

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

REQUEST FOR PROPOSAL: STEP 2

2018 & 2020 Sport Events Congress

(updated May 2016)

The RFP Bid Process | An Overview

The Canadian Sport Tourism Alliance (CSTA) is now accepting bids for Sport Events Congress (SEC) 2018 and 2020, using a two-step bidding process. The requirements for Step 2 are outlined in this document. A second document outlines the requirements for the 1st step of the bidding process. If you are interested in bidding to host SEC 2018 and/or 2020, please ensure you review the requirements for each step of the two-step process before proceeding with your bid.

The purpose of this RFP process is to offer a fair evaluation process for all cities who are interested in hosting Sport Events Congress and to provide bidders with a standardized template that CSTA will use to evaluate each proposal. It is understood that the CSTA reserves the right to accept all or parts of the bid information submitted in Step 1 and Step 2. The CSTA encourages creativity from bidding cities in presenting a unique and memorable Congress experience for delegates.

Bidders should use the first step of the bidding process to showcase their ability to meet or exceed the most crucial mandatory elements required by host partners of Sport Events Congress. The 2nd step of the bidding process is reserved for host cities who have made it past the first round of selections (as per the Step 1 requirements) and receive formal notification from the CSTA requesting a bid proposal for Step 2.

Proposal Requirements | The RFP Bid Process – Step 2

To submit a bid to host Sport Events Congress, bidders must first complete Step 1 of the two-step RFP bidding process. Those bidding cities who receive notification from CSTA that they are invited to submit a bid proposal as per Step 2 must refer to the Step 2 requirements which are outlined in this document and consist of these mandatory elements:

- Submission of all the information related to the proposed host hotel (s) and overflow hotel (if applicable), including all of the information outlined in Table 1 and an explanation of the required concession (and any additional concessions) offered by the hotel (s)
- Submission of all information related to the proposed venue for meeting space, including all of the information outlined in Table 2
- A description of the proposed space recommended for CSTA's onsite social functions (at either the host hotel or venue) as outlined in section c) on page 4 of this document
- A description of your approach to the Vendor Alley (trade show component) of the Congress (as outlined in section d on page 5 and in Appendix B)
- Confirmation of your ability to meet the AV requirements as outlined in section e) on page 5
- A description of the proposed ideas/suggestions for one or two off-site hospitality event(s), including budgets.
- Confirmation of a financial commitment for site visits and travel
- Submission of information related to speaker suggestions
- Submission of information related to event planning support
- Submission of information related to a media/communications plan

- Submission of information related to a shipping & storage plan
- Submission of any optional or additional information that enhances the bid (optional – not required)

It is **highly recommended** that prospective bidders review the requirements outlined in **both Step 1 and Step 2 of the RFP Bid documents before initiating Step 1 of the process. This will ensure that prospective hosts have a full and complete understanding of all of the requirements. Bidders may not submit any information required in Step 2 (as outlined in this document) until invited by the CSTA to do so.**

How to Submit Step 2 of Your Bid

Bids must be submitted electronically via email to Krista Benoit, CSTA's Executive Director, Marketing & Events at kbenoit@canadiansporttourism.com. All documents submitted must be provided in PDF format and may not exceed 7 MB in file size. No more than ten (10) pages may be submitted per bid city in Step 2 (twelve pages may be submitted if your bid includes a bid proposal for hosting both SEC 2018 and SEC 2020). If your Step 2 proposal exceeds the maximum file size or page limit CSTA reserves the right to automatically disregard your proposal.

Once CSTA is in receipt of Step 2 of your bid proposal, no changes or modifications to your submission will be permitted. Please ensure your submission is final before you submit your bid. Receipt of all bids will be acknowledged. Submitted proposals will be binding for sixty (60) days after the submission deadline.

