

*1/18/2013 11:10 AM*

**Arena Management Conference**

**Request for Proposal (RFP)**

This document is provided as a resource to prospective hosts for the International Association of Venue Managers: Arena Management Conference (AMC). It assures the host properties, potential sponsors, attendees and AMC organizers the most professional and purposeful situation possible through proactive communication and conference expectations. Enclosed please find pertinent information for the AMC bidding process with specific emphasis on the following items:

* IAVM Profile and History
* AMC Profile, History and Goals/Objectives
* AMC Attendee Demographics
* RFP Process
* Local Host Commitment
* Meeting Specifications
* Billing & Payment
* Decision Procedure
* Official Bid Response

If interested in bidding for the **2014 and/or 2015** edition of AMC, the entire document should be read in its entirety to thoroughly ensure understanding of the provisions as required. Please send a letter of acknowledgment of the local host commitment as outlined in this document no later than Febrary 8, 2013 to:

IAVM – AMC Site Selection **2014/2015**

[margot.angles@iavm.org](mailto:margot.angles@iavm.org)

**Acknowledgments must be forwarded by email.**

**IAVM Profile & History**

*IAVM Profile*

* The International Association of Venue Managers (IAVM) is the world's premier organization devoted to the issues and trends of public assembly facility management. The IAVM provides vital resources and professional development to the managers of arenas, amphitheaters, auditoriums, convention centers, performing arts theaters and stadiums throughout the world. Member facilities represent huge expenditures of public and private funds. They attract millions of patrons to an astonishing variety of events from football to basketball, from baseball to hockey, from rock concerts to conventions, conferences, ballets...the list is almost endless. In addition to the IAVM Annual Conference & Trade Show, VenueConnect, a variety of specialized conferencesare held throughout the year focusing on the special needs of certain segments of our organization. The **Arena Management Conference** is one of those special events.
* IAVM also counts more than 500 Allied companies among its members. These companies provide products and services used by managers. Through their IAVM membership, these Allied members are able to present their products to this vast market.

*IAVM History*

* The International Association of Venue Managers was founded in December 1924 by six enthusiastic building managers with a vision of the future of public assembly facility management. These six managers met in Cleveland, Ohio, on December 27, 1924, to discuss the important issues facing the auditorium management industry. From that meeting came the formation of the Auditorium Managers Association. What grew from a dedication to the industry is now known as the International Association of Venue Managers, a world-wide organization that maintains the early commitment to their business and profession.

**AMC Profile, History & Goals/Objectives**

*AMC Profile*

* The AMC is an annual conference traditionally held in the fall to afford arena contacts (both Professional and Allied) an open forum to discuss challenges and opportunities currently facing the industry. The Arena Management Conference is the primary location for professional development and continuing education of arena managers and their executive staff. This conference is a must for the brand-new and the seasoned manager, as well as everyone in between. Attendees are experienced in areas as varied as concert promotion, management of sporting events and ice shows, food & beverage management, personnel training, risk management, and marketing. In addition to arena managers, suppliers of products and services for arenas register for this event. For example, representatives from ticketing companies, family shows (e.g., circuses, wrestling, etc.), concert promoters, stage equipment companies, chair manufacturers, and computer software companies attend this meeting.

*AMC History*

Since September of 1990, the AMC has attracted arena executives for educational seminars and networking opportunities.

Attendance at the meeting has varied between 250 - 350 registrants. Past and current sites include:

YEAR DATE ATTD / RATE LOCATION

2005 Sept. 23 – 28 239 \* $142 Grapevine,TX - Gaylord Texan Resort & Conv. Ctr.

2006Sept. 16 – 19345 $145Memphis, TN - Marriott Memphis Downtown

2007 Sept. 15 – 18 369 $125 Charlotte, NC - Hilton Charlotte City Center

2008 Sept. 13 – 16 313 $139 Kansas City, MO - InterContinental Kansas City

2009 Sept. 12 – 15 199 \*\* $175 Providence, RI - Westin Providence Hotel

2010 Sept. 11 – 14 184 $129 Tulsa, OK - Crowne Plaza Tulsa

2011 Sept. 11 – 13 250 $159 Orlando, FL - Grand Bohemian

2012 Sept. 9 – 11 260 $144 Las Vegas - Hard Rock Hotel & Casino

2013 Sept. 8 – 10 $199 Toronto – Westin Harbour Castle

*\* Attendance dropped due to Hurricane Katrina \*\* Economic change*

*AMC Goals and Objectives*

* The Arena Management Conference focuses on issues relevant to arenas such as increasing attendance, upcoming concert tours and new shows, publicity and advertising, merchandising ethics, safety and security, and additional revenue sources. Each year new and timely topics are added to the program so that arena managers can stay on top of this dynamic segment of the industry.

