



International Council
on Hotel, Restaurant, and Institutional Education
March 1, 2006

Request for Proposal Conference & Exhibit Management

RFP#06-CONF-510

Your firm is invited to submit a proposal that provides International CHRIE the necessary information to award a contract for event management services for its annual conference and exposition in accordance with the enclosed specifications and terms included herein. The submittal consisting of an electronic copy of the original proposal marked, **"A Proposal for Event Management & Exposition Services,"** should be received no later than **5:00 p.m. Eastern Standard Time, May 10, 2006** via email to kmccarty@chrie.org.

This RFP and any addenda are available on the I-CHRIE website at <http://www.chrie.org>. Please contact the I-CHRIE office at (804) 346-4800 or email kmccarty@chrie.org if you need technical assistance.

Time is of the essence and any proposal received after 5:00 p.m., May 10, 2006 whether by mail or otherwise, will not be considered. The time of receipt shall be determined by the time clock stamp in the offices of International CHRIE. Proposals should be sent electronically via email with the Subject Line of the email indicating your company's name and the RFP number and title.

Nothing herein is intended to exclude any responsible firm for in any way restrain or restrict competition. On the contrary, all responsible firms are encouraged to submit proposals. International CHRIE reserves the right to accept or reject any or all proposals submitted. The awarding authority for this contract is the International CHRIE Board of Directors upon recommendations from the I-CHRIE Conference Planning Committee. Technical questions concerning this Request for Proposal should be directed to me at kmccarty@chrie.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Kathy McCarty".

Kathy McCarty
Executive Vice President & CEO

Request for Proposal

Event Management Services

International CHRIE

I. PURPOSE

It is the intent of this Request for Proposal (RFP) and resulting contract to establish an agreement for event management and exhibit management services for the International Council on Hotel, Restaurant, and Institutional Education annual conference and exposition. International CHRIE intends to enter into a three-year contractual agreement for event management and exhibit management services to the successful bidder under this contract.

II. BACKGROUND AND GENERAL INFORMATION

Founded in 1946, the International Council on Hotel, Restaurant, and Institutional Education is the global advocate of hospitality and tourism education for schools, colleges, and universities offering programs in hotel and restaurant management, foodservice management and culinary arts. In recent years, International CHRIE's focus has expanded and its mission statement has evolved, making it a marketplace for facilitating exchanges of information, ideas, research, products and services related to education, training and resource development for the hospitality and tourism industry (food, lodging, recreation and travel services). Serving as the hospitality and tourism education network, we strive to unite educators, industry executives and associations.

International CHRIE wishes to partner with a respected event management company with a proven service and track record to provide meeting management services including pre-show event planning and management, onsite and logistics management, marketing, public relations, sponsorship and advertising sales, site selection, registration and program coordination of its annual conference and exhibition held each summer (typically the last week in July) beginning with 2007 conference.

The main objectives of this annual conference are to:

- ☞ provide networking opportunities to attendees so they may share ideas, solve problems and develop new business;
- ☞ provide advanced programming to ensure that attendees are on the leading edge of excellence in hospitality and tourism industry education;
- ☞ learn from industry professionals about where the industry is heading; and
- ☞ provide a showcase of the latest products and services available to the academic community.

The I-CHRIE annual conference is both a social and an educational event that provides opportunities for attendees to network, for members to attend the annual membership meeting, for acknowledgement of the annual awards winners and for I-CHRIE committees, special interest groups and its board of directors to meet to conduct the business meetings of the organization.

Currently, the I-CHRIE annual conference and exposition are handled by Antebellum Hospitality from Selbyville, Delaware. The current contract with AHI runs through the 2006 annual conference.

You are encouraged to provide comments relating to how your proposed relationship with I-CHRIE can accommodate our meeting management services needs and to discuss your willingness, if chosen, to attend the 2006 annual conference being held the last week in July.

