WEA 2020

Request for Proposals

General Information

The Wilderness Education Association (WEA) was formed in 1977 as a member-based and volunteer-driven association committed to the development of professional outdoor leaders and educators. Now representing more than 250 outdoor professionals, the WEA continues to serve the outdoor industry through the development of the WEA 6+1 for individual credentialing and program accreditation. The WEA is governed by a 10-person, volunteer Board of Directors and is a registered 501(c)3 in the state of Wyoming. The 2020 event will be the 31st conference for the WEA.

Conference Planning Team Leadership (CPT)

Sarah Schneider	Will Hobbs
sschneider@weainfo.org	**whobbs@weainfo.org**
386.478.8942	406.657.2372

Estimated Schedule

Issue RFP:	March 1, 2019
Proposal Due:	April 8, 2019
Review and Follow-Up:	April 9-25, 2019
Announce Host Location:	April 29, 2019
Issue/Sign Contract:	July 1, 2019

The WEA reserves the right to revise the above schedule.

Proposal Format:

The Proposal must be submitted electronically directly to Sarah Schneider at **sschneider@weainfo.org** with **WEA 2020 RFP (host city)** in the subject line.

- Any modifications to a Proposal will be subject to these same conditions.
- The Proposal must respond to each of the RFP requirements.
- **Please include URL links to floor plans, menus, photos, etc.**
- The Proposal must be complete and must stand on its own merits. Failure to respond to any portion of the RFP may result in rejection of the Proposal as non-responsive.
- All Proposals and any accompanying documentation become the property of the WEA and will not be returned.

INTERNATIONAL CONFERENCE ON OUTDOOR LEADERSHIP

The conference is a time of connection, learning, and growth for attendees but also an opportunity for association fundraising and support. The International Conference on Outdoor Leadership is the signature event for the WEA and the 2020 Conference will be the 31st conference in the 42nd year of the association.

For the Host Institution and Host Team, the experience of hosting an international conference is an opportunity to share your facilities, best practices, and campus culture with your WEA colleagues. It can also be a professional development opportunity for students, faculty, and staff as well as local community partners.

Proposed Dates
The conference traditionally occurs in February with registration opening on Wednesday and final events on Saturday. For 2020 potential dates include:

February 19-22	February 26-29	March 4-7

Additionally, the Board of Directors holds two days of meetings in advance of the conference start.

Target Audience
The International Conference on Outdoor Leadership brings together outdoor professionals from around the world who represent college and university programs, independent outfitters and guides, non-profit schools and outdoor programs. The primary audience for the WEA consists of trip leaders, wilderness instructors, outdoor educators, and others. Vendor and company representatives will also be in attendance as well as local community outdoor programs, partners, and staff.

Intended Outcomes
- Professional networking and camaraderie
- Professional development
- Continuing education
- Career development and student mentoring
- International collaboration with WEA Japan and WEA Taiwan

WEA Conference Experience Highlights
- Auction
- Exhibit Hall
- Education Sessions
- Experiential Sessions
- Poster Sessions
- Committee meetings
- Awards Dinner
- Socials
- Welcome and Keynote Session(s)
- Business meeting
- Pre-Conference sessions
- Evening large group sessions
- Traveling Lunch option
- Local Activity Experience

Key Considerations for the Conference Experience:
- Low registration and lodging costs
- Proximity to travel hubs
- Cash and/or open bar options
- Simplicity of logistics, e.g., meeting spaces in close proximity to both food and lodging, etc.
- Community partner involvement
- Space and time for conversation and relationship building

Sample Schedule

Sunday	Board and staff arrive
Monday	Board of Directors meetings
Tuesday	Board of Directors meetings
Wednesday	Pre-conference workshops Attendee arrival and check-in Registration begins Opening Address Welcome Social
Thursday	AM Sessions Box lunch on site Off-site activity sessions Exhibit hall opens in the afternoon with Social with light hors d'oeuvres; bar Silent auction also opens
Friday	Light breakfast at/near Exhibit Hall WEA Business Meeting in the AM Working Lunch for Committees Afternoon Sessions Dinner on own Social & Auction - bar and finger foods in the exhibit hall (closes after)
Saturday	Breakfast - on own AM Sessions Lunch - Closing keynote: Awards & Banquet Post-Conference Wrap-Up, BOD meeting, etc.

