



"Lifting As We Climb"

NABA, INC.

NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS, INC.

REQUEST FOR PROPOSALS (RFP)

ANNUAL NATIONAL CONVENTION YEARS – 2021, 2022, 2023

Updated: August 20, 2018



REQUEST FOR PROPOSALS

2021, 2022, 2023 National Conventions

TYPE OF ORGANIZATION:

The National Association of Black Accountants, Inc (NABA) represents the professional and business interests of over 100,000 African-Americans participating in the fields of accounting, auditing, consulting, information technology and finance throughout the United States. NABA's mission centers on addressing the needs of its members to nurture their growth as leaders in their companies and communities. NABA's network of 150 professional and student chapters, all dedicated to excellence, has helped to make the Association a major force within the accounting and finance professions.

ANNUAL CONVENTION:

On an annual basis in the month of June, NABA holds its Annual National Convention to further its mission and address critical issues. NABA is currently seeking an attractive destination to host either its 2021, 2022 or 2023 Annual Convention. **One destination will be chosen for each respective year.**

NABA's primary preference is that all of their Annual Convention sleeping rooms, meeting space and EXPO space requirements be held within in one larger "mega" hotel scenario, however, they will consider a multi-facility scenario, with the minimum requirements being that the HQ hotel can accommodate between 900 – 1100 rooms on peak night. Any required overflow hotels must be adjacent or within extremely close walking distance. If a Convention Center is required to accommodate any of NABA's EXPO or meeting space requirements it must be connected to the HQ hotel or within very short walking distance.

The city, along with the potential Headquarters and overflow hotels, as well as the Convention Center (if required) must provide cost effective room rates, rental fees and professional services in order to be strongly considered as the choice for the NABA 2021, 2022 or 2023 Annual Convention.

RESPONDING TO THE RFP:

All submissions must be made through the RFP survey portal and must be completed by **Friday, September 14, 2018**. Please email questions to naba_rfp@nabainc.org. **Do not** reach out to NABA directly throughout this process or email RFP responses to individual representatives. RFP Responses that are not submitted through the survey portal will not be considered.

DECISION PROCESS:

IMPORTANT DATES / TIMEFRAMES	FINAL DECISION PROCESS
August 22, 2018	NABA issues Request for Proposals to approximately 13 destinations of interest
September 14, 2018	Final proposals due to NABA in response to the original RFP
September 17 – September 26, 2018	NABA Convention Chairperson, NABA Chief Programs Officer and NABA Meeting Planner to review all proposals and create a short list of approximately five (5) different destinations to be considered to pursue and to arrange site visits
October 1-3, 2018	Top (5) destinations expected to travel to NABA Headquarters for in-house presentation
October 8 - November 16, 2018	NABA Convention Chairperson, NABA Chief Programs Officer and NABA Meeting Planner to visit those short-listed destinations
November 19 - 30, 2018	Following site visits, recommendations of those three (3) destinations preferred for each individual open year will be presented to the NABA National Board of Directors
December 1 - 15, 2018	Contract negotiations finalized with those final chosen CVBs/HQ Hotels/Convention Centers
December 15 -29, 2018	Pending favorable negotiations, final contracts to be signed

NABA Chief Programs Officer:

Ms. Kim Wilson
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Meeting Planner:

Mr. Brian Parker, CMP
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NABA NATIONAL CONVENTION OVERVIEW:

- **Anticipated Room Nights/Peak Rooms:** 4500 total room nights/ 1100 peak room nights
50% to 60% of NABA’s total room block is compiled of individual Corporate Affiliate room blocks, whose rooms will be taken out of NABA’s contracted room inventory for which the hotel (in conjunction with NABA) will provide individual Affiliate sub-block agreements obligating each of the Affiliates to 90% of their contracted sub-block
The remainder of the NABA room block is filled via individual call-in or on-line reservations, and rooming lists that will be provided for those Suites, Staff and Student rooms under NABA’s direct control.
- **Preferred Sleeping Room Rates:** \$225 per night or less
 (to include \$10 rebate to NABA and 7% commission to the Meeting Planner)
- **Exhibit Requirements:** Approximately 30 to 40,000 gross square feet
- **Interview Room Requirements:** 10 to 12,000 gross square feet (separate space from Exhibits)
- **Estimated Food & Beverage:** \$200,000 (to include Corporate Affiliate F&B Spend)
- **Largest Meal Function:** Celebration of Scholars Luncheon - 1200 ppl (Rounds of 10)

