



# the **E**VENT

Collaborate | Cultivate | Elevate

## 2021 Venue RFP

Meeting name: **'the EVENT'**

Preferred Location: **Hotel/Conference Centre in Ottawa downtown or surrounding area**

Preferred Date: **Thursday – Saturday, April 8-10, 2021 \*other dates in April will be considered excluding April 1-3**

Estimated attendance: **350 participants**

Proposal due date: **November 8, 2019**

Decision date: **December 15, 2019**

**Event Background: 2021 will mark the 4<sup>th</sup> edition of MPI's the EVENT, an education event jointly organized and executed by the Ottawa, Toronto, and Montréal/Québec Chapters. Since this RFP is going out before the end of the 3rd year, the data is being estimated with a combination of historical and forecasted predictions which suggest numbers will near the 350 mark, with a 50/50 planner to supplier ratio.**

**Event Objective: Simply put, our goal is to do things differently. We want to challenge the "typical" conference format. We are not oblivious to the fact that there are many education and networking choices for meeting & event professionals to invest their resources. The EVENT will utilize peer to peer learning techniques and technology, creative meeting room designs, unique and tried and true session formats, all with the intent of fostering participant collaboration on existing ideas, the cultivation of new ideas, and the elevation of the meetings industry.**

**Attendee Profile: Open to all MPI members as well as non-members. Registration is available across Canada however we expect most attendees will come from the 3 host chapters, which alone combine close to 1,000 members. We also expect to have numerous destination and hotel sponsors from across Canada. All those attending will be part of the meeting industry.**

**Overview of the event needs & format:**

- **Plenary room for the full group (350)**
- **6 breakout rooms (65 pax each)**
- **3 breakout rooms (40 pax each)**
- **Comfortable lounge areas or creative spaces for informal networking**
- **Separate meal space that can accommodate: networking breaks, potential Partner displays/demos, and easy flow of participants between sessions**
- **F&B required for opening and INITIATIVE receptions, breakfasts, lunches, and breaks**
- **Speaker ready room for out-of-town presenters**
- **Registration Desk with secured storage area**
- **Confirmed guestroom rate for all participants plus various concessions to help enhance the overall success of the EVENT**

## General Information

Meeting Professionals International (MPI) is celebrating more than 40 years as a strong and diverse community of meeting and business event professionals. As the industry has grown and gained prominence, MPI has been at the forefront of providing content, research and business connections, enhancing the performance of its members. MPI celebrates its community of planners, suppliers, students, faculty and various professionals whose leadership, camaraderie and connections are the backbone of the organization. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience.

Three MPI Chapters (MPI Toronto, MPI Montreal/Quebec, and MPI Ottawa) have joined together to offer their members an opportunity to attain cutting edge innovative business and meeting industry education. Bringing together the Canadian MPI community gives event participants the chance to expand their network circles and create new business relationships, all while strengthening existing ones.

## Locations for Past and Future Years

2018: Ottawa, Brookstreet Hotel

2019: Montreal, Hotel Bonaventure

2020: Toronto, The Westin Prince, Toronto

## EVENT Schedule from 2019 (Here is an example, we're looking for creative solutions and suggestions)

Time	Activity	Space Needs
<b>Day 1 – Thursday, April 8, 2021</b>		
24 hr hold	Set-up of plenary & breakout rooms	Creative room layouts
24 hr hold	Set-up of Braindate lounge	Mixed seating, lounge décor & conversation pods
24 hr hold	Office	
24 hr hold	Storage (AV, décor)	
24 hr hold	Speaker room	
16:00	Registration	Foyer - 4 x 6' tables, telephone line, power, hardwired internet
19:00 – 21:00	Opening Reception (host sponsored bar and hors d'oeuvres, other possibilities you are willing to offer)	Creative space, foyer or hotel lobby bar, 250 PAX
<b>Day 2 – Friday, April 9, 2021</b>		
7:00 – 14:00	Registration	Foyer
7:00 – 18:00	Braindate Lounge	Creative, quiet space, not far from the plenary/ breakouts
7:30 – 9:00	Networking breakfast	325 pax
9:00 - 17:00	Plenary – keynote speakers & various other sessions throughout the day	350 pax, unique room layout with mix of seating + stage
10:00 - 11:30	Ongoing break	325 pax
10:30 – 12:30	Breakout sessions	5 rooms - 65 pax each Unique set-ups may require more space than usual
12:00 – 13:30	Networking lunch	325 pax
13:30 – 16:00	Breakout sessions	5 rooms - 65 pax each
14:00 – 15:30	Ongoing break	325 pax

