



NATIONAL ASSOCIATION OF  
**SPORTS**  
COMMISSIONS

Request for Proposal  
2020 & 2021  
NASC Sports Event Symposium



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## INTRODUCTION

We are excited to present you with our Request for Proposal (RFP) to partner and host the *NASC Sports Event Symposium* in 2020 or 2021. As you may know, the Symposium is our signature event through which we deliver authentic education, business development and networking opportunities.

Our annual meeting attracts hundreds of sport tourism professionals and industry partners who gather to exchange time, resources, strategies, solutions, and more. The Symposium features dozens of education sessions, countless networking opportunities, and business development appointments in the NASC Sports Marketplace, all to help our members produce measurable ROI for their organization, elevate their sports events, and improve the quality of life in their destinations.

The purpose of the enclosed RFP is to provide a detailed overview of the Symposium and the NASC and to disclose the criteria we will use to evaluate submissions.

Below are two important deadlines to keep in mind:

**August 26, 2016 – Letter of intent**

**September 30, 2016 – Bid proposal**

Questions regarding bid procedures and requirements should be directed to Lori Gamble, Associate Executive Director, at 513.842.8309 or [Lori@SportsCommissions.org](mailto:Lori@SportsCommissions.org).





## ABOUT THE NASC

As the only non-profit 501(c)3 trade association for the sport tourism industry in the United States, the NASC is the most essential resource for sports commissions, sports destinations, vendors, and sports event owners. We believe sport tourism and the events that our members own and host have the power to transform society for the better. Our passion is to help sport tourism professionals achieve previously unimaginable levels of performance. We do this by nurturing a community of smart, creative, and interesting people: our members.

Our organizational members consist of sports commissions, destination marketing organizations (DMOs), parks and recreation departments, chambers of commerce, national governing bodies (NGBs), multi-sport organizations (MSOs), sports event owners, and vendors to the sport tourism industry. More than 2,500 individuals from nearly 800 member organizations lead, manage, and execute sports events of all shapes and sizes - from bowling tournaments to the Super Bowl and U-12 girls soccer tournaments to the Women's World Cup. Together, they create opportunities for athletes, both young and old, to participate in the sports they love and lead healthy, active lifestyles.

A report on the sport tourism industry, conducted by the NASC in collaboration with Ohio University, estimated visitor spending associated with sports events was \$9.45 billion in 2015. This is an indicator of the strength of the sport tourism industry.

The mission of the NASC is to support these sport tourism professionals throughout their career by providing members with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry.

The *NASC Sports Event Symposium* is one example of how the NASC fulfills this mission.



## ABOUT THE SYMPOSIUM

The annual *NASC Sports Event Symposium* is the signature event through which the NASC delivers industry leading education, unparalleled networking and critical business opportunities to the sport tourism community. Over the duration of four (4) days, Symposium attendees are immersed in a variety of learning experiences designed to transform the way they plan and host sports events.

Attendees have the opportunity to explore a variety of topics that not only impact their individual performance, but also understand the impact to the industry as a whole. Symposium educational sessions give attendees the best tools, exposure to sound business practices and reveal the latest business trends. Through the Symposium, the NASC's goal is to provide attendees with new skills, information, and relationship development opportunities in order to make our members more successful.

The Symposium also provides attendees with outstanding networking and marketplace opportunities for conducting business. With both formal and informal activities, Symposium attendees can connect with industry peers and partners allowing them to expand their business network.

The NASC Sports Marketplace brings destinations and event owners together to prepare their future sports event portfolio and meet face-to-face with qualified industry professionals and leading companies in the sport tourism industry. Destinations have the opportunity to fill their pipeline, and event owners have the opportunity to meet and connect with future business partners dedicated to their success.



## WHY HOST THE SYMPOSIUM?

There are direct and indirect impacts to your destination and surrounding areas that can be attributed to hosting the *NASC Sports Event Symposium*, such as:

### NATIONAL RECOGNITION

As the host of the Symposium, this is your event, too, and you have the opportunity to highlight your destination and all it has to offer during a series of networking events, educational sessions, local area tours and more. Partnering with the NASC will raise media awareness and local government attention for attracting events place your destination on the sport tourism map and demonstrate your attractiveness as a host to more than 200 event owners who are actively seeking host cities for future events.

### MARKETING AND PROMOTION

Is your destination actively pursuing the sport tourism industry to bring in more sports events? Being the host of the *NASC Sports Event Symposium* is an excellent way to accelerate your marketing efforts. The Symposium offers a full year of exposure to a national audience of potential customers. The destination will be promoted through the NASC's website which attracts nearly 100,000 visitors per month; mass distribution of NASC printed and electronic conference materials and promotions; and appearances in trade and local media outlets. The host is also closely involved in most aspects of the planning. We truly partner with you in the creation of the *NASC Sports Event Symposium*.

### CHARITABLE CONTRIBUTION

The *NASC Sports Event Symposium* also includes community service events that often benefit the community's needs, and partners with local charities or organizations in need to leave a lasting legacy on the culture, community, and environment. (See our NASC Sports Legacy Fund section, page 15).





## BY THE NUMBERS

### ROOM NIGHTS

Approximately 1,000 attendees are expected at the 2020 and 2021 Symposiums, resulting in more than 3,000 room nights each.

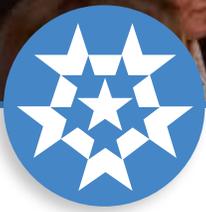
### DIRECT SPENDING

By 2020, direct visitor spending traced to the *NASC Sports Event Symposium* is estimated to be in excess of \$1 million.

### CHARITABLE CONTRIBUTIONS

Since 2009, the *NASC Sports Legacy Fund* has donated more than \$90,000 to local beneficiaries during the *NASC Sports Event Symposium*.





# DATES AND SCHEDULE

## POTENTIAL DATES

There are several possible dates for each year of the Symposium listed below. These avoid the spring religious holidays of Easter and Passover, as well as the NCAA Basketball Final Four Tournaments. Each set of dates below are Friday to Thursday, with Saturday and Sunday being the primary set-up days. Multiple dates may be selected for each year. **Bid must include a brief statement indicating which year(s) and dates(s) are being proposed.**

2020	April 17 – April 23	April 24 – April 30	May 1 – May 7
2021	April 9 – April 15	April 16 – April 22	April 23 – April 29

## POTENTIAL SCHEDULE

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Office Move-In	Exhibitor & Production Move-In	Exhibitor & Production Move-In	Community Service Project	Awards & Recognition Breakfast	Appointments	Appointments
		Board & Former Chair Dinner	CSEE	Appointments	Education	Closing Keynote Luncheon
			Exhibitor & Sponsor Reception	Keynote Luncheon	Networking Lunch	Appointments
			Committee Volunteer Reception	Appointments	Appointments	Exhibitor & Production Move-Out
			First Time Attendee Reception		Education	Closing Party
			Opening Party		Sport Tourism Soiree	



## BENEFITS OF HOSTING

The sport tourism industry is watching, and your destination will be in the spotlight. Your destination will be energized with the arrival of hundreds of best in the class, sport tourism professionals. The Symposium demonstrates best practices in event design, education, and networking, allowing you to showcase your destination's top assets from your convention center, hotels, elegant off-site venues, local hot spots, and more.

You will benefit from an integrated marketing campaign reaching the NASC's 2,500 member contacts starting as early as two (2) years prior to the event. Your destination will be profiled in national media promoting brand awareness and providing ample exposure. You'll take center stage on the final day at the Symposium prior to your event to promote your destination and build excitement that will help drive attendance to your Symposium. The benefits are endless for your destination.