Preferred Meeting Dates:

- **1st choice** – 2ND week of June: 2021 (week of June 13), 2022 (week of June 12), 2023 (week of June 11)
- **2nd choice** – 3rd week of June: 2021 (week of June 20), 2022 (week of June 19), 2023 (week of June 18)
- **3rd choice** – 1st week of June: 2021 (week of June 6), 2022 (week of June 5), 2023 (week of June 4)

Preferred Meeting Pattern and Room Flow:

CONVENTION DAY	NABA'S PREFERRED DAILY PATTERN	SLEEPING ROOM REQUIREMENTS	NABA'S LESS PREFERRED BUT ACCEPTABLE ALTERNATE PATTERN
DAY 1	SUNDAY	75	MONDAY
DAY 2	MONDAY	350	TUESDAY
DAY 3	TUESDAY	1000	WEDNESDAY
DAY 4	WEDNESDAY	1100	THURSDAY
DAY 5	THURSDAY	1100	FRIDAY
DAY 6	FRIDAY	850	SATURDAY
DAY 7	SATURDAY	25	SUNDAY

Meeting History:

Year	City	Hotel	Room Night Pick Up	Room Rates
2018	Orlando, FL	Marriott Orlando World Center	4188	\$224 <small>(plus \$25 Resort Fee that provided internet for all attendees in guest rooms & meeting space) (Rates include a \$5 Rebate and 10% commission)</small>
2017	New Orleans, LA	Hilton New Orleans Riverside	4576	\$229 <small>(Rates included a \$6 Rebate and 10% commission)</small>
2016	Hollywood, FL	Diplomat Resort <small>(plus 4 overflow hotels)</small>	4581 <small>(includes overflow hotels)</small>	\$209 <small>(Rates included a \$6 Rebate and 10% commission)</small>

Future Conventions Planned:

Year	City	Hotel	Room Rates
2019	Las Vegas, NV	Cosmopolitan Resort	\$214 <small>(plus \$30 Resort Fee) (Rates include a \$10 Rebate and 10% commission)</small>
2020	Indianapolis, IN	JW Marriott Indianapolis & Courtyard Indianapolis Downtown	\$229 (JW Marriott) 209 (Courtyard) <small>(Rates include a \$14 Rebate and 10% commission)</small>

CONVENTION & VISITORS BUREAU REQUIREMENTS:

(Potentially Host Hotel(s) to provide if CVB does not)

- CVB or potential host hotel(s) to underwrite cost of Registration Personnel used during convention (Approximately 200 man-hours)
- CVB or potential host hotel(s) to assist with sponsoring expenses for a Promotional Event held during the NABA Annual Convention the year prior to your city being chosen. (Approximately \$5,000 contribution)

Outline of Proposal:

- Cover letter addressing your interest and commitment in submitting a proposal
- Year(s) bidding and proposed convention dates
- Host Hotel recommendations (please provide detailed information about proposed hotel facilities).
- Profile of business community
- Potential corporate / business community support (Listing and description of major corporations located in the area for which NABA may pursue as potential sponsors)
- Potential city and/or CVB support that will be provided to NABA
- Direct and indirect financial support that may be provided to NABA (e.g., underwriting sponsorship of specific convention function, community facilities, etc.)
- Potential or suggested city venues for social programs
- Listing/description of major city attractions and profile of available activities, sites, services, restaurants, etc. that will be of interest to NABA attendees
- Diversity background and profile of elected city officials plus a diversity profile of city population
- Potential diverse vendors for convention services and activities (e.g., transportation, security, etc.)
- Relevant local or state ordinances and specific regulations which might impact the NABA National Convention (e.g., Recognition of state tax exempt status for not-for-profit organizations, etc.)
- Detail any labor union obligations or relationships required of NABA