17:00 – 18:00	INITIATIVE Reception	150 PAX, private space
19:00	Offsite Reception	275 pax, offsite venue
<b>Day 3 – Saturday, April 10, 2021</b>		
7:30 – 9:00	Networking breakfast	325 pax
7:30 – 9:00	INITIATIVE breakfast	125 pax
9:00 – 14:00	Plenary	350 pax
10:00 – 12:00	Breakout sessions	5 rooms - 65 pax each
10:00 – 11:30	Ongoing break	325 pax
12:00	Lunch	325 pax
14:00	Event close	Departures

*The longer than normal meals and extra time between sessions is intentional so that attendees can benefit from the various interactive engagement activities that have been created in various areas. Experts are walking and talking all around the EVENT - not just on the stage.*

## 1. Meeting Spaces

- Complimentary meeting spaces for the conference which can accommodate the following:
  - Plenary session room (350 pax)
    - Large stage
    - Extensive AV and potential rigging required
    - Unique room design, i.e. multiple seating styles and decor
    - Recommended to be no less than 8,500 sq ft
  - 6 Breakout rooms (65 pax each)
    - Various room set-ups, not just your ordinary rounds or classroom style
    - Recommend a range of rooms from 1500-2000 sq ft
    - AV: Screen, projector, mic (additional AV may be requested by Partners)
  - Meal space
  - Private space for opening reception (250 pax) & INITIATIVE reception (125 pax)
  - In house bar or restaurant for informal networking after hours
- Concessions desired:
  - Complimentary meeting room rental
  - Complimentary WiFi in all meeting areas
- Complimentary meeting space for Strategic Planning Meeting in August 2020
  - Boardroom style for 15 ppl
  - Hosted breaks and lunch for 15 ppl
  - AV
  - Thorough site-visit of entire venue

## 2. Audio-Visual

- In-kind or heavily discounted rate for standard audio-visual whether AV is in-house or provided by an external company. No patch fees. Will guarantee the in-house AV provider a chance to bid.
- Types of equipment services required will include:
  - Flipcharts, whiteboards, or smart boards for each breakout room
  - large screens for each room (min. 2 for plenary session) & projector
  - wireless lavalier microphones
  - lecterns in plenary and largest breakout rooms
  - teleprompter for main plenary room
  - AV carts

- High speed WiFi, enough bandwidth for minimum of 600 devices

### 3. Food & Beverage

- Host facility to provide complimentary or special reduced rate for food and beverage for entire conference.
- Meals included: opening reception, INITIATIVE reception, 2 breakfasts, 2 lunches, and 3 total refreshment breaks
- Food & Beverage concessions desired:
  - Waive F&B attrition penalties
  - No F&B minimums
  - Host venue to sponsor opening reception, including décor, entertainment, canapes and host bar (up to 2 hours)

### 4. Guestrooms

Date	Wednesday April 7, 2021	Thursday April 8, 2021	Friday April 9, 2021	Saturday April 10, 2021	TOTAL
# rooms	25	150	150	25	350

- Room block to have confirmed 2021 rates (non-commissionable). EVENT participants are all part of the meetings industry, including both suppliers and planners so both an average rate and tiered rate option would be appreciated. 2018 rates were \$159 + taxes per night, 2019 rates were \$175+ taxes per night, 2020 rates are \$175 + taxes per night.
- Should your venue not have enough room's onsite, please recommend other hotel options within close proximity.
- Majority of rooms will be single occupancy
- Guestroom concessions desired:
  - 1 per 40 complimentary rooms on cumulative basis, credited back to Master Account
  - 10 staff rooms at a discounted rate
  - 10 complimentary upgrades for the Advisory Committee and Speakers
  - Waived resort fees (if applicable)
  - Complimentary parking
  - Complimentary WiFi in guestrooms
  - Rates offered 3 days pre/post event dates
  - Up to 3 total complimentary room nights for site inspection or pre-planning meeting
  - Waive guestroom attrition penalties
  - 3-week cut-off date with ability to book at group rate afterwards

