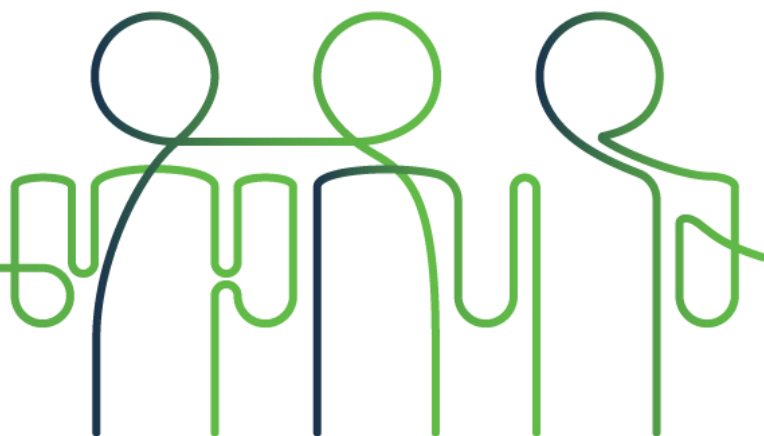


# Bid Manual

## 2024 / 2025 **The Future of Healthcare Meetings**

**To be held in (2 bidding opportunities):**

- 1. end of March or at the beginning of April 2024**
- 2. end of March or at the beginning of April 2025**



## INTRODUCTION

### 1. Background Information

The Future of Healthcare Meetings is a collaborative initiative introduced in 2021 between ICCA, the global community for international associations and meeting suppliers, and AC Forum, Europe’s only networking platform established exclusively for and by associations.

The collaboration includes a series of signature events taking place over three years, with a specific focus on the healthcare sector. Through the series of events, we will explore a range of topics including the economic and socio impact of healthcare meetings, technology innovation, and future trends in sponsorship and compliance.

	2021 edition	2022 edition	2023 edition
<b>Date and location</b>	10 December 2021 - fully online	6-8 July in Cannes, France - fully in person	6-8 June, İstanbul, Türkiye - fully in person
<b>Delegates</b>	60 association executives		<a href="https://events.iccaworld.org/fhm2023/whos-attending">https://events.iccaworld.org/fhm2023/whos-attending</a>
<b>Speakers</b>		<a href="https://events.iccaworld.org/fhm2022/speakers-moderator">https://events.iccaworld.org/fhm2022/speakers-moderator</a>	<a href="https://events.iccaworld.org/fhm2023/speakers-moderator">https://events.iccaworld.org/fhm2023/speakers-moderator</a>
<b>More info</b>	<a href="https://www.youtube.com/watch?v=CbjT8uHDIH4">https://www.youtube.com/watch?v=CbjT8uHDIH4</a>	<a href="https://events.iccaworld.org/fhm2022/">https://events.iccaworld.org/fhm2022/</a>	<a href="https://events.iccaworld.org/fhm2023/">https://events.iccaworld.org/fhm2023/</a>
<b>Outcomes</b>		<a href="#">The ICCA and AC Forum best practices for healthcare meetings - Creating a strategic future for international healthcare meetings together</a>	

### Testimonial from previous delegates who attended the ICCA and AC Forum Future of Helathcare Meetings in Cannes:

*"It is an addictive experience, once you have tried this event, you are only waiting for the next edition"*

#### **Association executive**

*"It was an honour to attend this exclusive, high-quality and highly interactive meeting combining both theoretical and practical components. The emphasis on the necessary networking and experience sharing approaches were crucial. Taken altogether, it was a great experience."* **Association executive**

*"Perfect education wise and equally perfect business wise !"* **ICCA Member**

*"The Future of Healthcare Meetings incorporated thought-provoking, educational & inspiring content. Kudos to the ICCA - AC Forum program committee. I would like to see Part II of this program next year."* **ICCA Member**

### Why submit a bid:

- Have your own impact on the future of the Healthcare Association Meeting Industry
- Increase your visibility and legacy of bringing healthcare association members from the international community into your destination and venue
- This is your chance – as host – to reach influencers and decision makers in global events planning
- Is your focus on Healthcare Association Meeting Industry? Then, this event should be hosted in your destination and venue!
- Attract 30+ association executives directly to your destination
- Increased exposure of your destination to the global association community with a marketing value estimated at a million Euro

## 2. Rotation Policy

Bidding for the event will be open to any global destinations for 2024 and 2025 with a rotation back to Europe every 2 years.