Expected Hotel Concessions

- Hotel and/or CVB to sponsor promotional event at the prior year's convention
- Hotel to host a Leadership Meal Event (Luncheon or Dinner) for 75 people during convention
- Hotel to host VIP Reception prior to Awards Banquet for 150 ppl
- 1 per 40 complimentary rooms (cumulative)
- Two (2) week reservation cut-off (from Day 3 of NABA room flow)
- 20% attrition on sleeping room block (cumulative)
- Room rates are to be 7% commissionable to the NABA Meeting Planner and in addition to commission, room rate to include an agreed upon rebate (minimum \$10 per room night) back to NABA to assist with convention expenses
- No charge for meeting space or exhibit space
- 50% discount off convention rate for 40 staff rooms (Days 1 - 7)
- 50% discount off convention rate for 40 student rooms (Days 3 - 7)
- Minimum of 30 upgrades to Concierge level at group rate (Days 1 - 7)
- 12 Complimentary Suites, over and above the comp policy, based on the following:
 - 2 - 1st Tier (Presidential / Premiere or however named) Suites, with two (2) complimentary adjoining bedrooms and Concierge Level access (Days 1 - 7)
 - 4 - 2nd Tier (Vice-Presidential / Governors or however named) Suites, with one complimentary adjoining bedroom and the 2nd adjoining bedroom at a 50% discount off convention rate and Concierge Level access (Days 1 - 7)
 - 6 - 3rd Tier (Deluxe / Executive or however named) Suites, with one complimentary adjoining bedroom and the 2nd adjoining bedroom at a 50% discount off convention rate and Concierge Level access (Days 1 - 7)
- All Complimentary Suites listed above to receive Concierge access above and beyond the 30 Concierge upgrades stated above

- 50% discount off all Suite Parlor rack rates for those corporate affiliates and regular attendees wishing to rent suites directly on own. Adjacent sleeping rooms at group rate.
- 20% discount off catered menu prices and/or specialty menus to be developed to meet NABA’s F&B budget requirements per event
- Contracted \$200,000 Food & Beverage minimum (Hotel to work with NABA on customized menus to fit budget) (F&B minimum to include F&B revenue received from NABA Corporate Affiliate Events)
- \$25,000 F&B credit for exceeding \$250,000 in total F&B expenditure
- 48 hour food and beverage guarantees
- A minimum of 15 comp VIP amenities
- A minimum of 10 round trip Town Car service for NABA VIPs during convention dates
- 50% discount on parking for NABA attendees (overnight guests or day visitors)
- 10 complimentary Valet parking passes for NABA VIPs and staff (Days 1 – 7)
- 25 complimentary daily self-parking passes for NABA local chapter members working the Convention
- 50% discount on telephone lines and phones, including installation, dismantling & daily usage charges
- Complimentary internet usage within the guest rooms for NABA attendees
- 50% discount on high speed internet connections (wired and wireless) within the meeting space, including labor for installation and dismantling (approximately 75 - 100 mbps on a daily basis)
- Free local phone calls from Staff office, President’s Office and Board of Directors Office
- A minimum of 30 comp room nights to be used periodically for convention planning site visits (within 15 months of Convention dates)
- Complimentary meeting space (i.e. Board Room for 20 ppl) for pre-convention planning visits
- No fees or labor charges (other than rigging and power) to be charged from the in-house Audio Visual company for NABA’s use of an external Audio Visual company
- 50% discount on rigging and additional electrical power requirements in Ballrooms & breakout rooms
- 10% discount in all Food & Beverage and Retail outlets for convention attendees
- Complimentary use of hotel easels for signage
- No fees charged by the hotel for the use of specialty sponsored attendee sleeping room keys and key packets
- Hotel Chain Rewards Points to be distributed as instructed following Convention

MEETING SPECIFICATIONS AND BANQUET REQUIREMENTS:

