



The Voice of the Industry.

2011 TANM RESEARCH & MARKETING CONFERENCE **REQUEST for PROPOSAL**

The Tourism Association of New Mexico (TANM) is inviting members to submit proposals to host the 2011 Research & Marketing Conference. The focus of this event is to provide industry members with research to make marketing decisions, and attracts about 100 attendees. Selection of a host facility and location for this conference will be made by TANM's executive committee. A site visit may be required before a decision is made. If that visit necessitates an overnight stay the proposing hotels may be asked to provide one comp night lodging to the TANM representative.

Proposal Elements

The following list of requirements should be considered baseline for the proposal. **Additional sponsorships, in-kind donations, creative ideas regarding venues and activities - will be positively received. Prices for each of the conference elements will be considered key decision making components.**

Dates A 2 day period in Oct/Nov 2011, excluding the following:

Unacceptable dates: Oct. 1-9 and Oct 24-30, and Nov 14-18 and Nov 21-25, 2011

The conference begins with a luncheon on day one, breakfast on the 2nd day and concludes before noon.

Hotel requirements

All participating hotels must be TANM members. Room rates will be one of the key criteria used in making a decision for proposal acceptance. Sleeping room block needed: 50-80 rooms for one night depending on location. A minimum of two complimentary rooms must be provided in the host hotel for TANM staff.

Meeting space requirements

We require space to accommodate 100 people in general sessions (classroom style) and meals (72" rounds, 1300 sq. ft. minimum). We will have a late afternoon/early evening **reception which will be hosted by the community or hotel. The final details will be at the discretion of the host community with approval from the TANM CEO.** Delegates will be on their own for dinner.

Meeting Room space needs to accommodate 100 delegates classroom style (minimum 1500 sq. ft.).

- All meeting space must allow additional space for staging and audio/visual equipment. Include information on audio/visual services with prices. (It should be acceptable for us to use our own audio/visual equipment where applicable.)

- We will need a registration table outside the meeting room and will also require 6' tables for possible exhibits and refreshments inside the meeting room(s).
- Space for a conference office, lockable with keys for TANM staff, must be provided in close proximity to the registration area.
- **There should be no charge to TANM for any meeting spaces or set up service.**

Food & Beverage Requirements

- Food and beverage service must be available from local providers that are presented with a high quality standard (i.e. glass, china, silver as opposed to paper and plastic).
- Alcohol must be allowed in the area designated for the reception. **A description of the hosted reception (proposed venue and F&B) should be included.**
- A list of providers and sample menus with prices (quoted inclusive of tax and service fee) should accompany this proposal.
- Fees and prices for all facilities and services should be included, as well as guarantee requirements for food and beverage services. **Prices will be one of the key criteria used in making a decision.**
- F&B functions will include: lunch, afternoon break, welcome reception (unless hosted elsewhere in community), breakfast, and morning break.

Typical Conference Schedule

Day 1

Opening Luncheon – general session	Rounds	100	noon
Educational Sessions and Breaks & snacks	2 Classrooms	50 ea	afternoon
Hosted reception with food and alcoholic beverages	Flexible	100	End of day's event

Day 2

Breakfast – general session	Rounds	100	morning
Educational Sessions and Breaks	2 Classrooms	50 ea	morning
Break w/snack		100	morning

Conference History

	<u>'09 ABQ</u>	<u>'08 Las Cruces</u>	<u>'07 Acoma</u>	<u>'06 Taos</u>
# Delegates	88	76	80	85

If you have further questions, please contact TANM CEO Sharon Schultz at 505.345.5553. **The deadline for submission of your proposal is Monday, August 30, 2010, 5:00 pm at the TANM office.** Submit your proposal via email to sschultz@tanm.org . If your community or hotel is selected as host, TANM will work with you to develop final details for the conference. Public announcement of the 2011 location will be made at the 2010 conference in Clovis, Nov. 4-5.