



June 13, 2024

Dear Partner,

MSAE invites you to submit a proposal to host two unique events for 2024: The Meetings & Education Summit and She Leads: Empowering Women in Associations Event. These events will be dovetail scheduled and located at the same venue giving the host venue an excellent opportunity to showcase a great property.

The Meetings & Education Summit will provide learning and networking opportunities targeted to the needs of meeting, event, education, and credentialing professionals, along with allied members/suppliers serving these individuals. Participants will learn from one another and some of the industry's top experts in large and small group sessions.

She Leads: Empowering Women in Associations is dedicated to unleashing the potential within every female. She Leads will convene women and those who support women working in the association industry to network, inspire each other and support the leadership development of women in association management.

Please submit your proposals by **June 27, 2024**. The venue whose proposal is the best fit for this event will be selected by **July 8, 2024**. MSAE will notify all interested parties of the disposition of their proposal before making a formal, public announcement.

Tara Paksi will be the single point of contact for all inquiries and correspondence regarding the proposal process. Tara may be reached at tpaksi@msae.info.

Thank you for your time, effort, and interest in hosting MSAE!

Sincerely,

A handwritten signature in black ink, appearing to read 'Donna Oser', is written in a cursive style.

Donna Oser, CAE
President & CEO
Michigan Society of Association Executives

DATE: June 13, 2024
FROM: Michigan Society of Association Executives
RE: MSAE 2024 Meetings & Education Summit and She Leads: Empowering Women in Associations

GROUP DESCRIPTION

The Michigan Society of Association Executives (MSAE) partners with our members, business partners, and industry experts to foster excellence among association professionals. One important way we serve association professionals is by creating strong connections – to peers, information, resources, inspiration, and innovation – that advance them and their organizations. Providing association professionals and our partners, a community for collaboration, learning, and leadership growth is what drives and is the basis of MSAE. MSAE is comprised of more than 1,400 association professionals who represent Michigan-based associations/societies as well as corporations and firms that provide services to those associations.

EVENT DESCRIPTION

The Meetings & Education Summit will provide learning and networking opportunities targeted to the needs of meeting, event, education, and credentialing professionals, along with allied members/suppliers serving these individuals. Participants will learn from one another and some of the industry's top experts in large and small group sessions.

She Leads: Empowering Women in Associations is dedicated to unleashing the potential within every female. She Leads will convene women and those who support women working in the association industry to network, inspire each another and support the leadership development of women in association management.

PREFERRED EVENT DATES (TUES - WED)

September 10 and 11, 2024

CONTACT: Tara Paksi
Michigan Society of Association Executives
Cell: (517) 881-6243
tpaksi@msae.info

Mailing Address:
5859 West Saginaw Highway Suite 383
Lansing, Michigan 48917

FACILITY AND HOST DESTINATION PROFILE

The host venue should be located within a vibrant destination with a variety of activities to choose from. The destination should be easily accessible by car and reasonably accessible by air. We strongly encourage venues to partner with destinations to prepare proposals.

GENERAL REQUIREMENTS

- Host Venue to coordinate bid with destination/CVB.
- Host Venue/destination to connect MSAE to local leaders, businesspersons, and subject matter experts who would be interesting speakers and/or presenters.
- Host Venue to host Tuesday evening's reception appropriate for meetings, event and education professionals as well as association executives.
- Host Destination/CVB to host Tuesday afternoon's outing/excursion appropriate for meetings, event and education professionals as well as association executives. (Proposals should include a commitment letter from Destination/CVB.)
- Host Venue to refrain from hosting events for the following organizations a minimum of four months prior to MSAE's conference: Connect, SGMP, MMPI, Destination Michigan, Capitol Club.
- Host Venue to utilize existing resources (furniture, display items, technology, etc.) to feature its meeting space, food, beverage, etc. optimally.
- Host Venue to disclose:
 - Full fee schedule and service-related policies with proposal
 - Specific meeting and events spaces to be used
 - Diagrams of proposed meeting space(s)
 - State-of-the-art technologies available at the venue
- Host Venue to provide guest parking and/or valet on-site
- Host Venue to offer competitive room rates for hotel rooms
- Host Venue to provide sales kit, menus, AV price list and surrounding points of interest to be included with proposal.

SELECTION PROCESS

MSAE will evaluate proposals based on the merits and ability to meet/exceed the General Requirements and Considerations as defined in the Request for Proposals.

RESERVATION METHOD

Participants will make their own reservations. MSAE staff, VIPs, and speakers will be submitted on a rooming list.

BILLING INSTRUCTIONS

Individuals will pay for their own room, tax, and incidentals. A master rooming list will be provided containing MSAE staff, vendors, and association VIPs.

MSAE requires establishing credit to set up a Master Account for MSAE will include all food and beverage, AV, staff and VIP rooms/incidentals per instructions provided.

CONSIDERATIONS

General

- Attrition and/or cancellation penalties waived
- Complimentary Wi-Fi at registration desk, in guest rooms, meeting rooms and exhibit space

All information provided in this RFP is proprietary for this purpose only.
Information cannot be released without written permission from the event contact.