**AMC Attendee Demographics**

* The AMC meeting requirements are determined by the meeting goals and objectives as previously stated. These requirements help provide an enjoyable and appropriate environment for the AMC attendees who can best be categorized as follows:
  + Maximum number of attendees for overall attendance: 230 – 275
  + Maximum number of attendees on any given day: 130 – 150
  + Attendees will be coming from all regions of the United States as well as some select international locales. They will likely use a major airline carrier as their mode of transportation. Flights will be booked by the individuals, with a limited number utilizing rental cars upon their arrival to the host city. Attendees most often utilize a shuttle service or taxi to the preferred hotel.
  + Attendees typically feel comfortable in large, technologically-equipped properties with amenities normally afforded to business-class travelers. They have very high expectations as to the quality and level of services they receive because they are in the service business and have extraordinarily high standards.
  + They traditionally travel with a laptop, iPad, cellular or smart phone, and they will expect free WiFi during their stay for the AMC. Some, if not all attendees, are members of various hotel/airline rewards programs.
  + Some attendees will travel with spouses or companions. A select few will have special needs for assistance (accessibility, menus, etc.)
  + A majority of the attendees are male (74%); average age is 47. They are usually managers, directors, vice presidents, general managers, executive directors and/or CEOs of most major venues or public facilities. They are also regional and national sales liaisons for equipment or services mostly procured or contracted for said facilities.

**RFP Process**

Under the guidance and suggestion of the AMC committee chair, a short list of cities is created based on the current marketplace and this RFP is sent both to the local hosts as well as to the local CVB to forward on to hotels that can accommodate the needs of the group. As the potential host, if you have a specific hotel or two that you feel would be particularly well suited to host the conference, please let us know the name(s) of the hotel, and we will be sure to include that hotel in the RFP process.

Note: Because there are numerous hotels that can self-contain all of the rooms and meeting space, IAVM does not require use of the arena or convention center space for the program. The local arena/stadium will be showcased during the designated reception event.

**Local Host Commitment**

Much of the success of the AMC is dependent on strong member support from the host city. Certain requirements achieved by the local host, i.e. networking opportunities, sponsorship, professional development ideas, will assist the committee in building a superior conference that will attract the largest number of attendees.

To qualify for hosting the Arena Management Conference, it is essential that the local host members provide the following:

* **Arena/Stadium Reception –** The highlight of the AMC is always the reception at the member venue. The local host would be responsible for securing in-kind sponsorship for the reception space, food and beverage, audio/visual and other ancillary needs of the reception at the arena or stadium on the designated evening. A tour of the venue would be included with the reception.
* **Sponsorship –** The committee and IAVM staff rely on the expertise of the local members to identify other local sources of sponsorship opportunities. The local host would commit to assist in seeking out such sponsorships.
* **Educational Programming/Speakers –** The local host, with its wealth of knowledge and understanding of the arena industry, would participate in planning calls to share their ideas for educational content and local speakers. They would assist in securing local speakers/talent for a favorable rate or complimentary. Suggestions on a keynote speaker would also be welcomed.
* **Golf Tournament –** A local member/s will be designated to assist in selecting an appropriate golf course for the tournament and securing a favorable/discounted rate. They will be responsible for setting the pairings and managing the tournament on-site. IAVM staff will contract the golf course and make all F&B and transportation arrangements.
* **Alternate Activities** – The local host will supply suggestions on alternate activities for those who do not golf, e.g. spa services, wineries, water sports, tours of local attractions, shopping.
* **Student Volunteers –** The local host would solicit the local university for students desiring to enter the venue management industry to assist in various areas of the conference, e.g. registration, meeting room assignments, golf tournament. Students would be managed by IAVM staff.

**AMC Meeting Specifications - General**

* **Preferred Days/Dates**

Due to the extraordinarily heavy sports and entertainment event schedules, registrants have a very small "window" of time they are available to attend the AMC. The second weekend in September is highly preferred. The conference begins on Sunday. The Association avoids religious holidays such as Labor Day, Yom Kippur and Rosh Hashanah.

