

REQUEST FOR PROPOSALS

**CanSPEP 2018 Annual Conference
CanSPEP 2019 Annual Conference**

Who We Are

CanSPEP (Canadian Society of Professional Event Planners) is a vibrant and growing society of entrepreneurial event planners from across Canada. We are an influential group of entrepreneurs, many of whom are recognized industry leaders. Formed in 1996, the organization provides a forum in which members can meet to exchange ideas, develop skills through educational programs, and share partnership opportunities that foster business growth.

According to the last membership survey (Spring 2016), the buying power of our members contributes to an average of over \$60 million in revenue generation annually in the events industry. CanSPEP is an active member in the event industry as well as a member of BEICC (Business Events Industry Coalition of Canada).

Vision Statement

Here at CanSPEP, we are leaders in Canada's entrepreneurial event management industry. Leading in education and standards, we believe in a great rapport, supporting our industry and building connections.

Our annual conference brings together our members and supplier partners to share in a three day event providing a wealth of networking and education opportunities.

What We Seek

We are seeking interest from Convention and Visitor's Bureaus/DMO's to partner with us as the **HOST** for both the 2018 and 2019 CanSPEP Annual Conference.

July 2018 – Ontario City/Region

July 2019 – Canadian City/Region (outside of Ontario)

As the host city/region for this conference, this is an opportunity for your organization and your members/industry partners to shine! **Submissions are due by April 28th, 2017** and final selection will be made by the Board of Directors by June 2nd, 2017.

Submission Requirements

For our mutual success, our expectations of the Host Partner (CVB/Destination) include the following commitments:

- Own the process of determining interest and desire to participate from venues and other conference suppliers (host hotel, off-site venues, transportation, etc) that will be included in the proposal.
- Prepare a comprehensive and collaborative proposal summarizing program options/ ideas and contributions of your partners for the submission.
- Designate a key CVB representative with decision-making authority, to lend support to the 2017 planning committee as an ad-hoc member.
- Assist with marketing the conference to potential delegates and sponsors.
- Assist with local media communication including your social media network.
- Encourage local suppliers to showcase at the Supplier Showcase by highlighting benefits of exposure to the attending event planners, all of whom are entrepreneurs running their own businesses with their own roster of clients.
- Utilize your resources and expertise to assist the planning committee to reach their goals in the development of an educational and fun experience with the least financial impact on the delegate.
- Preferred room rate for event planners and industry supplier attendees.
- Upgrade food and beverage to profile venue's creativity and innovation while working within budget guidelines. Please provide current menus for recommended venues.
- Participate as a sponsor at the prior year annual conference to showcase your destination and build excitement for the next conference event. (See Conference Sponsorship Prospectus.)
- Investment in CanSPEP's National Partnership Program, allowing for promotion and brand activation for 12 months. (See Attached Prospectus).

Additional Requirements for Consideration:

- Consider provision of scholarships to local independent event planners to promote attendance and potential CanSPEP membership.
- Creative presentation of vegetarian and gluten-free meals.
- Creativity in submission, highlighting venues you would showcase during the Conference.
- Provide floorplans for venues you would showcase during the Conference.

If you are interested in responding to our RFP and have questions, please contact Meagan Rockett, CanSPEP Association Ambassador, at info@canspep.ca to review submission guidelines and enable you to create a comprehensive and collaborative response.

Selection Process

The successful bid will have completed a comprehensive and collaborative proposal that meets the following requirements:

1. Demonstrates understanding of working with CanSPEP to create an event that will attract as many planner delegates as possible;
2. Demonstrates an understanding of our members and the CanSPEP culture;
3. Understands that as business owners, the lowest possible price point for registration fees, guestrooms, and travel are key elements to attendees of our annual conference;
4. Demonstrates a willingness to support CanSPEP as a National Partner.

In an effort to facilitate and promote excitement for our future conferences, we will announce the location(s) once approved by the CanSPEP Board. Understand that the information is held in strict confidence until that time.

This conference is an opportunity to showcase your destination to planners who can potentially bring business to your city/ destination. We are looking for partners who appreciate the potential that this opportunity presents.