Additional Notes about I-CHRIE Conferences

- ☞ Hotel accommodations are made by conference attendees direct to the hotel. Attendees identify themselves as I-CHRIE conference attendees to obtain group discount rate.
- ☞ The average number of room nights is 1,400.
- ☞ I-CHRIE coordinates the designing, printing and distribution of call for papers, registration form, program, teaser postcard and reminder postcard.
- ☞ The average number of companies who buy exhibit space at the event is 30. (This number is significantly lower than desired).
- ☞ The average number of attendees is approximately 600.
- ☞ The printed materials normally used include an Exhibitor prospectus, a Sponsorship sales kit; an Advertising sales sheet; an 8-page conference marketing brochure, Post card reminders (2), and Broadcast email reminders, Print ads in I-CHRIE publications
- ☞ Attendees typically register by phone, FAX, Internet, by email, by mail, via web from I-CHRIE sent directly to you. Registration fees are based on membership status, membership type, and date of registration. Registration patterns for our attendees are typically:

☞	70% register before the early bird deadline.
☞	Approximately 20% register by mail.
☞	Approximately 38% register by FAX.
☞	Almost 40% register online.
☞	Approximately 1% register by telephone.
☞	Approximately 1% register onsite.

- ☞ Typically we have two special events with limited seating. Registration for these special events is on an invitation, first-come/first-served basis. Registration for these special events is based on membership status.
- ☞ Typically we provide printed tickets to all events involving F&B. We normally do not provide only a cash (not open) bar at events serving liquor. We no longer provide printed tickets redeemable for drinks.
- ☞ Registrants from non-North American countries average about 95 international attendees.
- ☞ Typically, we provide a conference registration area for attendees with stations for Conference pre-registration, Expo only pre-registration, Speaker/press registration, Onsite conference registration, Onsite exhibitor registration, and Badge production/replacement
- ☞ To help defray the costs of your services, your proposal should indicate that the rooms commissions are rebated to I-CHRIE.
- ☞ I-CHRIE is willing to negotiate a commission on the sale of exhibits, advertising or sponsorship that are made by a member of your staff. I-CHRIE does not pay commissions to you for any sales made by I-CHRIE staff or volunteer leaders.

I-CHRIE Conference Overview

Tuesday	Wednesday	Thursday	Friday	Saturday
Board of Directors Meeting (8 a.m. to 5 p.m.)	Deans' & Directors Program Presentation followed by lunch (10 a.m. to 2 p.m.)	Annual Business Meeting (8 to 9 a.m.)	Third General Session (9 to 10 a.m.)	Academic Concurrent Sessions in the morning
	Career Academy (8 a.m. to 5 p.m.)	Second General Session (9 to 10 a.m.)	Academic Concurrent Sessions in the morning	
Board Dinner (7 to 10 p.m.)	Concurrent Sessions in the afternoon	Marketplace Open (10 a.m. to 12 Noon)	Lunch (12 Noon to 1 p.m.)	Lunch (on their own)
	First Time Attendees' Reception (4 to 6 p.m.)	Marketplace Lunch (12 Noon to 1 p.m.)	Academic Concurrent Sessions in the afternoon	Academic Concurrent Sessions in the afternoon
	Chapter meetings (4 to 6 p.m.)	Industry Sessions In the afternoon (1:15 to 3:30 p.m.)	Awards Gala Celebration (6 to 11 p.m.)	Themed Closing Party (6 to 10 p.m.)
	Opening General Session (6 to 7 p.m.)	Business meetings (4 to 6 p.m.)		
	Opening Reception (7 to 9 p.m.)	Past Presidents' Reception (6 to 7:00 p.m.)		
		Open Evening		

