



## REQUEST FOR PROPOSAL

### Kentucky Travel Industry Association 2021 Spring Travel Forum (STF)

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*Note: STF proposals are solicited only from convention & visitors bureaus/tourism commissions. Any interested conference facility, hotel, etc. should communicate that interest to its CVB. Also, the following CVBs do not bid on the STF because they are in the regular rotation for hosting the Kentucky Travel Industry Annual Conference: Louisville CVB, Owensboro CVB, meetNKY and VisitLEX.*

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#### I. Pattern & Preferred Dates

A. Preferred Pattern:

- Set-Up and Pre-Conference Activities: Tuesday
- Conference: Wednesday - Thursday

B. Dates in order of preference:

- 1) Tuesday, May 11 – Thursday, May 13
- 2) Monday, May 10 – Wednesday, May 12
- 3) Tuesday, May 18 – Thursday, May 20

\*Please indicate availability for all dates.

#### II. Hotel(s)

A. Proposed Hotel Room Block:

Advance Night for Certification Candidates	Day 1	Day 2	Day 3
10	40	140	5

- B. In order to facilitate attendee networking, there is a preference for minimizing the number of hotels participating in the block. Ideally, the room block would consist of one hotel.

- C. Hotel room block to consist of doubles & kings. A majority of rooms will be single occupancy. Room rate quoted in the proposal to be net, non-commissionable with the discounted group rate compared against the anticipated hotel rack rate.
- D. Conference attendees will make their reservations. A drop date of two weeks prior to the event start date is requested, and with reservations accepted at the group rate after the drop date as long as rooms are available in general inventory. A link for attendees to make their reservations online should be shared by January 15, 2021.
- E. Only KTIA hotel members will be selected for use as the host hotel(s), unless there is no hotel member respondent at the time of the Board of Directors' selection. In that case the Board may consider proposals from non-members.
- F. Billing for all meeting and catered events is to be sent to the Kentucky Travel Industry Association, 931 East Main Street, Frankfort, KY 40601. KTIA is not a tax-exempt organization. KTIA is not responsible for the payment of hotel rooms with the exception of staff members and speakers that are indicated in advance by KTIA.
- G. A major consideration in the selection of hotel(s) will be the reasonableness of any proposed room attrition clause.
- H. One complimentary suite night is requested per each 50 room nights picked up in the block on a cumulative basis.
- I. Parking for all overnight conference attendees is to be complimentary.
- J. All meeting room rental fees must be quoted for the space outlined on the accompanying agenda. Sliding scales based upon hotel room pickup, food and beverage purchases, and/or audiovisual expenditures are encouraged.
- K. Meeting room rental fees must include normal set-up of tables, chairs, linens, water stations, and lecterns. The proposal must address any items not included in the room rental fees, such as audiovisual equipment, support personnel and WI-FI, and provide a fee schedule for those items.

### **III. Conference & Meeting Facilities**

- A. The conference events can be held in a hotel conference facility or in a convention center. If the latter, there is a very strong preference for the conference hotel(s) to be connected or adjacent to the convention center, and if not connected or adjacent to the convention center, to be within a very short walking distance.
- B. There is a strong preference for room rental fees to be waived. If there are room rental fees, they must be quoted for the space outlined on the accompanying agenda and sliding scales based upon hotel room pickup (if the hotel is the conference facility), food and beverage purchase, and/or audiovisual expenditures are encouraged.

- C. Meeting room rental fees must include normal setup of tables, chairs, linens, water stations, and lecterns. The proposal must address any items not included in the room rental fees, such as audiovisual equipment, support personnel and WI-FI, and provide a fee schedule for those items.
- D. Trade Show area must be an adjoining or at least adjacent space to the conference general session space. In order to accommodate the number of vendors, space for (30) 10'x10' booths (with 8' tables) as well as room for trade show break food tables is needed. The General Session room must be able to accommodate room for 225 conference attendees with a preferred set up of rounds (crescent seating) as well as space to accommodate a 24'x 8'd x 2't stage and (2) screens.

