

Southeastern Outdoor Press Association, Inc.



CONFERENCE BID FORM

(For use when bidding for the 2020 and/or 2021 SEOPA Conference)

ALABAMA • ARKANSAS • FLORIDA • GEORGIA
KENTUCKY • LOUISIANA • MISSISSIPPI • MISSOURI
NORTH CAROLINA • SOUTH CAROLINA • TENNESSEE
TEXAS • VIRGINIA • WEST VIRGINIA

Southeastern Outdoor Press Association, Inc.

P.O. Box 115
Badin, NC 28009
704-961-7614
lisa@seopa.org
www.seopa.org

About SEOPA and its Annual Fall Conference:

The Southeastern Outdoor Press Association (SEOPA) is a nonprofit organization consisting of professional journalists and corporate representatives whose common goal is to promote the enjoyment and wise use of our wildlife and natural resources.

Levels of Membership

Individual Members: These communicators work in radio, television, magazine, newspaper, the Internet, lecturing and other segments of the outdoors industry. Membership acceptance is based on rigid criteria set by the board of directors and the membership. Each member is audited every four years to ensure consistent quality among the membership.

Corporate Members: These are industries or agencies that support SEOPA's goals and objectives. They provide product and service information, assist with conferences by sponsoring events, work with individual members in the conduct of their profession and provide interface with the trade world. Many convention and tourism bureaus are SEOPA corporate members. They join to learn more about how the organization conducts conferences and to inform members of outdoor attractions in their locales. Membership is not a requirement to bid; however, once a bid is awarded, the host convention and tourism bureau will be required to join as a corporate member. The membership must be maintained until all conference responsibilities have been met.

Why are SEOPA Conferences Different?

Most organizations schedule a conference, arrive, meet and leave. This is definitely not the case with SEOPA. Once a site is chosen, a year's promotion begins. The scope of the promotion is statewide, but the emphasis is on the host region, as our organization begins publishing articles in its professional newsletter about the host state and regional attractions. The purpose is to identify to media members opportunities en route to and from the conference site.

SEOPA encourages potential hosts to work with their states' tourism, economic development and natural resources departments. Tourism departments can assist with pre- and post-conference trips to state attractions for which they desire publicity. Economic development assists in obtaining favorable publicity which draws industrial attention. Natural resources departments help because their work lines up well with the professional and personal interests of SEOPA's membership. In addition, they are usually the most informed about their state's outdoor attractions that would be of interest to outdoor enthusiasts.

Strong consideration is given to prospective host sites that show willingness to work with state, regional and local organizations to help ensure a successful conference.

The value of a SEOPA conference to host areas is incalculable in terms of enhanced tourism through state, regional and national publicity.

Conference Schedule

Conferences normally take place between the second week of September and the second week of October. They usually start on Wednesday and end the following Saturday night, though the board may negotiate a 3-day meeting if the venues allow for combining our Breakout and Shooting Day. (See Section V, Items a and b for details.) The fundamentals of each conference are standard and seldom vary from year to year.

Mid-Year Executive Committee/Board Meeting

The SEOPA Executive Committee and/or Board of Directors will meet during the spring before the conference at the selected host facility. The purpose of this meeting is to conduct SEOPA business and discuss conference details with appropriate agencies. Board members will need to visit the Breakout Day venue and Shooting Day range.

Arrangements for this meeting form part of the bid.

Bid Requirements

SEOPA conferences require very specific services. It is essential that bidders meet the basic requirements.

Host areas are encouraged to submit bids from more than one lodging facility. If a host area bids with only one facility, that facility must meet all requirements as described within this form. SEOPA only accepts bids from areas within its 14-state region. Once the bid forms have been received, up to four qualified bidders will be selected as finalists. These finalists will be required to provide round-trip transportation and lodging for one night for the SEOPA executive director or another designated representative to inspect facilities and to determine adequacy of services.