Deadlines and Key Dates

May 13, 2016	CSTA issues a call for bids to host Sport Events Congress
May 13 to August 2, 2016	CSTA accepts questions and/or clarifications (in writing only) related to requirements as outlined in either the Step 1 or Step 2 RFP Bid Documents. CSTA will post a Q & A document to its website for all prospective bidders to view. Bidders are encouraged to refer to this section of the website on an ongoing basis as needed.
August 15, 2016 at 8 pm EST	Step 1 Bid documents due to CSTA – 1st deadline
August 16 to August 31, 2016	CSTA Reviews All Step 1 Bid Documents received
September 1, 2016	CSTA informs bidding cities of their eligibility to continue to Step 2 in the Bid Process and communicates with those cities who have not been selected to advance to Step 2.
September 1 to September 15, 2016	CSTA accepts questions and/or clarifications (in writing only) related to requirements as outlined in Step 2. CSTA will post a Q & A document to its website for all prospective bidders to view. Bidders are encouraged to refer to this section of the website on an ongoing basis as needed.
September 30, 2016	Step 2 Bid documents due to CSTA – final deadline
October 1 to December 1, 2016	CSTA reviews all Step 2 Bid Documents received, conducts follow-ups with bid cities and does site visits.
December 15, 2016	CSTA Announces Host City/Cities for SEC 2018 and/or SEC 2020

Non-Acceptance in Step 2

CSTA reserves the right to not select a host through this process if it is deemed that the project will not continue or if it is perceived that none of the proposals received in either Step 1 or Step 2 meet the needs of the organization. CSTA also has the right to cancel this RFP at any time and shall not be obliged to provide reasons for the cancellation.

Common reasons for non-acceptance of bids in Step 2 may include the following:

- the proposal was not submitted according to the submission guidelines
- the proposal was not submitted according to the stated deadlines
- the bidding city does not offer a seamless means of transportation in and out by air, train or car

- there is a less than ideal logistical fit as it relates to the venue (size and location of the meeting space, venue set-up, venue charges and fees, inferior space for trade show and/or on-site hospitality space, etc.)
- the bidding city did not demonstrate a clear understanding of the target audience and event stakeholders
- the proposal did not allow for use of a 3rd party external AV supplier and/or charges from the venue are cost-prohibitive
- the bidding city could not demonstrate that it can meet all of the financial requirements for hosting the event
- the options or suggestions for a local off-site hospitality event are not consistent with previous standards or expectations on the part of SEC delegates

In Step 2 of the RFP Bidding Process, a selection committee formed by the CSTA will assist in the final review all bids and will help to make final decisions regarding the selection of host cities for SEC 2018 and SEC 2020.

Event Requirements at Host Venue (s) | Required Logistical Elements

Below are the **compulsory** requirements at the venue for hosting Sport Events Congress in 2018 and 2020. These requirements are generally non-negotiable, however, some flexibility exists where noted. If you are unable to meet all of the mandatory requirements as outlined below, your bid may be at a disadvantage compared to a bidding city that proposes a venue with a strong logistical fit.

a) *Host Hotel – Guest Rooms*

Your bid proposal in Step 2 must contain the following information for each of the potential host hotels that you have suggested as potential options as per your proposal in Step 1 of the RFP Bidding Process:

Table 1: Mandatory Information Required about the Proposed Host Hotel (s)	
<ul style="list-style-type: none"> • Total # of guest rooms available during the conference dates (please refer to the guest room chart below) 	<ul style="list-style-type: none"> • Names and types of on-site restaurants or cafés
<ul style="list-style-type: none"> • Check-in and check-out times 	<ul style="list-style-type: none"> • Types of room categories available
<ul style="list-style-type: none"> • Shuttle services or transportation options offered between the hotel and the airport and/or train station and approximate costs 	<ul style="list-style-type: none"> • Parking options (self-parking and valet) and approximate fees
<ul style="list-style-type: none"> • Inclusion of internet or parking or any other concessions as part of the guest room rate 	<ul style="list-style-type: none"> • Types of fitness facilities or programs available onsite (health club, spa, pool, morning run programs, etc.)
<ul style="list-style-type: none"> • Attrition clauses on guest rooms (if applicable) and expected room release deadlines based on the proposed event dates 	<ul style="list-style-type: none"> • Room booking process for guests paying on their own (via telephone? online booking link? etc.).

