



Your destination has plenty to offer any planner of motivational experiences. You also know that your biggest challenge is having a lasting impression on planners when they choose a destination. That is where hosting the Executive Summit can help.

The Executive Summit is an opportunity for your destination to learn more about motivational experiences, global connections and business results. This is an opportunity to learn from an unparalleled pool of industry experts on how to market your destination, and gain insight on the latest trends in the travel and event industry. The net result is your community of planners and suppliers that will return to their businesses armed with practical knowledge and insight they can immediately apply and make an impact on their organization's ability to market to the industry of travel and event professionals.

Enclosed you will find a request for proposal for the Executive Summit in 2010. I hope you take a moment to review it and give serious consideration to submitting a proposal. If your destination is actively pursuing business results by hosting this event, this is an excellent way to support your overall marketing efforts and help generate a positive ROI. If you have any questions, please contact **Heather M. Nash, CMP, Director of Events and Industry Relations** at +1.312.673.5971.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brenda Anderson', with a stylized flourish at the end.

Brenda Anderson
Chief Executive Officer

Cc: Heather M. Nash, CMP, Director of Events and Industry Relations



Request for Proposal Executive Summit 2010

What is Site?

Site began as an idea; a forum launched in 1973 when 11 incentive travel colleagues decided to create the first international nonprofit association dedicated to the pursuit of excellence in incentives. Based on their vision, that idea has flourished through the past 35 years. Site has grown from a handful of people to more than 2,200 individuals representing all facets of the incentive industry and 87 countries around the globe.

Mission

Site is the only global network of travel and event professionals committed to motivational experiences that deliver business results. Site provides insights and connections that inspire the utilization of this powerful tool across diverse industries, regions and cultures. Site serves as a source of knowledge and best practices where members can make personal connections that sustain professional growth.

Why Host an Executive Summit?

The objective of the program is to assist emerging destinations by conducting one day of training that will broaden the local community's understanding of the unique needs of the incentive travel market and provide insights to strengthen the position of your destination as a premier, emerging destination in the travel and events industry. Hosting an Executive Summit immediately elevates the profile of your destination by its placement on Site's annual calendar of events

Sponsorship and Support

The destination as a whole must be in support of hosting an Executive Summit. By policy each proposal must be accompanied by a letter from the convention bureau or tourist office, city government and the local constituents (chapter if applicable) demonstrating their commitment in making the Executive Summit a "showcase event."



Site accepts and welcomes sponsorship in the areas of special events and local activities. The only restriction centers on the requirement that participation must be open to all members (if applicable) and that the integrity of our educational content be maintained. Sponsor recognition is at the sole discretion of Site in order to ensure equity in recognition and appropriate visibility.

Convention Bureau/National Tourist Office/Host

The convention bureau plays a key role in the success of the Executive Summit. Site looks to the sponsoring tourist office to assist in providing complimentary or discounted auxiliary support and services. These services are to include but are not limited to:

- Guarantee of complimentary air, preferably in all classes system wide, and preferably on all airlines serving the destination nationally and internationally is required
- Public relations support
- Providing editorial and graphic support for printed materials and funding promotional activities during preceding Executive Summits.

Executive Summit Agenda

Day 1	Day 2	Day 3	Day 4
Arrival and speaker preparations	Executive Summit	Destination Day: Hosted Activities	Departures

Superior Quality Seminars

All seminars have been authored, reviewed and approved by industry professionals. Site will provide Site Board Members and Leaders who are experienced in the design and delivery of motivational programs and events. Site's staff will work with the **Host** to oversee the preparation and delivery of the seminars. Sessions will be a combination of instructor led presentations and informative panel discussions. Consideration will be given to input from the Host for topics to be touched on in the global trends sessions. All sessions will be in English (the **Host** has the option to choose to provide translation services).

Attendees at all Site seminars automatically qualify for points towards the industry designation, CITE, the Certified Incentive Travel Executive.



8:30 am to 9:00 am	Coffee Service and Networking
9:00 am to 9:15 am	Welcome and Introductions
9:15 am to 10:30 am	Session 1 – Global Trends
10:30 am to 10:45 am	Break
10:45 am to 12:00 pm	Session 2 – Marketing Your Destination for Success
12:00 pm to 1:00 pm	Lunch
1:15 pm to 2:15 pm	Session 3 – Exceptional Service in Motivational Programs
2:15 pm to 2:30 pm	Closing Session

Instructors

The instructors selected to teach the seminars will be incentive industry professionals who will maximize the relevancy of the seminars to the needs of the attendees, each instructor will approach the content of their sessions with the needs of the destination in mind.

Management & Target Audience

The hosts will market and manage this event. This includes preparation of all communications, invitations, registration and on-site logistics. They will determine who will attend the seminars which are geared towards:

- Management and staff of all organizations who deliver motivational events, meetings and experiences in your destination
- Sales staff from all disciplines of the industry such as incentive agencies, destination management companies, professional conference organizers, national tourist offices and others.
- Those who wish to evaluate objectively the potential of your destination for the incentive market.
- Faculty and students from regional universities.

General Requirements

Location

The preferred venue will be one that is able to host all Executive Summit activities. If multiple venues are used for housing, shuttle bus transportation must be provided between the venues.

All information contained herein is considered accurate at the time of publication. Site reserves the right to change as needed.