Bid finalists will be required to make a formal presentation to SEOPA's Board of Directors during the annual conference. In addition, selection is not final until SEOPA's Board of Directors votes to accept a bid and a room contract is signed. SEOPA reserves the right to change locations without liability for any reason.

It is imperative that the proposed host area representative and the proposed lodging representative work together to ensure all bid requirements are met and that each entity understands and agrees to the commitments made herein.

• **LODGING AND MEETING FACILITY** •

General Requirements

I. Catering Package - Bids must include a catering package. Bidders must state a willingness to work off standard menus to prepare meals within a stated price range for a specific meal. Generally acceptable meal price ranges (**including tax and gratuity**) are listed below. If these are acceptable, please initial in the adjacent space. If not, please state proposed price ranges.

- Breakfast: \$7-\$13 _____
- Luncheons \$11-\$18 _____
- Dinners \$15-\$28 _____
- Hospitalities with full bar and _____
- Hors d' oeuvres \$10-\$12 _____
- Daytime breaks \$3-\$6 _____

II. Rooms - A minimum of 150 rooms is required to be blocked through the reservation period for a SEOPA conference. Room rates are to be the same for single or double occupancy and are not to exceed \$120, **including all taxes**.

Proposed room rate: _____ Current rack rate: _____
Total rooms by type and bedding: _____

Does the facility have any pre-existing contracts with individuals and/or corporations that prevent it from offering at least 150 rooms, as requested? _____

Will the facility block 30 rooms at conference rates for three days before the conference dates? _____

Will the facility ensure that Internet room rates (either direct or through a broker) that are less than the proposed room rate will not be published for the dates of this conference? _____

If guarantee cannot be made, SEOPA requires that the facility give SEOPA room block credit for any/all SEOPA members that may book rooms at lesser rates through the Internet or a third party. Agreed by facility? _____

III. Room Contract - A proposed room contract must accompany the facility bid with stated room rates, gratuity charges and lodging taxes. The contract must explain all charges and administrative requirements for lodging reservations. Include an explanation of facility responsibilities in the event of non-performance (e.g., strikes, acts of God). Explain refund policy should such events take place: _____

IV. Complimentary Suites and Rooms

a. Suites - Facility must provide two complimentary suites for use by SEOPA staff. These suites must have a minimum of two adjoining rooms and must be available up to three nights prior to the first full conference day through the end of the conference. Does the facility agree to provide two complimentary suites, as described above? _____

b. Rooms - Bid must state number of comp room nights per number of rooms rented. A suggested number is one per 30 rooms rented. This does not include the aforementioned suites. _____ comp room nights are available per _____ rooms rented per night.

V. Additional Suites - Bid must state total number of rentable suites available above and beyond those listed in section IV.

Number of suites: _____

Number of adjoined rooms: _____

VI. Hospitality Suites - Are guests allowed to set up hospitality suites in private rooms using their own products? _____ If no, please explain: _____

VII. Amenities - Audiovisual aids, storage, meeting space, parking, dining space and set-up are to be complimentary. Does the facility agree to these terms? _____ If no, please explain: _____

Please list all AV equipment available for complimentary use: _____

VIII. Facility Facts - Please answer the following questions about the lodging facility:

Is the facility a motel or hotel? _____ Number of floors: _____

Do rooms have: Free Wi-Fi? _____ In-room refrigerators? _____

Is this a dog-friendly facility? _____ If so, is there a fee for bringing a dog? _____ If so, what is the cost? _____

Are firearms allowed on the property? _____

Please list additional room and facility amenities: _____

IX. Billing - Most F&B is managed by and paid for by SEOPA. However, corporate members sponsor some meals, coffee breaks, and hospitality bars. In some cases, billing arrangements are between the host facility and the event sponsor. SEOPA is not responsible for billings other than its own. Does the facility agree to operate according to these terms? _____ Does the facility agree to offer direct-billing to SEOPA and event sponsors? _____