What We Can Offer

CanSPEP views the partnership with our Conference Host as a true collaboration. CanSPEP will bring its many resources to the successful event design, including all educational offerings, event promotion, media relations, sponsorship management, etc. Members/participants will pay their own travel and accommodations to attend. In appreciation of your hospitality, CanSPEP will commit the following to the successful destination:

Canadian Society of Professional Event Planners
292 Ashley St, Foxboro, ON K0K 2B0
Tel: 613-288-4539 / 1-866-467-2299
Website: www.canspep.ca

Recognition as the HOST SPONSOR of the 2018 or 2019 CanSPEP Annual Conference, including but not limited to:

- Marketing Exposure:
 - Logo positioning on web-based registration materials and mobile app with prominent positions. Web-link from CanSPEP web site and from sponsor website to CanSPEP, exhibitor table strategically placed for entire event, signage at event and recognition on other materials, as appropriate.
 - Two exclusive feature profiles (one pre-Conference and one post-Conference) in CanSPEP's Newsletter, Independent
- Networking Opportunities:
 - A maximum of 3 complimentary Networking Registrations; Representative invited to bring greetings to delegates during a designated part of the program;
 - Complimentary booth at annual Supplier Showcase (Value \$500)
- Formation of the 2018 or 2019 Conference Planning Committee to lead in the planning and execution of the conference, while showcasing the host city/region.
- All additional benefits of National Partnership; as outlined in Prospectus.

Final sponsorship inclusions/deliverables will be confirmed with the successful destination(s).

| Contact Information | |
|-------------------------------|--|
| Name: | Meagan Rockett |
| Title: | Association Ambassador |
| Company: | CanSPEP |
| Address/City/PC: | 292 Ashley St, Foxboro, ON K0K 2B0 |
| Telephone: | Tel: 613-288-4539 / 1-866-467-2299 |
| Fax: | 613-525-5340 |
| Email: | info@canspep.ca |
| Web-site: | www.canspep.ca |
| Respond no later than: | April 28th, 2017 |

| Event Information | |
|------------------------------------|---|
| Name of Event: | CanSPEP Annual Conference – 2018 or 2019 |
| Conference dates: | July 2018 or July 2019 |
| Locations Being Considered: | July 2018 – Ontario City/Region July 2019 – Canadian City/Region (outside of Ontario) |
| Number of People attending: | Approximately 50 planners; 50 industry suppliers; |
| Number of Guestrooms: | Single/Double - Wednesday 20/ Thursday 40/ Friday 60/ Saturday 20 rooms per night; room blocks are estimates and may be adjusted dependent on selected destination. Would request preferred room rates. Note: Doubles exclusive of sofa beds. |
| Budget: | Attendees pay own travel & accommodations by individual credit cards. |
| Brief description of Event: | <p>Day 1 – Thursday Planner only day (approx 50 attendees). Dependent on destination, planners may arrive Wednesday. Registration Wednesday evening and Thursday morning. Breakfast, morning break, lunch, afternoon break, planner dinner and hospitality suite anticipated. Subject to change based on destination. Educational sessions throughout the day. This is an opportunity to showcase destination sites/venues as well as host hotel.</p> <p>Day 2 – Friday Planner and supplier program (approx 100 attendees). Suppliers will arrive Thursday evening, with registration Thursday evening and Friday morning. Educational sessions all day. Meals include breakfast, morning break, lunch (possibly as part of Supplier Showcase), afternoon break, banquet and hospitality suite.</p> <p>Day 3 – Saturday Planner and supplier program. Including breakfast and announcement of 2017 conference location. Morning break, lunch, afternoon break, closing keynote, dinner and hospitality suite (again dependent on destination and travel options).</p> |

| Event Specifications | |
|-----------------------------|--|
| Set-up: | Half-rounds of 5 – 6 for meetings; Rounds of 8 for meals Unique set-ups may be requested |
| AV: | Audio-Visual will go to RFP, or provided by National Partner |
| Rentals: | Understand that some may be required for Supplier Showcase dependent on venue |
| Food & Beverage: | 3 x breakfasts 3 x lunches 3 x dinners 2 x pre-dinner receptions or 3 dependent on Thursday evening activity 6 x refreshment breaks Note: could be in-house or off-site. Please provide menus for recommended venues |
| Meeting Space: | Registration area + space for office/storage 1 x 1400 sq. ft room for meals. 1 x 2500 sq. ft. for general session space 2 x 800 sq. ft. for breakouts 1 x 5000 sq. ft. for approx. 35 table top displays Hospitality room for 3 evening receptions for approximately 80 – 120 people where CanSPEP can preferably bring in their own food & beverage. Note: please provide floor plans |
| Transportation: | If ground transportation is required to move attendees from the closest major airport to the destination and/or should transportation be required between venues during the conference, please include a proposed plan with potential sponsorship. |
| Off-site: | We are open to your suggestions and recommendations and urge you to keep in mind that this is an opportunity to showcase your destination to key decision-makers in the event planning industry. |