III. INFORMATION FOR VENDORS/BIDDERS

1. International CHRIE reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing vendors.
2. International CHRIE is not liable for any costs incurred by vendors/contractors in their response to this RFP.
3. To be considered, proposals must be received electronically by International CHRIE on or before the time and date specified in the cover letter. Bidders mailing proposals should allow sufficient mail delivery time to ensure timely receipt of their proposals.
4. To be considered, bidders must submit a complete response to the RFP using the format provided in Part II. Each proposal must be submitted electronically to the International CHRIE email address indicated. The bidder/vendor/contractor will make no other distribution of proposals. An official authorized to bind the contractor to its provisions must sign proposals and the submission must be sealed. For this RFP, the proposal must remain valid for at least 120 days or until a contract is executed. Moreover, the contents of the proposal of the selected contract may become a contractual obligation if a contract is entered into.
5. Proposals should be prepared simply and economically, providing a straightforward, concise description of the vendor's ability to meet the requirements of the RFP.
6. International CHRIE staff and members of the I-CHRIE Conference Planning Committee will review RFP responses and make a recommendation to the I-CHRIE Executive Committee. Vendors will be selected by a majority vote by the I-CHRIE Executive Committee at its May 2006 meeting being held in Chicago, Illinois USA. (See Part III for Criteria Selection details)
7. All financial data requested with this RFP must be included within the proposal and should provide details of the expenses, costs, commissions, and/or revenue being discussed as well as indication of what is/is not considered to be a part of the proposal. Failure to meet this requirement will result in automatic disqualification of the proposal.
8. The proposal should also include a sidebar legend detailing a definition of terms.
9. The proposal should indicate the vendor's preferred length of contract.
10. Any contract resulting from this RFP is not assignable.
11. The contract resulting from this RFP will be made, entered into, and shall be performed in the Country of Henrico, Virginia USA and shall be governed by the applicable laws of the Commonwealth of Virginia. Any dispute arising out of the contract resulting from this RFP, its interpretations, or its performance shall be litigated only in the Henrico County General District Court or the Circuit Court of the County of Henrico, Virginia USA.

III. INFORMATION FOR VENDORS/BIDDERS (continued)

12. By submitting a proposal in response to this Request for Proposal, the bidder represents that in the preparation and submission of this proposal, said vendor did not, either directly or indirectly, enter into any combination or arrangement with any person, vendor or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Section 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.
13. No portion of the work shall be subcontract to a third-party vendor without the prior written consent of International CHRIE.
14. By submitting a proposal in response to the RFP, the successful bidder represents that they have read and understand the Scope of Requirements and have familiarized itself with all federal, state, and local laws, ordinances, and rules and regulations that in any manner may affect the cost, progress, or performance of the work.
15. News Releases pertaining to the contract resulting from this RFP will not be made without prior International CHRIE approval and then only in coordination with International CHRIE.

Part II

Information Required from Contractors

To be considered for evaluation, vendor proposals must respond to all requirements in this part of the RFP. The proposal must be submitted in eight (8) sections as described in paragraphs II-1 through II-8 below. Any other information that may be relevant, but does not fit into the enumerated sections, should be provided as an appendix to the proposal. Reference material submitted as a standard sales response to a particular question or statement will not be evaluated and will adversely affect the vendor's consideration.

II-1 VENDOR PROFILE

1. How many years has your company been in business?
2. What form of ownership (e.g. corporation, private) exists for your company?
3. Does your company have a parent company? If so, what is it and how long has this relationship existed?
4. What were your company's gross and net revenues during the last three years?
5. How many people in total are employed by your company? How many employees would be dedicated to support implementation, and development?
6. How many clients do you currently have? For Whom? In what Countries?
7. How many other clients do you currently have who hold a major event during the month of July? What conflicts of date or timing do you foresee?
8. Describe your event management strategy.
9. Describe your familiarity and/or experience with event management in the hospitality and tourism field.
10. How many NEW clients have you acquired in the last year? In the year before that?
11. Is your company involved now in any litigation with a customer or other entity? Within the past 3 years? If yes, please briefly describe.

