



*The Voice of the Industry.*

## **2012 TANM RESEARCH & MARKETING CONFERENCE** **REQUEST for PROPOSAL**

The Tourism Association of New Mexico (TANM) is inviting all lodging members to submit proposals to host the 2012 Research & Marketing Conference. The focus of this event is to provide industry members with research to make marketing decisions, and usually 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.

### **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 mid-late Oct/early Nov 2012, excluding the following:

**Unacceptable** dates: Balloon Fiesta dates of Sept. 29-Oct. 7; week of Halloween; and Thanksgiving week of Nov 19-23, 2012. Weekend dates are also excluded.

The conference begins with a luncheon on day one, breakfast on the 2<sup>nd</sup> 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: up to 50 rooms for one night. Two complimentary rooms for up to 2 nights for TANM staff use are also required.

### **Meeting space requirements**

We require space to accommodate up to 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 hotel or meeting facility, with sponsors. The final details will be at the discretion of the host, with approval from the TANM CEO. Delegates will be on their own for dinner.

- 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 several 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 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 sample menu 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	1-2 Classroom	50-100	afternoon
Hosted reception with food and bar	Flexible	100	End of day’s event

**Day 2**

Breakfast – general session	Rounds	100	morning
Educational Sessions and Breaks	Classroom set up	100	morning
Break w/snack	flexible	100	morning

**Conference History**

	<b>'10 Clovis</b>	<b>'09 ABQ</b>	<b>'08 Las Cruces</b>	<b>'07 Acoma</b>	<b>'06 Taos</b>
<b># Delegates</b>	<b>50</b>	<b>88</b>	<b>76</b>	<b>80</b>	<b>85</b>

If you have questions, please contact TANM CEO Sharon Schultz at 505.345.5553. **The deadline for submission of your proposal is Monday, September 19, 2011 5:00 pm at the TANM office.** Submit your proposal via email to [sschultz@tanm.org](mailto:sschultz@tanm.org) .

If you are selected as host, TANM will work with you to develop final details for the conference. The 2011 conference is at the Sheraton ABQ Airport Hotel on Nov. 2-3, which is where the 2012 location will be announced.

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