Mid-Year Board Meeting

A Mid-Year Board Meeting will be held in the spring, most probably on a weekend, in part. Meeting space for two days with horseshoe seating to accommodate 14 individuals and audio visual aids (if needed) and iced water must be provided on a complimentary basis. Minimal complimentary lodging is customary (at the host facility or nearby fish camp, lodge, etc.) with additional lodging available at the conference rate or lower. Please confirm the following: Will meeting space and equipment as described above be provided at no charge for up to two days during the mid-year board meeting? _____ Will at least 10 sleeping rooms for two nights each (or up to 20 room nights total) be made available at no charge during this meeting? _____ Will up to 10 additional rooms be provided at the conference rate or lower for these two nights also? _____ If no, please explain: _____

Specific Requirements for the Lodging Facility

I. Conference Headquarters - SEOPA selects one facility as the conference center. All workshops, seminars, meetings, most meals, lodging and participant registration take place at this location. It is the conference activity focal point. One or more additional facilities are sometimes necessary to meet overflow requirements. Host areas who bid for a SEOPA conference must take this into consideration. **An overflow facility should agree to the same lodging rate as the primary facility.** Provide the facility name, contact name and contact information for the overflow facility: _____

II. Storage - The week before the conference starts, shipments will arrive at the host facility. These shipments consist of display items, raffle-auction items, press kits and administrative equipment. Containers will be marked for their intended function. Expect some large crates and other large items. These items must be logged and stored in a secure area with limited access. Is such a storage area available on the host facility premises? ____ If no, where would secure storage be available? _____

If it is necessary to store items off-site, will transportation and work parties be provided to move items to the host facility? _____ Free of charge? ____ If no, please state charge _____

Day-by-Day Requirements of Lodging Facility

Tuesday

The Board of Directors will gather for a meeting on Tuesday afternoon and/or evening. A room must be provided for this and subsequent board meetings throughout the conference. The room should easily accommodate 14 people in a horse-shoe-style table arrangement. Light refreshments such as coffee, sodas, ice, water, cups and serving utensils are a requirement at the Tuesday meeting. Is such a room available for the entire conference, beginning on Tuesday afternoon? ____ If necessary, can meals be served in this room? _____

Wednesday

SEOPA's registration usually begins at noon on Wednesday and lasts until about 5 p.m. After Wednesday, the registration desk is downsized and serves as an information center throughout the conference. In addition, during registration, meetings take place which require separate rooms.

I. Registration / Showcase / Mixer - Four six-foot skirted tables are required for our registration desk in an area away from lodging check-in. Electrical outlets are needed at the registration location. Ideally, we'd like to host a Tourism Showcase and hospitality mixer in the same area. This requires an

additional 15-20 dressed tables for tourism representatives, plus food and beverage service tables and an eating area that can seat at least 20 people at a time. Is there a suitable pre-function area available for this purpose? ____ If no, please explain alternatives _____

II. Meeting Space - In addition to the meeting room as described above for the SEOPA Board of Directors, at least one additional meeting room is required for Wednesday afternoon from approximately 1-5 p.m. It should be able to accommodate up to 50 people theatre style. Is such a room available? _____

III. Press Room - From noon Wednesday through Saturday evening, a room will be needed to display press kits and house a work area for media members. Skirted tables should be set up along the walls and in the center of the room. Free Internet access should be available in this room. Double-suites or adjoining rooms cleared of bedding have served this purpose. Does the host facility agree to supply such a room at no charge? _____

IV. SEOPA staff may have need for copies of documents for meetings and workshops. Does the host facility agree to allow minimal use of the office copy machine for these purposes if we provide our own paper? _____

Thursday

Conference activities usually commence with breakfast at approximately 7:30 a.m. on Thursday. The meal lasts from 45 minutes to an hour. After a short minute break, members begin attending meetings/workshops/seminars. At mid-morning, there is often a coffee break which requires an area for participants to gather near the meeting area(s).

