2018 PEDA Fall Conference

Request for Proposal

Deadline – September 9, 2016

The Pennsylvania Economic Development Association (PEDA) is the statewide association of local, state, corporate and non-profit economic development professionals. PEDA’s mission is to promote sound economic development policies, provide leading edge economic development education, and nurture an effective statewide economic development network to foster the economic growth of the Commonwealth.

General Information

PEDA provides opportunities at its two annual conferences for economic development professionals, partners and organizations in Pennsylvania to share best practices and experiences that enhance the professional dialogue. This active engagement ensures that Pennsylvania can continue to aggressively position itself to retain, grow and attract businesses and jobs to the Commonwealth.

Each year, PEDA holds its spring conference in Harrisburg, an ideal location due to the legislative nature of the agenda. PEDA’s fall conferences are held in different Pennsylvania communities each year, with themes and agendas being determined through the collaboration of existing committee members and representatives of the host committee. The 2016 PEDA Fall Conference will be held at Kalahari Resort and Convention Center in Pocono Manor, while the 2017 PEDA Fall Conference will be held at the Renaissance Allentown located in downtown Allentown. The location of the 2018 PEDA Fall Conference has not yet been determined and it is the purpose of this Request for Proposals (RFP) to assist in the identification of the location.

Registration figures for the 2018 PEDA Fall Conference are expected to fall between 130 and 170, though this is an estimated range rather than a guarantee. Participants will primarily come from within the Commonwealth, though a few will travel from neighboring states. The conference will attract participation from local, state, corporate and non-profit economic development entities as well as from utilities, industry and allied professions. Selection of a conference theme, creation of the agenda and development of a foundation of sponsorship will be completed by a host committee which will work collaboratively with members of PEDA’s standing conference committee with input by PEDA leadership.

If you are interested in having your community considered as a potential site for the 2018 PEDA Fall Conference, please respond to all sections of this RFP no later than Friday, September 9, 2016. Submissions should be no longer than 5 pages (not including venue floor plans, pricing information,
etc.) scanned and delivered via email to conferences@peda.org with the subject line reading “2018 PEDA Fall Conference”). Information not specifically requested – but pertinent to your proposal – may be included in your submission. All associated expense information should be detailed in the proposal.

**Program Details**

*Main Point of Contact for Host Community:*

Please provide contact information (name, title, organization, address, email address, phone, fax, etc.) for the main point of contact. Unless advised otherwise, it is assumed that the individual submitting a proposal is the same individual who will serve as the main point of contact and leader within the host community.

*Economic Development ‘Story’ of Proposed Host Community:*

Please provide an overview describing the economic development story of the community (city, region, venues, etc.) being proposed as site of the 2018 PEDA Fall Conference. This could include significant projects accomplished, economic obstacles overcome, etc.

**Date Range:**

The following are potential date options for the 2018 PEDA Fall Conference. In preparing a response to this RFP, please confirm availability of the proposed venue(s) on these dates.

- Preference 1 – Sunday, October 14th – Wednesday, October 17th
- Preference 2 – Sunday, October 21st – Wednesday, October 24th

*Venue(s):*

Please provide an overview of the proposed venue(s) and how they will be utilized in your overall plan / vision. As you prepare your response, please ensure your proposal is as logistically efficient as possible. If proposed events are to be held at separate venues (e.g., hotel for overnights, meetings and sessions at a convention center, reception or extracurricular event at a separate venue, etc.), please articulate this in your submission and include floor plan and menu information from each venue. Additional background information, details, maps and summaries of pertinence should be used where available. Venues utilized for conference sessions should provide free wifi access for attendees in all meeting spaces and common areas.

*Extracurricular Activities:*

Recent conferences have typically included an extracurricular tour or activity on the Monday of the week of the conference. Please provide a brief overview of any activities you propose along with general information available (e.g., need for transportation, costs to be covered, etc.).

*Room Block Reservations:*

PEDA aims to keep its attendees’ conference-related expenses manageable and discounted overnight accommodations of recent fall conferences have fallen between $99/night and $179/night – with an average of approximately $149/night over the past 4 years – depending on the community in which the event has been located. Parking has been provided complimentary or at a discounted cost depending on the community in which the event has been located.
Though further details regarding overnight accommodations would be discussed directly with the selected hotel, it may be helpful to know that the typical number of overnight rooms utilized over a three day period (Sunday, Monday and Tuesday nights) has recently fallen within the following ranges, depending upon the community in which the event has been located.

- **Sunday** 15 to 35
- **Monday** 50 to 80
- **Tuesday** 50 to 80

**Meeting Room / Exhibit Space / AV Requirements:**

The following is a high-level summary of estimated space needs over the course of the conference. Times and figures are approximate at this point and may be changed as needed. Venues which can meet space needs through alternative means (e.g., classroom/theater combo vs. classroom setup) can also be considered.

