



SMALL MARKET MEETINGS SUMMIT REQUEST FOR PROPOSAL OVERVIEW 2023

- I. **INTRODUCTION**-The Small Market Meetings Summit (SMMS) is the travel industry’s only organization dedicated to the growing small market meeting travel market. This year will be 4th year of the Summit in 2023.
- II. **ECONOMIC PROFILE**-The Meeting Planners of this important segment of the travel industry are the key decision makers for their companies, organizations and associations.
- III. **DATES/PATTERN**-One of the 1st three weeks of May are the preferred time for the Summit. The weekday pattern is flexible, based upon the needs availability of the host facilities. To achieve maximum participation from the meetings planners, the proposed dates should avoid major Holidays & other Conferences for Meeting Planners.
- IV. **HOUSING**- Separate rates are needed for the Small Market Meetings Summit planners and travel suppliers. The rate for buyers should reflect the future business potential these guests represent. Rates for the SMMS are \$49-\$89 for the Meeting Planners and \$99-\$199 for suppliers. Please do not include resort fees.

Six (6) complimentary rooms & two (2) suites for VIP are needed for SMMS staff and consultants to be provided by the Host Hotel complimentary. The SMMS hotel rates are available two days before & after the Summit.

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

The following sleeping room block and pattern are required:

	<u>Pre-Summit Day 1</u>	<u>Pre-Summit Day 2</u>	<u>Day 1</u>	<u>Day 2</u>
Staff + VIP	6 + 2	6 + 2	6 + 2	6 + 2
Meeting Planners	N/A	10	25	10
Suppliers	N/A	10	75	15

Room block cutoff date due 14 days prior to the Summit. No hotel attrition penalties by the Host Hotels for the SMMS.

Complimentary Hotel parking for all SMMS delegates, SMMS staff & VIP



SMALL MARKET MEETINGS SUMMIT REQUEST FOR PROPOSAL ADDED VALUE 2023

V. **Small Market Meetings Magazine Editorial Value**

Small Market Meetings Summit will provide the following estimated amount of COMPLIMENTARY editorial coverage that a conference host could expect within a calendar year.

Small Market Meetings Magazine Issues	Value
January – One-page spread Conference House Ad	\$ 2,000
February – One-page spread with Conference House Ad:	\$ 2,000
March – Two-page spread plus Conference House Ad:	\$ 4,000
April – Two-page spread including Conference House Ad	\$ 4,000
July – 4-page Conference Coverage issue	\$ 8,000
Total Editorial Value-COMPLIMENTARY	<u>\$20,000</u>

Additional coverage of the Summit is included in the Small Market Meetings publication (circulation 15,000 meeting planners) along with a full-page Conference Scene feature following the conference. This value has not been quantified, but gives additional exposure worth thousands of dollars to the host city.

Mac T. Lacy
Publisher
Small Market Meetings Magazine



SMALL MARKET MEETINGS SUMMIT REQUEST FOR PROPOSAL BID SPECIFICATIONS 2023

VI. Host's Requirements

SMMS will provide the following for the Marketing & Digital Media investment & bid to the host:

2022 Small Market Meetings Summit Sponsorship Booth

Provides the 2023 Host a booth to market their city.

2022 Small Market Meetings Summit Registration

Provides the 2023 Host a 2022 Summit registration.

2022 Small Market Meetings Summit Material Distribution

Provides the 2023 Host a material distribution of their choice to all delegates.

2023 Small Market Meetings Summit Delegate Registry Ad

Provides the 2023 Host an ad in the SMMS Delegate Registry

Meeting Planners

Sponsorship for a portion of the Transportation expense & investment to bring the Meeting Planners to the Summit

2024 Small Market Meetings Summit Sponsorship Booth

Provides the 2023 Host a booth to market their city at the 2024 Summit.

2023 Sponsorship Booth and Registration

Host city receives 2023 Sponsor Booth and Registration

(Marketing & Digital Media investment by the host city is \$45,000 and will be paid to the Small Market Meeting Summit).



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VI. Host's Requirements (continued)

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

Meeting Space-Host to provide Complimentary space for the Summit including a Ballroom for appointments & meal functions with water stations, cookies, soda, snacks, coffee & tea

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

Ballroom: 8,000-10,000 square feet

2023 Welcome Reception & Entertainment

Heavy hors d'oeuvres with bar service & entertainment to welcome approximately 100 SMMS delegates & show case the host & their sponsors

2022 Promotional Dinner

Host of SMMS2023 will sponsor 2nd night dinner for delegates of SMMS2022 as an invitation and welcome for meeting planners to attend 2023 event

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

- All Airports & convention hotel(s) for all delegates on arrival & departure
- Host hotel and all sponsored evening functions
- Roundtrip coach airfare for six (6) SMMS staff to attend the Summit & round trip airport ground transportation to/from hotels

Coordination of Optional Post-Fam

Post Fam event, will be the responsibility of the host, including all logistics, complimentary hotel room, meals & shuttle, airport transportation.

Food & Beverage

Summit meals to be planned with chef & within budget of the Small Market Meetings Summit (SMMS)-Host City must assure the flexibility of the caterer to provide meal service that meets the requirements & standards of the SMMS



Marketplace Booths, Staging, Audio Visual & Internet Access

Pipe, Drape, 36” Round Tables, with nylon stretch covers, Padded Chairs. Skirted stage & appropriate pipe and drape-podiums, microphones, lavalieres, fern plants for staging, up lighting, gobo lighting, two 10,000 lumens projectors & AV carts, switches, rigging, audio visual technician, stage up lighting, two dressed 9’ x 16’ rear projector screens and stage wash. Internet access and electrical power at all functions

Small Market Meetings Summit Staff Housing

Six (6) hotel rooms for SMMC staff and two (2) suites for VIP delegates provided complimentary by the host city if not by the host hotel.

In Room Gifts-Provided to Meeting Planner delegates upon arrival

End of Host Requirements



SMALL MARKET MEETINGS SUMMIT HOST HISTORY & CONFERENCE 2023

VII. SITE INFORMATION

Previous **Small Market Meetings Summit** Host Locations:

2021 Panama City Beach, FL May 12-13, 2021 Sheraton Hotel

2022 Ft. Worth, TX May 2-3, 2022 Sonesta Hotel

SMALL MARKET MEETINGS SUMMIT BID PROCEDURES 2023

VIII. BID PROCEDURE

Bids should address each of the points covered above and include a commitment to first option hold on meeting space and sleeping rooms as well as the various sponsorships.

Site inspections will be made by the Small Market Meetings Summit senior staff. Travel expenses incurred during site inspections by the Small Market Meetings Summit staff will be reimbursed by the potential Host city.

Please forward bids to:

Charles Presley
Founder
Small Market Meetings Summit
PO Box 129
Salem, Ohio 44460

cpresley@grouptravelfamily.com

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