

CONFERENCE BUREAU REQUEST FOR PROPOSAL

ASSOCIATION NAME: The American Counseling Association

MEETING NAME: American Counseling Association Annual Conference & Exposition

MEETING PROFESSIONAL: Robin V. Hayes, Director, ACA Conference and Meetings

ASSOCIATION PROFILE:

The American Counseling Association (ACA) is a private, not-for-profit professional and educational organization dedicated to the growth and enhancement of the counseling profession. The largest organization of counseling professionals in the world, it represents nearly 40,000 professional counselors across the United States and in 50 countries who work in various settings, including schools, mental health, career and rehabilitation centers, hospitals, correctional institutions, private practice, government agencies and the armed forces. ACA provides leadership training, continuing education opportunities, and advocacy services to its members. ACA represents nineteen different divisions and affiliates, each focusing on specialty areas of the profession.

EVENT PROFILE:

The purpose of the Annual ACA Conference & Exposition is to provide continuing education via approximately 400 educational sessions, general sessions (anywhere from one to two general sessions preferably held at the convention center) and networking opportunities. It is the annual business meeting for the American Counseling Association. ACA divisions and affiliates also conduct their annual business meetings and social events throughout the dates of the ACA Annual Conference (consider it 19 “mini-conferences” all within the structure of the ACA Annual Conference). The business meetings and social events for both ACA and its divisions are equal to approximately 250 individual ancillary events, utilizing headquarter(s) hotels. Ideally, ACA would like to utilize one property, but has used two hotels to accommodate these ancillary events. The ACA Conference also includes a themed Opening Party for all attendees – hosted at either a headquarter hotel or the convention center.

ATTENDEES PROFILE:

Approximately 3,500 total attendees comprised of the following general categories:

- Professional counselors
- Graduate students
- Attendee guests
- Exhibit personnel
- ACA staff, press, and consultants

The average age of attendees is between 45-55 years old. Male/female ratio for attendees is about 31% men and 69% women.

Participants are from all over the United States, with the host city and nearby states contributing at least 30%. International attendees are primarily from Canada and the Caribbean Region. Generally, participants fly in, unless they are within driving distance of the meeting.

TOTAL ROOM NIGHTS:

2007 – Detroit, MI	2006 – Montreal, CA	2005 – Atlanta, GA	2004 – Kansas City, MO	2003- Anaheim, CA	2002 – New Orleans, LA
5,538	5,719	5,862	4,768	4,090	4,247

SITE SELECTION PROCESS:

DECISION MAKING TIMELINE:

One copy of your proposal should be sent to Ms. Robin Hayes no later than [date goes here]. The ACA Executive Committee will review all proposals by [date goes here]. The Executive Committee does not permit sales presentations by Conference Bureaus or hotels at its meeting.

Upon approval, there is a possibility that up to three staff members and one officer from the Association will participate in a site visit to be announced at a future date.

PLANNING ASSISTANCE:

We are collecting information from Convention & Visitors Bureau (CVB). We are currently contracted with Experient. While we prefer to work directly with the CVB until a decision is made regarding the city, we will speak with representatives from possible headquarter properties should critical questions arise. Please alert the hotels that all proposals and questions should be directed to you first.

COMPETITION:

[You can list other cities that are competing for your business during this time]

CRITICAL NEEDS:

When we evaluate a city, we look for a convention center that can provide space for the majority of daytime functions (i.e. educational sessions, general sessions and exhibits). For ACA and division ancillary events, we require headquarter hotels within walking distance of the center. If shuttle buses are necessary, we will work with the hotels to include a transportation rebate within the rate. We do prefer 30% of our room block in economy priced facilities so hotel rates can be attractive to both student and retired counselors to ensure that those budget-conscious attendees remain in the ACA hotel block.

Per our bylaws, “ACA shall enter into contracts for the conference only with hotels and meeting facilities that are fully accessible for persons with disabilities and who have made all efforts to be in compliance with the ADA”.

