

# PENNSYLVANIA BUS ASSOCIATION

4405 North Front Street • Harrisburg, PA 17110 • (717) 236-9042 • Fax (717) 236-1391 • [www.pabus.org](http://www.pabus.org)

## REQUEST FOR PROPOSAL 2013 Annual Meeting

**PBA is accepting proposals for our annual meeting from a Convention and Visitors Bureau, or like organization with funding sources and partners since there is a financial commitment required of the event.**

### ■ Opportunities for Host CVBs

PBA holds an Annual Meeting for its members in mid-June. Hosting PBA's Annual Meeting is a great opportunity for the CVB to showcase hotels, destinations, activities etc. that a motorcoach operator can sell to their customers. There should be a documentation of motorcoach trips to the area each year so that increased business opportunities result for everyone involved in the event. While the annual meeting is a "convention", the other aspect of the meeting is one of "tourism" since the bus companies could potentially bring many bus loads of groups to your area. As a result, it is important that both aspects of the CVB be involved. CVBs and their partners are encouraged to be creative to make the event very memorable!

A distance of no more than a **6 hour drive from central Pennsylvania is required** to assure maximum attendance by bus company owners.

### ■ Bid Submission Deadline: **March 1**

The area Convention and Visitors Bureau (CVB) must be the organization submitting the bid for consideration by PBA's Board of Directors no later than March 1<sup>st</sup> of the preceding year of the event. PBA is unable to accept a bid from a hotel site or organizations that do not receive funding specifically for the bus industry.

### ■ Annual Meeting Month: **Mid June**

PBA's Annual Meeting has traditionally been scheduled during the month of June, preferably mid-June unless otherwise recommended and approved by PBA. Many of the bus operators also own school bus fleets that operate up to mid-June and we want to assure their availability to participate.

### ■ Hosting Area CVB Responsibilities:

**1. Financial Support Commitment.** PBA's annual meeting involves showcasing a geographic area so we ask that the CVB obtain necessary financial support from partners for the sponsored events and other financial commitments detailed on the schedule below. PBA encourages companies providing sponsorship of events to be a member of PBA. Sponsoring companies may attend their sponsored events but are expected to register for the annual meeting if attending events other than their sponsored function including the Sales Retreat. The CVB will be asked to sign a letter of intent to commit to all the areas in the bid specs.

**2. Hotel Properties.** Obtain bids from various properties to be used as a host hotel and submit with proposal. *Hotels should address the following:*

- **Overnight Room block** - rates including all taxes and miscellaneous fees, deposit requirements, cancellation policy
- **Available dates**
- **Comped Overnight Rooms** - 3 PBA staff comp overnight rooms with 2 of them mini suites, and comp policy on overall room nights utilized
- **Master Account and Billing Procedures**
- **Meeting space comped** - see schedule
- **Parking Availability** – self, valet, cost if any. Area to park 8-10 motorcoaches for Industry Expo and as a holding area during day and evening.
- **Method of reservations** that the hotel accepts (on-line, call-in)
- **No attrition clauses**
- **Events at Hotel property** - an understanding that not all meal functions and events will be held at the hotel property since PBA's annual meeting is to show-case the geographic area of the hosting location
- **Rooming lists** - on-line for PBA staff upon request
- **Release overnight rooms** - two weeks from event with ability to make room reservations after that date at the same rate (if rooms available)
- **Pre-meeting** with hotel and CVB staff day before function begins.

**3. FAMs and Events.** Coordinate and host the various FAMs and evening functions each day. All FAM trips will be at no cost to the participant and PBA. While there is no limit on the distance a FAM trip can travel from the host hotel, the timeframe for the FAM must fit within the daily schedule. **PBA PROVIDES ALL BUSES during annual meeting; pre or post-annual meeting FAM coaches will have to be obtained by the CVB at their cost.**