### TWO YEARS PRIOR

- Press Release to announce site selection
- Appropriate website placement

### ONE YEAR PRIOR

- **Print Collateral** – Logos will be included on all print collateral produced for the purpose of marketing and promoting your *NASC Sports Event Symposium*.
- **Email Campaigns** – Logo and links will be included on a specially designed footer on all group email communication related to your *NASC Sports Event Symposium*.
- **Symposium Website** – Location and dates posted on the website. Logo and link will be included on the left side-bar of the Symposium website. Logo will appear in a rotation with all Symposium sponsors. The side-bar is positioned on all pages of the Symposium website. Static logos and links will also appear on the sponsor listing page of the Symposium website.



- **Social Media** – Utilizing its social media network, the NASC will retweet your name and/or social media handle three (3) times
- **Mobile App** – Logo will appear on the section of the mobile app designated for the sponsored function.
- **Client Events** – Joint promotions with the NASC at industry events
- **Advertising** – Feature article in the *NASC Playbook with a spotlight on your destination*
- **Name Badge** – Individuals registered for the Symposium and affiliated with the host will have the designation of “FUTURE HOST” noted in the callout section of the official name badge.
- **Closing Party** – Title sponsorship of the Closing Party at the Symposium in the year prior to hosting. This sponsorship includes the following:
  - Registrations – Six (6) Symposium registrations for your organization (includes one set of individual appointments in the Sports Marketplace).
  - NASC Sports Marketplace Booth – One (1) Sports Marketplace booth space (no additional registrations or appointments schedules included).
  - Official Conference Souvenir Program Advertisement – One (1) full-page, full-color advertisement in the Official Conference Souvenir Program.
  - VIP Access – Six (6) tickets to a special VIP function with Event Owners.
  - Closing Party extras – NASC provides venue rental, food and beverages (including hosted bar and entertainment. Logo will be displayed on signage produced by NASC at NASC’s discretion. Logo and/or promotional video may be displayed on video/tv monitors if available at selected venue. Host will have the opportunity to assist in the planning of the function, and assumes responsibility for the costs associated with theme and décor outside the items listed here.

## YEAR OF THE SYMPOSIUM

- **Logo** – Location and dates included in the Symposium logo
- **Print Collateral** – Logo will be included on all print collateral produced for the purpose of marketing and promoting your *NASC Sports Event Symposium*.
- **Email Campaigns** – Logo and link will be included on a specially designed footer on all group email communication related to your *NASC Sports Event Symposium*.
- **Symposium Website** – Logo and link will be included on the left side-bar of the Symposium website. Static logo and link will also appear in a rotation with all Symposium sponsors. The side-bar is positioned on all pages of the Symposium website. Static logos and links will also appear on the sponsor listing page of the Symposium website. Symposium logo will be included on the Symposium website homepage as soon as the site goes live.



- **Social Media** – Utilizing its social media network, the NASC will retweet your name and/or social media handle a minimum of three (3) times.
- **Mobile App** – Logo will appear on the section of the mobile app designated for the Opening Party.
- **Client Events** – Joint promotions with the NASC at industry events
- **Advertising** – Feature article in the *NASC Playbook* with a spotlight on your destination
- **Name Badge** – Individuals registered for the Symposium and affiliated with the host will have the designation of “HOST” noted in the callout section of the official name badge.
- **Opening Party** – Title sponsorship of the Opening Party at the Symposium. This sponsorship includes the following:
  - Registrations – Ten (10) for your organization (includes one set of individual appointments in the Sports Marketplace).
  - NASC Sports Marketplace Booth – Host receives two (2) adjacent Sports Marketplace booth spaces (no additional registrations or appointment schedules included).
  - Official Conference Souvenir Program Advertisement – One (1) full-page, full-color advertisement in the Official Conference Souvenir Program (back page and inside front cover). The program is a favorite source of information on-site.
  - VIP Access – Ten (10) tickets to a special VIP function with Event Owners.
  - Opening Party extras – NASC provides venue rental, food and beverages (including hosted bar) and entertainment. Logo will be displayed on signage produced by NASC at NASC’s discretion. Logo and/or promotional video may be displayed on video/tv monitors if available at selected venue. Host will have the opportunity to assist in the planning of the function, and assumes responsibility for the costs associated with theme and décor outside the items listed here.



## SUPPORT AND SPONSORSHIP REQUIREMENTS

To ensure a successful partnership between the NASC and the host, there should be widespread support for the Symposium. **To ensure such support is present, each proposal must be accompanied by letters of support from your local partners demonstrating their commitment to the event.**

The host is expected to take an active role in many areas of the Symposium including:

- Planning and executing all site visits
- Planning and executing the NASC Sports Legacy Fund community service project, raffle and silent auction.
- Marketing and promoting the Symposium to Event Owners
- Serving as liaison between the NASC and all local/regional vendors and suppliers (i.e. convention center, host hotel(s), off-site venue coordinators, transportation providers, etc.)
- Organizing and executing off-site networking activities
- Obtaining local speakers
- Sourcing and managing volunteers
- Assisting with the NASC Summer Board Retreat the summer prior to your Symposium (see Summer Board Retreat, page 16)

“

*VISIT Milwaukee is proud to be a two time host of the NASC Sports Event Symposium. Our team received numerous leads including new opportunities from clients that had never been to our city before. If given the chance we would host the event for a third time.*

”

*Marissa Werner, CSEE, Sports & Entertainment Sales Manager  
VISIT Milwaukee*



## LETTERS OF COMMITMENT

**Host must review and sign their designated Letter of Commitment (Attachments B1). These letters bind the signers and their company to all requirements outlined in the bid and detail penalties for failure to perform. The current president, executive director or authorized employee must sign the letter for the host.**

## CONFIDENTIALITY AGREEMENT

Destinations will be notified if selected as a finalist no later than Friday, October 14, 2016. Finalists will be notified if selected to host the 2020 or 2021 Symposium no later than February 2017. However, this information is to remain confidential until the official announcement by the NASC. **The Confidentiality Agreement (Attachment C) must be signed by 1) the current president, executive director or authorized employee of the host, 2) the general manager of the proposed hotel(s) and 3) the general manager of the convention center. By signing the Confidentiality Agreement, this binds the signee and all of his/her employees, board of directors or agents to the agreement.**

“

*The West Michigan Sports Commission and our community partners were honored to host the 24th NASC Sports Event Symposium in Grand Rapids. The Symposium offers the opportunity to showcase our community to our colleagues, peers and potential future clients of the sport tourism industry. The NASC staff, board and committee members partnered with our staff in turning out yet another successful event filled with great education and networking. We continue to hear positive remarks from those in attendance.*

”

*Mike Guswiler, CSEE, President  
West Michigan Sports Commission*

## HOST FEE

**Bid must include commitment to paying the host fee of \$75,000.00 in the payment schedule as follows:**

### 2020 Host Payment Schedule

First payment of at least \$45,000.00 due  
March 1, 2019. Balance due March 1, 2020

### 2021 Host Payment Schedule

First payment of at least \$45,000.00 due  
March 1, 2020. Balance due March 1, 2021



## EVENT OWNER MARKETING AND RECRUITMENT

In addition to the NASC's effort, coordination and execution of marketing and promotional activities to recruit event owners and sports planners to the Symposium by the host is required. The host is required to send two (2) direct mail campaigns to roughly 100 clients of their choosing, in which the mailer must include a co-branded message about the Symposium. Direct mail campaigns must be pre-approved by the NASC.

Additionally, the host is required to participate in client events and industry meetings to continue promotion of the Symposium alongside the NASC. Costs of these client events are split with the NASC.

**Bid must include a statement committing host to a minimum suggested spending budget of \$10,000 for required marketing and recruitment activities beginning no later than 12 months prior to hosting the event. The host may also sponsor event owner travel for an additional fee.**

## SITE VISITS

Four (4) site visits will be scheduled to aid in the selection and planning for the Symposium. **Bid must include a commitment by host to coordinate and execute with NASC staff and pay for all site visits, as outlined below.**

### *Pre-Selection Visit*

A two-day, pre-selection site visit to finalist destinations will be performed by six (6) members of the Site Selection Committee. Host is responsible for all expenses (including airfare or mileage reimbursement, all ground transportation, hotel accommodations, and local expenses for these six (6) individuals).

