

[illegible]

2018	Marriott Fort Lauderdale Harbor Beach			40	225	374	354	45	10		1048
2019	Hyatt Regency Jacksonville Riverfront			25	225	379	356	45	10		1040
2020	RESCHEDULED TO 2021 Hilton Orlando Bonnet Creek			55	225	370	370	45	12	12	1089
2021	Hilton Orlando Bonnet Creek		55	225	370	370	45	12	12		1089
2022	Tampa Marriott Water Street		1	32	184	320	307	27	7	1	936
2023	Hyatt Regency Coconut Point	1	5	54	254	369	368	61	19	5	1136
2024	Omni Orlando Resort at ChampionsGate	1	1	35	233	334	320	43	10	3	980
2025	Hilton West Plam Beach Marriott West Palm Beach		1	50	229	290	274	29	2		875
			1	50	268	336	315	29	2		126
											Total 1,001
2026	Renaissance Orlando at Seaworld										TBD
2027	Sawgrass Marriott										TBD
Sat Sun Mon Tues Wed Thur Fri Sat Sun											

FUTURE OPEN DATES: The following peak dates are being considered for the 2028, 2029 and 2030 Annual Conferences:

2028	June 21 - 23	Preference
	June 28 - 30	1 st Alternate
	July 12-14	2 nd Alternate
	July 19-21	3 rd Alternate
2029	June 20-22	Preference
	June 27 -29	1 st Alternate
	July 11-13	2 nd Alternate
	July 18-20	3 rd Alternate
2030	June 19-21	Preference
	June 26 -28	1 st Alternate
	July 10-12	2 nd Alternate
	July 17-19	3 rd Alternate

ROOM BLOCK:

		Peak	Peak	Depart		
Mon	Tue	Wed	Thu	Fri	Sat	Total
60	250	395	395	45	10	1155

All rates should be quoted as net, non-commissionable.

PRELIMINARY SCHEDULE (TENTATIVE)

Definite schedule will be completed 12 months prior to event date.

DAY	TIME	EVENT	RM SIZE	# of PEOPLE
Monday - 7:00 a.m. (Start) - Friday - 5:00 p.m. (End)	24hh	FSAE Staff Office	300-400 s/f/room lockable	10pp – 12 pp (Flow)
Monday - 7:00 a.m. (Start) - Friday - 5:00 p.m. (End)	24hh	AV Storage	300-400 s/f/room lockable	10pp – 16pp (Flow)
Monday - 7:00 a.m. (Start) - Friday - 8:00 a.m. (End)	24hh	Amenity Storage	300-400 s/f/room lockable	10 pp
Monday - 7:00 a.m. (Start) - Friday - 8:00 a.m. (End)	24hh	FSAE Signage & Supply Storage	300-400 s/f/room lockable	10 pp
Monday – 7:00 a.m. (Start) - Friday – 2:00 p.m. (End)	24hh	Silent Auction & Expo		500 pp - 525 pp (Flow) 85 –95 Table Tops (6-ft x 30-in)
Monday – 12:00 p.m. (Start) -- Friday – 3:00 p.m. (End)	24hr	Registration Desk	Pre-existing reg. area	
Monday – 12:00 p.m. (Start) - Friday – 3:00 p.m. (End)	24hr	General Session Set-up		Crescent Rounds for 525 pp - 575 pp
Tuesday – 7:00 a.m. (Start) Tuesday – 5:00 p.m. (End)	7:00 a.m. - 5:00 p.m.	FSAE/Foundation Board Meetings <i>To include lunch</i>		U shape for 30pp and room for 4 -5 rounds for lunch
Tuesday	5:30 p.m. – 8:00 p.m.	Leadership Reception <i>(sponsored event)</i>	Please note: this event could be off-site (Tentative)	85pp – 110pp
Wednesday – 8:00 a.m. (Start) -- Friday – 3:00 p.m. (End)	24hh	Sponsor Tabletop Exhibits	Central area near Registration and General Session	10 high boys
Wednesday - 8:00 a.m. (Start) -- Friday - 3:00 p.m. (End)		Social Media Lounge	Central area near Registration and General Session	Scattered cocktail tables, chairs, power strips for device charging
Wednesday	AM - TBD	Executive Welcome Break	750 s/f near Roundtables	100-125 pp (Flow)
Wednesday	9:00 a.m. – 12:00 p.m.	CEO, Leadership and Meeting Planner Roundtables (3 rooms)		Crescent rounds seating for 75 - 85 each
Wednesday	12:00 p.m.	First-Timer Meet Up		Crescent rounds or classroom for 125 - 150
Wednesday	12:00 p.m. – 2:00 p.m.	General Session Lunch - Opening Keynote		Existing set-in general session room
Wednesday	2:45 p.m. – 4:15 p.m.	Hands on Breakouts		Classroom or crescent rounds for 125 - 150 (3 rooms)
Wednesday	5:30 p.m. - 7:00 p.m.	VIP Reception (On or Off-site – TBD)		225-250 pp (Flow)
Wednesday	6:30 p.m. – 9:30 p.m.	Opening Reception (On or Off-site – TBD)		525 - 575pp (Flow)