- 4. Local Contact.** Designate a local contact for PBA Staff who understands convention planning and tourism. It is requested that this individual be very involved in the planning effort from start to finish, is available to resolve any problems that arise and offer solutions. PBA and the local contact will plan the annual meeting as a team effort.
- 5. Schedule for Motorcoaches.** Local committee should plan to obtain and coordinate all group moves to/from events, provide PBA the schedule and have designated person on each coach to promote area with every available opportunity! Obtain any variances or permits for buses.
- 6. Hospitality Desk.** Provide a local hospitality desk with information on the various attractions/events during the Annual Meeting.
- 7. Planning Schedule.** Abide by the schedule of deadlines below.
- 8. Site- inspection.** Host PBA Annual Meeting Committee on an overnight site-inspection trip to area if requested.
- 9. Registration Materials Assistance.** Financially assist with printing and mailing of registration materials and final program.
- 10. Golf.** Obtain list of golf courses and fees for individuals interested in golfing. PBA does not hold a golf tournament.
- 11. Posters.** Print poster boards for display of sponsor names, daily schedule, demo buses, etc. PBA will provide copy.
- 12. Name Badge Holders.** Provide holders with lanyards for 3 x 4 name badges. PBA will print actual name badges.
- 13. Room and/or Registration Gifts (Optional).** CVB and their partners in the past have provided nightly gifts in the room for the bus companies, some type of registration bag, and door prizes, many of which are donated by your partners.
- 14. Vendors.** Provide PBA with a list of local companies such as decorators, printers, etc. that may be needed by the Association.
- 15. Industry Expo.** Identify in the host hotel or other facility an area for 8-10 buses and 20 table tops with electric and internet connection at no charge to PBA. Buses may be parked outside. Expo will include a luncheon.
- 16. Sponsors.** CVB will be expected to keep PBA current on sponsoring companies (representative, address) so that proper recognition can be given.

■ **PBA Responsibilities:**

- 1. Promotion.** Promote Annual Meeting information to PBA membership via newsletter, web-site, blast emails, etc.
- 2. Fees.** All registration and other fees for events, tournaments, and promotions shall be established, coordinated and collected by PBA unless otherwise agreed upon.
- 3. Counts.** PBA will provide CVB with counts for tours/events and registration when requested.
- 4. Registrations.** PBA will receive all registration of attendees received for Annual Meeting.
- 5. Registration Materials and Program.** PBA will coordinate with the CVB information for Annual Meeting Registration materials and final program which shall include the schedule, sponsors and their logos if submitted, information about the area, etc.
- 6. Name Badges.** PBA will print all name badges to put in the holders provided by the CVB.
- 7. Demo Buses.** PBA will obtain the necessary buses for FAMS (except any pre or post FAMS) and coordinating registrants to various locations for sponsored events.
- 8. Sales Retreat.** PBA will organize the Sales Retreat including coordinating with the decorator and obtaining sponsors unless a local attraction, facility, etc. would like to sponsor.
- 9. Meals.** PBA will assist in selecting various meals for the sponsored events if called upon to do so.
- 10. Site Inspection.** PBA will meet with the CVB and their partners at least once prior to the annual meeting, or as necessary at the request of the CVB
- 11. Industry Expo.** PBA will organize the Industry Expo luncheon.
- 12. Door Prizes.** PBA has the right at any sponsored event to give away door prizes if needed.

**Background information on PBA's Annual Meetings follows on the next page.**

■ **Annual Meeting Time Line**

June	Bidding CVBs attend current year annual meeting (to see what works, does not work)
October 1	CVB submits detailed schedule including suggested FAM trips, sponsors to date
November 30	CVB provides list of local vendors, Expo site, Golf Site, and any other needed vendors
December 31	CVB provides final schedule including detailed FAM trips, sponsors for all events, other
January	PBA coordinates education program together; visit with CVB and hotel to review event in detail
January	PBA develops registration materials annual meeting
February	CVB reviews registration materials prior to distribution
March 1	PBA distributes registration materials to members, non-members, interested parties
March-June	PBA receives all registrations
June 1	Hotel cut-off for room block
June (mid)	PBA Annual Meeting

■ **Past Annual Meeting Locations**

2012 - Erie, PA	2003 - Deep Creek Lake, MD	1995 - Norfolk, VA	1985 - Lake Harmony, PA
2011 - Niagara Falls, NY	2002 - Williamsburg, VA	1994 - Portland, ME	1984 - Poconos
2010 - Chesapeake, VA	2001 - Branson, Missouri	1993 - Ocean City, MD	
2009 - Poconos	2000 - Nashville, TN	1992 - Myrtle Beach, SC	
2008 - Atlantic City, NJ	1999 - Niagara Falls, Ontario	1991 - North Falmouth, MA	
2007 - Ocean City, MD	1998 - Biloxi, Miss	1990 - Hilton Head, SC	
2006 - Pigeon Forge, TN	1997 - 1000 Islands, NY	1989 - Ottawa, Ontario	
2005 - Dover, DE	1996 - Pigeon Forge, TN	1988 - Toronto	
2004 - Lake George, NY		1987 - Sturbridge, MA	
		1986 - Williamsburg, VA	