**Preferred Locations**

A location near the arena with convenient shopping and notable restaurants (within walking distance) is preferred. Resort-type properties can be considered if all criteria within this document are met. The property should have a main lobby/lounge/meeting area complete with bar. The bar area should be expansive, offer excellent selection of top shelf spirits and remain open until at least midnight every night during the conference.The attractions in the area (e.g., sight-seeing, shopping, special events, etc.) may be a factor in site selection decisions. Respondents should provide information about the locale and what it offers to visiting guests. A climate conducive to outdoor activities in early September is preferred. Easy access by air to the area is important. The distance between the property and the airport should not exceed 30 minutes. Golf course nearby is a plus.

* **Airline Capacity**

Because the AMC has members from international cities, as well as attendees from all geographic regions of the US, air access is very important. In order to bid to host the AMC, the host cities’ airport must have a minimum of 50 inbound flights per day with one stop connections to all geographic regions of the US.

* **Sports Activities**

If golf is available on the hotel site, it is requested that the proposal indicate the best per-person rate available to IAVM were the AMC to be held at the property. If golf is not available on-site, information concerning available locations should be provided. It is possible that suppliers of beverages will sponsor the provision of their products during the tournament; an indication that sponsorship will be permitted is requested. In addition, concessions and catering companies may wish to sponsor box lunches; similarly, an indication that sponsorship will be permitted is requested. *No course over-seeding can be in progress during this meeting.*

* **Sleeping Room Block Requirements**

The following minimum room block is required:

Thursday Friday Saturday Sunday Monday Tuesday Wednesday

1 10 70 165 165 100 5

* **Preferred Group Rate**

Attendees are traveling on the corporate, and sometimes personal, dollar. Therefore, attendees are highly cost-conscious and expect the lowest possible room rate. The preferred rate is no more than $175 single/double. A room rebate of $10.00 should be included to cover ancillary conference expenses or housing assistance.

* **Concessions**

In addition to the customary 1 room per 40 comp room nights (cumulative), AMC would request the following complimentary or upgraded accommodations:

1 Comp one-bedroom suite, Friday arrival and Wednesday departure

2 Upgraded one-bedroom suites at the group rate, Saturday arrival and

Wednesday departure

5 room upgrades at group rate (VIP’s)

5 staff-rated rooms at 50% of the group rate

5 VIP transfers

21-day reservation cut-off

50% off audio visual services

F&B minimum no more than $10,000

30% off food and beverage

No Attrition

Complimentary rooms earned should be permitted to be used to house staff and speakers or, at IAVM's discretion, applied as a credit against the master account. A room credit to the master account is preferred.

* **Catering**

Respondents should provide sample menus and price lists from their catering departments. Estimated annual escalation caps should also be provided.

* **Anticipated Program & Meeting Room Requirements**

The following information is provided as a general overview of the meeting. Program requirements (i.e., meeting rooms needed, program timing and food functions) are subject to change. Meeting rooms*,* ***regardless of location, are required* to be provided without charge**.  It is expected that the same meeting rooms will be used throughout the conference

**Friday**  Association Office (beginning at Noon)

**Saturday** Registration/storage area available (24 hours)

Association Office

**Sunday** Registration/storage area (24 hours)

Association Office

Committee Meeting – Breakout room #1, conference style for 25 (AM/PM TBD)

Off-site activities during the day

Welcome reception – TBD, typically off site

**Monday** Registration/storage area (24 hours)

Association Office

Coffee Service and Refreshment Breaks (160 ppl)

General Session for 250, classroom preferred (8 am - 5 pm)

Lunch for 180 ppl

Breakout room #1, classroom for 100 (8 am – 5 pm)

Breakout room #2, classroom for 100 (8 am – 5 pm)

Breakout room #3, classroom for 60 (8 am – 5 pm)

OPEN NIGHT

**Tuesday** Registration/storage area (24 hours)

Association Office

Coffee Service and Refreshment Breaks (160 ppl)

General Session for 250, classroom preferred (8 am - 5 pm)

Lunch for 180 ppl

Breakout room #1, classroom for 100 (8 am – 5 pm)

Breakout room #2, classroom for 100 (8 am – 5 pm)

Closing Reception for 180 – TBD, Hotel property or off site

**Billing and Payment**

Attendees pay for their own room and individual charges upon checkout. The Association pays for all group functions and designated master account charges upon being billed. Credit and bank references provided upon request.

**Decision Procedure**

The IAVM Director of Knowledge & Meetings will review proposals and make final recommendations to the AMC program chair for their approval. The IAVM Director of Knowledge & Meetings will negotiate the contract, which must be signed by the IAVM President & CEO, Vicki Hawarden, CMP.