Based on previous pick-up reports from previous events, the total room block is expected to be 400-650 room nights* broken down tentatively as follows:

2 days pre-Congress	1 day pre-Congress (Congress Set-up Day)	Congress Day 1	Congress Day 2	Congress Day 3	1 day post-Congress
5-15 rooms	75-175 rooms	150-200 rooms	150-200 rooms	20-50 rooms	2-10 rooms
Total Room Nights = 400-650					

**the exact # of room nights is unknown as it depends on whether or not most conference delegates will need to stay 2 nights or 3 nights in the hotel. The flight schedules in and out of the host city are a factor, as well as the exact start time and end time of Congress on Day 1 and Day 3. If an overflow hotel is required or suggested as part of the bid proposal, the above room block at the host hotel should be reduced by approximately 10% each night with the expectation that these room nights will be blocked at the overflow hotel (for delegates who prefer a more cost-effective hotel option or in the case where there is not sufficient space at the host hotel).*

Note: CSTA will provide a rooming list for its staff, VIP guests, speakers and the Go Congress! participants. This list represents approximately 250-300 room nights within the overall guest room block. CSTA's guests on its rooming list will have charges (room and taxes) billed to the master account. All other guest room reservations will be made directly with the hotel by conference delegates with direct billing to each guest.

The following concessions must be offered by the host hotel as part of the bid proposal.

- Site visits: A total of four (4) complimentary nights prior to the Congress for use by CSTA staff & suppliers for site visits.
- Suites: Two (2) complimentary suites for the duration of the conference to be used by conference VIPs.
- Complimentary Room Night Offer: The minimum complimentary room night offer is a ratio of 1:40.
- Upgrades: The minimum complimentary upgrade offer is four (4) rooms during the conference dates.
- Complimentary Parking: Complimentary parking for up to three (3) vehicles during the conference dates
- Internet: Complimentary internet in meeting rooms and common areas (foyers & pre-function space) used for meeting space and complimentary guest room internet for at least four (4) CSTA staff or VIP guests.

Any other concessions that can be offered by the hotel would be considered favourable and should be included in the proposal.

b) Meeting Space

The proposed agenda for the event and estimated meeting space needs for SEC 2018 and 2020 are outlined in detail in Appendix A. All meeting space must be located at either the host hotel and/or at an adjoining convention center. The bid must include the following elements and information about the proposed meeting space:

Table 2: Mandatory Information Required about the Meeting Space	
<ul style="list-style-type: none"> • Venue floor plan showing location of all meeting rooms suggested for use for SEC and indication of which rooms are the ones being suggested for use and on which floors of the venue these rooms are located* 	<ul style="list-style-type: none"> • Capacity charts for all meeting rooms that are being suggested for use for SEC (including capacities for different configurations – theatre-style, rounds, classroom, etc.)
<ul style="list-style-type: none"> • The venue's policy on function room attrition (if applicable). 	<ul style="list-style-type: none"> • Price ranges for breakfasts, lunches and refreshment breaks (please do not include full catering or banquet menus – price ranges only)**
<ul style="list-style-type: none"> • Meeting room rental fees or charges or sliding scale related to F & B spend and guest room revenue actualized*** 	<ul style="list-style-type: none"> • Overview of any additional charges that may be charged by the venue, including, but not limited to union fees, load in/load out charges, fees for rentals of coat racks, tables or chairs, trade show fees, room re-set fees, etc.

*It is preferred that all meeting rooms utilized for the Congress be in close proximity to each other (on the same floor or with an easy transition between floors).