### *Planning Visits*

Up to three, two-day planning visits will be performed by six (6) staff members and/or vendors. Host is responsible for all hotel accommodations (see Complimentary Nights, page 25), ground transportation, and local expenses for these six (6) individuals.



## OPENING PARTY

**Bid must include a complete description of at least two (2) suggested Opening Party venues**, including pictures of each venue, activities for attendees, current menus, and any other details that will make the party memorable.

The NASC will budget approximately \$110 per person when planning the Opening Party for 900 people inclusive of food and beverage, facility rental, activities/games, entertainment and décor and, all applicable taxes and services fees, etc., with the exception of transportation. Should the opening party require transportation to and from venue, the host will be required to provide that at no cost to the NASC.

**Bid must include a statement acknowledging commitment to provide Opening Party transportation if necessary.**



*It was an honor to work with the NASC staff to host a successful Symposium in 2014! Visit OKC enjoyed the opportunity to entertain close to 1,000 professionals from the sport tourism industry - putting us top of mind. We felt that having all of our peers on site is the best way to showcase all our destination has to offer, leaving lasting impressions of sports in Oklahoma City!*

*Sue Hollenbeck, CSEE, MS, CTA,  
Director of Sports Business  
Oklahoma City Convention & Visitors Bureau*



## HALL OF FAME

**Bid must include a complete description of at least two (2) suggested venues for the NASC Hall of Fame event.** This event recognizes individuals who have demonstrated excellence and leadership in the industry. The venues proposed should allow the NASC flexibility in set-up and management of the event, i.e. theater, banquet, etc. Your bid should include complete descriptions of the venues, including pictures, menus, and any other details that would make the Hall of Fame event memorable. The proposed venues should be within walking distance of the host hotel(s).

## PRE AND POST-SYMPOSIUM ACTIVITIES

Symposium attendees enjoy experiencing local attractions; therefore, optional activities should be made available pre and post-Symposium. Examples include a golf scramble, tours, sporting events, etc. **Bid must include a minimum of three (3) suggested activities and pricing per person. It is preferred for activities not to have minimum participant requirements.**





## LOCAL SPEAKERS

**Bid must include a commitment by the host to assist in securing local speakers for general sessions and/or education breakout sessions at discounted rates or complimentary.** Speakers should provide insight into topics of relevance to the sport tourism industry through their experiences and expertise.

## VOLUNTEER COORDINATOR AND VOLUNTEERS

Host must provide one (1) staff member to serve as the Volunteer Coordinator. The Volunteer Coordinator will be required to recruit and schedule a minimum of fifty (50) volunteers to fill approximately 120 shifts throughout the Symposium.

The coordinator will also supervise volunteers during the Symposium. Volunteers must be provided at no cost to the NASC.

**Bid must include commitment to provide Volunteer Coordinator and volunteers, with the acknowledgment that, should the host be unable to provide at least 50 volunteers, the NASC reserves the right to hire temporary personnel to fill all volunteer positions at the host's expense.**

## AIRLINE & GROUND TRANSPORTATION INFORMATION

According to the 2016 NASC Sports Event Symposium attendee survey, nearly 40% of attendees consider flight options (cost, availability of direct flights, flight times, preferred airlines) as a factor BEFORE registering for the Symposium. **Bid must include average flight lift and costs for the proposed dates (2016 actual and projected 2017) for all local and regional airports, ground transportation options (group shuttles, hotel shuttles, taxi service, Uber, Lyft, etc.) including distance to host hotels from airport(s) and average costs.**

## LOCAL AREA INFORMATION

Many attendees enjoy local amenities before, during and after the Symposium. **Bid must include additional information on the area including a guide to "walking distance" restaurants/bars, shopping areas and other general tourism information and should include tourism brochures and literature provided by a DMO.**



### ACTIVE MEMBERSHIP IN THE NASC

Only Active category members of the NASC, showing at least three (3) years of membership by December 31, 2016, may submit a bid. **Bids must include the date the host initiated Active, dues paying membership in the NASC, along with any other information showing commitment to the association including past Symposium attendance, staff members enrolled in CSEE, participation in committees, etc.**

### ONGOING MEMBERSHIP IN THE NASC

Host must commit to remain a member in good standing from the time of bid submission through at least two (2) years after hosting. **Bid must include a statement committing to membership.**

### HOST POINT OF CONTACT

The NASC views the host as an extension of our team. As such, the host must designate one(1) staff member to serve as the primary contact for all Symposium related business in the years leading up to the event. This person must actively carry out the responsibilities of the host once the Symposium has been awarded, participate in the planning and execution of all site visits, and serve on the NASC Symposium Committee for at least two (2) years prior to hosting. **Bid must include commitment to provide one (1) designated staff contact and, if possible, indicate who that person will be at time of bid submission.**

### ENHANCEMENTS

In order for the *NASC Sports Event Symposium* to be as successful as possible, the NASC must partner with a member who places high value on hosting the Symposium. Bid may include added value to the Symposium in order to enhance your commitment to the event.

Ideas for possible enhancements include:

- Complimentary hotel accommodations for Event Owners
- Complimentary airport transfers for Event Owners
- Complimentary in-room amenity for Event Owners
- Attendee gifts
- Local community marketing campaign (i.e. street pole banners, airport signage, hospitality outreach)



## SUMMER BOARD RETREAT

To show its support for the host, tour proposed venues, and announce the beneficiary named for the Sports Legacy Fund, the NASC Board of Directors will conduct its Summer Board Retreat in your destination the summer before the Symposium (summer of 2019 for the 2020 Symposium and summer of 2020 for the 2021 Symposium).

The dates of the Summer Board Retreat will be established no later than 3 months prior to the retreat by the then NASC Board Chairman. NASC staff will make every effort to plan one of scheduled site visits before the retreat (Monday – Tuesday for a Tuesday – Thursday board retreat).

### **Bid must include commitment by the Host to:**

- Designate one (1) hotel from the Symposium bid to serve as the host hotel for the Summer Board Retreat. Hotel must agree to the outlined room rate (see Host Hotels, page 18).
- Recommend evening activities for the board
- Assist NASC staff with planning venue tours, dine arounds, etc. of all space being utilized for the Symposium (convention center, Opening Party, evening hospitality, etc.)

### **Bid must include commitment by the selected hotel(s) to provide:**

- 25 rooms for 3 nights (typically Tuesday – Thursday) at the Symposium attendee rate or lower
- Complimentary meeting space (typically 1 or 2 rooms 1,500 – 1,750 sq. ft.)





## NASC SPORTS LEGACY FUND

The NASC Sports Legacy Fund awards an annual grant to an organization in need in the host destination of the *NASC Sports Event Symposium*. Originally developed by the St. Petersburg/Clearwater Sports Commission as an equipment donation program, the Sports Legacy Fund is a way for members of the sport tourism community to make a personal and lasting impact on sports programs and initiatives that serve the underprivileged throughout the country.

An emphasis is placed on donations to not-for-profit organizations that provide individuals, particularly at-risk youth, veterans, or physically or intellectually disabled individuals, opportunities to participate in sport and encourage healthy lifestyles. This contribution is part of the legacy the NASC leaves behind. Since 2009, the NASC Sports Legacy Fund has donated more than \$90,000 to local beneficiaries in the host cities of the *NASC Sports Event Symposium*.

