



AFRICAN AMERICAN TRAVEL CONFERENCE REQUEST FOR PROPOSAL OVERVIEW 2023

- I. INTRODUCTION**-The African American Travel Conference (AATC) is the travel industry’s only organization dedicated to the growing African American group travel market. Each AATC has exceeded attendance goals & **the Conference will be in its 24th year of existence in 2023.**
- II. ECONOMIC PROFILE**-The buyers of this important segment of the group travel industry are the key decision makers for group travel organizations. They have an average of 350 travelers enrolled in their travel programs. Over 50,000 African American travelers will be represented at the 2019 AATC based on projected attendance of 150 group travel buyers. AATC delegates will purchase and operate over \$25 Million of group travel this year.
- III. DATES/PATTERN**-April is the preferred month for AATC. The weekday pattern is flexible, based upon the needs and availability of the host facilities. **To achieve maximum participation from the group travel buyers, the proposed dates should avoid Sundays, Easter, National Holidays and dates of importance to the African American community.**
- IV. HOUSING**-Two rates are needed. One for group travel buyers and another for travel suppliers. The rate for buyers should reflect the future business potential these guests represent. Rates for AATC member buyers are \$59-\$89 and in the \$89-\$189 range for suppliers.

Rates for suppliers will match the lowest group rate offered to other groups during the same period. In addition, resort fees to be excluded from the rates for all delegates.

In recognition of the business it provides the Host Hotel, AATC requests a 10% per room night commission be paid to AATC at the conclusion of the Conference.



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IV. HOUSING (continued)

The AATC hotel rates are available three days before & after the Conference. In addition, ten (10) complimentary rooms and two (2) suites are needed for staff, VIP and consultants.

The following sleeping room block and pattern are required:

	<u>Pre-Con Day 1</u>	<u>Pre-Con Day 2</u>	<u>Day 1</u>	<u>Day 2</u>	<u>Day 3</u>
Staff + VIP	10 + 2	10 + 2	10 + 2	10 + 2	10 + 2
Buyers	N/A	N/A	75	75	40
Suppliers	N/A	N/A	60	60	30

Check out time is 1:30pm for all AATC delegates and AATC staff.

Complimentary parking for all AATC delegates, staff & VIP

No financial penalties for attrition with hotels

V. HOST REQUIREMENTS

AATC will provide the following for the AATC Marketing & Digital Media Fee:

2022 AATC Sponsorship

2023 AATC Host receives a mall booth sponsorship at the 2022 Conference

2023 AATC Sponsorship

AATC Host receives a mall booth sponsorship at the 2023 Conference

2023 AATC Registration

Host receives a complimentary registration for the 2023 Conference



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V. HOST REQUIREMENTS (continued)

2023 AATC Advertising

A twelve-month internet banner ad on the Group Travel Family AATC websites and material distribution of profile sheet at all Travel Talks for 2020 to promote the host and Conference to potential delegates. Editorial in the Group Travel Leader magazine that has a monthly circulation of 25,000 Group Travel planners

2023 AATC Delegate Registry App

Back cover ad for host city and/or sponsor

2023 AATC Pad Folio

Front cover ad placement on Conference Pad Folio provided to all delegates

AATC Conference Travel Industry Report

Back cover, four-color ad placement promoting the Host city

2024 AATC Sponsorship

2023 AATC Host receives a mall booth sponsorship at the 2023 Conference

NOTE

The 2023 African American Travel Conference Marketing & Digital Media fee is discounted to **\$25,000** and includes all items listed above.



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VI. HOST REQUIREMENTS (continued)

The following In-Kind conference requirements are the responsibility of the Host:

Attendance Builder-2022 AATC Official Luncheon-This lunch for approximately 250 AATC delegates provides the 2023 Host the opportunity to highlight their destination and invite the AATC delegates to their city

Meeting Space-Host to provide Complimentary space for Ballroom meal functions along with carpeted aisles & crosswalks in the exhibit hall & theater area with water stations, soda, coffee & tea

Approximate space requirements-**(Will consider options with lesser space)**

Exhibit Hall: 15,000 square feet Ballroom: 8,000 square feet

2023 AATC Welcome Reception, Dinner & Entertainment- Dinner, with beer & wine for approximately 250 AATC delegates and showcase the host, destination and their sponsors