** The anticipated food and beverage spend for the entire Congress typically falls in the range of \$55K-\$85K.

*** Based on anticipated guest room revenues and F & B spends, complimentary meeting space is expected to be offered by the venue as part of the bid. Bid proposals that recommend venues that cannot offer complimentary meeting space will be at a disadvantage compared to a venue that can offer complimentary meeting space. Bids must include a statement of commitment from the host venue to waive meeting room costs based on a sliding scale related to expected revenues generated by the venue through CSTA's anticipated food and beverage orders and guest room bookings at the host hotel.

Note: The venues must be willing to include a clause in their respective contracts that prevent competing groups and/or SEC delegates from booking meeting space or hospitality space during the Congress

timeframe. In other words, CSTA reserves to the right to review all requests for meeting space rental. This commitment from the venue must be mentioned in the bid documents.

c) Space for On-Site Social & Hospitality Events/Receptions

The venue (either the host hotel or the convention centre, if applicable) must have a private event space that is conducive to hosting a casual and informal networking reception or social during the evenings on both Day 1 and Day 2. A large suite, bar, or lounge area that can be reserved as a private rental is ideal. The space should have both an indoor and an outdoor (patio) area (if possible), casual seating and furniture, windows (if possible) and capacity for 100+ people in a stand-up (flow) format. In addition, CSTA must be permitted to obtain a special occasions permit (SOP) for any evening hospitality functions that may be held in this space. In other words, CSTA will provide its own alcoholic beverages (generally beer and wine) and offer these beverages to attendees in an 'open bar or host bar' format and will not be obligated to order alcoholic beverages from the venue. Food and non-alcoholic beverages will be ordered from the venue. The bid submission must include confirmation that this will be feasible and a recommendation on what type of space would be suitable for this type of event at the host hotel or convention centre. Please include photos where possible and a description of your vision for this important element of the Congress.

d) Trade Show (Vendor Alley) Space

The trade show component of Sport Events Congress is an important element of the event which represents a significant revenue stream for CSTA and offers an excellent environment for event sponsors to showcase their products and services. Therefore, the venue is expected to provide a trade show area (referred to as Vendor Alley) located in a high traffic and visible area near the proposed meeting space to CSTA at no charge. A minimum of 20 booths (6x8, 8x8 or 10x10 in size) must be accommodated in the area designated for Vendor Alley. Placing the trade show area inside a ballroom or confined space is not ideal.

Bid proposals must include a recommendation for a location for the trade show element and a proposed Vendor Alley floor plan. See Appendix B for two samples of acceptable trade show floor plans.

e) Audio Visual Equipment Supplier

CSTA has a preferred supplier for rental of audio visual equipment, screens, computers, lighting, and event technology services. Bids must include the option for CSTA to bring its own external 3rd party supplier to the host venue for these services at no cost. Therefore the venue contract must specify that CSTA is not obligated to use the in-house supplier for AV services and there will be no penalties or extra charges (patch fees, use of loading dock, power charges, supervisor fees, etc.) incurred for this right. If the proposed venue cannot accommodate this requirement, please provide an explanation in your bid proposal as to why this is not possible.

Event Requirements | Off-Site Event Tie-ins & Hospitality/Social Events

A critical element of the success of Sport Events Congress is the off-site hospitality and social events. This element allows the host city to entertain Congress delegates in its own backyard and showcase local facilities and event services encouraging event rights holders to consider your city for future events.

CSTA is interested in having the opportunity to tie the Congress into an already scheduled sporting event or competition or regional cultural event that may be taking place in the host community. Said existing event would be incorporated into the Congress schedule as part of the social component of the Congress on either the evening of Day 1 or Day 2 (or possibly both – at the discretion of the host city).

Examples of past events that have resonated well with Congress delegates include: tickets to a professional sport event (NHL, MLB, NBA, etc.), tickets to attend a major multi-sport Games or other high profile amateur sport competition (Tin Hortons Brier), creation of a manufactured event (such as golf or a sport demo), or a facility or venue tour that includes entertainment and activities for delegates. Attendance at festivals, at a local restaurant or brewery or museum or participation in another event/activity that is conducive for sponsors and delegates to network, socialize, have fun and

experience the local flare of the host city will be ideal.