**Bid must address the commitment to provide one (1) staff member to serve on the NASC Sports Legacy Fund Committee for two (2) years prior to hosting the Symposium.** The year hosting, in addition to serving on the committee, this person will be responsible for:

1. Assisting NASC staff in identifying applicants for beneficiary. Note, selection of beneficiary will be voted on by the NAC Sports Legacy Fund Committee and approved by the NASC Board of Directors.
2. Receiving silent auction and raffle items shipped (approximately 100 medium size boxes) to destination at least two (2) months prior to first day of the Symposium.
3. Researching state gaming laws and providing any required support.
4. Assisting with coordination of a hands-on community service project for attendees in conjunction with beneficiary.

The goal of the NASC Sports Legacy Fund is to leave a lasting legacy in each destination the Symposium is held in. In order to leave a mark, attendees volunteer to participate in a community service project to help better the destination in which they are visiting. Examples of service projects include but are not limited to: park clean up, or a volunteer service that a large group can do.

5. Securing complimentary food and beverage for Community Service Project
6. Securing complimentary transportation to and from Community Service Project
7. Securing any required equipment needed for Community Service Project





## HOTEL(S) AND ROOM BLOCKS

### LETTERS OF COMMITMENT

**The host hotel(s) must review and sign their designated Letter of Commitment (Attachment B2). These letters bind the signers and their company to the requirements outlined in the bid and detail penalties for failure to perform. The current general manager must sign on behalf of the hotel(s).**

### CONFIDENTIALITY AGREEMENT

Destinations will be notified if selected as a finalist no later than Friday, October 14, 2016. Finalists will be notified if selected to host the 2020 or 2021 Symposium no later than February 2017. However, this information is to remain confidential until the official announcement by the NASC. **The Confidentiality Agreement (Attachment C) must be signed 1) the current president, executive director or authorized employee of the host, 2) the general manager of the proposed hotel(s) and 3) the general manager of the convention center. By signing the Confidentiality Agreement, this binds the signee and all of his/her employees, board of directors or agents to the agreement.**

### HOTEL PROPOSAL(S)

Up to three (3) hotels may be proposed to fulfill the room block requirements. Preferably all, but at least one (1) hotel, must be a full-service property and be rated at least a 3-star or 4-diamond. If attendees cannot safely walk to meeting space (i.e. must cross a busy street, sidewalks are not provided), then free shuttle transportation must be provided beginning 30 minutes before the Symposium registration desk opens until 30 minutes after the registration desk closes.

To preserve the health and well-being of our Symposium attendees, hotels must be non-smoking. The NASC looks forward to working with hotels that are instituting green initiatives. **Bid must include details of any green initiatives in place or will be in place at the time of the Symposium.**





**Bid must include:**

1. Number/type of guest rooms
2. Restaurant(s) on site
3. Check in/out times
4. Complimentary amenities normally offered to guests (pool, fitness facilities, and high speed internet)
5. Distance to airport
6. Airport transportation options (i.e. shuttle service, taxi, van service, etc.)
7. Parking information
8. Other amenities or services hotel(s) offer for guests
9. ADA compliant rooms – number, amenities, etc.

**GUARANTEED ROOM RATES**

Room rate must be in line with past hotel rates (see Hotel Rates, page 20) and be commensurate with the property rating, region and property type and location. The NASC recognizes it might be necessary for the host to collect a room rebate. If a rebate is collected, the rebate amount and purpose for collection must be noted. Four (4) room rates must be provided:

**Attendee Rate** – This rate will be advertised to all attendees via NASC marketing communications, including email, direct mail, website, social media and more.

**Event Owner Rate** – This rate will be for Event Owners only. This rate must be unpublished and marketed only to Event Owner attendees upon registration. This rate must be at least 20% less than the attendee rate and is aimed at encouraging Event Owner attendance.

**Staff Rate** – This rate will be for outside vendors and must be at least 40% less than the attendee rate.

**Summer Board Retreat Rate** – This rate will be for the NASC Summer Board Retreat (see Summer Board Retreat, page 16). This rate must be equal to or less than the attendee rate for the Symposium.

**Bid must include a brief statement listing and guaranteeing the rates to be in effect during the year of the Symposium, room rebate (if applicable), and other standard room charges.**



## RECENT SYMPOSIUM HISTORY

<b>Year</b>	<b>Destination</b>	<b>Hotel(s)</b>	<b>Convention Center</b>
2010	Columbus, OH	Hyatt Regency Columbus	Greater Columbus Convention Center
2011	Greensboro, NC	Sheraton Greensboro	N/A
2012	Hartford, CT	Marriott Hartford Downtown Hilton Hartford	Connecticut Convention Center
2013	Louisville, KY	Hyatt Regency Louisville Marriott Louisville Downtown	Kentucky International Convention Center
2014	Oklahoma City, OK	The Skirvin Hilton Renaissance Hotel Sheraton Oklahoma City	Cox Convention Center
2015	Milwaukee, WI	Hilton Milwaukee City Center Hyatt Regency Milwaukee	Wisconsin Center
2016	Grand Rapids, MI	Amway Grand Plaza Hotel J.W. Marriott Grand Rapids	DeVos Place Convention Center

## CURRENTLY CONTRACTED HOTEL(S)

<b>2017 Sacramento, CA</b>	<b>2018 Minneapolis, MN</b>	<b>2019 San Diego, CA</b>
Hyatt Regency Attendee - \$179 Event Owner - \$143 Staff - \$107	Hilton Hotel Attendee - \$189 Event Owner - \$151 Staff - \$113	Town & Country Attendee - \$179 Event Owner - \$143 Staff - \$107
Sheraton Grand Attendee - \$189 Event Owner - \$151 Staff - \$113	Hyatt Regency Attendee - \$199 Event Owner - \$159 Staff - \$119	
Residence Inn Attendee - \$179 Event Owner - \$143 Staff - \$107		



## ROOM BLOCK

An estimated 1,000+ attendees are expected at the 2020 and 2021 Symposiums. The required 2020 & 2021 room blocks, 2017, 2018 and 2019 contracted room blocks, and 2016 pick-up are listed below. Bid requires that the room block be held as of the time of bid submission and until notified that they may release the block(s) in February 2017. **Bid will include a statement by the hotel(s) General Manager(s) confirming the required room block(s) for the appropriate year(s) are currently being held.**

REQUIRED 2020 & 2021 BLOCKS* (estimated 1,000+ attendees)				
	Total	Attendee	Event Owner	Staff
Friday	<b>10</b>	0	0	10
Saturday	<b>70</b>	40	0	30
Sunday	<b>275</b>	210	25	40
Monday	<b>865</b>	650	175	40
Tuesday	<b>915</b>	700	175	40
Wednesday	<b>915</b>	700	175	40
Thursday	<b>560</b>	400	130	30
<b>TOTAL</b>	<b>3,610</b>	<b>3,335</b>	<b>680</b>	<b>230</b>

2019 CONTRACTED BLOCKS (estimated 1,000 attendees)				
	Total	Attendee	Event Owner	Staff
Saturday	<b>65</b>	40	0	25
Sunday	<b>250</b>	210	15	25
Monday	<b>850</b>	700	125	25
Tuesday	<b>850</b>	695	130	25
Wednesday	<b>850</b>	695	130	25
Thursday	<b>175</b>	135	15	25
<b>TOTAL</b>	<b>3,040</b>	<b>2,475</b>	<b>415</b>	<b>150</b>

2018 CONTRACTED BLOCK (estimated 1,000 attendees)				
	Total	Attendee	Event Owner	Staff
Saturday	<b>65</b>	44	0	26
Sunday	<b>250</b>	216	14	26
Monday	<b>800</b>	692	116	26
Tuesday	<b>850</b>	748	126	26
Wednesday	<b>700</b>	748	126	26
Thursday	<b>175</b>	137	16	26
<b>TOTAL</b>	<b>3,136</b>	<b>2,585</b>	<b>389</b>	<b>156</b>

2017 CONTRACTED BLOCK (est. 975 attendees)				
	Total	Attendee	Event Owner	Staff
Saturday	<b>68</b>	26	1	36
Sunday	<b>242</b>	186	15	36
Monday	<b>779</b>	618	119	37
Tuesday	<b>850</b>	687	121	37
Wednesday	<b>850</b>	687	121	36
Thursday	<b>158</b>	105	12	36
Friday	<b>0</b>	0	0	0
<b>TOTAL</b>	<b>2,917</b>	<b>2,309</b>	<b>389</b>	<b>219</b>

2016 ACTUAL (911 attendees)				
	Total	Attendee	Event Owner	Staff
Saturday	<b>32</b>	26	11	16
Sunday	<b>233</b>	189	16	16
Monday	<b>631</b>	603	54	16
Tuesday	<b>669</b>	603	56	16
Wednesday	<b>636</b>	601	56	16
Thursday	<b>140</b>	242	37	16
Friday	<b>3</b>	8	0	0
<b>TOTAL</b>	<b>2,344</b>	<b>2,272</b>	<b>230</b>	<b>96</b>

\*Past performance is not a guarantee of future results.