- Complimentary branding opportunities throughout the venue
- Complimentary branded Wi-Fi splash page (if applicable)
- Complimentary use of easels for signage display
- Complimentary engineering services for banner and sign display
- Complimentary access to hotel amenities
- Complimentary fees for any room drop amenities during the event.
- Reduced rate on parking for conference participants
- Ten (10) Complimentary parking passes for duration of the event
- Ability to bring in outside contractors (security, a/v, etc.) without charge
- Percentage discount on in-house services including audiovisual and security

Meeting Space

- Complimentary meeting room rental
- Each meeting room to have complimentary tables, chairs, skirted risers (if space allows), and specialty linens
- Each meeting room to have complimentary water stations, along with any appropriate amenities (e.g., pens, note pads hard candies, etc.)

Sleeping Rooms

- Overnight room minimum waived
- Up to three (3) complimentary guest rooms for pre-planning purposes
- Up to six (6) complimentary VIP amenities (chef's choice)
- Up to eight (8) staff/speaker rooms at a discounted rate
- 1 per 40 rooms complimentary policy
- Cut-off date two weeks prior to peak night

Food & Beverage

- Food and beverage minimum waived
- Complimentary beverage service throughout the event for attendees to include coffee, tea, water and soda
- Menu prices set in contract as follows, inclusive of all tax and service charges:
 - Breakfast: \$25/person
 - Lunch: \$35/person
 - Snack Break (not to include beverage due to all day service): \$18/person
- All food and beverage to be labeled to inform guests with special dietary needs

SLEEPING ROOM REQUIREMENTS

- Attendees are VIPs in the association industry; superior service is a primary factor
- Numbers subject to adjustment based on Host Venue location

Total Room block: 25

Monday	Tuesday	Wednesday
5	20	0

Peak Night: Tuesday

HISTORY

These are first time events and as such no history is available.

SCHEDULE (TENTATIVE)

Day	Time	Event	Setup	Est	
Mon	3:00 PM - 11:59 PM	Staff Office	Perimeter Tables	-	
Mon	6:00 PM – 11:59 PM	Conference Registration	Registration	50	
Mon	6:00 PM – 11:59 PM	Partner Tables @ Registration	Tabletop Displays	10	
Mon	6:00 PM – 11:59 PM	A/V Storage	Perimeter Tables	-	
Mon	6:00 PM – 11:59 PM	General Session Set-Up	Crescent Rounds of 5	70	
Tues	12:00 AM – 11:59 PM	Staff Office	Perimeter Tables	-	MEETINGS & EDUCATION SUMMIT
Tues	12:00 AM – 11:59 PM	A/V Storage	Perimeter Tables	-	
Tues	12:00 AM – 11:59 PM	Conference Registration	Registration	-	
Tues	12:00 AM – 11:59 PM	Partner Tables @ Registration	Tabletop Displays	10	
Tues	7:00 AM – 5:00 PM	Audio Visual Set-up	Setup	-	
Tues	8:00 AM – 11:59 PM	Pre-Function Space	Flow	-	
Tues	8:30 AM – 9:30 AM	Refreshments	75		
Tues	9:30 AM – 10:30 AM	General Session 1	Crescent Rounds of 5	75	
Tues	10:45 AM – 11:30 AM	Breakout Block A - 1	Crescent Rounds of 5	35	
Tues	10:45 AM – 11:30 AM	Breakout Block A - 2	Crescent Rounds of 5	35	
Tues	11:45 AM – 1:00 PM	Lunch & General Session 2	Crescent Rounds of 5	75	
Tues	1:15 PM – 2:00 PM	Breakout Block B - 1	Crescent Rounds of 5	35	
Tues	1:15 PM – 2:00 PM	Breakout Block B - 2	Crescent Rounds of 5	35	
Tues	2:15 PM – 3:15 PM	General Session 3	Crescent Rounds of 5	75	
Tues	3:15 PM – 3:45 PM	Refreshments & Mixer	Cocktail rounds and soft seating	60	
Tues	5:00 PM – 7:00 PM	Evening Outing/Activity			
Tues	7:30 PM – 8:30 PM	Reception	Cocktail rounds and soft seating	50	
Wed	12:00 AM – 5:00 PM	Staff Office	Perimeter Tables	-	SHE LEADS: EMPOWERING WOMEN IN ASSOCIATIONS
Wed	12:00 AM – 5:00 PM	A/V Storage	Perimeter Tables	-	
Wed	12:00 AM – 5:00 PM	Conference Registration	Registration	-	
Wed	12:00 AM – 5:00 PM	Partner Tables @ Registration	Tabletop Displays	10	
Wed	12:00 AM – 5:00 PM	Audio Visual Set-up	Setup	-	
Wed	12:00 AM – 5:00 PM	Pre-Function Space	Flow	-	
Wed	8:30 AM – 9:30 AM	Refreshments	75		
Wed	9:30 AM – 10:30 AM	General Session 1	Crescent Rounds of 5	75	
Wed	10:45 AM – 11:30 AM	Breakout Block A - 1	Crescent Rounds of 5	35	
Wed	10:45 AM – 11:30 AM	Breakout Block A - 2	Crescent Rounds of 5	35	
Wed	11:45 AM – 1:00 PM	Lunch & General Session 2	Crescent Rounds of 5	75	
Wed	1:15 PM – 2:00 PM	Breakout Block B - 1	Crescent Rounds of 5	35	
Wed	1:15 PM – 2:00 PM	Breakout Block B - 2	Crescent Rounds of 5	35	
Wed	2:15 PM – 3:30 PM	General Session 3 & Refreshments	Crescent Rounds of 5	75	

CONTRACT SIGNATURE

Donna Oser, CAE, President & CEO and Authorized Agent
Michigan Society of Association Executives