- **Monday**
  - Registration / Exhibit Area: 3 6-foot tables for registration with access to electric; 12 6-foot table top exhibit spaces with option to access electric (note: To the extent possible, refreshment breaks will be set up in this area to ensure foot traffic for exhibitors.)
  - Preconference Session(s); classroom or rounds; 50; 7:30 am – 5:30 pm; podium and table(s) on riser; projection screen on riser, AV to be determined
  - Meeting/Board Room 1; hollow square; 30; 12:00 pm – 5:30 pm
  - Meeting/Board Room 2; hollow square; 40; 11:00 am – 3:30 pm
  - Reception; cocktail setup (high and low tables); 70 – 100; 5:30 pm – 8:00 pm (a 2 hour time slot TBD within this block)

- **Tuesday**
  - Registration / Exhibit Area: 3 6-foot tables for registration with access to electric; 12 6-foot table top exhibit spaces with option to access electric (note: To the extent possible, refreshment breaks will be set up in this area to ensure foot traffic for exhibitors.)
  - Breakfast and Lunch; Rounds of 8; 130 – 170; 7:00 am – 2:00 pm; podium and table(s) on riser, 2 projection screens on risers, AV to be determined
  - General Session; crescent round tables for 6; 130 – 170; 7:00 am – 5:30 pm; podium and table(s) on riser, 2 projection screens on risers, AV to be determined
  - Breakout Sessions: crescent round tables for 6; 75; 1:00 pm – 5:30 pm; podium and table(s) on riser, 2 projection screens on risers, AV to be determined
  - Reception; cocktail setup (high and low tables); 70 – 100; 5:30 pm – 8:00 pm (a 2 hour time slot TBD within this block)

- **Wednesday**
  - Registration / Exhibit Area: 3 6-foot tables for registration with access to electric; 12 6-foot table top exhibit spaces with option to access electric (note: To the extent possible, refreshment breaks will be set up in this area to ensure foot traffic for exhibitors.)
  - Breakfast and General Session; crescent round tables for 6; 130; 7:00 am – 1:00 pm; podium and speaker table(s) on riser, 2 projection screens on risers, AV to be determined
  - Breakout Sessions: crescent round tables for 6; 75; 7:00 am – 12:30 pm; podium and table(s) on riser, 2 projection screens on risers, AV to be determined

AV requirements are fairly standard and include, among other items, projection screens, AV carts, internet access (should presenters wish to utilize it), a variety of microphones, sound patches to play laptop audio, etc. Where possible, some prior conference hosts have arranged for AV to be provided
complimentary or at considerable discounts, though this is not a requirement of consideration. PEDA typically utilizes its own laptops and LCD projectors. A small room or closet that can be locked would be needed for overnight storage.

Food and Beverage Functions:

Food and beverage service associated with the events included in the previous section are typically provided on-site (e.g., hotel staff, etc.). Please provide catering/menu information where available.

Regarding Monday and Tuesday receptions, though the default venue is the hotel/meeting space, you are encouraged to propose an off-site reception provided you incorporate and address all relevant costs in the proposal (e.g., transportation, tips, venue rental, etc.). With regard to the on-site reception(s), it is preferred that reception space is adjacent to the registration / exhibit area to ensure foot traffic for exhibitors.

Sponsorship:

Historically, the host committee has led the pursuit of sponsorships within the selected community with PEDA and the standing committee also working to obtain commitments from legacy sponsors. In-kind contributions are welcome, but will not typically count directly toward the overall goal established.

Over the past few years, the average fall Conference sponsorship amount that has been raised through committee (including legacy sponsors) has exceeded $30,000, with some fluctuation expected based on the specifics of the particular communities in which events have and will be held. From an in-kind perspective, some sponsors have additionally opted to cover various expenses associated with conference elements including off-site receptions, mobile tours, etc. As part of the submission, the proposer should advise of its comfort in raising an adequate foundation of sponsorship and identify who will participate in the pursuit (e.g., a single entity, representatives from a number of committed entities, etc.).

Members of Host Committee:

Historically, the host committee has been comprised of individuals from multiple organizations within the proposed host community. If selected as the host community, a roster of committee members committed to serving would need to be assembled within 60 days.

Theme and Session Development:

Historically, the host committee – in cooperation with PEDA’s standing conference committee – has been expected to develop conference theme and sessions and to identify and engage speakers with oversight by PEDA leadership.

Other:

As a sample, you may view the 2016 PEDA Fall Conference registration brochure and agenda by clicking here or visiting www.peda.org.

For the sake of consistency, members of the community that is selected for this conference will be expected to participate in the development of the following spring conference agenda.

Thank you in advance for your proposal.