

2020 VENUE REQUEST FOR PROPOSAL (RFP)



PURPOSE & EVENT OVERVIEW

April 14, 2020 marks the sixth annual [Global Meetings Industry Day](#) (GMID), led by the advocacy coalition [Meetings Mean Business](#). More than 175 industry organizations and chapters have united to celebrate how awesome and impactful face-to-face meetings are. GMID brings together leaders from across the meetings and events industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities.

OUR COMMUNITY

Our community is comprised of 12 meetings and events industry chapters with members that are comprised of event and meeting professionals from students to senior level planners, servicing the corporate, association, government, and meeting management markets. Members include supplier professionals that provide services to the entire meetings industry from hotels, special event venues, restaurants, destination management companies, transportation services and everything in between.

Participating chapter associations include: MPI TX Hill Country Chapter, SITE Texas, HSMAI Austin, PCMA Gulf States, SPIN, ILEA Austin, TSAE, SGMP, IAEE, ADMEI, AHLA and Visit Austin. Ratio of 60 % meeting planners and 40 % suppliers.

CONTRACT NEGOTIATIONS

The MPI-THCC will make all decisions on behalf of the collaborated industry event and will have all contract signing and financial authority with the venue. As the lead organization, the MPI-THCC can offer MPI-THCC-specific sponsorship benefits for both cash and in-kind sponsorships. By investing with us, your brand will extend to prequalified buyers who are searching for your products specifically for their business amongst 12 industry chapter memberships. We know how important ROI is to your marketing budget and we know your target audience. Let us help you make that connection.

EVENT PROFILE

Global Meetings Industry Day (GMID) brings together leaders from across the meetings and events industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities.

We will once again collaborate together and showcase our production partners the same way. We invite you to join us in this spirit of collaboration and invite any of your regular collaborators to work with us to create another year of industry advocacy at its best in central TX. In years 2016, 2017 and 2018, 2019 attendance for GMID in Austin was 300+ meeting professionals each year.

SPACE REQUIREMENTS

- Theatre seating for 200+
- Stage for panel of 4+moderator (soft seating)
- Reception space for 200+ (Outdoor space a plus)
- Registration area

DATE

- Tuesday, April 14, 2020

TENTATIVE SCHEDULE FOOD & BEVERAGE NEEDS

- Welcome beverages, signature cocktail, passed appetizers for 200 people from 3-3:30pm
- Networking Reception following session to include reception F&B from 5:00-6:30pm

AUDIO VISUAL NEEDS

- In-house AV to provide sponsorship proposal for panel discussion AV. *MPI-THCC is able to bring in separate audio-visual sponsors for production.*
- Wi-Fi for registration, event app, real-time social media coverage broadcast onto screens throughout space, speaker presentations and attendees' general web browsing
- Power drops for Registration, Session
- *If venue cannot provide AV within budget, MPI-THCC will find sponsor to provide this with venue's approval to do so, with no additional fees from the venue*

SPECIAL CONCESSIONS REQUESTED

- Complementary function space and stage
- Complimentary or discounted food and beverage
- Complimentary or discounted audio visual
- Complimentary wireless internet

- Discounted or validated parking

PREVIOUS VENUES/HISTORY

2016 – Stephen F Austin Hotel - MPI-THCC achieved global recognition of excellence as the 2017 MPI RISE Award recipient for Industry Advocacy for our leadership and collaboration with 12 industry chapters for the 2016 Global Meetings Industry Day (GMID) at the TX State Capitol and panel discussion/reception at the Stephen F Austin Hotel.

2017 – Brazos Hall – All of the same industry chapters collaborated again. Following an industry panel discussion on trends and economic impact of meetings, a Taste of Texas Reception featured 6 top catering companies that offered a true taste of Texas menu and beverages.

2018 – Brazos Hall – The same industry chapters collaborated in 2018. We had an industry panel discussion on trends and economic impact of meetings. The Reception featured 7 top catering companies that offered a true taste of Texas menu and beverages.

2019 - Fair Market - 12 industry chapters collaborated in 2019. We had an industry panel discussion that brought visibility on the meetings industry and their financial impact to the local economies. The Reception featured 5 preferred catering companies that offered their most requested menu items. We had a true taste of Texas food and beverage sampling.

TENTATIVE SCHEDULE

Time	Function	#	Set-Up
10:00am - 2:00pm	Set-Up		Build stage if necessary, AV set up, registration set up, rental & décor deliveries; if applicable. Sound check at 1:30 p.m.
12:00pm - 3:00pm	Speaker Ready Room	8	Conference/Boardroom – lunch served during working rehearsal.
3:00 – 3:30pm	Registration/Meet & Greet	200	(2) 6ft tables for registration, hi-boys (6), 2 bars, passed beverages and appetizers.
3:30pm - 5:00pm	Panel Discussion	180	Theater, Skirted staging with stairs and handrail, Podium, hanging backdrop/lighting. Soft seating for 4 speakers.
5:00pm - 6:30pm	Networking Reception	250	Scattered hi-boys (12) – depends on space 2 bars + passed beverages and heavy apps.
6:30pm - 7:30pm	Teardown		

SUBMISSION INSTRUCTIONS

An ideal partner will respond with a proposal that outlines your ability to help create a one-of-a-kind: remarkable event for our attendees that showcases You!

Response Due Date: November 15, 2019

Decision Date: November 27, 2019

Please send all responses, links to food & beverage menus, floor plans, AV price list in electronic format to Caitlin Gerger, GMID MPI-THCC Chair.

Caitlin Gerger

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c) 702-449-9855

VENUE HOST BENEFITS

(Notes: Some benefits include MPI-THCC-specific benefits in addition to GMID-specific benefits. Each participating chapter organization will promote the GMID event to their own member/prospect databases which expands your reach exponentially.)

- Logo and Link on the GMID event registration page
- Logo on GMID event marketing e-mails
- Logo and Link on event slide
- Podium time at Participating Event for three minutes
- Two (2) Complimentary Registrations at Participating GMID Event
- Logo Exposure on PowerPoint during Participating Event Presentation
- Logo Listing on Collateral for Participating Event (event signage and/or program guide, if produced)
- Featured Logo inclusion in Digital Participating Event Invite
- Featured logo as presenting host venue sponsor on Event information and registration website
- One (1) Social Media Spotlight on MPI-THCC Facebook and LinkedIn pages, photo and blurb provided by sponsor
- Logo / name inclusion on sponsor page of mobile app – if app is utilized.
- Written Review on Company LinkedIn, Trip Advisor or Yelp by MPI-THCC
- In registration area, a sign or banner acknowledging your company as the venue sponsor
- Hyperlink to company logo on GMID website with a company description (up to 500 words)
- List of GMID registrants (name and company name) before conference and a final list of attendees after the conference.