DAY OF WEEK	TIME	SESSION / ACTIVITY	SET UP or SQ. FOOTAGE	PPL
Days 1 -7	24 Hour Hold	NABA Staff Office	1000 Sq Ft	
Days 1 -7	24 Hour Hold	NABA Staff Room for Meals	1000 Sq Ft	
Days 1 -7	24 Hour Hold	NABA Staff Storage Room (prefer adjacent to the Staff Office)	500 - 700 sq ft	
Days 1 -7	24 Hour Hold	Meeting Planner’s Office	500 - 700 sq ft	
Days 1 -7	24 Hour Hold	Chairman of the Board’s Office	500 - 700 sq ft (Existing Boardroom Preferred)	
Days 1 -7	24 Hour Hold	CEO Office	500 - 700 sq ft	
Days 1 -7	24 Hour Hold	Show Producers Office	500 - 700 sq ft	
Days 1 -7	24 Hour Hold	Audio Visual Storage	1000 sq Ft	
Days 1 -7	24 Hour Hold	Photographer’s Office	500 - 700 sq ft	
Days 1 -7	24 Hour Hold	Business Development Office/Suite	500 - 700 sq ft	
Days 2 -7	24 Hour Hold	Ballroom to be set with extensive staging + A/V Production for General Session & Large Meal Events Installation/Rehearsals (Days 2-3) Show Days (Days 4-6) Teardown (Day 7)	30,000 Sq Ft (to accommodate 1000 theater & 1200 in Rounds of 10)	

DAY OF WEEK	TIME	SESSION / ACTIVITY	SET UP or SQ. FOOTAGE	PPL
Days 2 - 6	24 Hour Hold	Convention Registration Desk	8 Registration Stations	
Days 2 - 6	24 Hour Hold	Registration Office/Material Storage	1000 Sq Ft (in close proximity to Reg Desk)	
Days 2 - 6	24 Hour Hold	Corporate Partner Registration Desks	4 Registration Stations	
Days 2 - 6	24 Hour Hold	Cyber Café / Technology Bar	Preferably placed in large foyer area with good NABA attendee traffic flow	
Days 2 - 6	24 Hour Hold	NABA Volunteer Office	500 - 700 sq ft	
Days 2 - 6	24 Hour Hold	Partner Staff Office	500 - 700 sq ft	
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Days 2 - 6	24 Hour Hold	Partner Staff Office	500 - 700 sq ft	
Days 2 - 6	24 Hour Hold	Partner Staff Office	500 - 700 sq ft	
Days 2 - 3	24 Hour Hold	Registration Bag Stuffing Room	2000 Sq Ft (in close proximity to Reg Desk)	
Day 2 – 3	24 Hour Hold	Partner Meeting Room	1000 – 1500 sq. ft.	50-100 ea
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Day 2	1pm – 3pm	Staff Meeting with Lunch	Rounds w/ buffet inside of room	30
Days 3 - 6	24 Hour Hold	NABA EXPO Hall Installation/Set-Up (Days 3-4) Show Day (Day 5) Teardown (Days 5-6) (125 - 10 x 10 Exhibit Booths)	30 to 35,000 Sq Ft. (minimum 20 ft ceiling height)	
Days 3 - 6	24 Hour Hold	Interview Room Set-Up (Day 3) Interview Days (Days 4 - 5) Teardown (Day 6) (85 - 8 x 8 Pipe & Drape Interview Booths)	12 to 14,000 Sq Ft (separate from EXPO Hall)	
Days 3 - 6	24 Hour Hold	Speaker Ready Room	500 - 700 sq ft	
Days 3 - 6	24 Hour Hold	CPA Exam Review	Classroom Style	50
Day 3	7am - 6pm	Board of Directors Meeting	U-Shape (15 pp) + Theater (125 pp) <i>(Minimum 2500 sq. ft.)</i>	140
Days 3 - 4	24 Hour Hold	Executive Leadership Workshop	Crescent Rounds of 6	50
Days 3 - 4	24 Hour Hold	Management Leadership Workshop	Crescent Rounds of 6	50
Days 3 - 4	24 Hour Hold	Aspiring Leadership Workshop	Crescent Rounds of 6	50
Days 3 - 5	24 Hour Hold	(4) Corporate Affiliate Breakout Rooms	Various Room Sets	50-75 ea
Day 3	6am–7am & 12pm–2pm	Staff Breakfast & Lunch Meetings	Rounds w/ buffet inside of room	30
Day 3	9am - 12pm	NABA Chapter Leaders Training	Crescent Rounds of 6	75
Day 3	12pm - 2pm	Leadership Luncheon	Rounds of 10 (plus AV Production)	150
Day 3	1pm - 3pm	Technical Seminar Moderator Meeting	Classroom	50

