



Request for Proposals Site Selectors Guild Annual Conference Host Location

About The Site Selectors Guild

The Site Selectors Guild (Guild) is a professional association comprised of the world's most respected site selection consultants. The mission of The Site Selectors Guild is to advance the profession of international corporate site selection by promoting the profession and providing education, networking and other services to those involved in the industry.

All members of The Site Selectors Guild have been nominated and approved by their industry peers. As the first and only group of its kind, the Site Selectors Guild brings together a dynamic network of site selectors from around the world, combining their talent and expertise to create an invaluable resource, unmatched in its quality, for both corporations seeking site selection assistance and economic development organizations.

Founded in 2010 by twelve internationally acclaimed site selectors, The Guild facilitates direct contact between corporations seeking guidance in facility placement and qualified site selection practitioners.

For more information see www.siteselectorsguild.com.

Background

The Site Selectors Guild is requesting proposals for a Host Location. Cities, States, and Regions interested in hosting the 2013 Site Selectors Guild Conference are asked to submit qualifications and recommendations they have to enhance the attendee experience, networking, and relationship building aspects of the Guild Conference.

The Site Selectors Guild is looking for a Host Location which is interested in partnering with the Guild Conference Committee and the Guild's appointed event vendor to develop a world-class conference experience focused on information exchange, learning, professional development, networking with industry peers, and relationship building between the Guild members and the organizations attending the conference.



About The Site Selectors Guild Conference

The Site Selectors Guild held its first conference in January 2012, in Orlando, Florida. The event was hosted by 30 Guild members and attended by 150 economic development professionals.

The Orlando event was sponsored by a state-led host committee, Enterprise Florida, and its regional partners, as well as a number of other industry organizations.

The Guild Conference takes place over a day and a half, with golf and other optional activities taking place the day before the program portion of the conference begins.

The typical schedule for the Guild Conference is outlined below. (Please note: this schedule is subject to change pending finalization of the conference program content.)

The Conference dates have not been announced, but the estimated time frame is expected to be in March of 2013.

Sample Program Outline:

Sunday

6:00 PM Host Committee Event with Guild Members

Monday

Morning/Early Afternoon Golf/Tennis

1:00 PM Registration Open

5:00 – 7:00 PM Welcome Reception

Tuesday

7:00 AM Registration Open

8:00 AM Sessions Begin

1:00 PM Luncheon Session

5:00 Sessions Conclude

7:00 Evening Reception

8:00 Dinner and Awards Program

9:30 Late Night Program/Talent Show

Wednesday

8:00 AM Sessions Begin

12:30 PM Conference Closes



Host Location Criteria

The Site Selectors Guild is looking for a host location with a climate and amenities appropriate for the season and airport infrastructure which allows for easy access from all points of the United States and abroad.

The location should have conference appropriate hotels which can accommodate 200-250 participants with ease. Ideally, the hotel should be located in a vibrant downtown area with moderately priced rooms for attendees. Perception and general attractiveness of the location and venue will be one of the deciding factors.

Organizations submitting proposals are asked to provide average flights costs for March from main U.S. destinations so the Guild Conference Committee has a sense of airfare costs and accessibility to the location.

The Guild Conference Committee and our event planner will be looking for the Host Location to provide insights into venues and unique hospitality experiences. We will be looking to work with you and leveraging your local knowledge to put together a memorable event. The Guild is considering allowing spouses/partners to attend the conference, so there may be a requirement to provide a spouse program.

The financial commitment for hosting the Guild Conference is a \$100,000 sponsorship fee, which can be part of a co-op initiative by the Host Location and their key partners and stakeholders. (Please note: the Host Location sponsorship comes with ten free registrations. If the Host Location wishes to send more than ten representatives, the additional attendees will have to pay the appropriate registration fees. Please factor this into your plans as you work with your regional partners.)

Important to Note: The Host Location will be expected to collect the sponsorship funds from their partners. The sponsorship will be payable to the Guild in two phases; one half at contract signing and one half at the conclusion of the Conference.

The Location Host will be the featured sponsor of the Guild Conference, but there will be additional sponsors who will be recognized in collateral and verbally throughout the conference.

As part of the Host Location sponsorship, the sponsor will have the opportunity to have exclusive access to the Guild members. This is an optional opportunity which is at the sole discretion of the Host Location. The Conference program is still under development, but the time frame for this access will most likely be on Sunday evening, before the official launch of the Conference. (Please note; the exclusive access event will be an additional cost for the Host Location and is entirely optional. This event will require approval by the Guild Event Committee.)



The Host Location will also have the opportunity to brand the event. The Guild Conference Committee will work with the sponsor to develop a branding plan which meets the needs of both parties.

Please Note: The Guild Conference will have other sponsors, so branding opportunities are not exclusive to the Host Location.

Please Note: The Guild may decide to announce subsequent locations. If you are not successful in securing the Guild's 2013 event, your proposal may be considered for the 2014 and 2015 events. Please indicate if your organization is interested in being considered for the 2014 and 2015 Conferences.

Proposals

The deadline for submitting proposals is May 25th, 2012. All proposals should be submitted by email or mail to:

Michelle Comerford
Managing Director
Austin Consulting
6905 Parkland Blvd.
Cleveland, OH44124
440-544-2682
michelle.comerford@theaustin.com

RFP Timeline

-RFP Posted May 7th

-Questions by May 11th –Please send questions to michelle.comerford@theaustin.com and copy SSGuild@thepontgroup.com

-Answers to questions posted on the Guild website on May 15th
(www.siteselectorsguild.com)

-Proposals are due on May 25th

-Decision announced June 1st – Organizations submitting proposals will be notified directly



Components of the Proposal

- Written confirmation of your commitment to be the Host Location for a sponsorship fee of \$100,000;
- Description of your state, city, region's offer and the unique experiences which should be considered by the Guild Event Committee for incorporation into the Conference program;
- Information on who your partners are and how you will structure communication with the Guild's conference development team;
- List of at least five hotel properties for consideration as the main conference hotel (please note that many of our attendees are government organizations so hotel rates cannot be too expensive and should have a cap of approximately \$130 - \$160);
- Ideas you have for specific elements of the program;
- Information about airport feeder markets, average costs, and flight access;
- Any additional information you would like to include in your proposal.

Please note; your submission will be evaluated by the Guild's Conference Committee and members of the Guild's Board of Directors.