



## **REQUEST FOR PROPOSAL**

**RESPOND BY September 29, 2023**

DATE: 8/15/2023  
TO: All FSAE Associate Member Hotels and CVB's  
FROM: Trevor Maddox, CMP  
RE: FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES – 2024 Events  
# OF PAGES: 14

Florida Society of Association Executives (FSAE) is looking to secure locations for our 2024 events.

A description and the specifications for each of FSAE's events can be found on the following pages. At the end of this RFP, you will find a Response Form for you to select the event(s) you are interested in hosting, along with space to list your available date(s). **We ask that you please avoid Holidays and offer as many dates as you can.** This will improve the likelihood your property will be selected for at least one meeting.

I would encourage you to partner with your local CVB and local vendors to enhance your bids and to help offset a portion of the hosting costs.

### **Please Note:**

By agreeing to host an event, it is understood that all guest rooms, except where otherwise indicated, meeting space, A/V, Internet (guestrooms and inside assigned meeting space), parking, resort fees, and Food and Beverage as outlined in the specifications will be provided on a **complimentary** basis. This is your chance to showcase your property/venue to prospective clients.

In order for your property to be considered for selection **the host hotel must have an active FSAE member on staff or be willing to have a staff member join FSAE if their site is chosen.**

Send your RFP responses via email using the attached RFP Response Form by **September 29, 2023.**

**For questions regarding this RFP please contact Trevor Maddox, CMP, at 850-702-0942 or [trevor@fsae.org](mailto:trevor@fsae.org)**

**PROFILE:** FSAE is the gateway to doing business with the association market in Florida. With over 1,000 executive and associate members in the State of Florida, including those who manage trade and professional associations, individual membership societies, charitable organizations and other not-for-profit organizations, FSAE is the recognized public spokesperson and leading resource for information on associations. Florida associations generate \$3.7 billion dollars each year on meetings, travel and operations. These associations support over 88,000 jobs across the state and collectively host over 40,500 meetings annually. Learn more at [www.fsae.org](http://www.fsae.org).

## 2024 FSAE Calendar

2024 Events			
Time Frame	Location	Event	Notes
January-May	Tampa/Orlando/Southeast Florida	Roundtables	
February-April	Central Florida	Power Lunch	
April-May	South Florida	Power Lunch	
August – September	Any Florida Location	CEO Retreat	
August-December	Tampa/Orlando/Southeast Florida	Roundtables	
September - November	Any Florida Location	Meeting Planner Forum	
November	Central Florida	Power Lunch/ FSAE Board Meeting	

### MAP



## **(1) Power Luncheon**

February-April  
Tuesday, Wednesday or Thursday  
(1-day event)  
**Central Florida Location**

### **Power Lunch**

The purpose of the Power Lunch is to provide a forum for an educational and networking opportunity. Attendance, which usually ranges from 50-75 people, consists of both Executive and Associate members.

### **Special Notes**

By agreeing to host an event, it is understood that all guest rooms, except where otherwise indicated, resort fees, parking, meeting space, A/V, Wi-Fi (guestrooms and inside assigned meeting space), and Food and Beverage as outlined in the specifications will be provided on a **complimentary** basis.

The host hotel will have an opportunity to welcome the group and will be given recognition on the FSAE Website, in *Source* magazine, in all FSAE social media and marketing materials related to the sponsored event.

It is highly recommended that an optional tour of the property be conducted after the Power Lunch for those interested in seeing the facility. Participation by the host hotel at the Luncheon (not included in counts below) is welcomed and encouraged.

We ask that properties provide a special pre and post meeting rate for those attendees who would like to arrive before or stay after the scheduled meeting dates.

If a property has a specialty, such as spa or golf, it can be offered at your option for early arrivals or before checkout.

### **Room Block**

	<b>Evening Prior to Luncheon</b>	<b>Day of Luncheon</b>	<b>Total Room Nights</b>
FSAE Staff/Speaker	4	Checkout	4 Comp
<b>Optional</b> – provide special industry rate for participants of the Power Luncheon for evening prior to luncheon – historically about 10 rooms.			