Dates

Dates may not conflict with religious holidays, national holidays. Meeting dates within one week of the holidays will not be considered. Dates must also not conflict with other published Site events.

Requirements

The **Host** will provide the following services towards delivery of this seminar:

- Business Class Air travel to/from host destination for presenters from their home city.
- Ground transportation to/from airport and other off- venues.
- Complimentary hotel accommodations for the five (5) Site Board Members and staff.
- Complimentary meeting space for Executive Summit.
- Complimentary audio-visual equipment – LCD projector and screen, flip charts and markers (specific requirements to be determined).
- On-site signage.
- On-site registration desk and hospitality for delegates.
- Business breaks and lunch for delegates.
- Sponsorship of the pre-planning meeting space for presenters.
- Optional translation services.

History

Year	Destination	Dates
2004	Dubai	6-9 February
2005	Beijing, China	26 February- 1 March
2006	Cancun, Mexico	4-6 March
2007	South Africa	27 February– 1 March
2008	Kuala Lumpur	2-4 March
2009	Guatemala	14-16 January

Deliverables

Site will provide the following for the previously outlined 1-day program:

- Inclusion on Siteglobal.com annual calendar of events.
- Special event promotion page on Siteglobal.com and in general member e-mail communications.
- Interface with Host on preparation & delivery of the seminars.
- Experienced professionals to facilitate the seminars.
- Executive Summit marketing plan template for Host’s use.

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- Executive Summit registration form template for Host's use.
- Targeted/Regional Site member e-mail/mailling list for promotional use.
- Editorial coverage in an electronic issue of the 2010 *InSite* newsletter distributed to all members (distribution of 2,200 internationally).
- Recognition certificates for all sponsors and Host Committee members.

The **Host** plays a key role in the success of the conference. Site looks to the convention bureau/tourist office and local members to assist in providing complimentary or discounted auxiliary support and services.

Host will provide:

- Meeting space for approximately 100ppl from Executive Summit.
- Audio-visual equipment – LCD projector and screen, flip charts and markers (specific requirements to be determined).
- Sponsorship of the pre-planning meeting space for presenters.
- Guarantee of complimentary air transportation for five (5) Business class tickets for board and staff members' home destination to host destination **or** hub city and preferably on airlines serving the destination nationally and internationally is required. **If airline transportation cannot be confirmed a cost of \$8,000USD will be assessed to cover travel.**
- VIP Airport Transfers for Site and ground transportation to/from off site events sponsored by host
- Hotel accommodations for five (5) at host destination premier incentive property. Suite accommodations for the Site President and CEO are required and upgrades for all guests are preferred.
- The Executive Summit is an opportunity to showcase your destination to the Site Board Members and staff through optional activities and pre or post trips that do not conflict with the educational dates and times.
- The **Host** must be committed to driving the promotion of the Executive Summit. This commitment would involve providing editorial and graphic support for promotion of the event.
- The **Host** manages all of the registration processes for delegates including collection of fees if there is to be a charge (note: fees charged to delegates will be disclosed to Site during planning process).
- The **Host** manages local sponsorship partnerships including contracts, collection of fees or arrangements for in-kind services. The **Host** is responsible for sponsor recognition through signage, handouts or power point slides.



Terms and Conditions

Sponsorship Fee: \$10,000 USD plus Sponsorship of Site Executive Summit as noted above

Fees and Payment Schedule

- The fee for the 1-day seminar shall be \$10,000 USD
- **Host** shall pay \$6,000 USD deposit upon signing of contract
- **Host** shall pay \$4,000 USD within thirty (30) days following receipt of invoice for completion of training session

*If business class air transportation cannot be confirmed a cost of \$8,000 USD will be assessed to cover these travel upgrades direct.

Instructors

- In the event that the scheduled site instructor(s) becomes unavailable, Site can recommend another trained instructor or reschedule the seminar.

Cancellations

- Site recognizes that it is in the best interest of Site and **Host** to deliver a successful multi-day training. If **Host** needs to reschedule, Site will work with **Host** and the instructors to reschedule the seminar.
- Site accepts *only* written cancellations. If **Host** cancels via e-mail, the cancellation will not be valid until Site has acknowledged receipt of the e-mail. Cancellation on or before four (4) weeks prior to the date of the seminar, will receive a 100 percent refund, less a \$1,000 USD administrative fee.
- There are no refunds for cancellations within four (4) weeks prior to the date of the Executive Summit.

Proposal Review Schedule and Deadlines:

- Executive Summit 2010 Bid open 1 February 2009 – 1 August 2009.
- Executive Summit 2010 Bid closed 1 August 2009. Please contact Heather Nash with any concern about meeting this deadline.
- Bids reviewed by Site's CEO and President.
- Site will accept one to two Executive Summits per year based on timing and ability of destination to successfully deliver on all points of this agreement.

Proposals must be submitted in a single presentation document and include the following (minimum) information:

- 1.) Letter of intent from national tourist office
- 2.) Completed bid proposal outlining the requirements

Submit proposals no later than 1 August 2009, to:

Heather M. Nash, CMP
Director of Events and Industry Relations
Site
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Chicago, Illinois 60611 - 4267 USA
1.312.673.5971 Phone / 1.312.245.1082 Fax
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