



9 February, 2009

Dear Site Supporter:

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 Site International Conference can help.

Site is a global organization with over 2,200 members representing 87 countries and 37 local and regional chapters worldwide. The opportunity to host a Site conference gives your destination an unparalleled level of exposure to this collection of international decision makers. Most importantly, hosting a Site conference allows your destination to do what it does best: sell itself.

As host of a Site conference you will have the opportunity to showcase all your destination has to offer, how organized you are and more during a series of networking events, general sessions and networking events. Most any seasoned travel professionals know that the best way to sell a destination is to let the decision-makers experience first-hand.

Enclosed you will find a request for proposal for the Site International Conference 2011. I hope you take a moment to review it and give serious consideration to submitting a proposal. If your destination is actively pursuing motivational experiences and business results by hosting this event is an excellent way to support your overall marketing efforts and help generate a positive ROI. If you have any questions, please contact me directly at 312.673.5971 or Hnash@siteglobal.com

Sincerely,

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



Request for Proposal 2011 International Conference

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.

Site's 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 International Conference?

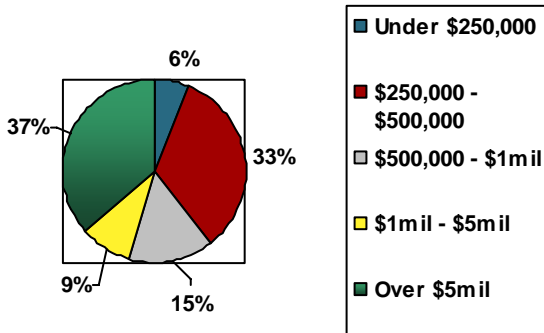
Hosting a Site International Conference is perfect opportunity to expose your destination to the premier leaders in the travel and events industry; increase revenue derived from motivational experiences and builds recognition and return for your destination actively pursuing inbound travel business.

This unique event affords the sponsoring venue and their partner's exposure to a global audiences of members and potential members that use destination travel for motivation, strengthening brand loyalty and educational purposes.

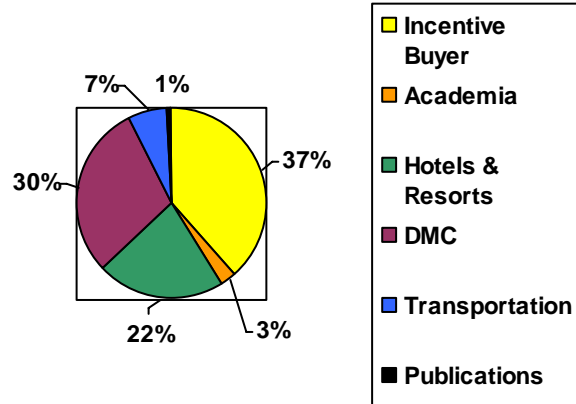
Site is the only global network of travel and event professionals committed to motivational experiences that deliver business results. The conference provides meeting and travel professionals the opportunity to expand their business network by exploring trends and share solutions with colleagues through educational and business results. The conference attracts between 450-550 global leaders in the meeting industry. The impressive group typically attracts representatives from over 38 countries worldwide.

Site

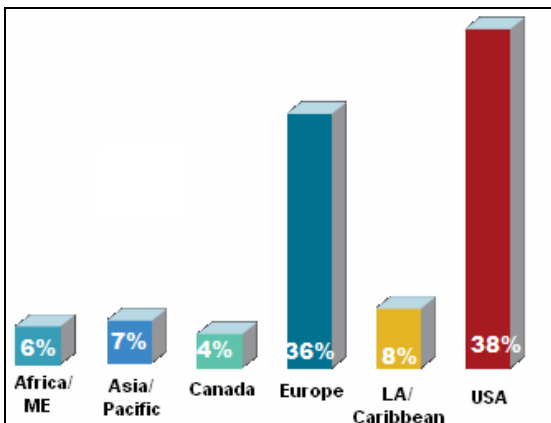
Spending Budgets of Buyers?



Who attends?



Where are SITE members from?



General Requirements

The preferred venue will be one that is able to host all conference activities including general sessions and educational sessions, and most meal functions under one roof. All completed Request for Proposal submissions will be considered equally and judged on their merit.



Site Selection Criteria

History

Year	Destination	Dates	Total Attendees
2010	Cape Town, South Africa	Dec. 4-7	
2009	Palm Beach, Aruba	Oct. 30 – Nov. 2	
2008	Montreux, Switzerland	Dec. 5-8	438
2007	Monterey, CA USA	Dec. 6-9	467
2006	Barcelona, Spain	Nov. 30 – Dec. 3	548
2005	Toronto, Canada	Nov. 3-6	450
2004	Mérida, Mexico	Nov. 4-7	340
2003	Reykjavik, Iceland	Dec. 3-7	297
2002	Miami, FL, USA	Dec. 8-12	444

Preferred Dates

Preferred conference dates are late fall, November or December, listed below in preference. Dates may not conflict with religious holidays, and national holidays and must allow travel to or from EIBTM. The preferred conference pattern is Thursday – Sunday, however other patterns can be considered.