Bid proposals must include a detailed description of at least two (2) potential ideas or suggestions for this element along with a proposed budget for each option and a commitment from the bidding city to cover 100% of the costs associated with this activity. Costs may include ticket purchase, transportation, food and beverage, signage and décor, event management/planning support, etc. The successful bidding city must plan for hosting 300-400 delegates on the evening of Day 1 or Day 2 (or both, at your discretion) at these events and will be positioned as the title sponsor of this activity. Creativity in planning this element and presenting a comprehensive plan re your ideas as part of the bid proposal is highly encouraged!

Site Visits & Travel | CSTA Event Planning Team

Up to three (3) site visits may take place in the timeframe of 12-24 months pre-Congress. The site visits aid CSTA's event planning team in preparing for the event and ensuring all logistical elements are in place. The host city is responsible for all expenses for two (2) individuals from CSTA for each site visit required. Expenses may include air travel, food and beverage, ground transportation, etc. The host hotel is required to provide 1-2 complimentary room nights for CSTA representatives for each site visit that requires an overnight stay.

Furthermore, the host city must cover return airfare (economy class or equivalent) or train fare for up to four (4) CSTA staff or consultants to the host city for participation in the Congress during the Congress dates. Confirmation that the host city will cover these travel requirements must be clearly stated in the bid proposal.

Local Speaker Suggestions

Bids must include three (3) suggestions for local/regional speakers for breakout or keynote sessions and should include brief bios, a brief explanation of the fit with typical Congress topics and previous speaking experience for these individuals. CSTA will be under no obligation to confirm any speakers or suggested topics as part of the 2018 or 2020 Congress agendas, therefore any speaker recommendations will be considered as suggestions only. Please note that CSTA does not pay speaker fees therefore speaker recommendations should include only those individuals who would not expect a speaking fee for participation in the Congress.

Event Planning Assistance | HR Support

Representatives from the host city may be required to attend meetings, participate in planning conference calls and assist the CSTA with on-site planning support as needed. At least one person from the host city will be required to plan all aspects of any off-site activities and/or social events hosted by the bidding city or alternatively, the host city may hire a local event planning firm and designate an external 3rd party to manage this element. Please provide an overview of your city's plan for providing this support in your bid proposal.

Volunteers will also be required to assist CSTA's staff on-site at the event (no volunteer assistance in advance of the Congress is required). Approximately 15-20 volunteers over a 4-day period will be needed for various functions, including event set-up, registration, presenter and speaker liaison, special event planning, etc. CSTA will manage all aspects of volunteer training, supervision and scheduling and the host city will be required to provide suggestions and leads as to where local volunteers could be recruited (i.e. through local university or college event planning, sports administration, marketing or tourism programs). Please provide confirmation in your bid proposal that you have access to a network of potential event volunteers that could be shared with the CSTA.

Media/Communications Strategy

Bids must include a max ½ page overview outlining a potential media/communications strategy that would be undertaken by the host community in an effort to generate awareness and build capacity for sport tourism locally/provincially, and ultimately increase attendance at the Congress. Please explain how you will engage local stakeholders to help promote the Congress and/or attend the event.

Shipping & Storage

The host community will commit to covering shipping costs for Congress-related materials (promotional material, gifts, signage, etc.) from CSTA's office in Ottawa to the host city. Shipping costs could range from \$500 to \$2000 depending on

the distance between Ottawa and the host city and shipping methods. The host will also provide adequate insurance on the shipment to cover replacement cost and any pre-Congress storage if required. Please provide confirmation in your proposal that you have a plan for this element that meets with CSTA's requirements.

Additional/Optional Information

At your discretion, your bid proposal may include some suggestions for local recreational activities that Congress delegates may want to participate in during their stay in your city. Activities could include: running and walking and hiking trails or events, tourist attractions, winery tours, local theme parks, etc. Bids may also include a guide to restaurants/bars within walking distance of the host hotel, shopping areas, fitness centres and other general tourist information in the case where Congress attendees may choose to enjoy the amenities of the host city before, during or after the Congress.