### **Tuesday, Wednesday, or Thursday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Power Luncheon	11:30 am – 1:00 pm	50-75pp	Crescent Rounds
Optional Property Tour	1:00 pm – 2:00 pm		

## (1) Power Luncheon

April – May  
Tuesday, Wednesday, or Thursday  
(1-day event)  
**South Florida Location**

### Power Lunch

The purpose of the Power Lunch portion of the program is to provide a forum for an educational and networking opportunity. Attendance, which usually ranges from 40-55 people, consists of both Executive and Associate members.

### Special Notes

By agreeing to host an event, it is understood that all guest rooms, except where otherwise indicated, resort fee, parking, meeting space, A/V, Wi-Fi (guestrooms and inside assigned meeting space), and Food and Beverage as outlined in the specifications will be provided on a **complimentary** basis.

The host hotel will have an opportunity to welcome the group and will be given recognition on the FSAE Website, in *Source* magazine, in all FSAE social media and marketing materials.

It is highly recommended that an optional tour of the property be conducted after the Power Lunch for those interested in seeing the facility. Participation by the host hotel at the Luncheon (not included in counts below) is welcomed and encouraged.

We ask that properties provide a special pre- and post-meeting rate for those attendees who would like to arrive before or stay after the scheduled meeting dates.

If a property has a specialty, such as spa or golf, it can be offered at your option for early arrivals or before checkout.

### Room Block

	<b>Evening Prior to Luncheon</b>	<b>Day of Luncheon</b>	<b>Total Room Nights</b>
FSAE Staff/Speaker	4	Checkout	4 Comp
<b>Optional</b> – provide special industry rate for other participants of the Power Luncheon for evening prior to luncheon – historically about 10 rooms.			

### Day of Event

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Power Lunch	11:30 AM -1:00 PM	40-55 pp	Crescent Rounds
Optional Property Tour	1:00 PM – 1:30 PM		

**(1) CEO Retreat**

August-September

(3-day event)

Friday - Sunday

**All Florida Locations Will Be Considered**

The CEO Retreat provides attendees with an informal and confidential setting to discuss association issues and trends. Attendees are the Association's key decision makers, the Chief Executive Officer, President or Executive Director. **Other than the possibility of one or two speakers, only individuals from an association are invited and allowed to participate.** FSAE will screen all applicants for eligibility.

Invited attendees are limited to 28 Executives. Each attendee is allowed to bring one adult spouse/guest (no children allowed). Approximately half the attendees bring a guest. Guests are invited to a reception and dinner on Friday evening and the Saturday morning breakfast, but do not attend the meeting or partake in breaks or lunch Saturday.

**Special Notes**

By agreeing to host an event, it is understood that all guest rooms, resort fees, parking, meeting space, A/V, Wi-Fi (guestrooms and inside assigned meeting space), and Food and Beverage as outlined in the specifications will be provided on a **complimentary** basis.

The host hotel will have an opportunity to welcome the group and will be given recognition on the FSAE Website, in *Source* magazine, in all FSAE social media and marketing materials.

It is highly recommended that a tour of the property be conducted on Friday or Saturday evening. Participation by the host hotel at certain meal functions (not included in counts below) is welcomed and encouraged. Dinners can be done in your hotel restaurants instead of private banquet rooms to avoid additional labor costs allowing the group the opportunity to experience the ambiance of your outlets.

We ask that properties provide a special pre- and post-meeting rate for those attendees who would like to arrive before or stay after the scheduled meeting dates.

If a property has a specialty, such as spa or golf, it can be offered at your option for early arrivals or before checkout.