Transportation-Shuttles (motor coach service) between the following locations:

- Airport & convention hotel(s) for all delegates on arrival and departure
- Convention hotel(s) and the Convention Center, if applicable
- Convention hotel(s) and the sponsored evening function
- AATC Sightseeing & Dine around
- Roundtrip coach airfare for (10) AATC executive staff to attend Conference

Marketplace Booths, Audio Visual & Internet Access-Pipe, Drape, 36" Round Tables, with nylon stretch covers, Padded Chairs, Booth & Aisle Signage, Plants for Marketplace & stage areas, Skirted stage & appropriate pipe and drape-podiums, microphones, lavalieres, plants for staging and exhibit hall, up lighting, gobos, three (3) 6,000 lumens projectors, rigging, audio visual technician, AV switchers, stage up lighting, three (3) dressed projector screens and two (2) stage washes. Internet access and electrical power at all functions.



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V. HOST REQUIREMENTS (continued)

AATC Staff Housing-Ten (10) hotel rooms for AATC staff and two (2) suites for VIP delegates in the headquarter hotel, provided complimentary by the host city if not by the host hotel.

Food & Beverage-Provide a complimentary “box lunch” and bottled water on the final day of the Conference to all AATC members-AATC to receive a discount of 25% for menu prices during the Conference.

In Room Gifts-Provided to AATC buyer delegates upon arrival

End of Host Requirements



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VI. AATC HOST SITE INFORMATION

2000	April 26-28	Detroit MI	Hotel Ponchartrain/Cobo Hall
2001	March 5-7	Birmingham AL	Birmingham Jefferson Civic Center/Sheraton
2002	April 1-3	Nashville TN	Nashville Convention Center/Renaissance
2003	April 28-30	Detroit MI	Detroit Marriott Renaissance Center
2004	April 6-8	Kansas City MO	Hyatt Regency Crown Center
2005	March 28-30	Louisville KY	The Galt House
2006	April 18-20	Little Rock AR	Peabody Hotel/Statehouse Convention Center
2007	April 17-19	Evansville, IN	Executive Inn & Conference Center
2008	April 8-10	Cleveland, OH	Crowne Plaza & Cleveland Convention Center
2009	April 21-23	Milwaukee, WI	Hilton City Center & Midwest Airlines Center
2010	April 20-22	Niagara Falls, NY	Crowne Plaza & Conference Center Niagara Falls
2011	April 11-13	Virginia Beach, VA	Hilton, Sheraton, Virginia Beach Convention Center
2012	April 18-20	Baltimore, MD	Holiday Inn Inner Harbor, Balt Convention Center
2013	April 16-18	Rock Hill, SC	Baxter Conference Center, Holiday & Hampton Inns
2014	April 8-10	Windsor, Canada	Caesars Windsor Casino & Conference Center
2015	April 14-16	Merrillville, IN	Radisson Hotel at Star Plaza South Shore
2016	April 21-23	Cleveland, OH	Embassy Suites Hotel & Conference Center
2017	April 19-21	Atlantic City, NJ	Trump Taj Mahal Hotel & Conference Center
2018	Apr 30-May 2	St Charles, IL	Pheasant Run Resort, Spa & Conference Center
2019	April 16-18	French Lick, IN	French Lick Resort & Conference Center
2020	Nov 6-8	Gwinnett Co, GA	Sonesta Hotel & Conference Center
2021	Mar 30-Apr 1	Louisville, KY	Galt House Hotel & Conference Center
2022	April	Topeka, KS	Capital Hotel & Conference Center



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VII. BID PROCEDURE

Bids should address each of the points covered above and include a commitment to a tentative, first option hold on meeting space and sleeping rooms as well as the sponsorships. If the host secures a third party as a sponsor, the host must agree to step in as the sponsor if the third party becomes unable to follow through on the commitment.

Site inspections will be made when appropriate and the African American Travel Conference staff will make the decision for site selections. Travel expenses incurred for all site inspections by the AATC staff will be reimbursed by the potential Host cities that are visited.

Bids to be received by July 1, 2020 and sent to:

**Joseph G. Cappuzzello
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