| Proposal Review – Key Dates | |
|------------------------------------|---|
| March 17, 2017 | CanSPEP to distribute RFP |
| April 7, 2017 | Advise CanSPEP of intent to submit Proposal/submit questions related to RFP |
| April 14, 2017 | Response to questions provided by CanSPEP |
| April 28, 2017 | Deadline for proposal |
| June 2, 2017 | Final decision by CanSPEP Board/inform candidates |
| At Board's discretion | Announce 2018 and 2019 Conference Destinations |

| Event Management | |
|----------------------|--|
| Pre-planning | CanSPEP Conference Committee. Chair: TBA |
| On-site | CanSPEP Association Manager & Conference Committee |
| Post event follow up | CanSPEP Conference Committee |

Conference Host History:

| | |
|-------------|--|
| 1996 | Year IMPAC was formed |
| 1997 | Grandview |
| 1998 | Niagara-on-the-Lake |
| 1999 | Muskoka Sands |
| 2000 | Hull |
| 2001 | Montreal – CanSPEP’s 5 th Anniversary |
| 2002 | Blue Mountain |
| 2003 | Sault Ste. Marie |
| 2004 | Windsor |
| 2005 | Quebec City |
| 2006 | London – CanSPEP’s 10 th Anniversary |
| 2007 | Hamilton |
| 2008 | Whistler |
| 2009 | Halifax |
| 2010 | Lake Rosseau |
| 2011 | <i>shifted from October to February</i> |
| 2012 | Niagara Falls – CanSPEP’s 15 th Anniversary |
| 2013 | Fredericton |
| 2014 | Ottawa |
| 2015 | Saskatoon |
| 2016 | Windsor – CanSPEP’s 20 th Anniversary |
| 2017 | Charlottetown, PEI (to be held July 26-28) |

TESTIMONIALS

See what previous Conference Hosts have to say about their experience:

“It was my pleasure to represent Niagara Falls on the 2012 CanSPEP Annual Conference Committee. As the only non-planner on the Conference Committee, my appreciation for these planners grew immeasurably. I witnessed how they team up together by recognizing the strengths that each planner brings to the table to best service their clients. Collaboration is key with this talented group!

By hosting the 2012 Conference in February, Niagara Falls was able to showcase its beauty in a non-traditional time for our destination. The conference host facilities – Hilton Hotel & Suites with Fallsview Casino Resort – were exemplary hosts. This is the conference where Ravine Vineyard introduced themselves to the meetings industry, allowing their business to grow. Nicola Harber of Ravine mentioned recently that anytime she meets a CanSPEP planner, they connect Nicola and Ravine with their meeting back to this conference in the Hilton’s Hospitality Suite.

From a business perspective, Niagara Falls has received new business as a result of this conference. Seeing Niagara made our destination top of mind for several planners with upcoming business. Others shared that they were hoping to steer their clients in our direction. I think we are still reaping the business benefits of this conference. We are grateful to have had the opportunity to create awareness and opportunity for both CanSPEP Planners and our members.”

Paula Racher, Manager, Meetings & Conventions
NIAGARA FALLS TOURISM

~~~

“Destination Halifax and partners are honoured to have been the hosts of CanSPEP’s annual conference in 2009. It was such a wonderful opportunity to showcase our beautiful destination to existing and prospective clients, and we have received many leads as a direct result. On a personal note, it created an incredibly strong bond with this group of dedicated professional entrepreneurs.”

**Hélène Moberg**, Executive Director, Sales  
**Destination Halifax**

~~~


CanSPEP came to Saskatoon in 2015 and being the host city provided us with opportunities that covered a broad number of spectrums, increasing the host appeal. We opened more communications with our local/provincial planners, and provided them with the opportunity to attend. We had a number that did, and they gained a deeper understanding of their industry and the collaboration was beneficial. Locally, hosting helped us forge new relationships with suppliers as well as strengthen the ones we already had by collectively working together. There was a buzz of excitement to show off our destination. Hosting also gave us the chance to have our hotel partners/board members and other professionals attend an industry event held in our own backyard, giving them the ability to hear first-hand what's trending, meet our clients and see the potential opportunities this conference brings. And finally, welcoming peers and professionals to our destination was the icing on the cake. My personal involvement on the planning committee was crucial and CanSPEP allowed for me to provide suggestions on all things local, giving business to our community and the chance to showcase our people and talents.

Candace Schierling, Director of National Conventions and Event Marketing
Tourism Saskatoon