II-2 DEMONSTRATION OF PROVEN SERVICE AND TRACK RECORD

1. Describe how you have increased visibility and market penetration for any and all clients for whom you are currently providing meeting management services.
2. Describe the relationship you have with the staff and volunteers of these current clients.
3. What hospitality and/or tourism industry clients do you currently have? Please describe each in detail.
4. Who would you consider are your key partners? Why?
5. What examples can you provide to demonstrate your company has a proven service and track record?

II-3 DETAILS OF DELIVERABLES

1. Describe your ability to provide the following pre-show deliverables

Accounting	Provide complete and accurate forecasting of the expected expenditures; data collection and database maintenance for future meeting forecasting; deposits and payments; historical data review; one-source billing; up-to-the-minute accounting reports
Audio/Visual and Computer Management	In conjunction with state-of-the-art providers, coordinate all A/V needs with the latest technology in equipment; Secure photographer for candid, group photos including digital photography for onsite distribution; coordinate all lighting and staging needs for general and concurrent breakout sessions; arrange and coordinate computer needs for onsite registration, technology room and VIP requirements.
Budget & Expenses Management	Forecast budget requirements and develop a realistic budget; Reconfigure events and meetings to meet budgetary allocations; Work with I-CHRIE staff to replace expensive elements with more reasonable options and to eliminate unnecessary elements of a program that increase costs; Identify potential cost overruns; Assist in Budgeting Schedule; Coordinate financial collection & reporting (includes resolving any financial disputes); Manage receiving, processing and balancing of registration fees, exhibit sales, sponsorship sales, and advertising sales; Deposit revenues in I-CHRIE account on a bi-weekly basis; Accept all major credit cards (i.e. MasterCard, VISA, American Express, etc.); Produce various reports (i.e. financial, exhibitor/sponsor, activity, etc) as requested on a weekly basis; Make timely bank deposits (check or money order) every Tuesday and Thursday; or for a daily income of \$1,000 or more.
Communication	Ensure timely communication involving any time sensitive issues including food & beverage guarantees; group cutoff dates; contractual deadlines; Notify I-CHRIE immediately of any potential problems; Provide weekly activity and financial reports to I-CHRIE
Conference Headquarters	Accept incoming calls about the conference; Establish a published phone number and e-mail address to establish your office as our conference "Headquarters"; Provide attendees, speakers, exhibitors, suppliers, and I-CHRIE with a single contact point for information about the conference; Provide immediate dissemination of conference promotional and sales materials; Assemble, maintain and update client mailing lists; Maintain the highest level of customer service; Provide value-added service and attention
Exhibit & Tradeshow Management	Develop and management a database of potential exhibitors; Prepare and distribute exhibitor sales kits; Coordinate all exhibitor registrations, exhibitors' requirements, payment collection and booth placement. Coordinate bid solicitation and management for all equipment, setup and décor; Provide registered and potential exhibitors personal attention and service; Develop ongoing relationships that keep our tradeshow growing from year to year; Create schedules for: move in/move out, security & EMT, F&B, air & ground transportation and creative floor plan preparation and management; provide online virtual booths linked from an online exhibitor list and floor plan
Exhibitor Services	Coordinate the designing, printing and distribution of exhibitor solicitation packet; Enter all exhibitors into customized database; Produce and mail confirmation letters to exhibitors; Record all monies received with exhibitor registrations prior to turning them over to the conference; Provide a complete list of exhibitor totals up to once a week; Make solicitation phone calls to as many as potential exhibitors; Accept phone traffic associated with exhibits; Coordinate equipment rental including but not limited to pipe and draping; Provide a complete exhibitor list with contact information on disk and hard copy at the conclusion of conference; create, distribute and tally one page vendor evaluation forms to be distributed on the last day of the show; Coordinate production and mailing of exhibitor thank you letters. Provide value-added exhibitor customer service

Pre-Show Services (continued)