Thursday	7:30 a.m.- 9:00 a.m.	General Session & Breakfast		Existing Set
Thursday	10:00 am – 10:45 am	Morning Break	In Silent Auction area	Coffee & Tea
Thursday & Friday	8:00 a.m. – 5:00 p.m.	(3) Breakouts	2,600 s/f/room	Classroom or crescent rounds for 125 – 150 (3 rooms)
Thursday	11:30 a.m. – 1:00 p.m.	General Session & Luncheon		Existing Set
Thursday	2:45 p.m. – 3:30 p.m.	Break	In Silent Auction	Coffee & Tea
Thursday	4:00 p.m. – 5:30 p.m.	Beer Tasting		100 ppl (25 high boys)
Thursday	7 pm – 10 pm	Conference Gala & Dinner (sponsored by Host Property)		525 – 575 pp (Flow) <i>(Needs ample seating for guests to sit and eat dinner, per attendee feedback)</i>
Friday	9:30 a.m. – 11:30 a.m.	General Session Brunch		Existing set-in general session room

FOOD & BEVERAGE:

Continental Breakfast - \$15-22 pp range inclusive
Plated Breakfast - \$18- \$24 pp range inclusive
Plated Lunch - \$22 - \$30 pp range inclusive
Breaks - \$6 – \$9 pp range inclusive
Coffee/tea - \$55 - \$65 per gallon inclusive

SITE CONSIDERATIONS AND CONCESSIONS FOR HOST PROPERTY:

- ❖ The host property must have a minimum of 395 sleeping rooms that will be dedicated to FSAE, with potential overflow hotels accessible by foot, shuttle, or a short driving distance.
- ❖ Must be located in an area conducive for gaining sponsorship from surrounding properties, organizations, TDC's, CVBs. Properties are encouraged to partner with local CVBs and sponsors.
- ❖ Must sponsor on own, or in conjunction with your CVB, the Friday Brunch the preceding year to announce your destination for following year (\$23,000). Anticipated attendance is 500 pp. For instance, the 2028 host will sponsor the Friday Brunch at the 2027 Annual Conference.
- ❖ Must assist with obtaining, or in conjunction with your CVB and destination partners, sponsorship for Wednesday night Opening Reception (generally off-site) for 525-575 attendees including, but not limited to: food, alcoholic beverage, activities appropriate for the event, décor, entertainment, and adequate bus transportation. All arrangements subject to FSAE approval.
- ❖ Must sponsor on-site the Thursday Gala for estimated 525-575 attendees with musical entertainment, live music, all subject to FSAE approval. Host shall provide food & beverage, décor, alcoholic beverages, activities appropriate for the event. This is a 16 year and older event.