**Room Block**

	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>Total Room Nights</b>
FSAE Staff/Speaker	3	3	Checkout	6 Comp
CEO Retreat Attendees	28	28	Checkout	56 Comp

**Friday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Welcome Reception	6:30 pm – 7:30 pm	30-40pp	
Dinner	8:00 pm – 9:00 pm	30-40pp	RDS

**Saturday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Breakfast Buffet	8:00 am – 9:00 am	30-40pp	RDS
Meeting	9:00 am – 5:00 pm	31pp	U Shape
Lunch	12:00 pm – 1:00 pm	31pp	RDS
Refreshment Break	2:15 pm	31pp	
Reception	6:30 pm – 7:30 pm	30-40pp	
Property Tour (suggested/optional)	7:30 pm – 8:00 pm	30-40pp	
Dinner	7:30/8:00 pm – 9:00 pm	30-40pp	RDS

**Sunday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Breakfast on own – Voucher to be provided by host hotel	8:00 am – 10:00 am	30-40pp	

Dinner	7:30/8:00 pm – 9:00 pm	60-70pp	RDS
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**Friday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Breakfast	8:00 am – 9:00 am	50-55pp	RDS
General Session	9:00 am – 4:00 pm	40pp	HS
Break	10:15 am	40pp	
Luncheon or box lunch to go	12:00 pm – 1:00 pm	40pp	RDS

## (1) Meeting Planner Forum

September - November

(3-day event)

Friday - Sunday

### **All Florida Locations Will Be Considered**

The Meeting Planner Forum provides attendees with an informal and confidential setting to discuss new ideas and current challenges with a small group of their peers. **Attendees are association staff who are directly responsible for planning meetings; most have titles of Meeting Planner, Director of Events, or Director of Education.** FSAE will screen all applicants for eligibility.

Invited attendees are limited to 28 Executives. Each attendee is allowed to bring one adult spouse/guest (no children allowed). Approximately half the attendees bring a guest. Guests are invited to a reception and dinner on Friday evening and the Saturday morning breakfast, but do not attend the meeting or partake in breaks or lunch Saturday.

### **Special Notes**

By agreeing to host an event, it is understood that all guest rooms, resort fees, parking, meeting space, A/V, Wi-Fi (guestrooms and inside assigned meeting space), and Food and Beverage as outlined in the specifications will be provided on a **complimentary** basis.

The host hotel will have an opportunity to welcome the group and will be given recognition on the FSAE Website, in *Source* magazine, in all FSAE social media and marketing materials.

It is highly recommended that a tour of the property be conducted on Friday or Saturday evening. Participation by the host hotel at certain meal functions (not included in counts below) is welcomed and encouraged. Dinners can be done in your hotel restaurants instead of private banquet rooms to avoid additional labor costs allowing the group the opportunity to experience the ambiance of your outlets.

We ask that properties provide a special pre- and post-meeting rate for those attendees who would like to arrive before or stay after the scheduled meeting dates.

If a property has a specialty, such as spa or golf, it can be offered at your option for early arrivals or before checkout.

### **Room Block**

	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>Total Room Nights</b>
FSAE Staff/Moderator	3	3	Checkout	6 Comp
Meeting Planner Forum Attendees	28	28	Checkout	56 Comp

### **Friday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Welcome Reception and Property Tour	6:30 pm – 7:30 pm	30-40pp	
Dinner	8:00 pm – 9:00 pm	30-40pp	RDS

### **Saturday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Breakfast Buffet	8:00 am – 9:00 am	30-40pp	RDS
Meeting	9:00 am – 5:00 pm	31pp	U Shape
Lunch	12:00 pm – 1:00 pm	31pp	RDS
Refreshment Break	2:15 pm	31pp	
Reception	6:30 pm – 7:30 pm	30-40pp	
Dinner	7:30/8:00 pm – 9:00 pm	30-40pp	RDS

**Sunday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Breakfast on own – Voucher to be provided by host hotel	8:00 am – 10:00 am	30-40pp	



## Power Lunch/FSAE and Foundation Board Meetings

November  
(2-day event)  
Wednesday-Thursday  
**Central Florida Location**

### Power Lunch

The purpose of the Power Lunch portion of the program is to provide a forum for an educational and networking opportunity. Attendance, which usually ranges from 50-75 people, consists of both Executive and Associate members.

### FSAE Board Meetings

The FSAE Board of Directors are charged with building highly effective organizations. They are led by skilled leaders who maintain fiscal stability and viability. Their focus is the success for our members and our profession through professional development, research, education, publications and public relations efforts for the association management profession.