## HOTEL CONTRACT(S)

The following clauses/language that must be addressed in final hotel contract(s). **Bid must include statement(s) from hotel(s) agreeing that these items will be addressed in a manner satisfactory to the NASC in contract(s), as well as a sample contract from Hotel(s) including any clause(s)/language that will be included and/or required by Hotel(s) in the final contracts.**

*Cancellation* – In the event Hotel cancels the contract or otherwise is in the breach of any of the material terms and provisions in this contract, Hotel will be liable for all damages, direct and indirect, which the NASC may suffer, including all costs related to rescheduling the room block and function space. Such costs shall include, but not be limited to, expenses of the NASC staff to research and procure alternate facilities, including airfare; any increase in cost at the alternate facility; administrative and operational costs, including return of pre-registration fees, program printing, attendee notification, and any other costs and expenses associated with rescheduling the Symposium. In the event that the NASC is unable to secure alternative facilities, Hotel will also be liable to the NASC for out of pocket expenses on the canceled Symposium. Hotel will notify the NASC in writing immediately and such notice shall entitle the NASC to terminate its obligation under this contract for cause and without liability.

Should the NASC terminate the contract, cancellation fee should be calculated on a sliding scale, and be payable thirty (30) days after the Symposium would have been held, and not upon notice of cancellation. If Hotel meets or exceeds its average occupancy level for the week of the Symposium, no cancellation fee will be incurred. Hotel will make reasonable efforts to resell unused rooms and function space and reduce the cancellation fee by the amount of resale revenue collected, and provide proof of its efforts to mitigate damages and evidence that the rooms or function space remain unsold. Hotel will include a provision stating that no cancellation fees will be due provided the NASC agrees to hold a Symposium of similar size within two (2) years of date of originally contracted Symposium.

*Indemnification and Hold Harmless* – Hotel agrees to defend (with counsel reasonably satisfactory to the NASC), indemnify and hold the NASC, and other related or affiliated organizations, and the officers, directors, employees, agents, and consultants of the foregoing, harmless from and against any liabilities, obligations, claims, damages, suits, costs, and expenses (including, without limitation, reasonable attorneys' fees and costs) arising out of any negligent acts or omissions of Hotel or any negligent acts or omissions of Hotel's employees and agents.



**Alcohol Indemnification Clause** – Notwithstanding any other provision of this Agreement, the Hotel shall defend, indemnify and hold harmless Group and its directors, officers, employees, agents and members and each of them, from and against any and all losses, damages, claims, expenses and liabilities of any kind, including costs of defense thereof, caused by or arising from the Hotel’s sale or service of alcoholic beverages. The terms of this provision shall survive the expiration of this Agreement.

**Walk Clause** – If Hotel is unable to provide a sleeping room to an attendee holding a guaranteed reservation, Hotel agrees to: 1) provide the NASC the opportunity to determine where guests are to be relocated; 2) should relocation be required, notify the NASC which guest(s) were walked within twelve (12) hours; 3) provide sleeping accommodations at the nearest comparable hotel and a five-minute-long distance call plus, daily round-trip transportation between the other hotel during the time the attendee is at the alternate hotel at Hotel’s sole expense; 4) provide a written letter of apology from the General Manager and a complimentary amenity to the relocated guest; and 5) provide credit for room including any room rebate that was to be collected to the NASC block.

**Change of Ownership/Management and/or Brand/ Flag** – The NASC may cancel this contract without liability if there is a change in Hotel ownership, management company and/or brand/flag, which, in the NASC’s judgment, may materially adversely affect the quality of service. This cancellation right must be exercised, if at all, by written notice from the NASC to Hotel within ninety (90) days of learning of the change of ownership, management and/or brand/flag.

**Remodeling or Renovation** – Hotel will promptly and in advance notify the NASC of any construction or remodeling to be performed in Hotel during the Symposium. Hotel will endeavor to keep such activity from distracting or interfering with the use of meeting rooms or other facilities to be used during the Symposium. If it is anticipated that there will be any interference, Hotel will arrange comparable meeting and sleeping room facilities at a nearby Hotel, at no additional cost to the NASC. If a significant amount of NASC contracted meeting space becomes unusable for any reason, the NASC may cancel the contract without penalty.



**Quality/Performance of Hotel** – Hotel agrees that all Hotel services, recreational facilities and activities, sleeping rooms, in-room amenities & services, food and beverage, restaurants, lounges & retail outlets, meeting space, levels of service (including but not limited to) staff to guest service ratios, front desk personnel, wait staff, housekeeping staff, etc.), and accepted industry ratings (i.e. international star ratings and AAA diamond ratings) in effect at the time of execution of this Contract will exist and be in effect at the same or better levels for the dates of this Symposium to accommodate guests needs.

Should the Hotel be unable to comply with any/all of these performance requirements, group shall receive a minimum of a 2% rebate (based on its total Master Account), as a credit to the Master Account for each material infraction documented by Group in writing to the Hotel at the time the infraction is noted.

**Poaching** – Hotel will carefully research any groups with a similar arrival/departure pattern to guard against guest room poaching by third-parties.

**Reservation System** – Hotel understands and agrees that all reservations will be made via the NASC's license with Meetingmax Online Housing System (MMX) and accessed by the Hotel through a user name provided by MMX. All reservations will be guaranteed by major credit card and individuals will be responsible for all charges. All reservations must be received by the cutoff date. No cancellations or changes to existing reservations will be accepted by the hotel directly until the MMX release date (the date when the MMX system shuts down and reverts calls and emails to the hotel directly). NASC reserves the right to add a small fee to the contracted room rate to accommodate this license agreement.

**Annual Guestroom Review** – The NASC and the Hotel agree to review the previous year guestroom pickup data for the Symposium within 60 days of the completion of the previous year. If the previous year guestroom pickup was significantly (+/-10%) increased or decreased, then both parties agree to adjust the guestroom block up or down without penalty based on availability. The Hotel will notify the NASC of any other pending group bookings over the same Symposium dates for the purposes of allowing the NASC to assess its current room block requirements. If NASC deems it necessary to increase either one, then the NASC will have first option to do so prior to the Hotel committing guest rooms to another group.

**Attrition** – The NASC will not be responsible for attrition fees or to pay liquidated damages of any kind, including guest room and food & beverage. Over the past four (4) years the NASC has an average overall pickup of more than 80% and would be happy to provide history and hotel references. The NASC will use its best efforts to offer and promote the use of the hotel to its attendees.