Please note that any suggested activities may not conflict with scheduled Congress presentations and sessions unless intended to be a formal part of the Congress program. Any coordination or costs related to optional activities will be the responsibility of the host city or passed onto delegates on a pay-per-service basis.

The bid proposal may also include promotional photos or descriptions of your city that may help in outlining the "wow" factor that your city offers that may differentiate it from other cities who have previously hosted Sport Events Congress. Please ensure that any information that is included as additional or optional in your bid proposal does not exceed the maximum number of pages permitted to be submitted (see page 2).

Final Checklist & Questions

Before submitting your proposal as per Step 2 of the RFP Bidding Process, please ensure you have successfully compiled all of the required information and that your submission adequately meets all of these requirements:

- File size of your PDF submission does not exceed 7 MB.
- Your PDF documents do not exceed 10 pages in total (12 if submitting a proposal for both SEC 2018 & 2020)
- You have submitted your PDF proposal on or before the stated deadline.
- You have submitted all the information related to the proposed host hotel (s) and overflow hotel (if applicable)
- You have submitted all information required related to the proposed venue for meeting space
- You have submitted a recommendation for space for CSTA's onsite social functions (at either the host hotel or venue)
- You have included a description of your approach to the Vendor Alley (trade show component) of the Congress
- You have provided confirmation of your ability to meet the AV requirements
- You have provided a description of your plans for one or two off-site hospitality event(s) and a budget
- You have provided confirmation of your financial commitment for site visits and travel
- You have submitted some speaker suggestions
- You have provided confirmation that you can provide some event planning support
- You have provided a brief media/communications plan
- You have provided confirmation related to shipping & storage requirements
- Optional - additional information that enhances the bid

If you have any questions related to Step 2 of the RFP Bidding Process as outlined in this document, please direct them in writing to Krista Benoit, CSTA's Executive Director, Marketing & Events at kbenoit@canadiansporttourism.com. Please respect the deadlines and the formal process for the submission of questions/clarifications as stated on page 3 of this document.

Note: The CSTA manages all budgeting, marketing, registration, planning and executional elements of the Congress. The CSTA will sign contracts and pay all invoices and collect all fees and revenues associated with the event with the exception of the events and activities and budget line items that the host city commits to manage and undertake as part of the hosting agreement. The successful host city will be required to sign an MOU with the CSTA confirming the hosting agreement before any official announcement of the host city for either SEC 2018 or 2020 will take place. The CSTA retains the right at all times to all event branding for the Congress, however, it will integrate DMO branding in promotion and marketing initiatives related to the Congress at its discretion. For examples of how the CSTA has executed this in previous years with past hosting partners, please refer to Appendix D.

