



# 2020 MLHA Fall Tourism Conference & Trade Show Request for Proposals

Interested MLHA members are encouraged to submit a proposal to host the 2020 MLHA Fall Tourism Conference and Trade Show **preferably scheduled for late October or early November**. Proposals will be prescreened by three members of the Board to ensure that minimum specifications are met. Qualifying properties will be invited to show case their property and town to “sell their property” to the membership on Wednesday morning, October 23<sup>rd</sup>. A LCD projector and screen will be provided. Feel free to bring property swag and be creative and fun! The final location will be selected by a vote of the membership in attendance. To apply you must meet the following requirements:

1. You must be current in your Lodging AND Sales & Marketing MLHA dues to apply.
2. You cannot bid on both the Sales & Marketing Retreat and the Fall Tourism Conference in the same year.
3. Person/Property presenting must be registered and attend the entire 2019 conference.

Please reference the 2019 Fall Tourism Conference and Trade Show agenda. At this time, the 2020 agenda is expected to be similar to 2019. After reviewing the meeting requirements below, please complete the proposal checklist and return it to the MLHA office **by October 4, 2019**.

**Two or more properties may join to submit a proposal.**

## Sleeping Rooms

- A block of 50-60 sleeping rooms; various room types. Release date two weeks prior to arrival.
- Two complimentary suites for the duration of conference.
- Sleeping room rate, taxes, and incidentals billed to individuals unless specified by MLHA

## Trade Show / Breaks / Meals

- **30-35 trade show booths and meals for approximately 125-150.** The trade show is set by K & J Convention Services with booth spaces 8’ wide and 6’ deep. Set up occurs as early as Sunday afternoon preceding event.
- **Note that we do have a vendor breakfast on the second morning of the conference**
- Two options are possible:
  - **Option 1:** One room accommodating 30-35 booth spaces, 2 buffet tables, 17 rounds of 8 for meals, and space for a small riser.
  - **Option 2:** One area for the 30-35 booth spaces and a separate area for 2 buffet tables, 17 rounds of 8 for meals and space for a small riser.

## Meeting Rooms:

- Large general session meeting room for approximately 125-150 people.
- Meeting breakouts separate from the above, with seating for 25 – 75 in each room (up to three).
- Each meeting room requires an AV cart, screen, podium, and speaker table in addition to the seating listed above.
- A site tour may be required prior to approval if space is in question.

## Other Conference Requirements

- A representative from the host property will be required to participate in all MLHA convention & education committee conference calls, up to six times a year.
- Host property will be responsible for soliciting local sponsorships and contributions for an extensive basket to be raffled off to raise money for a local charity of the property’s choice.
- Host property will be responsible for suggestions regarding entertainment, conference themes, decorations, and group activities.
- Host property will provide and assist with décor to correspond with conference themes and activities.

## 2020 MLHA Fall Tourism Conference and Trade Show Proposal Checklist

Your property and city \_\_\_\_\_

Form completed by \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_\_ This proposal is for one property only **-OR-** \_\_\_\_\_ This is a multi-property or multi-building proposal

If submitting a multi-property or multi-building proposal, please indicate this when completing tentative room assignments. Also, please specify how you propose to move people between the two locations: \_\_\_\_\_

\_\_\_\_\_ Up to 60 rooms/night are available. The types of rooms and rates are as follows.

Please complete the information below. See this year's conference agenda for specific times.

### Tradeshow and Meals

Options (select one)	Suggested Room	Applicable meeting room rental
Option 1: Room/area for tradeshow/breaks/meals		
- OR -		
Option 2: Room/area for the tradeshow/breaks		
Option 2: Room/area for the meals		

### Day 1: Sunday

Function	Room Set up	Estimated Attendance	Suggested Meeting Room	Applicable Meeting Room Rental
Board of Directors	Conference	20		
Trade Show Booths may be set up by K&J early afternoon or evening.				

### Day 2: Monday

Function	Room Set up	Estimated Attendance	Suggested Meeting Room	Applicable Meeting Room Rental
Sales/Marketing Council	Classroom	30-35		
TBID	Square/Rectangle	50-60		
Lunch	Rounds 8	120-150		
New Attendee Orientation	Theatre	35		
General Session	Classroom	120-135		
Reception & Hosted Bar	Reception	120-150		