a. Breakfast dining requires seating for 150 with a head table that seats 8-10 (on a riser) with a podium and microphone. Is such a room available? _____

b. Meeting room with theater-style seating for 125 with podium and microphone is required. Room lighting should be controllable to enhance video presentations. Audio visual aids must be available upon request. Is such a room and equipment available? ____ Note: Minimal time exists between meals and subsequent meetings. It is essential that participants move from the dining area to a prearranged meeting area. Can the facility meet this requirement? _____

c. Alternating meeting space - It is desirable to leave one meeting room, have a short break, and proceed to another meeting room. Both rooms might require the same audio visual arrangements. Two seminars often take place concurrently. This would require an additional meeting room set up theater style for at least 50. Is this space available? ____

d. Lunch should be served in the same dining area as breakfast with the same head table configuration.

e. (*) The hospitality bar before dinner usually lasts 45 minutes to an hour and requires a bar setup in an area other than the dining room. The area should accommodate up to 225 people comfortably. Sit down arrangements are not required but are an asset. Is such an area available? ____ If so, please describe proposed accommodations: _____

f. (*) Dinner requires seating for 250 with head table as previously described for breakfast and lunch. Is such an area available? ____

g. A projector and/or other available audiovisual equipment and a large screen may be needed. Does the host area and/or facility agree to provide necessary equipment if needed? ____

(*) SEOPA reserves the right to declare Thursday hospitality and dinner as "on-your-own" to give conference attendees a chance to sample area restaurants. If so, this will be announced several months prior to the conference.

Friday

Friday morning's schedule is similar to Thursday's; however, lunch will be served at the Breakout Day site.

a. SEOPA reserves the right to obtain catering services for the Breakout Day lunch from agencies outside the host facility. This does not mean the host facility cannot cater this luncheon. It means that the agency with the best price and service arrangements will likely be used.

b. Hospitality requirements are the same as stated for Thursday.

c. Dinner requirements are the same as stated for Thursday with exceptions as listed in item "d" below to accommodate our annual raffle/auction following dinner.

d. Auction/Raffle - This annual fund-raiser takes place in the dining area immediately following dinner. Room arrangements require:

1. A smaller head table may be substituted at SEOPA's request. (Riser, podium and microphone still needed.)

2. The perimeter of the dining room (or a certain section) must be lined with covered, draped tables to accommodate the placement of raffle/auction items for display.

3. Are raffles legal in your state/county/city? ____

If no, please explain: _____

Saturday

The schedule for Saturday morning is similar to that of Friday; however, lunch will be served at the Shooting Event site, unless this event is combined with Breakout Day on Friday. If this happens, lunch and meeting room needs for Saturday will be the same as, or similar to, the Thursday schedule.

a. SEOPA reserves the right to obtain catering services for the Shooting Event lunch from agencies outside the host facility. This does not mean the host facility cannot cater this luncheon. It means that the agency with the best price and service arrangements will likely be used.

b. The Board of Directors will meet again for several hours Saturday afternoon in the room as described under Tuesday on page 4.

c. Hospitality and Dinner on Saturday night are usually combined in the same room for an informal farewell gathering.

Sunday

Conference participants depart.

• HOST AREA REQUIREMENTS •

I. Spouses' Program - Will you provide a spouses' program (including transportation, if necessary) with minimal charges, if any, to visit local attractions? ____ If so, include a sample itinerary along with any estimated costs, if any.

II. Pre- and Post-Conference Tours - Will you arrange and provide at least 10 trip options (FAMS) that writers can choose from at no charge? ____ If so, please attach a list of the possible outings (e.g.: crappie fishing, swamp tour by canoe, etc.)

III. Registration Assistance - Does the host area agree to attend the registration/showcase mixer to provide attendees with information about the area? _____

IV. Wednesday Evening Welcoming Ceremony - It is customary for the host state, region and/or facility to provide a complimentary opening night hospitality hour, dinner and entertainment. Past examples include barbecues with bluegrass music, riverboat cruises, etc. These festivities are usually held at a location unique to the area: a special museum, a park, in a unique location. Dignitaries usually welcome the group. It is appropriate for a governor, president of local chambers of commerce or other officials to make short presentations. Will the host area sponsor the above on a complimentary basis?