SCOPE OF SERVICES

Host Institution Responsibilities

Financial Responsibilities

- The Host Institution should be prepared to provide substantial support for the program. It is expected that the Host Institution will provide reasonable prices for all indirect costs for facilities (i.e., meeting rooms, audio-visual needs) and direct costs (i.e. labor, service fees) throughout the conference experience. Meal costs should be negotiated with the food service providers to provide the best possible value for the conference.
- The WEA seeks to make the international conference as cost effective as possible to provide access to collegiate members and other participants. While expenses are negotiable, higher costs will increase the registration fee.
- The WEA will agree to pay deposits for securing the contract. All other expenses must be invoiced to the WEA via one master invoice within 30 days of the end of the conference unless specifically agreed to in advance of the signing of the conference agreement. The WEA reserves the right to pay the master invoice in no less than net 30 days.
- The WEA recognizes the effort and expense of hosting such an event. In addition to recouping costs, we are open to discussing other profit sharing options.

General Responsibilities

- The Host Institution is responsible for the coordination of facility/lodging/catering needs, local transportation support, and other on-site needs.

- The Host Institution will also be responsible for identifying local social and leisure activities and coordinating these opportunities with the Conference Planning Team (CPT).
- The Host Institution will collaborate with the CPT for sponsorships to promote beneficial cost saving for conference attendees.
- The Host Institution will support the CPT in marketing, event registration, program materials, and other logistics.
- The Host Institution will assist the CPT to manage logistics of on-site day-of activities and resources including managing volunteers and service crew, distributing materials, assisting with technology set-ups, and other associated tasks.
- The Host Institution will make every effort to identify and mitigate risks and obstacles to the success of the event.

CONTENTS OF PROPOSAL

I. Host Institution
- Institution/Organization Name
    - Mailing address, phone number, website, etc.
- Primary contact name and position.
    - Email and phone number
- Host Team names and contact info
- Brief explanation of why interested and connection to WEA (100-150 words)
- Letter of support from the administration of institution or organization.
- Summary of cost-sharing efforts with community partners, sponsorships, etc.

II. Lodging
Accommodations for conference attendees must meet the following criteria:
- Within a 5-minute drive to the location of campus meetings and should be within walking distance with sidewalk or walking/bike path access.
- An assortment of single, double, and suite-style rooms.
- Access to health and fitness facilities should be included at no or reduced costs.
- Please include individual and block room rates as well as deadlines for special rates.
- Please include address and URL of locations as well as current pictures of actual rooms.
- Identify the primary point of contact for all lodging concerns, and include phone and email contact information.

The Proposer must provide detailed estimates of all lodging costs included anticipated taxes, fees, and gratuities in the attached **Summary of Anticipated Budget.**

III. Location
The business of the conference (Host Site) should occur on a university or college campus. The Proposer may suggest a hotel or conference center as the host site but must include some programs and activities on nearby university/college campuses.
- The location of the Host Site should be no further than 45 minutes in standard traffic from a major transportation hub (airport/train station).
- The location of the major host city will be no further than 20 minutes from the campus at which the conference is being held.
- Provide examples of ground transportation and shuttle options between transportation hubs and event sites as well as estimated costs.
- Please note any current, planned, or proposed construction events happening in or near the Host Site.
- Include sites/ locations names, addresses, and URLs.

IV.   Meeting Space

The Proposer must provide details of all proposed meeting and event facilities including room capacities, configurations, current or planned construction/renovation, and available technology.

- The Host Site campus must have a capacity for at least 300 conference participants.
- No less than one main multi-purpose room or ballroom that can hold all participants at a seated meal.
- No less than 5 breakout rooms or classrooms with a capacity of at least 50.
- No less than 2 breakout rooms or classrooms with a capacity of at least 75.
- All breakout rooms or classrooms should be within a contiguous space such as a student center, conference center, or classroom building.
- A Boardroom to seat 15 for meetings of the WEA Board of Directors before and during the conference.
- Contiguous space to accommodate (20) 8'x10' exhibit booths.
- Lounge areas with some seating for informal gathering between sessions.
- Conference registration and a welcome area in an appropriate and visible location.
- The meeting rooms must be fully equipped with projection, audio/visual and WiFi access for presentations.
- The Host Site must provide a secure and lockable room (or rooms) equivalent to 250 square feet to serve as the Conference Headquarters from the two days prior to start (and one day following the end of the ICOL). This room must have adequate power to operate several computers and printers.
- Please note any current, planned, or proposed construction events happening in or near the proposed meeting spaces.
- Please note any potential space conflicts with other users and briefly describe the mission and purpose of those groups.
- Please provide address and URL of meeting locations, as well as current pictures of each proposed space.