The Board is comprised of 25 individuals. The FSAE Board Member is allowed to bring one spouse/guest (approximately half the board attendees bring a guest, and no children are allowed). Guests are invited to attend the Wednesday Reception and Dinner.

### Special Notes

By agreeing to host an event, it is understood that all guest rooms, except where otherwise indicated, resort fee, parking, meeting space, A/V, Wi-Fi (guestrooms and inside meeting rooms), and Food and Beverage as outlined in the specifications will be provided on a **complimentary** basis.

The host hotel will have an opportunity to welcome the group and will be given recognition on the FSAE Website, in *Source* magazine, in all FSAE social media and marketing materials.

It is highly recommended that a tour of the property be conducted on Wednesday evening. Participation by the host hotel at certain meal functions (not included in counts below) is welcomed and encouraged. Dinners can be done in your hotel restaurants instead of private banquet rooms to avoid additional labor costs allowing the group the opportunity to experience the ambiance of your outlets.

We ask that properties provide a special pre- and post-meeting rate for those attendees who would like to arrive before or stay after the scheduled meeting dates,

### Room Block

	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Total Room Nights</b>
FSAE Staff	6	6	Checkout	10 Comp
FSAE Board Members	25	12	Checkout	37 Comp
<b>Optional</b> – provide special industry rate for participants of the Power Luncheon for evening prior to luncheon and for Education Committee members who are attending the Friday morning meeting– historically about 10 rooms.				

**Wednesday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Welcome Reception	6:00 pm – 7:00 pm	30 pp	Reception
Hotel Site Tour	7:00 pm – 7:30 pm	30 pp	Tour
Dinner	7:30 pm – 9:30 pm	30 pp	RDS

**Thursday**

<b>Function</b>	<b>Time Frame</b>	<b># of Participants</b>	<b>Setup</b>
Buffet Breakfast	7:30 am – 8:30 am	15-20 pp	RDS
Board Meeting	8:30 am – 11:30 am	25pp	HS
Refreshment Break	10:00 am	25pp	
Power Luncheon	11:30 am – 1:00 pm	75-100pp	RDS

## **(8) Roundtables**

### 1 Day Events

Tuesday, Wednesday or Thursday

- (1) Tampa Florida:** January-May
- (2) Tampa Florida:** August-December
- (1) Orlando Florida:** January-May
- (2) Orlando Florida:** August-December
- (1) Southeast Florida:** Jan-May
- (1) Southeast Florida:** August-December

Roundtable luncheons are great opportunities to showcase your meeting facilities to Association Executives in your region. Roundtables run from 11:30 am – 1 pm, host up to 35-40 FSAE members, and will include networking time and an educational presentation with a lunch. These Roundtables are open to both Executive and Associate FSAE members.

***By agreeing to host a Regional FSAE Roundtable event, it is understood that these items will be provided on a complimentary basis:***

- Self or valet parking for attendees
- Meeting space that would fit up to 35-40 people
- Limited lunch menus (in the \$15-\$20 price range) for all meeting attendees
- AV for the educational speaker
- Wi-Fi for attendees
- Two sleeping room for speaker/staff
- All other fees outside of tax and gratuity

***In exchange for hosting properties will receive the following benefits:***

- On-site recognition including, up to 10-minute spotlight during the program to promote your property.
- Inclusion in all marketing materials – roundtable notices, promotional e-mails, social media announcements, and the calendar of events where applicable.
- Online recognition through FSAE.org event registration pages.
- “Message From Our Sponsor” post-event promotional email blast to meeting attendees sent by FSAE staff on behalf of sponsor.
- Additional sponsor recognition through sponsor listing in the FSAE Resource Member Directory.
- Complimentary registration for up to three (3) sponsor staff persons to attend the Roundtable.

## PREVIOUS FSAE/FSAE FOUNDATION MEETING HOSTS

Previous host of FSAE and FSAE Foundation events can attest to the value of the investment of bringing these groups to their properties. For your reference you will find below a brief list of some of the properties that have hosted one of the FSAE or FSAE Foundation events.

