



RE: NYSTIA Event RFPs – Please Respond No Later Than Friday, July 14, 2023

Greetings:

The following page(s) will provide an outline of the logistics, goals, and expectations for the 2024, 2025 and 2026 **Annual Meeting** of the New York State Tourism Industry Association (NYSTIA) and the 2025 and 2026 **New York State Tourism Conference**. Approximate dates for these events are listed on the following pages. We will consider a different schedule (e.g., early week, Mon- Wed) if there is a compelling benefit derived in doing so.

NYSTIA is a member-driven, nonprofit organization at the vanguard of tourism marketing, stewardship, and long-term strategic planning. Our membership includes the leadership of New York State's county Tourism Promotion Agencies (TPA's), major urban and remote/rural Destination Marketing Organizations (DMOs), key executives from major attractions (e.g., LEGOLAND NY), museums (e.g., Baseball Hall of Fame, Corning Museum of Glass, Strong Museum of Play) and major marketing firms from across the U.S and Canada.

NYSTIA's mission is to help our members realize the potential of New York State tourism to drive responsible economic growth, create jobs, revitalize communities and increase state and local tax revenues. Tourism stewardship results in an improved standard of living, quality of life and pride of place for New York State communities and residents.

NYSTIA is seeking bids from host communities and institutions interested in taking an active and supportive role in hosting one of our events in the calendar years of 2024, 2025 and 2026. We would welcome your submission of a bid proposal for multiple events, however NYSTIA's tradition is to meet in different locations around the state each year and only one bid option can be approved per destination. **Venue bids must be endorsed and supported by the relevant dues paying DMO/TPA NYSTIA member.**

Both events include professional programming, appointment sessions, local Fam Tours, networking events and industry updates. We are particularly interested in host markets that have a compelling development or initiative to share that would enrich the experience and benefit for our attendees.

Questions and proposals should be submitted directly to me at bob@nystia.org. A committee of the corporation will evaluate the proposals and select our locations.

Thank you in advance for your interest and proposal(s).

Sincerely,

A handwritten signature in black ink, appearing to read "R. Provost".

Robert C Provost

President & CEO

bob@nystia.org * 518.956.1241

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New York State Tourism Industry Association | 689 Hoosick Rd PMB#110 * Troy, NY 12180 | 518.956.1241



Annual Meeting

RFP GUIDELINES for 2024, 2025 & 2026

(dates negotiable, mid-Sept to late Oct, programming typically Wednesday PM thru Friday AM)

Accommodations:

- Members booking rooms should have the option of a room with one or two beds at a fixed rate. It is desirable for these rates to be available for up to three (3) days before and after our event.
- A government rate must be an option for our members representing county or state offices.
- Commissionable rates are a plus, but our primary consideration is for the affordability of the event for our membership.
- It is our preference that members book their hotel room(s) directly with the hotel, and that a booking web link be provided along with a staff liaison to address any issues that arise.
- All bidding facilities must meet ADA guidelines, accommodate dietary needs, provide free Wi-Fi connectivity, and offer sustainability amenities (e.g., charging stations for electric vehicles).
- Where possible, a discounted rate for staff rooms (3 to 5 rooms) who will be working at the Annual Meeting is appreciated. Staff will arrive up to two days prior to prep for the event.
- Room Hold Mon (up to 5); Tues (15), Wed (60), Thurs (75), Fri (5).

Catering:

- The **Annual Meeting** registration fee usually covers the **Annual Meeting Luncheon** (Thurs), **Annual Meeting Banquet** (Thurs evening) and **Annual Meeting Brunch** (Fri AM).
 - **NOTE:** The Annual Meeting Banquet frequently occurs at a different venue if it enhances the attendee experience. The luncheon and brunch will be held in the meeting space.
- A board meeting of 25 individuals may be held onsite and require either breakfast or lunch service. Members arriving early for FAM tour experiences are encouraged to 'freestyle' locally on their first night and explore local dining opportunities.

Meeting Space/AV:

- **Ballroom/Auditorium:** The **Annual Meeting** generally requires a ballroom/auditorium space for 140 individuals at crescent rounds. General sessions and meals are generally scheduled in this space. Ideally, this space could be easily divided should programming require a split session, or additional breakout space would be required. This space will require a podium, panel table, microphones, projector and screen.
- **Meeting Space:** At least one but preferably two smaller meeting rooms for board/committee meetings, usually scheduled prior to the event (Wed PM, Thurs AM).
- **Exhibitors:** Display/visibility space for up to 35 exhibitors (possibly in in the ballroom)
- **Other:** The Annual Meeting features a two-hour Member-to-Member/1:1 appointment program (typically 2 to 4 PM Thurs). This has been creatively staged using restaurant or breakfast room space that is available during the mid-afternoon timeframe. Up to 35 small tables required.

Host Market: Venue bids must be supported by the relevant dues paying DMO/TPA NYSTIA member.

Most desirable is a host market where new or emerging tourism assets or initiatives can be featured.

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New York State Tourism Conference (NYSTC)

RFP GUIDELINES for (tentatively) April 23-25, 2025 & April 22-24, 2026
(actual dates negotiable, programming typically Tuesday PM thru Friday AM)

Accommodations:

- Members booking rooms should have the option of a room with one or two beds at a fixed rate. It is desirable for these rates to be available for up to three (3) days before and after our event.
- A government rate must be an option for our members representing county or state offices.
- Commissionable rates are a plus, but our primary consideration is for the affordability of the event for our membership.
- It is our preference that members book their hotel room(s) directly with the hotel, and that a booking web link be provided along with a staff liaison to address any issues that arise.
- All bidding facilities must meet ADA guidelines, accommodate dietary needs, provide free Wi-Fi connectivity, and offer sustainability amenities (e.g., charging stations for electric vehicles).
- Where possible, a discounted rate for staff rooms (3 to 5 rooms) who will be working at the event is appreciated. Staff will arrive up to two days prior to prep for the event.
- Room Hold (actual 2022 event count): Mon (up to 5); Tues (65), Wed (95), Thurs (95), Fri (5).

Catering:

- The NYSTC registration fee usually covers the **Luncheon** (Wed and Thurs), **Conference Banquet** (Thurs evening) and **Breakfast** (Thurs & Fri AM).
 - **NOTE:** The NYSTC Banquet may occur offsite at a different venue if it enhances the attendee experience. The luncheons and breakfasts will be held in the meeting space.
- A board meeting (up to 30 ppl) may require either breakfast or lunch service.
- Members are encouraged to 'freestyle' locally on Wednesday evening and explore local dining opportunities.

Meeting Space/AV:

- **Ballroom/Auditorium:** The NYSTC generally requires a ballroom/auditorium space for up to 200 individuals at crescent rounds. General sessions and meals are generally scheduled in this space. Ideally, this space could be easily divided should programming require a split session. Otherwise, alternate space may be required. This space will require a podium, panel table, microphones / audio, projector and screen.
- **Meeting Space:** At least one but preferable two smaller meeting rooms for board/committee meetings, usually scheduled prior to the event (Tues/Wed).
- **Exhibitors:** Display/visibility space for up to 30 exhibitors (possibly in the ballroom)
- **Other:** The NYSTC features a two-hour **Member-to-Member/1:1 appointment** program (typically 2 to 4 PM Thurs). This has been creatively staged using restaurant or breakfast room space that is available during the mid-afternoon timeframe. Up to 35 small tables required.

Host Market: Venue bids must be supported by the relevant dues paying DMO/TPA NYSTIA member.
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