- ❖ Net, non-commissionable rate, inclusive of any resort fees, requesting no higher than a flat \$149 single/double. The hotel will pay a rebate to FSAE of \$10 per room for each full revenue sleeping room actually occupied and paid for by FSAE or its attendees that was reserved as part of the established room block at the negotiated group rate (this excludes staff rates and complimentary rooms) in the form of a credit to the group master account.
- ❖ Rates available 3 days pre/post.
- ❖ Requires one (1) complimentary room per every 30 revenue producing guest rooms occupied in or outside the FSAE Annual Conference room block on a cumulative basis.
- ❖ Two (2) complimentary “presidential” style one-bedroom suites for 7 nights each.
- ❖ Up to ten (10) complimentary room nights for site inspections and pre-planning for staff.
- ❖ Ten (10) Staff Rooms complimentary for seven (7) nights each with a cumulative value of 70 room nights with a request that six (6) staff rooms be located on the concierge level and have access to concierge amenities. Rooms will be available from Monday – Sunday.
- ❖ Twenty-five (25) room nights at 50% off the group rate for Annual Conference speakers.
- ❖ Twenty-five (25) upgrades to suites and/or VIP Concierge Level at group rate. Rooms assigned by FSAE.
- ❖ Discounted rate, based on availability, for conference planning committees that wish to meet/site the property prior to the conference.
- ❖ Provide walk clause for all nights a guest is displaced.
- ❖ Allow FSAE to bring in an outside audio/visual vendor without penalty or assessment and waive patch fees. All audio/visual needs associated with the events held during conference (with the exception of those sponsored by host property) will be contracted through FSAE’s vendor.
- ❖ Allow other suppliers sponsoring events to distribute promotional materials in meetings, during meal functions and guest rooms.
- ❖ Complimentary space including meeting, exhibit, auction, registration, storage, etc., including tables, linens, chairs, lecterns, etc., and any associated set up fees.
- ❖ Complimentary house current and power drops as needed for all sessions, expo hall, A/V productions and entertainment.
- ❖ Complimentary power, internet, phone lines, tables and linens, for Silent Auction and Registration Desk.
- ❖ Complimentary corkage fee during beer tasting
- ❖ Complimentary Internet for FSAE attendee guest rooms.
- ❖ Complimentary Internet access inside all meeting rooms.
- ❖ Complimentary tripod easels for signage if necessary.
- ❖ Provide complimentary package handling fees associated for or directed to FSAE staff.

- ❖ Provide complimentary self –parking for all overnight guests and local guests who are attending FSAE meetings/functions.
- ❖ No charge to re-key or provide keys to FSAE Staff for Office, A/V, and Registration areas.
- ❖ Complimentary breakfast (including protein) for up to 10 in staff office Tuesday – Wednesday (2 days)
- ❖ Provide complimentary or discounted room drops for any items that are distributed to attendee guest rooms at the request of FSAE.
- ❖ 50% off spa treatment for FSAE staff on the afternoon of the last day
- ❖ Any requests for sleeping rooms with Hospitality suites or Hospitality suites not included in the proposal are to be approved by FSAE.

DECISION PROCESS: FSAE is compiling results to review in September.

Site inspections and final decision should be completed by late October.

FSAE Annual Conference Host Hotel and Destination Sponsorship Benefits

- Three (3) Conference Registrations
- One (1) FSAE membership (for Calendar year of sponsorship)
- Two (2) VIP Reception Tickets
- High Boy table for marketing materials in prime location
- Onstage presence during general session:
 - 10-minute speaking opportunity in front of attendees
 - Podium recognition
 - Onstage and room branding with help of production team
 - Marketing materials distributed at each seat during one of the general sessions
- Advertising & Branding:
 - Full page ad in Onsite Conference Workbook
 - One (1) Full page advertisement in Source Magazine
 - One (1) Exclusive Solo Email-blast to all FSAE members
 - One (1) Homepage rotating logo
 - Recognition as a PLATINUM SPONSOR in the Onsite Conference Workbook
 - Inclusion in Platinum Sponsor signage during Annual Conference
 - Two (2) sets of mailing labels for pre and post conference mailings
 - Facebook, Instagram & LinkedIn Sponsor Recognition with Images
 - Sponsor recognition in Conference E-mails
 - Sponsor recognition in Source Magazine
 - Sponsor recognition in Sponsor Slides
 - Platinum sponsor ribbon for name badge
 - 1 marketing piece included in conference tote bags
 - Recognition in a special Conference Marketplace in Source Magazine (in up to 2 Issues)
 - Included in printed Sponsor contact sheet
- Event App Recognition:
 - Promoted post in Conference App on the day of event
 - Rotating logo on App homepage
 - Included on custom Sponsor page in App
 - Participate in Sponsor Trivia – provide 1 question
 - Sponsor listing in App