_____ If so, please describe: _____

If the proposed Welcoming Ceremony site is not within walking distance of the facility, will the host provide a complimentary shuttle service to the area? _____

V. Breakout Sites: Breakout Day normally takes place on Friday afternoon and the Shooting Event is on Saturday afternoon. These events give corporate members an opportunity to showcase their products while giving SEOPA media members "hands-on" experience with various products. Both events include an on-site luncheon.

a. **Breakout Day** - This is an informal trade fair where corporate representatives explain their products and services to SEOPA's outdoor journalists. Ideally, this takes place in a park-like outdoor area with shelter (or permission to stake tents) for product displays, tables and chairs for displays, rest rooms, electricity, picnic tables and chairs for dining. A lake is also desirable for boat and fishing tackle demonstrations. The

Breakout site should be a relatively short distance from lodging facilities. As a prospective SEOPA conference host, you should plan to provide space to easily accommodate approximately 40 displays comprised of at least one table and two chairs each. SEOPA will coordinate the exact number of tables and chairs required and will pay for extra tables and chairs if needed. Access for vehicles pulling boats on trailers is helpful. On-site electricity is helpful, but not required. As host, you will be asked to have the area prepared -- including delivery of tables and chairs -- by 9 a.m. on Breakout Day.

b. Shooting Event - Because SEOPA has attracted a number of corporate members involved in the shooting sports, a Shooting Event has become an annual conference outing. As a prospective host, it is imperative that you be able to provide access to a shooting facility that will accommodate shotguns, blackpowder firearms, handguns up to and including .44 magnum and rifles up to and including .50 caliber. The ideal location will feature trap and skeet shooting ranges and a separate firearms range that will handle the blackpowder guns and handguns. An adjacent area that can be used for archery would be ideal, as well. Private property is preferred.

c. Joint Site - If a single site in your area can accommodate the needs of both Breakout Day and the Shooting Event, we will consider combining these activities to take place on the same day. If such a site is available, please describe:

Please answer the following questions about proposed Breakout and Shooting sites:

Is an outdoor area as described above for Breakout Day available? ____ Is there a sheltered area for displays and/or lunch? ____

If not, will you provide a tent for the lunch area? ____

Will you provide tables and chairs for the lunch and one table/two chairs per corporate member display at no charge? ____

Are rest rooms available at the site? ____

Is electricity available at the site? ____

Are picnic tables and chairs available for dining? ____

Is there a lake adjacent to the area with boat ramps? ____

How many miles (round-trip) is the area from the lodging facility? ____

If the proposed Breakout and Shooting sites are not within walking distance of the facility, will the host provide a complimentary shuttle service to the areas? ____

Is the discharge of firearms allowed at the Breakout site? ____

Is a shooting facility available, as described above? ____

If so, is it on private property? ____

Does the host have some means to control public access to the events? ____ If so, please explain _____

Does the host area agree to supply these items/services on a complimentary basis? ____ If so, please describe areas:

d. Inclement Weather - Should weather preclude Breakout Day from taking place outdoors, an indoor facility is necessary. Convention centers have been a viable alternative in the past. Arrangements must be made for use of such a facility should weather intervene. Use is to be complimentary. Include a statement as to availability with the bid. Also include a diagram showing the proposed meeting areas, dining facilities, drive-in access and parking space. Is a suitable indoor space available at no charge for an alternative Breakout site? ____

Does it offer drive-in access? ____ free parking space? ____

Dining facilities? ____ What is the distance (in miles) of this proposed facility from the lodging facility? ____

Did you include a diagram in your bid package? ____

VI. Transportation - Please answer the following questions regarding the location of the nearest airport:

What is the nearest location that services your area with major air carriers like Delta, American, Northwest, Southwest, etc.?