Technology
- The Host Site, and hotel if applicable, must provide free, high-speed wireless internet access for all participants.
- The Host Site should provide secure internet access for the Conference Headquarters and Store.
- The Host Site must provide audio-visual equipment throughout the conference – particularly during the general sessions, panels, and main speakers – along with an onsite contact to help with troubleshooting as necessary.

V.   Food and Beverage

The Proposer will provide a detailed summary of the meal and catering options including per person pricing.

Ideally, meals will be held on location in an area that will allow for networking to occur among attendees or allow for a speaker during the meal. The Host Institution should work with their dining service or other local contacts to get the most beneficial cost for conference meals. Use of the campus dining hall is acceptable for some meals.

Meal options should include:
- Continental breakfast or full hot breakfast
- Boxed lunch, food court/dining hall lunch, or buffet lunch
- Seated dinner and/or buffet dinner/lunch
- Evening social finger foods
- Coffee and snacks options
- Cash or open bar options at evening and/or banquet events

Foodservice provider must provide examples of special menus to meet a range of dietary preferences such as vegetarian, vegan, nut or dairy allergies, halal, or other preferences identified through the conference registration process.

VI.   Marketing and Promotion

The host team will work closely with the conference Marketing and Communications team to select a theme and brand the 2020 conference.

- Brief description of theme and brand opportunities for the host city and/or destination.
- Brief description of other local and regional marketing and promotion opportunities
- Identify community organizations with whom to partner
- Networks to recruit registrations
- Other local resources

VII.   Host City

The Proposer will provide links and contacts for local tourism information such as Chamber of Commerce, visitor bureau and other similar agencies or resources. Please also include a summary of local food and activity options and a brief description of the plan to minimize resource consumption and use.

- The host city and Host must have anti-discrimination policies in place and must be ADA compliant.
- The host city should be walk- and bike-friendly with a variety of outdoor activity options within close proximity.
- The host city should allow attendees to make environmentally responsible choices on travel, food, and waste disposal.

VIII. Summary of the Anticipated Budget

Prepare a budget proposal that follows a format similar to that below and captures all anticipated costs.

Item	Explanation	Total
LODGING: Provide detailed estimates of all lodging costs included anticipated taxes, fees, and gratuities.		
Individual room internet		
Resort Fees		
Block Room Rate		
Lodging Subtotal		
FOOD & BEVERAGE: Please provide cost details for all food and beverage including anticipated taxes, fees, and gratuities.		
Breakfast Options		
Full Catered Meals		
Box Lunches		
Coffee and Snacks		
Hors d'oeuvres		
Bar Service		
Food & Beverage Subtotal		
FACILITIES: Provide cost details including anticipated taxes, fees, and gratuities.		
Meeting Rooms		
Banquet Rooms		
Exhibit Hall		
Administrative Space		
Board Room		
Signage	Costs for wayfinding through the facility(ies)	
Facilities Subtotal		
TECHNOLOGY: Provide cost details including anticipated taxes, fees, and gratuities.		
Audio/Visual		
Internet & Wireless		
Technology Subtotal		
TOTAL COST		
Price per person (based on 150 attendees)		

Miscellaneous Budget Items:

- Are there any price breaks based on attendance? Please explain.
- Briefly explain the budgeting and payment process and/or fund transfer procedures.

IX. Evaluation Criteria

Criteria	Description	Possible Points
Overall Price	Overall cost of all factors.	50
Facilities	Quality and availability of meeting spaces. Quality and availability of technology.	25
Lodging	Quality, proximity, and availability of Lodging facilities.	20
Location & Host City	Location of proposed Host and Host City, i.e., proximity to affordable transportation options. Quality of Host City, e.g., walkability, proximity to outdoor resources, etc.	15
Food & Beverage	Quality, proximity, and availability of food and beverage options. Variety of meal options.	15
Community Engagement	Strength of local partnerships. Participation with local agencies, providers, etc. Viable sustainability plan.	10
Host Interest and Support	Brief explanation of why interested and connection to WEA Letter of support from the administration of institution or organization. Total financial support from the Host Institution and Partners.	10
Marketing	Strength and viability of marketing and promotion proposal.	5
TOTAL SCORE		**/150**