### COMPLIMENTARY NIGHTS

The following complimentary room nights must be provided at the hotel(s). Unless specified below, complimentary room nights may be split between proposed/contracted hotels. **Bid must include statement of commitment to the required complimentary room nights.**

- Twenty-four (24) room nights for pre- selection site visit Fall/Winter 2016, and pre-Symposium planning visits
- Twenty (20) rooms for NASC staff for seven (7) nights during the Symposium (Friday - Friday)
- Six (6) room nights for NASC staff for Summer Board Retreat
- Six (6) room upgrades to either suites and/or concierge level for six (6) nights during the Symposium (Saturday – Thursday)
- Room night credit for Symposium dates based on a minimum ratio of 1:35

### PARKING

Complimentary parking for all site visits, if necessary, and seven (7) nights during the week of the Symposium must be provided for up to five (5) NASC staff vehicles at the hotel closest to meeting space.

**Bid must include a statement of commitment to complimentary staff parking.**



## CONVENTION CENTER

### LETTERS OF COMMITMENT

**Convention center must review and sign their designated Letter of Commitment (Attachment B3). These letters bind the signers and their company to the requirements outlined in the bid and detail penalties for failure to perform. The current general manager must sign on behalf of the convention center.**

### CONFIDENTIALITY AGREEMENT

Destinations will be notified if selected as a finalist no later than Friday, October 14, 2016. Finalists will be notified if selected to host the 2020 or 2021 Symposium no later than February 2017. However, this information is to remain confidential until the official announcement by the NASC. **The Confidentiality Agreement (Attachment C) must be signed 1) the current president, executive director or authorized employee of the host, 2) the general manager of the proposed hotel(s) and 3) the general manager of the convention center. By signing the Confidentiality Agreement, this binds the signee and all of his/her employees, board of directors or agents to the agreement.**

### GENERAL REQUIREMENTS

Friday, Saturday and Sunday, although set-up days, are working days for the NASC staff, volunteers, and production vendor. The smooth and timely access to the convention center, staff, in-house contractors, etc. is of the utmost importance. Thus, the convention center must agree to be fully operational and staffed as if it were a weekday.

In order to ensure a smooth planning process, **one (1)** designated point of contact must be provided to the NASC for all needs relating to the meeting space (room layouts, F & B, audio visual, rigging, telecommunications, etc.) and this person is required be on-site the same hours the on-site NASC office is staffed (typically Noon – 9:00 p.m. Friday and 7:00 a.m. – 6:00 p.m. Saturday – Thursday).





### **Bid must include:**

1. Photos of all proposed meet spaces
2. Maps/diagrams of all convention center space
3. Statement committing to a single designated point of contact and in center presence by this person the same hours as the on-site NASC office
4. History of conventions of similar size and scope hosted in center in the last 12 months with meeting planner contact information.
5. Statement guaranteeing a fully operational and staffed convention center on Saturday through Thursday.

### MINIMUM SPACE REQUIREMENTS

The estimated meeting space needs for the 2020 and 2021 Symposium are shown in the Required Meeting Space document (Attachment D). All meeting space must be located in the hotel and/or nearby convention center. **Bid must include a statement that proposed convention center can meet the minimum space requirements as outlined in Attachment D.**

### COMPLIMENTARY SERVICES

The following must be provided at no charge to the NASC (Friday – Thursday) and a **statement agreeing to each must be included in the bid.**

1. All meeting space
2. Right to change, reduce or reasonably expand proposed meeting space without financial penalty to the NASC at any point
3. Complimentary password protected scalable, redundant internet connectivity for the duration of the conference. This complimentary internet access must be able to accommodate 650+ concurrent users and over 1,000 total attendees. Wireless service should be a minimum of dedicated 50 Mbps scalable to 100 Mbps. In addition, NASC may add up to 30 dedicated hard lines to meeting rooms and foyer/registration space depending on needs. All network equipment (including access points, routers, switches, cabling, etc.) and onsite network support for the duration of the conference must be provided. If internet service is provided by a 3rd Party provider, Center is responsible for verifying ability to meet all NASC needs.



## FOOD AND BEVERAGE

Food and beverage service is the largest expense item for the Symposium. The combined food and beverage expenses at the convention center have historically approximated \$200,000 with an additional \$100,000 spent at offsite venues.

Menu prices must be guaranteed six (6) months in advance of the Symposium and all venues (hotels and convention center) included with bid must agree to a food and beverage price increase of no more than 3% per year of prices submitted with bid. **Bid must include a statement acknowledging this guarantee policy as well as a full copy of the current catering menu(s).**

Finally, the NASC may request that food and beverage product(s), including, beer, wine, soft drinks, bottled water, snack foods, bakery items, etc., be donated to the Symposium for use in venues. If the venues have a policy and/or fees associated with bringing in outside food and beverage, it must be included in bid. Although the NASC understands that many facilities have legal requirements for fees associated with donated alcoholic beverages, preferred consideration will be given to bids where these fees are waived or are discounted.

## SAMPLE FOOD AND BEVERAGE PLAN

**Daily Refreshments:** Snacks and specialty items (chips, cookies, popcorn, etc.), bottled water, soft drinks, coffee

Tuesday: 750–1,000 people

Wednesday: 750–1,000 people

Thursday: 750–1,000 people

**All Attendee meal functions:** seated, plated/buffet style

Sunday evening: 40 people

Tuesday morning: 600–800 people

Tuesday afternoon: 900–1,000 people

Wednesday afternoon: 900–1,000 people

Thursday afternoon: 500–750 people



### **Staff Meals**

15–25 people x 6 breakfasts

15–25 of people x 6 lunches

For simple cost comparisons, **bid must include standard prices, including labor, taxes and services for:**

- One (1) gallon of coffee
- One (1) dozen cookies
- One (1) soda
- One (1) bottled water
- One (1) standard table linen
- One (1) lectern/podium

### **CONTRACTED PRODUCTION VENDORS AND GENERAL SERVICE CONTRACTORS**

The NASC has contractual relationships with a national audio/visual production company and general service contractor. These vendors are given first option to provide all audio visual and exhibitor services. These vendors will work closely with the convention center’s in-house A/V company, decorator and any operational department(s) necessary for areas such as dock space, rigging, security, power and local labor for set-up and strike. **Bid must include letter acknowledging the NASC’s right to bring in outside production company and general service contractor at no financial penalty to the NASC or vendor.**

### **CONVENTION CENTER TECHNICAL REQUIREMENTS**

The NASC tightly controls our production budget by utilizing the contracted production and general service contractor vendors stated above who utilize their own engineers and technicians for all show crew, and local labor for load-in and load-out. **Bid must include:**

#### **1. Dock access**

- a) Provide photos of dock(s) for load-in/load-out.
- b) Does the dock space have limitations on truck size or can it accommodate a 53’ semi-tractor/trailer?
- c) Describe the path from the dock to exhibit hall and general session meeting space.



- d) If an elevator(s) is part of the load-in path, provide entry door dimensions and interior dimensions of each elevator. Provide weight limit for each elevator.
- e) Are there any days of the week or times of day the dock is not accessible for production load-in?
- f) Are there dock fees? If so, provide rules and regulations and detailed rate sheet.

## **2. Semi-truck parking**

- a) Is there onsite parking available for one (1) or more 53' semi-tractor and trailer?
- b) Is this available at the dock? If not, provide description and map of location.
- c) Is there a fee for semi-truck parking?

## **3. Rigging Information**

- a) Provide complete information on rigging points available for general session and marketplace space required in this bid.
  - 1) Include soft copy of rigging plot, and weight limits per point.
  - 2) Provide AutoCAD, DWG or Vector- scope rigging plot files on memory stick with the proposal sent to Lori Gamble.
- b) Provide detailed rules and regulations for rigging.
  - 1) Are point fees charged? If so, provide rate sheet.
  - 2) Does convention center require use of in-house motors or can these be provided by production vendor?
- c) Does the convention center have a lift available for rigging?
  - 1) If so, who can operate it?
  - 2) What is the cost to rent per day or per event?
  - 3) If not available onsite - please recommend vendor to rent from and delivery information.