Entertainment & Décor	Secure Exposition Décor; Secure and manage any destination management services; Secure entertainment/entertainers for opening reception, awards gala, and closing party within budget; Arrange for Linens, florals and props; Coordinate and manage rehearsals, set designing, staging, sound, lighting & production; • Hire entertainers with in budget specifications; Secure props, décor and signs with in budget specifications; Manage logistics of A/V, set design, staging, etc.; Coordinate all on site logistics needs.
Food & Beverage Management	Provide for the food and beverage requirements of conference within corporate policies; Work with host property to provide cost effective options; Arrange for any dietary restrictions of guests; Work with host property to avoid all liability issues; Work with I-CHRIE staff to select menus; Negotiate best pricing on menu selections; Work with I-CHRIE staff to provide F & B guarantees; Redesign and revitalize standard banquet menus to get I-CHRIE the best value; Establish profile and menus for each event (Board of Directors' dinner, Deans' & Directors' Luncheon, Awards Dinner); Coordinate menu selection
Legal & Liability Issues Management	Provide professionals current and trained on the latest issues in the industry to offer expertise in the areas of attrition, hotel and convention center contracts, housing block piracy & protection, competing with Internet travel sites, liability insurance, special needs issues, service and facility compliance.
Materials Coordination	Order supplies including name badge holders, ribbons, tickets and office supplies; Stuff name badges, event tickets and attendee bag give-away materials; Construct attendee packets (including folders, bags, etc.); Collect program bag insertions; Design, print and distribute innovative marketing materials for exhibit, sponsorship and advertising sales; Create Signage; Work with I-CHRIE staff on graphic design of nametags, posters, banners, etc.; Provide printed documentation and invitations as requested; Coordinate manifest; Coordinate marketing materials for promotional purposes; Distribute pre- and post-meeting surveys and related data collection; provide detailed listing of meeting room availability; Prepare conference execution plan for onsite management company and I-CHRIE staff; Provide memoranda for any conference schedule changes/updates posted in the program book; Produce customized attendee lanyard badges (badge should include attendee name, attendee preferred name, city, state/country, chapter, and logo); Produce One-day badges that have a visual distinction from full attendee badges; Produce customized and numbered event tickets.
Meeting Planning & Logistics	Develop conference timeline; Review timeline regularly with I-CHRIE staff to assure tasks are accomplished; Work with I-CHRIE to determine responsibilities; Attend planning meetings; facilitate planning meetings. Utilize commonly accepted project management tools to manage conference details and to provide accurate logistics management, budget control and excellent communication of such key items as meeting room inventory, room set ups, presenters, technology, timeline, sleeping room reservations, and menus; Integrate assigned staff action items and assigned completion dates; Work with I-CHRIE staff to create regular meetings/communication times throughout the preparation of the conferences; Work with I-CHRIE to establish budget and means for controlling costs; Manage coordination with the hotel to include: menu, audio visual, room set-up, registration, etc.; Manage registration area; Coordinate logistical and technical requirements to include sound, lighting and special effects as required by I-CHRIE; Review/negotiate/manage and present contracts (i.e. hotel, security, audio visual, etc) to I-CHRIE for CEO approval; Provide all on-site logistics (a/v and staging) management; Provide on-line hotel reservation method as part of on-online reservation (if technology exists with host hotel); Manage and maximize fulfillment of room block; Manage daily monitoring of room block/pick up and report this information; Monitor contractual deadlines; Provide attendee lists to hotel via reports or electronically; Provide occupancy reports; Manage VIP registrations and coordination with CEO on suite assignments.
Negotiation	Negotiate the best convention center, hotel and vendor contracts for I-CHRIE; Arrange for hotel and vendor contracts that provide I-CHRIE with the best value, service, and liability protection; Rebate hotel commissions to I-CHRIE; Secure group rate discounts with car rental and airline companies; Negotiate for attrition; audio-visual packages; cancellation or postponement clauses; entertainment features; food and beverage discounts or credits; guest speaker rates, meeting space; 24-hour holds; creative layouts; and room rates commensurate with the group size and revenue generation

