

August 27, 2020

Mr. Sven Pfeiffer
Senior Event Manager
ITI Foundation
4052 Basel, Switzerland

Re: **ITI World Symposium 2024**

Dear Sven,

It gives me great pleasure to submit this proposal on behalf of the Greater Fort Lauderdale/ Broward County Convention Center, our Lauderdale Convention Collection hotels and the Convention & Visitors Bureau for **ITI World Symposium 2024 May 9-11,2024**

As you'll see from some of the materials within this proposal document, the Greater Fort Lauderdale area strikes the perfect balance of business and pleasure. Our offering of outstanding event and meeting facilities just minutes from the Broward County Convention Center, miles of Blue Wave beaches and Intracoastal waters, pristine greens with year-round golf, enticing restaurants and outdoor cafes, top-notch shopping, million dollar yachts, Las Olas Boulevard and a vibrant downtown arts & entertainment district, provide your clients and attendees endless experiences in our casually elegant year-round meeting paradise.

Not only are we able to meet your needs with the requested space and outstanding accommodations at the Convention Center and area hotels, but we offer something special in Fort Lauderdale. While you are in the area, and in between sessions at the Convention Center, guests will enjoy the natural daylight from our spacious foyer in the Convention Center where they can network amongst other delegates.

After hours, they will enjoy the stunning views of the Intracoastal Waterway from our delightful and recently transformed hotels just a short distance from the Center.

Additionally, our airport access through Fort Lauderdale/Hollywood International Airport is outstanding. Not only do you have access to major legacy carriers with direct flights to major destinations in the U.S., but a large offering of value carriers, and lower per passenger costs from the airport than other areas – saving your travelers money. And, the center and hotels are within 2-4 miles from the airport – which saves you and your traveler's valuable time and money on transfers.

With reference to your RFP please see our responses below.

Information Required for Decision-Making Process

Venue - Event Dates

• Which of the date options (including set up and tear down) are available in 2024?
May 3-13, 2024

• For which date options (including set up and tear down) can we be put on FIRST
OPTION until the shortlisting on October 13, 2020? **Yes, May 3-13, 2024**

Venue - General

- Image brochure - **please see attach**
- Floor plans - **please see attached**
- Room allocation proposal based on our room requirements
- Room rental fees (incl. air condition) **\$275,381.14 is the total rental price for the convention center excluding currently local 7% tax. Please note excluding Convention Center discount & GFLCVB sponsorship, the total meeting room rental will be \$41,287.16 USD, plus local taxes.**
- WIFI (cost if not included in in room rental) **Complimentary internet connection at Registration and 10% of published rates this provided by convention center.**
- Payment schedule **This item negotiable**
- Terms and conditions **New Event planning guide currently under development**

Contact details Sales Department

Renee Browning
Assistant General Manager
Greater Fort Lauderdale Broward County Convention Center
1600 SE 17th
Suite 400
Fort Lauderdale, FL 33316
Phone: 9547655935
Email: rbrowning@ftlauderdalecc.com

Gilbert Villard
Regional Sales Manager
Greater Fort Lauderdale Convention & Visitors Bureau
101 NE 3rd Ave
Suite 100
Fort Lauderdale FL 33301
Phone: 954-767-2481
Email: gvillard@broward.org

References

Contacts of 2 event planners who have recently run an event at the venue

Dan Zintsmaster
Vice President of Events
Team National
8210 W State Rd 84
Davie, FL 33324
954-584-2151
danz@teamnationalusa.com

Alicia Evanko- Lewis, CMP
Northstar Travel Group
116 West 32nd Street, 14th floor
New York, New York 10001
646-380-6244
aevanko@ntmlc.com

Venue - Location

- Proximity to airport- **The Broward County Convention Center is located 4 km from the Fort Lauderdale/ Hollywood International Airport. 37.5 KM from the Miami International Airport and 76.6 km from the Palm Beach International Airport.**
- Proximity to city center - **The Broward County Convention Center is located 4.4 km from Downtown Fort Lauderdale Center.**
- Connectivity to public transport - **Public Transportation available - Taxi, Public Buses, Uber, Lyft , City Trolleys and Water Taxi.**
- Incentives such as discounted tube tickets for participants - **Discount on Trolleys and water Taxis can be discussed.**
- Safety level in the surroundings of the venue - **The Broward Convention Center is located at Port Everglades making this a very safe zone. We have Broward County Sherriff Department that patrols the ground along with other Federal Agencies.**