_____ How many miles is it from the proposed lodging facility?

_____ Are rental cars available at the airport? ____

Is a free shuttle service available to the host facility? ____

If not, is one available for a fee? ____

If so, what is the cost? ____

• • • Miscellaneous • • •

I. Preceding Conference Responsibilities - The selected bid host area must join SEOPA as a Corporate member and remain until all bid responsibilities are met. The host area representative(s), along with representatives from the host lodging facility, will be required to attend the conference preceding the conference they were selected to host. Do both parties agree to these terms? Host _____ Facility _____

It is also customary for the facility and host area to sponsor the hospitality mixer on Wednesday during the preceding year's conference from 1-4:30 p.m. This is to help the facility and host area have a better understanding of SEOPA and what it takes to host a first-rate conference for this type of organization. Will the facility and host area agree to sponsor this mixer? Host _____ Facility _____

II. Following Conference Responsibilities - "Conference Site Story" is a category in the SEOPA communications competition. Because all the stories generated for this category will be about the host area, the host area is required to sponsor this category the year following the year in which they host a SEOPA conference. The cost is \$450, which includes payment of three places and plaques, which are obtained by SEOPA. Does the host area agree to sponsor this award? _____

III. Time-Frame - This bid is being considered for the next available open SEOPA conference date as described in earlier correspondence; however, should another site be better suited for that conference, SEOPA may wish to secure your site for a subsequent conference one of the two or three years following the year in question. With this in mind, please confirm the time-frames below with your initials.

The commitments and pricing within this bid are valid through:

Fall of 2020 Host _____ Facility _____

Fall of 2021 Host _____ Facility _____

STATEMENT

We understand that statements in this bid are subject to inspection by a SEOPA representative. Furthermore, we agree, if this area is selected as a conference finalist, representatives will make a presentation to SEOPA's Board of Directors at the time and place designated. We agree that SEOPA has no obligation to this area or its facility bidders until SEOPA's Board of Directors votes to accept the bid and a room contract is signed. Authority for area and facility selection is the responsibility of the SEOPA Board of Directors. Statements by individuals, oral or written have no basis in authority. Once approved by SEOPA's Board of Directors, the bid will supercede all other contracts.

Bidding Facility (*please print*)

Bidding Host Area CVB, Tourism Agency, etc. (*please print*)

Address

Address

City, State, Zip

City, State, Zip

Name and Title (*please print*)

Name and Title (*please print*)

Signature

Date

Signature

Date

Phone

Phone

E-mail address

E-mail address

Bid Package Checklist

As mentioned in the front of this form, support and cooperation from local, regional and state agencies is crucial to hosting a successful SEOPA conference. Letters of support from such groups should be included in your bid package. Here is a list of other items to consider when completing your packet:

- *brochures (or a list of websites) of attractions in the host area of interest to outdoor enthusiasts*
- *proposed room contract from the host facility*
- *diagram of host facility including dimension of storage, dining, hospitality, registration and break/snack areas (include dimensions of meeting space, board room and two complimentary suites, if available)*
- *detailed diagram (and brochures/websites if available) of Breakout Day site and Shooting Event site*
- *host facility catering menu and pricing*
- *menus and pricing from local caterers for Breakout Day and Shooting Event luncheons*
- *minimum of 10 pre- and post-conference trip descriptions*
- *minimum of four detailed spouse tours*
- *list of contacts for host facility and host area bureau*
- *completed bid form, including handwritten signatures on page 7 and initials at the bottom of other pages as indicated.*

Remember, the bid form itself is the most important part of your presentation. Please limit material to those items requested. All items should be submitted in one presentation folder or binder. Lastly, please help us plan better in the future by supplying the following information regarding your area and facility:

Peak season(s): _____

Off season(s): _____

And, have you ever bid on a SEOPA conference before? _____ If yes, what year? _____

Thank you!

Southeastern Outdoor Press Association, Inc.

P.O. Box 115
Badin, NC 28009
704-961-7614
lisa@seopa.org
www.seopa.org