

**Governor's Tourism Conference
Connecting and Cultivating Georgia Travel**

**Hosted by the Georgia Association of CVBs and
the Georgia Department of Economic Development Tourism Division**

August/September 2013

Meeting Specifications

Sunday – Wednesday or Tuesday - Friday Pattern

(Proposed dates may not conflict with U.S. Travel's ESTO held Aug 24 – 28, 2013)

Because there are responsibilities of the host city, the bid must be presented by the CVB, not the host property. Bids should include potential meeting dates and be accompanied by:

- Host property brochure
- Overflow properties' brochures
- Host CVB brochure & city or county map
- Layout of meeting and exhibition space
- A/V equipment rental pricing
- Sample breakfast, break, lunch and dinner menus
- Itemized format of bid proposal
- Description/theme of evening events and offsite venue brochure
- Biography/areas of expertise of potential speaker(s) in area
- Potential conference theme(s)

Accommodations:

- 50-room block for night one and 225-room blocks for nights two and three. Identify which hotel will be the host property and which will be overflow properties. Include room rate complete with all applicable tax. Include policies on room blocks, guarantees and cut-off. Minimum requirement should be 1/50 complimentary ratio.
- Individual complimentary rooms
 - Hospitality suite
 - Meeting rooms
 - Sponsor exhibit area
 - Silent Auction display area
 - Dining area

Meeting Space – Complimentary

- 2 board meetings for 15 & 25 (day one)
- 1 room for General Session in classroom style for 400 with head table (days two – four)
- 2-3 breakout meetings for 15-60 people and one breakout for 100 people (day two)
- 4-6 breakout meetings in classroom style for 50-100 people (day three)
- 4-6 breakout meetings in classroom style for 50-100 people (day four)
- Exhibition space large enough to accommodate a minimum 40-8' tabletop displays for sponsors and exhibitors or 40 – 10' x 10' booth spaces (days one – four)
- Silent Auction exhibit space allowing up to 6 8' tables for auction items to be displayed and secured (days one – four)
- Audiovisual equipment capabilities on-site

Meals and Entertainment

- Continental breakfast included with room rate (preferred)
- 4 refreshment breaks not to exceed \$13.00 inclusive per person/per break (water in meeting rooms at all times)
- 3 coffee breaks not to exceed \$5 inclusive per person/per break
- 2 lunches not to exceed \$23.00 inclusive per person per lunch
- 2 dinner events not to exceed \$44.00 inclusive per person/per dinner. Host CVB to coordinate venue, food, bar and entertainment. Host CVB sponsors expenses (or solicits community sponsors) expenses over and above \$44 inclusive per person.
- 1 pre-conference casual dinner not to exceed \$25.00 inclusive per person per dinner

Host CVB Overall Responsibilities

- Host CVB must be a member in good standing of the Georgia Association of CVBs
- Transportation to evening special events
- Coordination of evening events
- Evening event expenses, above the maximum per person conference expense
- Registration volunteer(s)
- Welcome Bag/Gift to meeting delegate (optional)
- Host & Stock Hospitality Suite (optional)
- *Host CVB staff will be provided with complimentary conference registrations.*

Past history –Governor’s Tourism Conference

9/11 – Macon (122, 208, and 204 rooms per night at 2 hotels, 490 attendees)

8/10 – Athens (81, 164, and 165 rooms per night at 4 hotels, 490 attendees)

9/09 – Lake Lanier (216 rooms occupied for 2 nights at host hotel; 405 attendees)

9/08 – Albany (203 rooms occupied for 2 nights; 330 attendees)

9/07 - Tifton (210 rooms occupied for 2 nights; 307 attendees)

Bids should be returned by Wednesday, October 26, 2011 to:

Julie Musselman

Post Office Box 30009

Savannah, Georgia 31410

If you have any questions, please call 912-897-6339 or email jmusselman@gacvb.com.

Georgia Governor's Tourism Conference

Host CVB Responsibilities – detailed list compiled from recent conferences:

- Help plan meeting planner site visits
- Establish main CVB contact person for meeting planner
- Establish local host committee
- Brainstorm potential conference themes
- Identify any potential speakers in region and send their info to meeting planner/conference content committee
- Governor's Tourism Conference luncheons and evening events are an opportunity to showcase your town! Solicit local sponsorships, if applicable, to offset costs of lunches and/or evening events. (The host committee could assist in securing those relationships)
- Determine theme, décor, table decoration, giveaways and entertainment for two luncheons. Host CVB sponsors (or confirms local sponsorship) expenses of lunch beyond the conference F&B budget of \$23 per person inclusive per luncheon.
- Determine theme, décor, table decoration, transportation, prizes, bar and entertainment for two offsite evening events. Host CVB sponsors (or confirms local sponsorship) expenses of evening events beyond conference F&B budget of \$44 per person inclusive per evening event.
- Choose partners & vendors for evening events that help to showcase your town to the statewide tourism community.
- Select a local artist whose work will be featured as the award for the 2011 Governor's Tourism Awards. Currently there are 8 awards and the budget is \$1,000.
- Assist in coordination of all local/statewide coverage for the conference (in conjunction with GDEcD press office)
- Local/statewide promotion in Host CVB eNewsletter
- Encourage local partners to take advantage of a great educational opportunity happening in their town – one day and ½ day registration available
- Assist in promoting the conference statewide by presenting at RTA meetings in the Spring
- Stage Décor of General Session (possibly partner with host venue)
- Stage Décor for Luncheons (possibly partner with host venue)
- Assistance with securing local Color Guard and National Anthem Singer for opening general session
- Secure local photographer and make photos available on website and to meeting planner for future promotion of conference (attendees can purchase prints)
- Provide Registration Volunteers
- Assign conference host duties to each CVB staff member
- Provide gift to meeting attendees (500 est.)
- Host & Stock Hospitality Suite
- Host CVB Staff registrations are complimentary

Recent hosts:

2011: Monica Smith, Macon-Bibb County CVB – msmith@maconga.org or 478-743-3401

2010: Chuck Jones, Athens CVB – cjones@visitathensga.com or 706-357-4430

2009: Stacey Dickson, Lake Lanier CVB - stacey@lakelaniercvb.com or 770-536-5209