Pre-Show Services (continued)

Registration Coordination & Management	Offer traditional registration methods via postal mail, FAX, email, and Internet; Process payments; Enter all registrants into customized database; Provide a complete list of registration totals and revenue once a week; Accept phone traffic associated with registrations; Provide staff for our registration desk at the conference; Produce and mail confirmation letters to registrants; Provide a complete registrant list on disk and hard copy at the conclusion of conference; Mail invoices, one month apart from each other, for outstanding balances at the conclusion of the conference until payment is received; Telephone attendees with outstanding balances every month requesting payment; I-CHRIE provides online registration capability that can be set up as a link from your home page or from a separate, dedicated web site; Provide accurate data, timely confirmations; Provide international attendees letters of invitation; Provide excellent customer service
Sales Management	Provide knowledgeable sales professionals to market Exhibit space sales, Advertising sales, and Sponsorship sales; Create targeted marketing/outreach plan for food service/industry related companies; Create targeted marketing/outreach plan for I-CHRIE members and past sponsors; Follow up and collect sponsorship agreements.
Site Selection	Write customized Requests for Proposals (RFPs) based on our specific needs to research and identify the best locations and properties; Evaluate accommodations, meeting space, special attractions, accessibility to public transportation, local subcontractors, general logistics and overall image/value considerations; Negotiate and execute fair contracts with excellent client financial "packages"; Provide I-CHRIE hotel commission rebates; Assist with site selection; Conduct site visits; Negotiate and management hotel contracts; • Identify target market of attendees; Obtain logistical needs from Conference Committee and verify space requirements; Dedicated representative attend February I-CHRIE Full Board meeting at host hotel to provide tour/on site discussion with I-CHRIE Board members; Dedicated representative attend periodical meetings with I-CHRIE staff at mutual destination; Review facilities; Analyze suitability; Provide recommendations; Compare contracts received; Arrange site visits (required) as directed by I-CHRIE; Review contractual obligations and make recommendations.
Speaker Administration	Determine speaker presentation needs and disseminate information appropriately; Coordinate general session speaker travel arrangements as necessary; Distribute and tally one page evaluation form; Provide excellent support and communication to speakers
Transportation Management	Arrange transportation to any offsite venues; Distribute RFPs for required services; Act as liaison between vendors and I-CHRIE; Provide an on-site manager to assure smooth execution of events; Secure necessary insurance certificates from transportation providers
Vendor Management	Create and distribute RFPs for any and all Vendor services; Arrange for and manage any destination management services
VIP Management	Manage VIP arrivals, departures and gift deliveries; Distribute VIP list to hotel/resort; Make arrangements for any special requests; Work with I-CHRIE CEO to assign special room accommodations including any suites, hospitality Suites, etc.

II-3 DETAILS OF DELIVERABLES (continued)

2. Describe your ability to provide the following on-site deliverables

- Onsite sales campaign for following year's event
- Provide on-site management of the event to include providing personnel to support certain logistical assignments;
- Onsite registration staff and equipment
- Onsite exhibit floor management
- Oversee security personnel
- Enforce exhibit rules and regulations
- Act as liaison between exhibitors and contractors
- Provide printed list of registrants
- Distribute attendees registration materials (personalized badge, ribbons, program book, attendee bag with inserts)
- Correct any badge misspellings or substitutions
- Collect any fees due
- Report pre-conference and onsite conference revenue for registration, ticket sales, exhibit and sponsorship sales
- Distribute session moderator packets
- Coordinate and manage volunteers
- Produce event sheets with complete meeting room descriptions appropriate for facility
- Act as liaison between facility and I-CHRIE to produce meeting and food and beverage events
- Coordinate audio/visual and computer equipment usage with subcontractors;
- Provide on-site management at event to assure it occurs as outlined in the event sheets.
- Keep track of all expenses and income associated with the conference.
- Manage all food functions on-site and off-site.
- Work with vendors and facilities to accomplish any required on-site internet and intranet installation, networking and use of high-speed data lines and other state-of-the-art technologies on-site; Coordinate the installation, set up and operation of both hard-wired and wireless internet solutions.
- Provide strong leadership at the conference site utilizing experienced staff to ensure a smooth operating program from beginning to end. Provide onsite staff with excellent leadership skills, trouble shooting and problem solving abilities and exceptional organizational skills.
- Coordinate all incoming and outgoing VIP transportation.
- Produce and/or distribute identification badges and holders for attendees, guests and other designated personnel
- Provide onsite staff to serve as hospitality ambassadors, hotel and venue management assistance, "meet and greet" duties, attendees onsite registration, scheduling and assignments, and VIP liaison staff

