_____ (Company Name) Guarantees to Hold
the 2021 Ohio Conference on Travel for Use During the Dates Specified
Above

Furniture, Equipment and Labor:

Does the meeting space property have an adequate number of tables, chairs, risers, etc. as required for a conference of this size and as described in the bid specifications?

_____ **Yes** _____ **No**

Are rental fees to be paid by OTA for the equipment and services outlined in the bid specifications?

_____ **No** _____ **Yes (please specify)** _____

Function Sponsorships:

The level of sponsorship will be considered in this selection. **PLEASE NOTE:** Most sponsorship of past conferences are at 100%. In many cases, hosts coordinated local partners to provide sponsorships at a higher level.

Reception, Dinner and Dessert:

If you are not willing to cover 100% of the financial responsibility for the official opening reception, dinner and dessert at the 2021 Ohio Conference on Travel, please indicate what percent of this sponsorship you will accept:

_____ % Sponsored By: _____

Breakfast

If you are not willing to cover 100% of the financial responsibility for the Meet the Candidates Breakfast at the 2020 (previous year) Ohio Conference on Travel, please indicate what percent of this sponsorship you will accept:

_____ % Sponsored By: _____

*** The local sponsoring organization agrees that, should its proposal be accepted, contracts for hotel rooms and meeting space will need to be executed. This bid proposal submitted on behalf of:**

Name of Sponsoring Organization: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone Number: _____

Email Address: _____

Primary Contact: _____

Title: _____ **Date:** _____

Important! When submitting this proposal,

- Be sure to indicate your availability to meet and/or exceed the selection criteria on page three
- Include suggestions for potential Thursday evening events on or off site as described on page six.
- Make sure all properties and organization submitting proposal are current OTA members
- Attach letters from hotels acknowledging rooms to be held
- Submit completed and signed pages eight and nine of this RFP
- Please email your proposal by the deadline of Aug. 30, 2019

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