■ **Overnight Room Usage:**

	6/9/2007	6/10/2007	6/11/2007	6/12/2007	6/13/2007	TOTAL
2007 Ocean City, MD – Holiday Inn	14	54	56	53	2	179
	6/16/2008	6/17/2008	6/18/2008	6/19/2008	6/20/2008	TOTAL
2008 Atlantic City, NJ – Sheraton	10	70	82	83	17	262
	6/15/09	6/16/09	6/17/09	6/18/09	6/19/09	TOTAL
2009 Pocono Mt, PA – Split Rock Resort	10	83	87	79	10	270
	6/13/10	6/14/10	6/15/10	6/16/10	6/17/10	TOTAL
2010 Chesapeake, VA – Marriott	16	74	76	74	2	242
	6/13/11	6/14/11	6/15/11	6/16/11	6/17/11	TOTAL
2011 Niagara Falls, NY – Seneca	22	86	94	90	6	300

■ **Schedule of Events** (Events in RED are suggested sponsored events by CVB and/or partners; some are optional as noted)

Day 1	Day 2	Day 3	Day 4
<ul style="list-style-type: none"> <li>• Arrival – late morning/early afternoon</li> <li>• 1 – 4pm FREE time or FAM(s)</li> <li>• 6-7pm Welcome Reception by CVB or Host Hotel (105)</li> <li>• 7-9pm Dine-Around (w/ discount coupons) or may be a sponsored meal function</li> <li>• 9pm Hospitality Suite (100) – (OPTIONAL)</li> </ul>	<ul style="list-style-type: none"> <li>• 7:30–8:30am Welcome Breakfast by Host Hotel (95)</li> <li>• 8:45-11am Education Seminars (Set-up 70 Classroom)</li> <li>• 10am Break (OPTIONAL) (80)</li> <li>• 11:30am-1:30pm Industry EXPO lunch with 8-10 buses parked outside or inside or under tent; 20 exhibit tables, 10 high tables w/ no chairs, and buffet picnic lunch) (100)</li> <li>• 2pm–5pm FAM(s) (30 ea)</li> <li>• 6-9pm Reception &amp; Dinner Event (115) OR a Showcase Evening with CVB partners to promote area (table tops, give-aways, area literature, door prizes, fun-time, ambassador testimonials, think out-of-the box on this concept.)</li> <li>• 9pm Hospitality (105) (OPTIONAL)</li> </ul>	<ul style="list-style-type: none"> <li>• 7:30-8:30am Breakfast (90)(OPTIONAL)</li> <li>• 8:30-10am General Membership Meeting (Set-up 70 Classroom)</li> <li>• 10am-Noon – Board Meeting w/ Lunch (Set-up 24 hollow square) (LUNCH OPTIONAL)</li> <li>• 1-5pm FAM(s) (most of the tour planners arrive) (25-35)</li> <li>• 6:30- 8:30pm Reception for sales retreat registrants – heavy appetizers or food stations (115)</li> <li>• 9pm Hospitality Suite (100) (OPTIONAL)</li> </ul> <p><i>Some bus operator owners may depart this day. Tour planners not registered for full annual meeting will be arriving.</i></p>	<ul style="list-style-type: none"> <li>• 8-9am Breakfast by host CVB (100)</li> <li>• 9am – 1pm SALES RETREAT (Set-up 24 draped tables with wide aisles, 3 chairs, 1 announcement table, holding area w/ 8 rounds of 8; break area)</li> <li>• Break (OPTIONAL)</li> <li>• Boxed Lunch To Go</li> </ul>

■ **Attendance at Annual Meetings**

Year	Bus Companies	Bus Co. Reps	Bus Manufacturers Reps	Industry Supplier Reps	Travel Supplier Reps
2008	18	38	15	24	80
2009	21	64	18	25	67
2010	20	39	14	28	93
2011	21	39	15	17	71

# PBA Annual Meeting 2013 Bid Specs

To be submitted by Convention & Visitors Bureaus  
With Bid Specifications

► **Convention and Visitors Bureau submitting the bid:**

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► **This bid is for which annual meeting?**

► **Board Meeting Attendance:** A CVB representative will provide a five minute presentation to PBA's Board of Directors on Monday, March 19, 2012 at 9:30 am at the Holiday Inn East, Lindle Road, Harrisburg, PA:

\_\_\_\_\_ YES    \_\_\_\_\_ NO

*NOTE: The board meeting is in conjunction with the 2012 Marketplace scheduled for March 20*

► **Certification.** We certify that our organization receives funding and can support the financial commitment of the Annual Meeting.

Representative: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

► **ENCLOSURE WITH PROPOSAL:**

- Hotel proposals with rates, meeting room details
- FAM trips – Sample itineraries
- Sponsored Events – list of companies you have spoken to that would be interested in sponsoring an event at the annual meeting
- Sampling of promotional literature

**Deadline for all bids is March 1**

**Please send bid and this form to:**

Pennsylvania Bus Association  
4405 North Front Street  
Harrisburg, PA 17110