## **4. Power Information**

- a) Provide complete information on power available for general space being proposed. Note that general session space requires a minimum of (1) 100 amp and (1) 200 amp, 3-phase connections.
- b) Provide layout of connection locations for general session space proposed.
- c) Provide rates for above power.
  - 1) Confirm if rates are daily or per event.
  - 2) Are there additional fees for electrician tie-in/untie?



d) Include power available in education rooms and attendee experience space required in this bid.

1) Provide rates.

### **5. Stagehands**

d) Provide complete and detailed rules, regulations and rates for local stagehand labor and who this is booked through.

### **6. Staging** – provide the following details on the staging available:

a) Dimensions

b) Height options

c) Quantity available

d) Stair units available

e) Wheelchair lift or ramp availability and fees for usage. If nothing is listed, we will assume there is no fee charged

### **7. House Light System**

a) Describe house light system for general session space as required in this bid.

1) Is the system dimmable?

2) Is there a remote for the system or only wall panel(s)?

i. If there is a remote, is there a fee to utilize it?

### **8. Pricing**

**Bid must include a statement guaranteeing all prices listed above six (6) months in advance of the convention and a price increase of no more than 3% per year of prices submitted with this bid.**

### **9. Miscellaneous**

Provide any additional information, descriptions, or restrictions for all of the space proposed.



## CONVENTION CENTER CONTRACT

The following clauses/language that must be addressed in final convention center contract(s). **Bid will include statement(s) from convention center agreeing that these items will be addressed in a manner satisfactory to the NASC in contract(s), as well as a sample contract from convention center to include any clause(s)/language that will be included and/or required by convention center in the final contract.**

*Cancellation* – If the convention center cancels the contract or otherwise is in the breach of any of the material terms and provisions in this contract, convention center will be liable for all damages, direct and indirect, which the NASC may suffer, including all costs related to rescheduling and function space. Such costs shall include, but not be limited to, expenses of the NASC staff to research and procure alternate facilities, including airfare; any increase in cost at the alternate facility; administrative and operational costs, including return of pre-registration fees, program printing, attendee notification, and any other costs and expenses associated with rescheduling the convention. In the event that the NASC is unable to secure alternative facilities, convention center will also be liable to the NASC for out of pocket expenses on the canceled convention. The convention center will notify the NASC in writing immediately and such notice shall entitle the NASC to terminate its obligation under this contract for cause and without liability.

Should the NASC terminate the contract, the cancellation fee must be calculated on a sliding scale, and be payable thirty (30) days after the convention would have been held, and not upon notice of cancellation. If convention center meets or exceeds its anticipated revenue the week of the event, no cancellation damages will be incurred. Convention center will make reasonable efforts to resell function space and reduce the fee by the amount of resale revenue collected, and provide proof of its efforts to mitigate damages and evidence that the function space remains unsold. Convention center will include a provision providing that no cancellation fees will be due provided the NASC agrees to hold an event of similar size within two years of date of originally contracted convention.

*Indemnification and Hold Harmless* – Convention center agrees to defend (with counsel reasonably satisfactory to the NASC), indemnify and hold the NASC, and other related or affiliated organizations, and the officers, directors, employees, agents, and consultants of the foregoing, harmless from and against any liabilities, obligations, claims, damages, suits, costs, and expenses (including, without limitation, reasonable attorneys' fees and costs) arising out of any negligent acts or omissions of convention center or any negligent acts or omissions of convention center's employees and agents.



**Alcohol Indemnification Clause** – Notwithstanding any other provision of this Agreement, the convention center shall defend, indemnify and hold harmless Group and its directors, officers, employees, agents and members and each of them, from and against any and all losses, damages, claims, expenses and liabilities of any kind, including costs of defense thereof, caused by or arising from the convention center’s sale or service of alcoholic beverages. The terms of this provision shall survive the expiration of this Agreement.

**Change of Ownership/Management** – The NASC may cancel this contract without liability if there is a change in convention center ownership and/or management company, which in the NASC’s judgment, may materially adversely affect the quality of service. This cancellation right must be exercised, if at all, by written notice from the NASC to convention center within ninety (90) days of learning of the change of ownership and/or management.

**Remodeling or Renovation** – Convention center will promptly and in advance notify the NASC of any construction or remodeling to be performed in convention center during the convention. Convention center will endeavor to keep such activity from distracting or interfering with the use of meeting rooms or other facilities to be used during the convention. If it is anticipated that there will be any interference, convention center will arrange comparable meeting room facilities at a nearby convention center, at no additional cost to the NASC. If a significant amount of NASC contracted meeting space become unusable for any reason, the NASC may cancel the contract without penalty.

**Quiet Use and Enjoyment Clause** – Owner promises and warrants that NASC shall quietly and peaceably possess and enjoy the convention center for the purposes intended during all times for which use of the convention center is contracted hereunder, without any interference, disturbance, or interruption in the use thereof (including, without limitation, as a result of use by others of adjoining or proximate rooms or facilities).

**Quality/Performance of Convention Center** – Convention Center agrees that all convention center services, F & B, restaurants, lounges & retail outlets, meeting space, levels of service (including but not limited to staff to attendee service ratios, front office personnel, wait staff, housekeeping staff, etc.), and accepted industry ratings in effect at the time of execution of this contract will exist and be in effect at the same or better levels for the dates of this convention to accommodate NASC attendees needs.



Should the convention center be unable to comply with any/all of these performance requirements, the NASC shall receive a minimum of a 2% rebate (based on its total Master Account), as a credit to the Master Account for each material infraction documented by NASC in writing to the convention center at the time the infraction is noted.

**Annual Meeting Space Review** – The NASC and the convention center agree to review the previous year convention center usage within 60 days of the completion of the previous year. If the previous year convention center usage was significantly (+/-10%) increased or decreased, then both parties agree to adjust the convention center requirements up or down without penalty based on availability. The convention center will notify the NASC of any other pending group bookings over the same convention dates for the purposes of allowing the NASC to assess its current meeting space requirements. If NASC deems it necessary to increase space, then the NASC will have first option to do so prior to the convention.



## MISCELLANEOUS

### TAX EXEMPT LAWS

The NASC is a not-for-profit 501(c) 3 corporation and, in most states, is qualified for sales tax exempt status. Although not required, the NASC does realize a significant savings in states where it is eligible for this tax exemption and therefore, will consider this as part of the site selection process. **Bid should include information regarding tax exempt laws in your state as well as an application to apply for tax exempt status if applicable.**

### FINAL SELECTION

Final selection and announcement of the 2020 and 2021 Symposium hosts is contingent upon all final and fully executed host hotel and convention center contracts correctly reflecting the sample contracts provided with the bid (inclusive of all required content as outlined in the RFP).





## BID SUBMISSION PROCESS

### BIDDING PROCEDURES

The Symposium requires a high level of support from your local community. Therefore, a prospective destination will agree not to host another sport tourism industry related conference during the six (6) months before or after the Symposium.

You may submit for multiple years and dates using one bid document. Please indicate which year(s) and date(s) you are bidding on in your bid document. No host will be awarded more than one (1) year.

### LETTER OF INTENT

If you are considering submitting a bid, you must send a Letter of Intent to Lori Gamble, Associate Executive Director, no later than Friday, August 26, 2016.

### POTENTIAL HOST WEBINAR

The NASC Staff will conduct a webinar for any member that submitted a letter of intent for a Q&A Session.