PATTERN OF MEETING DATES:

ACA’s pre-conference workshops (ACA Learning Institutes) – would run Wednesday and Thursday. ACA Registration would open on a Wednesday morning and run through Sunday. The first “official” day of the Conference would be Friday. Friday would include: registration, opening keynote address, education sessions, exhibit hall opening & activities; and the ACA Opening Party. Saturday and Sunday activities would continue with registration, education sessions.

ACA and division business meetings – inclusive of breakfasts, brunches, lunches and receptions – would start as early as two days prior to the pre-conference workshops and run through Sunday at headquarter hotel(s).

SLEEPING ROOM BLOCK:

ACA utilizes approximately 1400+ rooms on peak night. A minimum of 800 rooms - peak night – are utilized at ACA headquarter hotels where ACA and its divisions conduct their 250 ancillary

business events. Based on meeting space requirements and meeting space availability at hotels, ACA has utilized anywhere between 1-2 properties as headquarter hotels.

Currently, ACA is working with a housing bureau (Experient). Rates should be considered commissionable at 10%.

Based on proximity of the hotels to convention center facilities, ACA may require shuttle bus services. When applicable, shuttle bus rebate will be part of hotel contracts.

As two of our divisions have counselors employed in government settings, ACA requires that the hotels offer at least 20 or more government-rated rooms.

ACA requires a two-bedroom Presidential Suite and one high-quality VIP one bedroom Suite – complimentary above and beyond – at the ACA Headquarter Hotel, and four (4) mid level suites for VIPs. These suites must be available the Monday before the pre-Conference workshops through the Monday after the event is over. Additional suites will be contracted and blocked as the conference year approaches for our divisions.

FUTURE SLEEPING ROOM BLOCK REQUIREMENTS

	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues
Rooms	60	70	554	957	1350	1400	850	536	143
Suites	4	4	4	18	18	18	18	18	4
Total Rms. & Stes.	64	74	358	725	1026	318	868	554	147
ADA Rooms	5	0	20	1	15	15	15	15	1
% of Total Peak Nights	5%	7%	20%	65%	95%	100%	85%	47%	13%

% Single Bed Rooms = 62%

% Double Bed Rooms = 38%

FINAL ROOM BLOCK for 2006 AND 2007

	2006		2007
# Of Hotels:	5	# of Hotels:	5
Peak Night:	1365	Peak Night:	1380
Total Room Nights:	5,719	Total Room Nights	5538
Average Stay:	4 Nights	Average Stay:	4 Nights

HISTORY AT A GLANCE

Year	City	Peak Night	Total Nights
1998	Indianapolis, IN	1377	5607
1999	San Diego, CA	1463	6599
2000	Washington, DC	1092	4861
2001	San Antonio, TX	1089	4625
2002	New Orleans, LA	1017	4247
2003	Anaheim, CA	875	4,090
2004	Kansas City, MO	1114	4,632
2005	Atlanta, GA	1380	5462
2006	Montreal, Canada	1379	5719
2007	Detroit, MI	1380	5538

HOTEL FUNCTION SPACE:

The American Counseling Association requires – based on hotel meeting space availability - from one -two headquarter hotels for ACA and its divisions and affiliate organizations to host their

committee meetings, receptions and banquet functions for a total of 52,000 square feet of meeting space. An ACA office is required at each hotel.

CONFERENCE CENTER REQUIREMENTS

ACA EXPOSITION

The American Counseling Association requires exhibit space for approximately 120 10'x 10' exhibit booths. Ideally, we need 80,000 – 90,000 sq. ft. with ceiling heights of 27' – 30' in a convention center. We need a floor load of 300 lbs./sq. ft. and expect 50,000 lbs. of freight.

The Exposition historically runs two days of the ACA Annual Conference. **It requires a two-day move-in and moves out the day the show closes.** Exposition Hours are usually from 10AM – 6PM daily with a welcoming reception in the hall on the first day. We require utilities in the convention center such as water, drains, and electricity.