- Number of hotel rooms **22 Hotels available**
- Within walking distance **6 Hotels**
- Within 5 kilometers distance **3 Hotels**
- Within 10 kilometers distance **13 Hotels**
- Within 20 kilometers distance
- Average prices of hotel rooms per night
- 5 stars **\$400**
- 4 stars **\$300.00 - \$200.00**
- 3 stars **Below \$200.00**

Venue / Destination – Incentives

- Availability of governmental supports/incentives when bringing the ITI World Symposium to the destination
- Range of financial incentives **\$150,000.00 USD to help cover rental at the Broward County Convention Center.**
 - o Requirements – **In order to qualify for the \$150,000.00 there must be proof whether by PCO or by Organizers that they have contracted and executed 6000 total room nights. Proper recognition of the destination during promotion and during event**

Marketing and/or promotion incentives

- Complimentary created/hosted microsite for conference promotion providing a view of what to do in the area from www.sunny.org but offering customized content, if desired. GFLCVB Services team will gladly assist. Valued at \$5,000.00
- The GFLCVB can make available other social media outreach opportunities to generate interest in the conference the destination through our Marketing/Communications departments – i.e., Twitter, Facebook, and Instagram.
- The GFLCVB will also provide selections of items for promotion such as collateral, small promotional items.
- The GFLCVB public relations team will issue press release to appropriate local and regional media, if desired about the conference or help present during any on-site press conferences.
- The GFLCVB will also make available for conference promotion digital images, logos, b-roll or specific marketing media images to assist with conference brochures, websites or other conference promotion needs. The use of these images is limited exclusively to destination and conference promotion and not for commercial advertisement use.
- Complimentary venue branding -**Yes Complimentary Venue Branding**
- Complimentary within the city/around selected hotels **Yes GFLCVB Will provide street banners and Hotel welcome signs at participating hotels booked by PCO.**
- Welcome desks at the international airport- **Welcome volunteers at key arrival hours at the Fort Lauderdale Hollywood International Airport FLL only.**
- Other marketing or promotion incentives – **Items to be placed in conference bags at 1 or 2 pieces per registered participant.**
- Hospitality incentives
- Complimentary hotel rooms at partner hotels – **This item is possible, and we can assist with when sourcing hotels.**
- Complimentary upgrades at partner hotels – **This item is possible. We can assist with when sourcing**
- Complimentary shuttle transfers – **We can assist with asking hotels to pay a rebate to the organizers to help offset transportation expenses, knowing that you will hire a PCO then it should be negotiated then. We are more than happy to arrange ground transportation during sites.**

Audiovisual Equipment

Preferred audiovisual supplier(s)

- Name of supplier(s) **Everlast Productions, Inc.**
- Company profile(s) www.everlastproductions.com
- Contact person(s) **Javier Fernandez (954)-812-8817**
- References **Cruise World (North Star Travel Media), 10X Growth Conference (Grant Cardone), Power Home Remodeling**
- Option to assign own suppliers. (yes/no) **Yes**

- Penalties if applicable **it's negotiable**
- Benefits/incentives assigning a preferred supplier **Additional discounts on AV equipment, reduced labor cost, free in-house audio, and possible load in and load out of AV on non-contracted dates.**

- Proposal and cost estimate for basic equipment for main plenary (more precise requirements are provided after shortlisting): **Please note the pricing listed is based on the requested equipment and for the duration of three days of show. ALL pricing is estimated and subject to change based on final scope of work. Pricing does not include set up labor from the Union which is provided by BCCC. All additional equipment requests to be billed separately.**

