



November 1, 2024

Dear CVB Leader,

MSAE would like to invite your CVB -in partnership with one or more of your venues - to submit a proposal for the Michigan Society of Association Executives (MSAE) Annual Conference per the requirements outlined in the following request for proposals (RFP).

The Annual Conference offers a unique combination of top-notch education, led by industry peers and experts, and an unparalleled opportunity to showcase a destination to the 200+ attendees, many responsible for booking meetings throughout Michigan.

One of the key ways in which MSAE serves association professionals is by creating strong connections – to peers, information, resources, inspiration, and innovation – that help to advance them and their organizations. Since 1927, MSAE has provided members with extraordinary networking opportunities, industry-leading programs and events, and essential resources for professional growth. With your help, we'll continue that rich tradition into 2024!

Please submit your proposals by **November 18, 2024**. The destination/venue whose proposal is the best fit for this event will be selected by **December 20, 2024**. MSAE will notify all interested parties of the disposition of their proposal before making a formal, public announcement in January.

I will be the single point of contact for all inquiries and correspondence regarding contracting for the Annual Conference.

Thank you for your time, effort, and interest in hosting MSAE's Annual Conference!

Sincerely,

A handwritten signature in black ink, appearing to read 'Donna Oser', is positioned above the typed name.

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

DATE: November 1, 2024
FROM: Donna Oser, CAE, President & CEO, Michigan Society of Association Executives
RE: MSAE 2025 Annual Conference and 2026 Annual Conference

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 1,800 association professionals who represent Michigan-based associations/societies as well as corporations and firms that provide services to those associations.

EVENT DESCRIPTION

Recognized by the Michigan association industry as the premier event of its kind, MSAE's Annual Conference features numerous networking activities and more than 10 hours of educational programming with innovative learning opportunities. More than 200 attendees are expected to attend the 2025 conference including chief staff executives, meeting professionals, association staff specialists, industry partners, influencers and decision-makers in the association events industry. The host destination and/or venue will be able to showcase their destination to the 200+ attendees, many of whom decide where to book their organization's meetings.

Attendees understand the value of MSAE's Annual Conference and look to this event to provide them with the information, tools, and insight on the latest trends that they need to make decisions. Representatives from all over the state and beyond, representing more than 100 associations and organizations serving the association industry attend this event.

PREFERRED EVENT DATES (MON-WED)

December 1-3, 2025

November 30 – December 2, 2026

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 MSAE Annual Conference Host Destination is an exciting and vibrant destination with a wide variety of off-site venues to choose from, and attractions for attendees. The host destination should be easily accessible by car and reasonably accessible by air.

ACTIONS REQUIRED

- MSAE asks that interested Convention & Visitors Bureaus partner with one or more venue(s) to prepare proposals which should stipulate 2025/2026 guest room rates, Hotel/Convention Center rental in 2025/2026 terms, and proposed meeting space with square footage.
- Please send all questions and responses to the following email address: tpaksi@msae.info

GENERAL REQUIREMENTS

- Coordination of bid with Convention & Visitors Bureau, Venue(s), and Points of Interest to be involved
- Host CVB to design event logo and partner with MSAE on marketing efforts for event(s)
- Host CVB CEO or Destination Mayor to bring greetings to MSAE annual conference attendees
- Host CVB to connect MSAE to local leaders, business persons, and subject matter experts who would be interesting speakers and/or presenters.
- Host CVB, in partnership with local venues of its choice, to design, manage, and cover costs for two - three excursions for attendees' participation (200 ppl+/-).
 - Excursions will begin after 1 PM and end before 5 PM on Monday.
 - Excursions will provide attendees with the opportunity to see the destination and/or venues for potential future business *and* be experiential in nature.
 - Excursions will be included with regular conference registration fee.
 - One excursion to include a social responsibility project that assists the local community
- Host CVB to host Tuesday evening's dinner and activities for all attendees, covering costs of transportation to/from event (if any), food and beverage, and any entertainment.
 - Tuesday's evening Host CVB activities will begin after 5:30 PM and end no later than 9:00 PM
- Host Venue to host a Welcome Reception for all attendees covering costs of food and beverage, and any entertainment.
 - Welcome Reception will begin at 6:30 PM Monday.
- Host Venue to refrain from hosting events for the following organizations six 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 guest parking and/or valet on-site
- Competitive room rates for hotel rooms
- Describe range of bars/restaurants/shopping near meeting facilities
- Sales kit, menus, AV price list and surrounding points of interest need to be included with the final proposal