ACA requires high-speed Internet access (T1 or better) for the Exhibit Hall.

A Welcoming Reception is traditionally held in the Exhibit Hall the evening before the first day of show opening. Breaks are provided for attendees every morning/afternoon in the ACA Exhibit Hall.

See pattern flow below (I have also enclosed a spreadsheet of Conference center requirements by day):

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Registration Move-in/Office set-up	Registration Move-in /Training Offices set-up & move in	Registration Open	Registration Open	Registration Open	Registration Open	
	Tote-bag Stuffing	Learning Institutes	Learning Institutes			
				Education Sessions	Education Sessions	Education Sessions
			Exhibits Hall Move in 8:00 am – 3:00 pm Evening Reception 5-7 pm	Exhibit Hall Opens	Exhibits Open Move-out from 6:00 pm - midnight	
			General Session set-up	Opening Session	General Session	

All ACA convention center events will move out by 11:59 pm on that final Sunday

ACA REGISTRATION AREA

We require 20,000 sq. ft. for the registration area located outside the ACA exhibit hall or at the entrance of the convention center. ACA will need access to the registration area the (2) days prior to the first day of Exhibit Hall move-in so that registration is up and running for the first day of our pre-conference workshops - the ACA Learning Institutes (on a Wednesday using the above pattern). ACA request food kiosks in the early morning near the registration area each day registration is open.

ACA OFFICE SPACE:

ACA needs to secure office space for the following (square footage indicates where room size is necessary):

- ACA Accounting

- ACA Graduate Student Volunteer office (approximately 1500 sq ft)
- ACA Show Office (approximately 2-3,000 sq. ft)
- Press room
- Audio-Visual Office storage (approximately 1500 sq. ft)

ACA Office Space needs to be available the day prior to the beginning of the registration move-in (on a Tuesday, using the above pattern). All office space would be utilized through 11:59 pm on the last day of the show (ACA Move-Out = that Sunday on the above pattern).

ACA Pre-Conference Learning Institutes

MEETING REQUIREMENTS IN THE CONFERENCE CENTER

ACA requires 10 - 12 breakout rooms for their pre-conference workshops. Rooms for these workshops need to be set for 50+ theater style with a head table plus four chairs on a short riser in the front. Historically, rooms for these workshops are carried over for the three full days of the conference for the education sessions.

EDUCATION SESSIONS – MEETING REQUIREMENTS IN THE CONFERENCE CENTER

We require meeting space for 400+ education sessions over four days. Meeting rooms should be set up theater style for 100 - 150 people with a head table plus four chairs on a short riser in the front. Education Sessions have occupied anywhere from 20 – 25 rooms currently throughout the day.

OPENING GENERAL SESSION AND KEYNOTE SPEAKER(S)

ACA requires a ballroom or smaller exhibit hall to accommodate the ACA Opening Session on the first official day of the conference (in the above pattern). The room will need to be set theater style for 3,000 with side-screen projection plus staging in the front, video and audio recording. Ballroom will be occupied over a three day period, with the first day as move-in.

SUMMARY

Under separate cover, ACA Conference & Meetings staff will forward a copy of our Annual Conference Program Guide and Exhibitor Prospectus. Please do not hesitate to contact me by phone or email, if you should have any questions.

CONTACT INFORMATION:

Ms. Robin Hayes, ACA Director Conference and Meeting Services, will be accepting proposals. The proposals will be presented to the ACA Executive Committee for their review and selection. Please fax, mail or e-mail your proposal to the following address. No phone calls please.

American Counseling Association
Attn: Robin V. Hayes
Director, Conference & Meeting Services
5999 Stevenson Avenue
Alexandria, VA 22404
E-mail: rhayes@counseling.org

ACA looks forward to your reply. Good luck in your submission!