B Ocean Ft. Lauderdale  
 Boca Raton Resort & Club  
 Busch Gardens Tampa Bay  
 Caribe Royale Orlando  
 Casa Marina  
 Disney's Boardwalk  
 Doubletree Orlando Resort  
 El Conquistador (Puerto Rico)  
 Embassy Suites by Hilton Lake Buena Vista South  
 Embassy Suites Tampa USF  
 Four Seasons Resort Palm Beach  
 Hammock Beach Resort  
 Hard Rock Hotel Daytona Beach  
 Hilton Cocoa Beach Oceanfront  
 Hilton Orlando  
 Hilton Orlando / Altamonte Springs  
 Hilton San Destin Beach Golf Resort & Spa  
 Hyatt Place Panama City Beach  
 Hyatt Regency Bonaventure  
 Hyatt Regency Coconut Point  
 Hyatt Regency Jacksonville Riverfront  
 Hyatt Regency Sarasota  
 Innisbrook Resort  
 Lowes Don CeSar  
 Lowes South Beach  
 Marco Island Marriott  
 Margaritaville Resort Orlando  
 Marriott Bay Point  
 Mission Inn  
 Naples Beach Hotel & Golf Club  
 Omni Champions Gate  
 Pelican Grand Beach Resort  
 PGA National Resort & Spa  
 Plantation Inn  
 Plaza Resort Daytona  
 Registry Resort  
 Renaissance Orlando at Sea World  
 Renaissance Plantation  
 Renaissance Vinoy Resort  
 Riverside Hotel  
 Rosen Centre Hotel  
 Royal Caribbean Cruise Lines  
 SanDestin Resort  
 Safety Harbor Resort & Spa  
 Seminole Hard Rock Tampa  
 Sheraton Suites Fort Lauderdale at Cypress Creek  
 Sirata Beach Resort  
 Sonesta Fort Lauderdale  
 South Seas Island Resort  
 The Breakers, Palm Beach  
 The DAYTONA, a Marriott Autograph Collection Hotel  
 The Grove Resort & Spa  
 The Peabody Orlando  
 The Villas of Grand Cypress  
 Trade Winds Island Grand  
 Watercolor Resort  
 Westin Fort Lauderdale Beach Resort

Westin Imagine Hotel  
World Equestrian Center  
Wyndham Grand Jupiter at Harbourside Place  
Wyndham Orlando Resort International Drive

EMAIL: [trevor@fsae.org](mailto:trevor@fsae.org)

RE: Florida Society of Association Executives – 2024 Events

### RFP RESPONSE FORM - RESPOND BY September 29, 2023

<b>Hotel Name:</b>			
<b>Sales Contact:</b>		<b>Title:</b>	
<b>Email:</b>		<b>Phone:</b>	

By placing available dates in the right-hand column, you are confirming availability for that date and agree to provide all the guest rooms, except where otherwise indicated in the RFP, resort fee, parking, meeting space, A/V, Wi-fi (guestrooms and inside assigned meeting space) and Food and Beverage as outlined in the specifications for that particular meeting on a **complimentary** basis. **Bidding on more than one event increases the likelihood your property will be selected.**

2024 Events			
Time Frame	Location	Event	Dates
January-May	Tampa/Orlando/Southeast Florida	Roundtables	
February-April	Central Florida	Power Lunch	
April- May	South Florida	Power Lunch/ Associate Advisory Council Meeting	
August-September	Any Florida location	CEO Retreat	
August-December	Tampa/Orlando/Southeast Florida	Roundtables	
September - November	Any Florida Location	Meeting Planner Forum	
November	Central Florida	Power Lunch/ FSAE Board Meeting/	

#### Extras:

Would you like to offer any additional services on a comp basis (spa, golf, spouse/guest tours)?	
Tell us about your recent renovation's awards, and reasons to consider your property.	
If you're bidding on an event that requests an industry rate for those not covered by the comp roomnights, or a rate for pre/post stays, please indicate the rate.	