SELECTION PROCESS

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

RESERVATION METHOD

Participants will make their own reservations outside of MSAE staff, VIPs, and speakers which 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
- 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
- Twenty (20) Complimentary parking passes for duration of the event
- Triple points on all applicable venue expenses (if applicable)
- Ability to bring in outside contractors (security, a/v, etc.) without charge
- Percentage discount on in-house services including audiovisual and security
- Customized micro-site (if applicable)

Meeting Space

- Complimentary meeting room rental
- Complimentary exhibit space rental, set up, and tear down
- 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

- Up to six (6) complimentary guest rooms based on availability for pre-planning purposes
- One (1) complimentary presidential suite (or equivalent) for the MSAE Chair
- One (1) luxury suite (or equivalent) at the conference rate for the MSAE Conference Chair
- Up to ten (10) complimentary VIP amenities (chef's choice)
- Up to twelve (12) upgraded rooms for the MSAE Board of Directors
- Up to ten (10) staff/speaker rooms at a discounted rate for the duration of the conference

- 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
 - Reception (one drink ticket and a minimum of 3pcs of hors d'oeuvres per person): \$25/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
- Minimum 130 guest rooms on peak night (Tuesday), preferably all at same hotel
- Numbers subject to adjustment based on Host Venue location

Total Room block: 240

Sunday	Monday	Tuesday	Wednesday	Note: Proposed numbers are based on the 2024 Conference Schedule and Dates, which varied from prior years.
5	100	130	5	

Peak Night: Tuesday

HISTORY

	Marriott Ypsilanti		DoubleTree Bay City		Radisson Kalamazoo
	2021		2022		2023
Sun. Aug. 22	15	Sun. July 31	8	Sun. July 30	4
Mon. Aug 23	49	Mon. Aug. 1	62	Mon. July 31	85
Tues. Aug. 24	75	Tues. Aug. 2	102	Tues. Aug. 1	112
Wed. Aug. 24	7	Wed. Aug. 3	5	Wed. Aug. 2	4
Total room nights	146		177		205

SCHEDULE (TENTATIVE)