- 1 main screen (28 meters x 7 meters) **\$13,365.00 rigging is not included.**
- 6 Full HD Laser Projectors (50K ANSI, back projection, soft edge overlap / 6 projectors include back up devices) **\$86,400 for 6 plus 6 backups (\$14,400.00 each)**
- 2 delay screens (12 meters x 4 meters each) **\$6,000.00 for both (\$3,000.00 each)**
- 4 Full HD Laser Projectors (30K ANSI, front projection / 4 projectors include back up devices) **\$40,000.00 for 4 plus 4 backups (\$10,000.00 each)**
- Stage (32 meters x 5 meters) **Provided by BCCC**
- Basic lighting (stage light plus ambience light) **\$16,245.00 Includes stage wash and up lighting with rigging for lighting.**
- Public address system **\$30,000.00 for line array sound system with microphones and podium. Second option is to add supplemental sound to the in-house sound system for \$10,000.00. Third option is to use only in-house sound system with microphones and additional audio such as sound boards, podiums, etc. for \$3,500.00**

Trade Fair Construction

- Preferred trade fair construction firm(s) **We do not have a preferred trade fair firm, but we can recommend the below.**

Expo Convention Contractors, Inc.

15959 NW 15th Ave

Miami, FL 33169

Richard Curran JR

richardc@expocci.com

305-751-1234

www.expocci.com

Vista Convention Service South

7045 NW 26th Ave

Miami, FL 33147

Jimmy McNally

jmcnally@vistacs.com

305- 673-1123

www.vistacs.com

- Option to assign own suppliers. (yes/no) **Yes**

Food and Beverages

- Preferred caterer(s) **Yes, we have an exclusive provider**
- Name of supplier(s) **Savor**
- Company profile(s) **Our [Convention Center food and beverage](#) partner, SAVOR, continues to exceed client and guest expectations with customized menus and detailed presentations. For over 20+ years, SAVOR has built a solid reputation for providing great experiences and world-class food. From elegant banquets to fan favorite concession style food, the SAVOR team always exceeds expectations. We understand that food and beverage service is an important part of an event's experience and budget. Our knowledgeable catering team is here to orchestrate all your event details and deliver an unforgettable experience.**
- Contact person(s) **Jim Bennett**
- References – please contact those mentioned above.
- Option to assign own suppliers. (yes/no) **No**
- Penalties if applicable **N/A**
- Benefits/incentives assigning a preferred supplier **Savor has the weight of decades of national experience behind our hyper-local approach and commitment to hospitality. We share best practices, knowledge, and innovation across our global network to continually improve and stay one step ahead for your advantage.**

- F&B booklet including catering packages on sale- **please see attached**
- Average costs per coffee break and lunch **AM/PM Coffee Break to include snacks \$20.00++ per person per day Lunch \$29.00++ per person per day**

Macro-considerations

- Safety – **please see attached**
- Currency inflation and currency volatility
- Public holidays around the event date options – **US Mother's Day- Sunday May 12th, 2024**
- Competitive events within the city in 2024 - **None**

We hope we have addressed all areas, but please feel free to contact me if you should have more questions. We look forward to hosting you along our sunny shores!

Sincerely,

A handwritten signature in black ink, appearing to read 'Gilbert Villard', is shown on a light-colored rectangular background.

Gilbert Villard
Regional Sales Executive

Hotels required to Fulfill room block requirements	Total room	Rating
17th Street Fort Lauderdale (5-7 minutes from the Convention Center 2.4km)		
Hilton Fort Lauderdale Marina	589	4
Renaissance Fort Lauderdale Cruise Port	236	4
Embassy Suites Fort Lauderdale	361	3
Hyatt Place Fort Lauderdale Cruise Port	126	3
Four Points by Sheraton	112	3.5
Pier 66	376	3
A1A Fort Lauderdale (10-15 minutes from Convention Center 8.5km)		
Lago Mar Resort & Club (5-7 minutes from Convention Center)	204	4
Fort Lauderdale Marriott Harbor Beach Resort & Spa	650	4
Hotel Maren	141	4
Bahia Mar Fort Lauderdale Beach	296	3
Courtyard By Marriott Fort Lauderdale Beach	261	3
Ritz Carlton Fort Lauderdale	194	5
Westin Fort Lauderdale Beach Resort & Spa	432	4
W Fort Lauderdale	459	4
Hilton Fort Lauderdale Beach Resort	374	4
Conrad Fort Lauderdale Beach	290	4
The Atlantic Hotel & Spa	105	4.5
Sonesta	240	4
Pelican Grand Beach Resort	156	4
Downtown Fort Lauderdale (8 min from Convention center 4.4km)		
Riverside Hotel	231	3
Hyatt Centric Las Olas	238	3
The Dalmar	209	4