II-3 DETAILS OF DELIVERABLES (continued)

3. Describe your ability to provide the following post-show deliverables

- Post-show Online Surveys
- Aid with planning next years event
- Finalize Financials
- Provide final financial reports outlining all funds collected.
- Conference report detailing number of registrants and attendance broken down geographically
- Provide a written report on activities that were contracted including hotel occupancy, registration totals, summary of conference evaluations and meals served versus guaranteed.
- Provide complete attendance details as requested.

4. Describe your ability to provide the following on-going deliverables

- Weekly reports of registrations, exhibit sales and sponsorship sales
- Weekly report of sales activity including details of name and type of contact.
- Monthly meeting at Richmond headquarters office

II-4 FINANCIAL TERMS

1. Describe the expense model and responsibilities you are proposing. Describe the financial terms and details for providing conference and tradeshow management. Your proposal should include the rooms commissions rebate to International CHRIE.
2. Describe in detail the fee and/or commission system you are proposing for conference, tradeshow and sales management.
3. Describe any support you currently or plan to provide to the association through funding.
4. What costs, if any, would there be to I-CHRIE?
5. Please describe in detail your fee and commission schedules.

II-5 OUTLINE OF RIGHTS AND RESPONSIBILITIES

1. Describe the ideal arrangement.
2. Describe the ideal staffing arrangement.
3. Describe the ideal fee arrangement.
4. Provide details and work-related experience of the staff you will assign to work on the I-CHRIE conference and details regarding the person you will name as our point of contact.
5. Describe how you will determine the best markets and marketing strategies.

II-6 STRENGTHS

Describe your strengths in the following areas:

1. Destination Management
2. Event Planning
3. Financial Management
4. Meeting Planning
5. On-Site Registration
6. Site Selection
7. Special Events
8. Teambuilding
9. Sales and Marketing of Exhibit, Advertising, and Sponsorships

II-7 INTERNATIONAL EXPOSURE

1. Describe the clients, partnerships and distribution systems you currently have globally and internationally.

II-8 OTHER CONTRACT FEATURES/TERMS

1. What length of contract are you proposing?
2. What possible support of current I-CHRIE programs and initiatives do you plan?
3. Are there areas of possible cooperation between you and International CHRIE to develop and expand your presence in the hospitality and tourism industry?
4. Do you plan to subcontract any portion of work to be performed for International CHRIE? If so, please describe your plans in detail.