### BID DOCUMENT

Each bidding organization must prepare one (1) bid for all available dates. **The bid must include the Bid Submission Checklist (Attachment A).**

**Bids must be delivered to each member of the Site Selection Committee no later than 5:00 p.m. local time on Friday, September 30, 2016. It is recommended bids be sent by FedEx, UPS, or other carrier providing tracking status.**



SUBMIT BIDS TO:

**Eric Archibald, Director of Events**

Greater Columbus Sports Commission  
155 West Nationwide Blvd. Suite 125  
Columbus, OH 43215  
614.221.6188  
earchibald@columbusports.org

**John David, CSEE, COO**

USA BMX  
1645 W. Sunrise Blvd  
Gilbert, AZ 85233  
480.961.1903  
john@usabmx.com

**Mike Price, CSEE, Executive Director**

Greater Lansing Sports Authority  
500 E. Michigan Ave. Suite 180  
Lansing, MI 48912  
517.377.1411  
mprice@lansing.org

**Janis Ross, Executive Director**

Eugene, Cascades & Coast Sports  
754 Olive Street  
Eugene, OR 97440  
541.743.8753  
janis@eugenecascadescoast.org

**Katy Tigchelaar, CSEE, Event Manager**

West Michigan Sports Commission  
171 Monroe NW Suite 545  
Grand Rapids, MI 49503  
616.608.1838  
ktigchelaar@westmisports.com

**Lori Gamble, Associate Executive Director**

National Association of Sports Commissions  
9916 Carver Road, Suite 100  
Cincinnati, OH 45242  
513.842.8309  
lori@sportscommissions.org



## BID TIMELINE & PROCESS

DATE	ACTIVITY
<b>August 26, 2016</b>	Letter of Intent
<b>August 30, 2016</b>	Potential Host Webinar
<b>September 30, 2016</b> <i>No later than 5:00 p.m. local time</i>	Bid Submission Deadline
<b>October 14, 2016</b>	Finalists notified
<b>November/ December 2016</b>	Site visits conducted
<b>February 2017</b>	Board Review/ 2020 & 2021 Hosts notified
<b>March 28, 2017</b> <i>In conjunction with the 2017 NASC Sports Event Symposium</i>	National Announcement of 2020 & 2021 Hosts





# NASC Sports Event Symposium

## BID SUBMISSION CHECKLIST

**Please complete the contact information below and initial each bid requirement. If you cannot meet all of the requirements, please do not submit a bid as it will not be considered. Any bid received without a completed checklist will not be considered.**

Host: \_\_\_\_\_

Contact & Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Date(s) Bidding (check all that apply):

2020	2021
<input type="checkbox"/> April 17 – April 23	<input type="checkbox"/> April 9 – April 15
<input type="checkbox"/> April 24 – April 30	<input type="checkbox"/> April 16 – April 22
<input type="checkbox"/> May 1 – May 7	<input type="checkbox"/> April 23 – April 29

### MINIMUM REQUIREMENTS TO HOST CHECKLIST

By initialing by each item below, you are assuring the NASC you have included all of the required information and clearly understand and are committed to meeting all of the requirements listed in the following sections of the RFP for the *NASC Sports Event Symposium*.

<input type="checkbox"/> Support and Sponsorship
<input type="checkbox"/> Summer Board Retreat
<input type="checkbox"/> NASC Sports Legacy Fund
<input type="checkbox"/> Hotel(s) and Room Blocks
<input type="checkbox"/> Convention Center
<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Attachments A, B(1–3), C and D



# HOST LETTER OF COMMITMENT:

**Bid must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the bid. The current president, executive director or authorized employee must sign the letter of commitment.**

DATE

National Association of Sports Commissions  
9916 Carver Road, Suite 100  
Cincinnati, OH 45242

Dear Site Selection Committee:

In response to the 2020 & 2021 NASC Sports Event Symposium Request for Proposal, we are submitting this letter of commitment to serve as the Host Destination. We agree to the host requirements as detailed in the RFP for the sections shown below.

- Confidentiality Agreement
- Conference Dates
- Support and Sponsorship Requirements
- NASC Sports Legacy Fund

Signed:

---

Host Name

---

Representative Name (Print)

---

Representative Signature

---

Representative Title



# HOST HOTEL(S) LETTER(S) OF COMMITMENT

**Bid must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the bid. The general manager(s) must sign the letter(s) of commitment.**

DATE

National Association of Sports Commissions  
9916 Carver Road, Suite 100  
Cincinnati, OH 45242

Dear Site Selection Committee:

In response to the 2020 & 2021 NASC Sports Event Symposium Request for Proposal, we are submitting this letter of commitment to serve as a hotel. We agree to the hotel requirements as detailed in the RFP for the sections shown below.

- Confidentiality Agreement
- Conference Dates
- Hotel(s) and Room Blocks

Signed:

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Hotel Name

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General Manager Name (Print)

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General Manager Signature



# CONVENTION CENTER LETTER OF COMMITMENT

**Bid must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the bid. The general manager(s) must sign the letter(s) of commitment.**

DATE

National Association of Sports Commissions  
9916 Carver Road, Suite 100  
Cincinnati, OH 45242

Dear Site Selection Committee:

In response to the 2020 & 2021 NASC Sports Event Symposium Request for Proposal, we are submitting this letter of commitment to serve as the location of the meeting space. We agree to the meeting space requirements as detailed in the RFP for the sections shown below.

- Confidentiality Agreement
- Conference Dates
- Convention Center

Signed:

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Convention Center Name

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General Manager/Owner Name (print)

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General Manager/Owner Signature



# CONFIDENTIALITY AGREEMENT

The party submitting this bid understands and acknowledges that the NASC will make a public announcement regarding the award of the bid contract at such time, in such form, and by such means, as the NASC determines appropriate. In consideration of the acceptance, and consideration of the bid submitted by the bidding party, bidding party hereby agrees that it shall make no disclosure or announcement, or issue any media publicity of any kind, regarding its bid or the award of the bid contract unless and until the NASC has made a public announcement of the award of the bid contract. In the event the party submitting this bid is awarded the bid contract, it will cooperate with the NASC in the planning and coordination of a joint announcement of the award of the bid contract.

## **President, Executive Director or authorized employee of the host:**

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

## **General Manager of Hotel(s):**

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

## **General Manager of Convention Center:**

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_



## REQUIRED MEETING SPACE

Days/ Times Needed	Function	Room Specifications	Range of Square Footage Needed
8:00 a.m. Friday – 11:59 p.m. Thursday	NASC Office	Minimum of 1,500 sq ft near main foyer	1,500 – 2,000 sq ft
8:00 a.m. Friday – 11:59 p.m. Thursday	NASC Storage	Minimum of 1,500 sq ft near main foyer	1,500 – 2,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	Production Storage	Minimum of 1,500 sq ft near General Session room	1,500 – 2,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	General Sessions	Minimum of 40,000 sq ft with ability to seat minimum 1,000 in rounds of 10 people. Ability for rear projection with not less than 24' backstage and up to 32' backstage depending on rigging points. Front of house space not less than 8' x 24' for audio and lighting control as well as cameras and director. Rigging points MUST be available throughout the proposed space (space proposed without rigging will not be considered). A minimum of (1) 100 amp and (1) 200 amp, 3-phase power MUST be available within space proposed.	40,000 – 50,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	NASC Sports Marketplace	Minimum of 80,000 sq ft with ample room for a minimum of 200 booths (8' x 10'), 40' x 80' space in center for Sports Legacy Fund silent auction and rafffle. Provide ceiling height, rigging information and power available.	80,000 – 100,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	Registration and Attendee Experience	Minimum of 9,000 sq ft open area/foyer in close proximity to General Session and/or Sports Marketplace. Area will included, but is not limited to, registration desks, Rest & Recharge Station, and Daily Refreshments. This space requires multiple 110/20 amp circuits and ask to provide layout of power available and breakdown of circuits.	9,000 – 15,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	Education/Breakout Rooms/Multi-Purpose Rooms (up to 10)	Variety of sizes from a minimum of 1,000 sq. ft. - 3,000 sq. ft. for education sessions, board meeting(s), learning labs, small group meetings, etc.	1,000 – 3,000 sq ft