#### **IV. Host Convention & Visitors Bureau**

- A. Plan and conduct Day 2 morning tour activities, which may be planned as a group tour experience or as on-your-own activities or both. If done as a group tour experience, plan for up to 55 participants. Day 1 afternoon on-your-own tour activities are encouraged to be available for early arrivals. Proposal should list possible tour activities.
- B. Planning assistance for the Spring Certified Kentucky Tourism Professional (CKTP) Field Visit for up to 35 participants on Day 1 and for the Certification Breakfast for up to 40 participants on Day 2. Most past host CVBs have sponsored or arranged for a local sponsor of the breakfast. Proposal should list potential venues for the field visit and breakfast, possible speakers for the breakfast, and provide an indication of the CVB's willingness to sponsor the breakfast. Contact Sarah Brock at [sarah.brock@ktia.com](mailto:sarah.brock@ktia.com) for Field Visit and Certification Breakfast planning information.
- C. Provide Day 2 evening social event ("Icebreaker") for approximately 200 people to include reception at area attraction or place of interest. Reception to include food, full bars and entertainment. Open bars are preferred. Include possible locations of the event in the proposal. Local sponsors may be utilized by the host CVB in support of the reception and the CVB may invite partners and local officials to attend the reception.
- D. Sponsor (2) Tradeshow Breaks.
- E. Provide conference registration bags for up to 200. Bags may be provided by the CVB or a local partner.
- F. Provide Motorcoach transportation for the Day 2 evening Icebreaker and transportation as needed for tour activities.
- G. Other areas of assistance include hosting pre-conference meetings, onsite assistance at registration booth, identifying possible venues for an Afterglow event to follow the Icebreaker, and providing local contacts for support as needed.

## V. Tentative Conference Agenda & Facilities Requirements

### DAY 1

<b>Time</b>	<b>Event</b>	<b>Location/Requirements</b>
10:00 a.m. – 2:00 p.m.	Certified Kentucky Tourism Professional (CKTP) Field Visit	Off-site
12:00 p.m. – 5:00 p.m.	Local Tour Activities	Off-site
2:00 p.m. – 6:00 p.m.	Access to conference facilities by KTIA staff for set up	-Tradeshow Area to be set: Must be adjacent to General Session Location (Tradeshow set: 30 - 8 ft. draped tables with electricity at each booth available if requested) -Registration Area to be set: Highly visible area with nearby storage
3:30 p.m. – 4:30 p.m.	Pre-Con Meeting	Meeting to include key facility and CVB people

**DAY 2**

<b>Time</b>	<b>Event</b>	<b>Location/Requirements</b>
6:30 a.m.	KTIA Team Arrives	
8:30 a.m. – 10:00 a.m.	Certified Kentucky Tourism Professional Breakfast	Plated breakfast for up to 40 (U-set preferred)
9:00 a.m. – 12:00 p.m.	Local Tour Activities	Off-site
9:00 a.m. – 12:30 p.m.	Exhibitor Set Up	Tradeshow Area; carts available for vendor use to load-in
10:00 a.m. – 11:00 a.m.	Board of Directors Meeting	Hollow square set for 35
10:30 a.m.	Registration Opens	Registration Area
11:00 a.m. – 11:45 p.m.	New Member Orientation	Classroom or crescent seating for 20
12:30 p.m.	Tradeshow Opens	Tradeshow Area
1:00 p.m. – 1:15 p.m.	Welcome Remarks and Conference Overview	Ballroom with classroom or crescent seating for 200; 12’x16’x24’ stage; LCD projector; 2 screens; wireless and lavalier mics available for speaker use
1:15 p.m. – 1:45 p.m.	General Session I	Same as Welcome Remarks
2:00 p.m. – 3:00 p.m.	General Session II	Same as General Session I
3:00 p.m. – 3:45 p.m.	Tradeshow Break	Refreshment break in Tradeshow area
3:45 p.m. – 4:45 p.m.	General Session III	Same as previous General Sessions
5:00 p.m.	Tradeshow Closes	
6:00 p.m. – 8:00 p.m.	Icebreaker Event	Off-site
8:30 p.m. – 10:30 p.m.	Afterglow Event	Off-site or conference hotel; snacks and cash bar for 50

### **DAY 3**

<b>Time</b>	<b>Event</b>	<b>Location/Requirements</b>
6:30 a.m.	KTIA Team Arrives	
7:30 a.m.	Tradeshow Opens	Tradeshow area
7:30 a.m. – 8:45 a.m.	Tradeshow Breakfast	Buffet breakfast for 200 in the Tradeshow Area with rounds for 100; or, buffet line in Trade Show Area with seating in General Session Area
8:45 a.m. – 9:30 a.m.	General Session IV	Same as previous General Sessions
9:45 a.m. – 10:30 a.m.	General Session V	Same as previous General Sessions
10:30 a.m. – 11:15 a.m.	Tradeshow Break	Refreshment Break in Tradeshow Area
11:15 a.m. – 12:00 p.m.	General Session VI	Same as previous General Sessions
12:00 p.m. – 12:15 p.m.	Conference Wrap Up	Same as General Sessions
12:15 p.m.	Tradeshow Closes	

Please direct any questions to Hank Phillips or Sarah Brock.  
Send your proposal to:

**Hank Phillips**  
**Kentucky Travel Industry Association**  
**931 East Main Street**  
**Frankfort, KY 40601**  
**Phone: 502.223.8687 | Fax: 502.223.5646 | ktia.com**  
**Hank.phillips@ktia.com**

**Proposals are due no later than Friday, July 26, 2019.**

*The KTIA management team will review all proposals. Final selection is the responsibility of the KTIA Board of Directors. The board is not obligated to accept any proposal.*

Thank you for your interest!