PART III

Criteria for Selection

- III-1** All proposals received from vendors will be reviewed and evaluated by qualified personnel selected by I-CHRIE. The I-CHRIE Conference Planning Committee will recommend for selection the proposal that closely meets the requirements of the RFP and satisfies I-CHRIE's needs.
- III-2** The following areas of consideration will be used in making the selection:
- a. Understanding the Problem.** This refers to the vendor's understanding of I-CHRIE's needs and objectives in asking for the services. Meeting deliverables for the 2007 conference and the time urgency of the 2008 site selection issues are of paramount importance to I-CHRIE.
 - b. Vendor Qualifications.** This refers to the ability of the vendor to meet the terms of the RFP, especially the time constraint and the quality, and relevancy of the services performed by the vendor.
 - c. Personnel Qualifications.** This refers to the competence of professional personnel who would be assigned to the project by the vendor. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on services similar to that described in the RFP. Particular emphasis is placed on the hospitality and tourism industry qualifications.
 - d. Soundness of Approach.** Emphasis here is on the techniques and strategies for completing the various tasks, the sequence and relationships of major steps, and methods for managing the overall event. Of equal importance is whether the technical approach is completely responsive to all written specifications or requirements contained in the RFP and if it appears to meet I-CHRIE objectives.
 - e. Financial Terms.** While this area will be weighted heavily, it will not normally be the deciding factor in the selection process. I-CHRIE seeks to employ the most qualified bidder within its budget constraints to provide this member benefit. I-CHRIE reserves the right to reject any price proposal that it considers unreasonable for the services offered.
 - f. Accessibility.** The ability of the vendor to provide member focused response in a timely manner to any inquiries, questions, or concerns from members or staff. A firm's ability to fulfill requests and their availability to do so is critical to our members.
 - g. Pending Litigation.** Indicate any pending litigation and/or regulatory action by an oversight body, such as the FDIC, SEC, IRS, Stockholder's Group, Trustee or any other person(s) or entity that could have an adverse material impact on the firm's ability to successfully perform the audit. State whether the PICPA, AICPA, the Commonwealth of Virginia or the SEC has subjected your firm to any disciplinary action within the past three (3) years. If the answer to this question is in the affirmative, please furnish details of said action.

Part IV

Proposal Evaluation/Selection Process

Vendors are to make written proposals that present their qualifications and understanding of the work to be performed. Vendors are asked to address each evaluation criteria and to be specific in presenting their responses. Proposals should be as thorough and detailed as possible so that International CHRIE may properly evaluate your capabilities to provide the required goods/services.

Selection of the Successful Vendor will be based upon submission of proposals meeting the selection criteria and a review of required submittals. The selection criteria will include:

CRITERIA WEIGHT

Special experience, technical capabilities, professional competence, and qualifications of the vendor.	10
Special experience, technical capabilities, professional competence, and qualifications of proposed personnel assigned to conference logistics in accordance with the Scope of Services.	10
Clearly demonstrated understanding of the work to be performed and completeness and reasonableness of the vendor's plan for accomplishing the Scope of Services.	15
References and fiscal stability.	10
Proven service and track record.	10
Current workload and ability to complete the required work within I-CHRIE guidelines and time restraints.	10
Functionality and ease of use of proposed event management systems and logistics	15
Cost of services	15
Quality of submission/presentation	5
	TOTAL 100

Selection will be made of two or more vendors deemed to be fully qualified and best suited among those submitting proposals. Negotiations shall then be conducted with each of the vendors so selected. Financial Terms shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each vendor so selected, International CHRIE shall select the vendor, which, in its opinion, has made the best proposal, and shall award the contract to that vendor. Should International CHRIE determine in writing and in its sole discretion that only one vendor is fully qualified or that one vendor is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that vendor. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the vendor's proposal as negotiated.

ATTACHMENT A

Proposal Signature Sheet

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in **RFP#06-CONF-510**.

My signature also certifies that by submitting a proposal in response to this Request for Proposal, the vendor represents that in the preparation and submission of this proposal, said vendor did not, either directly or indirectly, enter into any combination or arrangement with any person, firm or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Sections 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.

I hereby certify that I am authorized to sign as a Representative for the Firm:

NAME OF FIRM: _____

ADDRESS: _____

FED ID #: _____

SIGNATURE: _____

NAME (print): _____

TITLE _____

TELEPHONE: _____

FAX _____

EMAIL: _____

DATE: _____

FAX A COPY OF THIS FORM TO
01 (804) 346-5009
TO THE ATTENTION OF Kathy McCarty