Housing

Single accommodations constitute more than 80% of the Site room block. Attendees book reservations directly with hotel.

Rates are to be flat run of the house. Single and double rates should be the same. Confirmed rates are to be guaranteed at time of proposal submission. A 21-day cut-off (from the Friday before the opening reception on Thursday) is required. Reservations received after that date will be accepted at the group rate on a space available basis.

Concessions

The following are minimum specifications:

- 1 per 40 complimentary rooms occupied is to be accumulated over the entire room block dates. Complimentary rooms earned but not used are to be credited to the master account at the single conference rate.
- Three complimentary VIP suites (the best of the house) above and beyond the complimentary room allowance for the duration of the block are required at the headquarters hotel for the President, the CEO and the Program Chairperson.
- (20) Upgrades to concierge level king or Jr. Suite equivalent at conference rates for Site Board of Directors
- (20) single rooms at fifty percent (50%) off Site's group rate for staff and speakers Tuesday - Monday.
- Complimentary or discounted room drops
- Complimentary meeting room rental for Site
- Participation in the Scholarship Program (See Venue Section – Support and Requirements)

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

Site

	Early Staff Arrivals	<u>Day 0</u> Move In	<u>Day 1</u> Set Up BOD Meeting	<u>Day 2</u> Chapter Leadership Meeting Chapter & Board Leadership Reception Optional Tours Opening Reception	<u>Day 3</u> Opening General Session Education Program Evening Event	<u>Day 4</u> General Session Education Program Promotional Lunch Gala Event	<u>Day 5</u> Optional Tours Check Out
Singles	3	15	75	330	330	330	50
Suites/Upgrades	3	20	20	20	20	20	5
Total	6	35	95	350	350	350	55

Function Space

Complimentary function space rental for Site and Site affiliated (chapter) functions.

Function space is to be on a “hold all space” clause until at least eleven months prior to the function. This includes all space beginning on the two-days to opening day and ending on the day after the final function at 5 p.m. A limited amount of space for general session, registration set, material staging and Site office(s) set-up will be required beginning on the three-days prior to opening day. From twelve to six months prior to the event, Site is to have the first right of refusal.

Tentative Schedule attached for your reference.

Convention & Visitors Bureau/National Tourist Office

The convention bureau plays a key role in the success of the conference. Site looks to the convention bureau and local Site members to assist in providing complimentary or discounted auxiliary support and services. These services are to include but are not limited to:

- Guarantee of discounted air, preferably in all classes system wide, and preferably on all airlines serving the destination nationally and internationally is required
- Participation in the Scholarship Program providing complimentary airfare and accommodations for qualified buyers.

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- Complimentary housing bureau assistance, if required
- Local dignitaries, if requested, to provide an invitation the year prior, or welcoming remarks at a general session
- Public relations support
- Information booth during the year preceding the conference
- Entry into local attractions, if applicable
- Information packet and/or gifts to all attendees

The Tourist Office/CVB of the host site is expected to be well represented at the prior year's conference. Preferably the President/CEO of the Bureau as well as other relevant staff should be present and attend to appropriately pre-market their destination as the next congress or conference site.

The city must be committed to assisting Site in conference promotion. This commitment would involve:

- Providing editorial and graphic support for printed materials and funding promotional activities during preceding conferences.
- Welcome banners, signs and stickers should be provided for the airport greeters, hotel staff, taxi drivers, during the convention

Sponsorship

As the host destination you will be responsible for sponsorship of the following:

- Promotional Luncheon at the Site International Conference the year before
- Board of Directors Evening Function on Day One
- Opening Reception on Day One
- Evening Activity on Day Two
- Final Evening Celebration on Day Three
- Complimentary or discounted pre/post tours

Hosted Buyer Programs

Site offers two programs to assist with increasing the already growing number of buyers attending the conference through two different programs the Starwood Incentive Practitioner's Scholarship Program and the Executive Business Link.

- Starwood Incentive Practitioner's Scholarship Program is a partnership between Site and Starwood Hotels & Resorts Worldwide hosts approximately 25 buyers to participate in this unique program as fully hosted attendees, including airline transportation, hotel accommodations, and complimentary registration, to attend the Site International Conference and experience what Site and the destination has to offer.



- The Executive Business Link is a hosted buyer program started in 2007. The mission of the program is for the Site members to promote Site and its benefits by attending IC as a hosted guest. As a first time buyer the Site member would be their host throughout the event. In exchange both the Site member and first time buyer will receive benefits including discounted registration and membership, and hotel. Site requests a minimum of 30 complimentary rooms to host the buyers. In exchange the host hotel(s) will have an opportunity to meet with the buyers in a one on one setting (breakfast, reception, etc).

Proposal Review Schedule and Deadlines

- Site International Conference 2011 Bid open – 1 February, 2009
- Site International Conference 2011 Bid closed – 1 September, 2009
- Bids reviewed by Site's Board of Directors and CEO
- Selection of the International Conference 2011 host – October 2009 Board Meeting

Direct questions to Heather Nash, CMP at HNash@siteglobal.com or by phone at +1.312.673.5971.

Submit proposals no later than **1 September 2009** to:

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