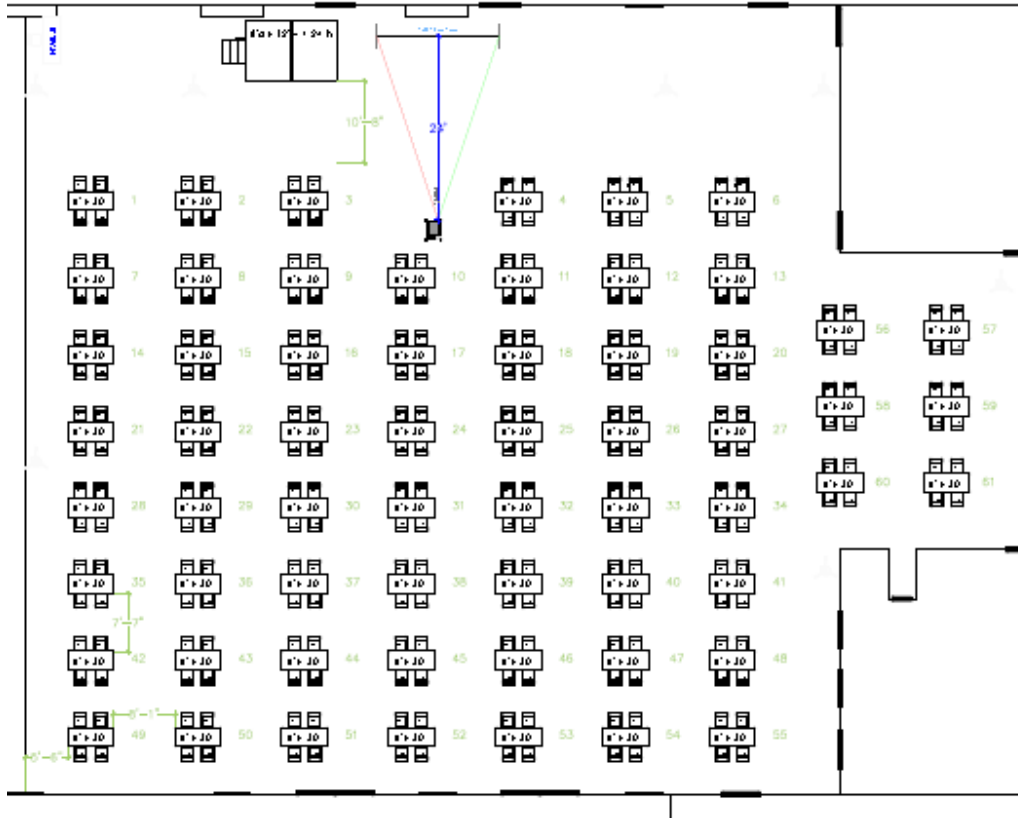
APPENDIX A | Expected Schedule of Events*, F & B Requirements & Meeting Space Requirements