### 5. Financial & Contractual Considerations

- Organizers will have event insurance.
- Billing (to be invoiced upon completion of the EVENT):
  - Master: Group F&B, AV, meeting room associated costs, and a few staff guestrooms
  - Individuals: guestrooms and incidentals, call-in room block (booking link required)
- Limited cancellation penalties: nothing outside 12 months, ability to rebook within 1 year, penalties based on loss profit not lost revenue.
- Mutual indemnification clause

### 6. Green Initiatives

- The EVENT encourages your proposal to list any and all green initiatives supported by the venue. We will publicize these throughout the event.

## 7. Risk Management Plan

- Provide a copy of your risk management plan

## 8. Additional Info

Showcase yourself! Let us know if you have recently expanded your property or had a significant renovation. Our planner members especially look for an experience that showcases many options in a local area. We encourage suppliers to partner with others in their area to showcase more meeting ideas, venues and services.

Showcase your City! Please include your local Tourism Bureau for ideas on how to maximize the impact of bringing 350 industry professionals to your city. Non-traditional meeting venues and spaces are welcome.

Go Local! If your team has ideas about how to promote the EVENT not only to our MPI members, but also to your own clients and local planning community, please add these ideas to your proposal.

Provide any information you are aware of with respect to future construction (roads, hotel, next door or in the vicinity) that would interfere with the EVENT, etc.

## 9. Host Venue Partnership and Implication

The selected venue will be considered as the Host Venue and will receive the following partnership benefits:

- Introduction and recognition of your venue at the EVENT
- Logo on the EVENT webpage, and linked to your venue website
- Recognition/mention across all 3 Chapters online communications
- Two (2) complimentary registrations to the EVENT
- An opportunity to welcome the participants at the EVENT
- Opportunity to showcase your facilities and services
- Post-event registration list

The EVENT is open to hearing other possible requests.

The host venue will also be asked to be part of the EVENT planning committee once the contract is awarded. This helps to align our creative planning team and the venue to ensure both are setup for success. This also ensures the host venue is showcased to its full potential. Your venue committee member will be asked to do the following:

- Must be a current MPI member (or sign up as a new MPI member)
- Participate in monthly committee calls or meetings, when required
- Be available for on demand site visits with committee members and/or Partners as needed
- Liaison with the EVENT committee on all onsite logistical needs
- Host the EVENT strategic planning meeting in August 2020 for up to 15 committee members

*The EVENT reserves the right to seek sponsorship opportunities to enhance the EVENT (i.e. receptions, décor, AV). The Host Venue will get the first right of refusal, and any goods and/or services extended on a complimentary basis will be recognized as in-kind contributions as per the EVENT Partnership Prospectus which will follow in the coming months.*

## 10. Submission Guidelines

Please submit your detailed proposals by **November 8, 2019** and include current banquet menus, capacity charts and floor plans. All proposals should be sent to [leslie@the-event.ca](mailto:leslie@the-event.ca).

- RFP is open to both MPI members and non-members.
  - (Non-MPI members will be asked to become members as part of Committee implication)
- RFP is sent by e-blast to all MPI Members and posted on the Ottawa Chapter site
- All proposals will be acknowledged upon receipt.
- Proposals will be reviewed by the EVENT Executive Committee which includes minimum 2 representatives from each of the 3 chapters.
- The successful quote will be selected by December 15, 2019. Unsuccessful bidders will be notified by email.
- A brief site inspection must be conducted prior to the final awarding of the contract.
- Awarded venue will have the opportunity to attend the Event 2020 edition at a discounted registration rate

***The Montreal/Quebec, Ottawa and Toronto MPI Chapters thank you in advance for your interest in hosting the 2021 EVENT!***