Day	Time	Event	Setup	Est
Sun	3:00 PM - 11:59 PM	Staff Office	Conference	10
Mon	12:00 PM – 11:59 PM	Staff Office	Conference	10
Mon	12:00 PM – 11:59 PM	A/V Storage	Perimeter Tables	
Mon	12:00 PM – 11:59 PM	Conference Registration	Registration	120
Mon	12:00 PM – 11:59 PM	Partner Tables @ Registration	Tabletop Displays	6
Mon	8:00 AM – 11:59 PM	Pre-Function Space	Flow	-
Mon	8:00 AM – 11:59 PM	General Session Set-Up	Crescent Rounds of 7 Soft seating around perimeter or chairs along back to capacity	220+
Mon	8:00 AM – 11:49 PM	Marketplace Set-Up	Tabletop Displays and other activities TBD	50
Mon	8:00 AM – 5:00 PM	Audio Visual Set-up	Setup	-
Mon	8:00 AM – 11:59 PM	Pre-Function	Flow	-
Mon	1:00 PM – 5:00 PM	Excursions	Offsite	-
Mon	6:30 PM – 7:30 PM	Welcome Reception	Flow	120
Mon	7:30 PM - ?	Dinners - On Own/ Hosted	Offsite	-
Mon	7:30 PM - ?	MSAE Board Dinner	Offsite	-
Tues	12:00 AM – 11:59 PM	Staff Office	Conference	10
Tues	12:00 AM – 11:59 PM	A/V Storage	Perimeter Tables	-
Tues	12:00 AM – 11:59 PM	Conference Registration	Registration	120
Tues	8:00 AM – 11:59 PM	Pre-Function Space	Flow	-
Tues	8:00 AM – 9:00 AM	Breakfast	Crescent Rounds of 7	140
Tues	9:00 AM – 10:15 AM	General Session 1	Crescent Rounds of 7 Soft seating around perimeter or chairs along back to capacity	220+
Tues	10:15 AM – 10:45 AM	Refreshment Break in Marketplace	Tabletop Displays and other activities TBD	
Tues	10:45 AM– 11:30 AM	Breakout 1a	Crescent Rounds of 7	
Tues	10:45 AM– 11:30 AM	Breakout 1b	Crescent Rounds of 7	
Tues	10:45 AM– 11:30 AM	Breakout 1c	Crescent Rounds of 7	
Tues	10:45 AM– 11:30 AM	Breakout 1d	Crescent Rounds of 7	
Tues	11:45 – 12:30 PM	Breakout 2a	Crescent Rounds of 7	
Tues	11:45 – 12:30 PM	Breakout 2b	Crescent Rounds of 7	
Tues	11:45 – 12:30 PM	Breakout 2c	Crescent Rounds of 7	
Tues	11:45 – 12:30 PM	Breakout 2d	Crescent Rounds of 7	
Tues	12:45 PM – 1:15 PM	Lunch	Crescent Rounds of 7	200
Tues	1:15 pm – 2:00 PM	General Session 2	Crescent Rounds of 7 Soft seating around perimeter or chairs along back to capacity	220+
Tues	2:15 PM – 3:00 PM	Breakout 3a	Crescent Rounds of 7	
Tues	2:15 PM – 3:00 PM	Breakout 3b	Crescent Rounds of 7	
Tues	2:15 PM – 3:00 PM	Breakout 3c	Crescent Rounds of 7	
Tues	2:15 PM – 3:00 PM	Breakout 3d	Crescent Rounds of 7	
Tues	3:00 PM – 3:30 PM	Refreshment Break in Marketplace	Tabletop Displays and other activities TBD	
Tues	3:30 PM – 4:15 PM	Breakout 4a	Crescent Rounds of 7	
Tues	3:30 PM – 4:15 PM	Breakout 4b	Crescent Rounds of 7	
Tues	3:30 PM – 4:15 PM	Breakout 4c	Crescent Rounds of 7	
Tues	3:30 PM – 4:15 PM	Breakout 4d	Crescent Rounds of 7	
Tues	5:30 PM – 9:00 PM	Host Destination Activities	Offsite	

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

Tues	9:30 – 11:00 PM	Afterglow	Flow	85
Wed	8:00 AM – 9:00 AM	Breakfast	Crescent Rounds of 7	180
Wed	9:00 AM – 10:15 AM	General Session 3	Crescent Rounds of 7 Soft seating around perimeter or chairs along back to capacity	220+
Wed	10:15 AM – 10:45 AM	Refreshment Break in Marketplace	Tabletop Displays and other activities TBD	
Wed	10:45 AM– 11:30 AM	Breakout 5a	Crescent Rounds of 7	
Wed	10:45 AM– 11:30 AM	Breakout 5b	Crescent Rounds of 7	
Wed	10:45 AM– 11:30 AM	Breakout 5c	Crescent Rounds of 7	
Wed	10:45 AM– 11:30 AM	Breakout 5d	Crescent Rounds of 7	
Wed	10:45 AM– 11:30 AM	MSAE Board Meeting	Open U for 20	
Wed	11:45 AM – 12:15 PM	Lunch	Crescent Rounds of 7	200
Wed	12:15 pm – 1:00 PM	General Session 4/Adjourn	Crescent Rounds of 7 Soft seating around perimeter or chairs along back to capacity	220+
Wed	1:30 - ?	Marketplace Tear Down		
Wed	1:30 - ?	General Session Tear Down		
Wed	1:30 - ?	Registration Tear Down		

CONTRACT SIGNATURE

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