*Tentative - subject to change

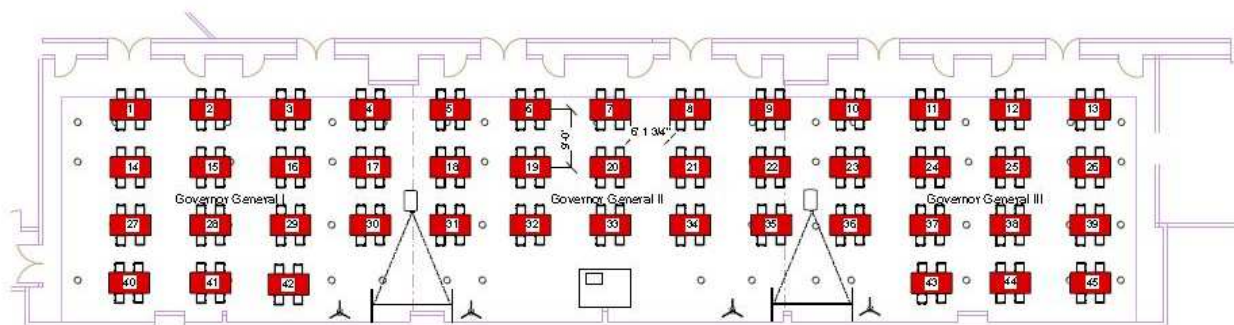
Schedule One Day Pre-Congress (Congress Set-up and Planning Day)			
Approx. Time	Description of Activity	Meeting Room (Space) Requirements	Food and Beverage Requirements
8 am onwards	Set-up –Event Registration Area	Registration area is to be located in foyer outside of meeting rooms or in coat check area or equivalent (300+ sq ft required). Registration area to be reserved on a 24 hr-hold until 5 pm on Day 3.	None
8 am onwards	Set-Up - CSTA Office & AV Storage	Two meeting rooms are required for office space (300+ sq feet each) for CSTA and its storage requirements	Lunch & Break for volunteers and staff (15 people)
8 am onwards	Set-Up - Speakers' Lounge	Small meeting room or lounge located in close proximity to all meeting rooms (300+ sq feet)	None
Noon onwards	Set-Up – Plenary Ballroom	Ballroom set-up is rounds of 8 or 10 and min. ballroom size required is 7500+ sq feet. A 24hr-hold on this room is required until the end of Day 3.	None
Noon onwards	Set-Up - Breakouts (Concurrent Sessions)	Three meeting rooms (2000 – 4000 sq feet each) are required. This can be a ballroom that can be divided into 1-2-3 sections or individual rooms. Access to these rooms for set-up on the pre-Congress Day is required with a 24-hr hold until end of Day 3. Set-up is usually classroom, rounds or theatre-style of a combination thereof.	None
Congress Day 1 & Day 2 & Day 3			
Approx. Time	Description of Activity	Meeting Room (Space) Requirements	Food and Beverage Requirements
8 am to 9 am	Breakfast Buffet in plenary	Ballroom – same set-up as previous day for all three days	A hot buffet breakfast is served on 2 of the 3 days of Congress (350 people)
8 am onwards	CSTA Office & AV Storage	Same set-up for all three days	Selection of beverages for 10 ppl each day in each room
8 am to 4 pm	Event Registration Area	Same set-up as previous day all three days	Coffee and tea station on the morning of Day 1 (125 pl)
8 am to 4 pm	Vendor Alley	Contractor/decorator for trade show will set-up pipe, drape, etc. prior to Exhibitor move-in on the morning of Day 1. The show will run on Day 1 and Day 2 and for a half day on Day 3. See Appendix B for sample diagrams of appropriate trade show space for Vendor Alley	Refreshment Breaks – beverages and snacks for 300 ppl (all three days) will be served in Vendor Alley & refreshment areas must appear on the floor plan
8 am to 4 pm	Sport Events Exchange (B2B Marketplace)	A ballroom (minimum 7500 sq. feet) for ½ day on Day 1, full day on Day 2 and ½ day on Day 3 is required. See sample floor plan in Appendix C.	Beverages for 200 ppl on each day
9 am to 4 pm	Breakout & Concurrent Sessions	Same set-up as previous day on all three days	None
10 am to 4 pm	Speakers' Lounge	Same set-up as previous day on all three days	Coffee, tea and beverages for 10 people, refreshed as needed daily
Noon to 1 pm	Lunch in plenary	Served in ballroom plenary space – same set-up as previous days	Hot Buffet lunches for 2 of the 3 days; plated lunch for the 3 rd day (est. 375 ppl)
8 am to 4 pm	Misc. Small Meetings & Sessions	Two meeting rooms (700-2000 sq feet in size) are required for all three days; set-up is usually boardroom style or U-shape	None
8 pm to midnight	Networking / Hospitality Function	See page 5 for details. Space must be available for the evening of Day 1 and evening of Day 2.	See page 5 for details.

APPENDIX C | Sample Floor Plan | Sport Events Exchange

Sample #1: 61 Tables for Business-to-Business Appointments



Sample #2: 45 Tables for Business-to-Business Appointments



APPENDIX D | Examples of Integrated Community & Event Marketing/Branding (Toronto)

IT'S GAME ON!

SEC#CES TORONTO 2015

Canadian Sport Tourism Alliance

SPORT EVENTS CONGRESS

March 30 - April 1, 2015

Building Business Through Sport

TORONTO

Score big for your event, your community, your business!

The largest annual gathering of the sport events industry will be held in Toronto from March 30th to April 1st, 2015.

canadiansporttourism.com

Canadian Sport Tourism Alliance

IT'S GAME ON! AUX JEUX!

SEC#CES TORONTO 2015

March 30 - April 1, 2015 • 30 mars - 1^{er} avril 2015

Canadian Sport Tourism Alliance

0.0 ★★★★★ (0 ratings)

49 likes · 3 were here

Organization
CSTA shares best practices, measures the economic impact of sport events and leverages its expertise to enhance the profile of sport tourism in Canada!

Photos Likes

IT'S GAME ON! AUX JEUX!

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