DAY OF WEEK	TIME	SESSION / ACTIVITY	SET UP or SQ. FOOTAGE	PPL
Day 3	4pm – 6pm	Registration Staff Training	Theater Style	25
Day 3	6pm – 8pm	Leadership Reception	Reception Style (unique space if possible)	150
Day 4	6am–7am & 12pm–2pm	Staff Breakfast & Lunch Meetings	Rounds w/ buffet inside of room	30
Days 4 - 6	24 Hour Hold	(6) Professional Technical Session Rooms (concurrent)	Classroom Style	100 each
Day 4	9am – 12pm	C-Suite Session	Crescent Rounds of 6 (plus AV Production)	200
Day 4	11am – 3pm	Student Orientation & Lunch	Rounds of 10	250
Day 4	12pm – 2pm	Leadership Luncheon	Rounds of 10 (plus AV Production)	150
Day 4	3pm - 5pm	Opening General Session (General Session Ballroom mentioned above)	Theater	1000
Day 4	5pm – 7pm (Hold rooms from 12pm – 11:59pm)	Seven (7) Concurrent Corporate Affiliate Receptions <i>(prefer all rooms in close proximity for attendees easy flow from one room to the next)</i>	Reception Style	100 each room (flow)
Day 4	8:00pm – 11:00pm	NABA Opening Reception	Reception Style <i>(Event likely to be off-site but will consider any unique venue that hotel can offer)</i>	1000
Day 5	6am–7am & 12pm–2pm	Staff Breakfast & Lunch Meetings	Rounds w/ buffet inside of room	30
Days 5-6	24 Hour Hold	Student Session Room #1	Theater Style	250
Day 5-6	24 Hour Hold	Student Session Room #2	Crescent Rounds of 6	125
Day 5	9am – 11am	Women of NABA Exec Session	Crescent Rounds of 6	150
Day 5	9am – 11am	Women of NABA Mgmt Session	Crescent Rounds of 6	150
Day 5	11am – 1pm	Celebration of Scholars Luncheon (General Session Ballroom mentioned above)	Rounds of 10	1200
Day 5	1pm – 1:30pm	EXPO Hall Ribbon Cutting	Standing Session in Large Foyer in Front of EXPO Hall Entrance	500
Day 5	1:30pm – 6:30pm	EXPO Hall Open (EXPO Hall Ballroom mentioned above)	EXPO	1000
Day 5	7pm – 9pm	Five (5) Corporate Affiliate Receptions	Reception Style	75-100 ea
Day 6	6am–7am & 12pm–2pm	Staff Breakfast & Lunch Meetings	Rounds w/ buffet inside of room	30
Day 6	11am - 1pm	Women of NABA Brunch	Rounds of 10 (plus AV Production)	250
Day 6	1pm - 3pm	Men of NABA Session	Crescent Rounds of 6 (plus AV Production)	150
Day 6	5pm - 6pm	VIP Reception	Reception Style	100
Day 6	5pm - 6pm	General Attendee Reception	Reception Style	300
Day 6	6:30pm – 8:30pm	Awards Celebration Event (General Session Ballroom mentioned above)	Theater	1000
Day 6	8:30pm - 12am	Awards Soiree After Party <i>(Large Ballroom in close proximity to Awards Celebration Event)</i>	Reception Style w/ Dance Floor (on a flow)	1000