How To Respond

- Complete the attached form and return to Trevor Maddox, CMP, **by September 1, 2025.**
- Do **NOT** send e-proposals, menus, pictures, etc. **JUST COMPLETE & RETURN THE ATTACHED FORM.**
- I encourage you to contact me if you have any questions about this RFP or the bid process. Thank you in advance for your support of FSAE's Annual Conference.

Trevor Maddox, CMP, Education & Events Manager, FSAE, 850-702-0942 or trevor@fsae.org



TO: Trevor Maddox, CMP

EMAIL: trevor@fsae.org

RE: FSAE – 2028, 2029 and 2030 Annual Conference

Hotel	
Address	
City/State/Zip	
Sales Contact	
Title	
Phone	
Fax	
Email	
Website Address	

Year	Dates	Net, Non-Commissionable Rates (Inclusive of Resort Fees)
2028	June 21 - 23	Preference
	June 28-30	1 st Alternate
	July 12-14	2 nd Alternate
	July 19-21	3 rd Alternate
2029	June 20-22	Preference
	June 27-29	1 st Alternate
	July 11-13	2 nd Alternate
	July 18-20	3 rd Alternate
2030	June 19-21	Preference
	June 26-28	1 st Alternate
	July 10-12	2 nd Alternate
	July 17-19	3 rd Alternate

CONCESSIONS: Place your response in the right-hand column. The response boxes will expand as you type. (If you have questions please refer back to RFP for specifics or contact Trevor Maddox at 850-702-0942 or trevor@fsae.org.)

Total # of guest rooms at your property?	
Total square footage of meeting space at your property?	
Sponsor, on own or in conjunction with local CVB, Friday brunch the preceding year to announce your destination for the following year. 500 pp	
Assist in obtaining or in conjunction with your CVB and destination partners, sponsorship of Wednesday Opening Reception. 525-575pp?	
Sponsor Chairman's Reception and Dinner/Dance in host year. 525-575pp?	
Rates inclusive of all resort fees?	
Rates available 3 days pre/post?	
1 per 30 comp ratio – cumulative basis?	
Complimentary - Two (2) "presidential" style one-bedroom suites for 7 nights each?	
Up to 10 comp room nights for site inspections and pre-planning for staff?	
10 complimentary Staff Rooms for 7 nights each with a cumulative 70 room night value?	
25 sleeping rooms at 50% off group rate for speakers/VIPS?	
25 suite and/or Concierge Level upgrades?	
Discounted rate for conference planning committees for meet/sites?	
Walk clause for displaced guests?	
Name the nearest overflow hotel(s) and how far in miles?	
Allow FSAE to bring in own A/V vendor?	
Waive patch fees?	
Allow other suppliers to distribute promotional materials?	
Complimentary space including meeting, exhibit, auction, registration, storage, etc., including tables, linens, chairs, etc., and any associated set up fees.	

Comp house current and power drops as needed for all sessions, exhibits, A/V productions and entertainment?	
Comp power, internet, phone lines, tables and linens for Silent Auction and Registration Desk?	
Comp basic Internet in all guest rooms?	
Comp Internet inside meeting rooms?	
Comp free tripods for signage, if necessary?	
Comp package handling fees associated for or directed to FSAE staff?	
Complimentary self-parking for all overnight guests and local guests who are attending FSAE meetings/functions.	
If you have fees to park, explain cost(s).	
No charge to re-key or provide keys to office space?	
Comp or discounted room drops?	
Guarantee no major renovations during conference?	
Do you have a Spa and how many treatment rooms?	
How many miles to the airport and the ROUNDTRIP shuttle cost?	

List reasons your property should be considered. Bragg! Describe recent or future renovations, awards, certifications.

Name: _____ Title: _____

Signature: _____ Date _____