## 3. Attendance

The Future of Healthcare Meetings 2024 and 2025 will be planned as an in-person event, although if the event changes to a hybrid model, the host should provide necessary AV and technology to support virtual participants.

Onsite attendance will not be capped, however attendance to individual workshops and other interactive sessions may be capped to ensure maximum engagement. Venue space should be provided to accommodate at least 150 onsite participants.

ICCA members globally will be invited for the event. There shall be no restriction placed by ICCA or the host on the number of members attending, other than when maximum capacity is reached.

Host destinations that can assist in inviting and persuading association executives to attend should make this clear in their bid.

The 2022 edition included almost 40 association executives, all representing healthcare and medical sciences associations. Amongst the associations attended, the ICCA Research Team identified 20 unique associations which organize meetings with rotation in Europe. These associations have been involved in 41 meetings with a total value of USD 418M.

## 4. Dates

For the 2024 edition, the event will take place in either end of March or at the beginning of April 2024.

For the 2025 edition, the event will take place in either end of March or at the beginning of April 2025.

## 5. Format of the Event

The educational programme lasts approximately 2.5 days, with an option to extend the programme for on-site attendees and/or an additional half or full day for social activities and local fam trips.

	<b>During the day</b>	<b>Evening</b>
Day 1	Arrival Local fam trip in the morning Opening keynote	Social activity
Day 2	Educational programme	Social activity

Day 3	Educational programme in the morning. Local fam trip in the afternoon Departure	
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For the example of the 2022 programme refer to: <https://events.iccaworld.org/fhm2022/programme>

For the example of the 2023 programme refer to: <https://events.iccaworld.org/fhm2023/programme>

## Educational programme

A representative of the host committee will be part of the educational committee which will consist of ICCA staff, external facilitators, ICCA Members (including a representative of the previous year host committee) and association executives as appropriate to the content of the programme. The host committee is expected to make an active contribution to the education programme by bringing in local expertise and securing local quality keynote speaker(s) as relevant.

## 6. Support

If a hotel is used as the meeting and accommodation venue, this hotel should be a major sponsor of the event, through the provision of attractive industry rates, hosting a social function, complimentary meeting space, complimentary rooms for speakers etc.

If a congress centre is the meeting venue, then it too should offer major sponsorship through the provision of cut-price or complimentary room rental and attractive prices on F&B and ancillary services etc.

The local host destination and partners will be expected to provide full sponsorship for 30 international association meeting executives, covering their hotel accommodation and flights. If a preferred airline is selected by the host, it will need to be demonstrated that convenient and feasible flight connections can be provided to all regions globally. A budget should be presented as part of the bid to indicate the level of support available to host international association executives. This budget should include costs for long haul as well as short-haul journeys to allow for association executives from across the world to be supported. In order to assure diversity and inclusion a good representation from all chapters should be respected: minimum 2 representatives from every ICCA Chapter: North America, LATAM, Africa, Middle East, Europe, Asia Pacific.

The host destination will be involved in the international associations' executive recruitment process but will not hold rights to reject applications. ICCA aims to achieve diversity and inclusivity through the process of inviting associations from across the world. The host will work with ICCA to create a customized target list and invitations will be dispatched accordingly. No guarantee can be provided for the attendance of specific associations as this will depend on the availability and interest of the association community accordingly. Due to the global nature of the event, it cannot be guaranteed that every association executive hosted at the event will offer a direct business potential for the host.

ICCA reserves the right to select the hosted associations executives. ICCA will aim to maintain diversity in the selection of associations executives.

Please refer to the [for an example of association executives whom may apply to attend.:](#)

### 2023 attendees

## BID REQUIREMENTS

### 7. The bid

The bid should preferably be submitted by the ICCA Convention and Visitor Bureau member who should coordinate the bid with other ICCA members in their city. However, bids from other ICCA members will be accepted. The bid should demonstrate maximum local and/or national government support. The bid should include clear arguments for why the bidding destination believes it should play host to the programme and the following should be included:

- Letters of support from ICCA members, government, national airline, etc. involved
- Proposed dates and meeting venue
- Proposed hotel accommodation rates for delegates
- Secured and expected sponsorships, with association executive support shown separately
- Full budget including estimated costs for hosted 30 international association executives from across the regions
- Budget overview of costs covered for ICCA staff to attend site visits and the event

Bids will only be accepted from ICCA members in good financial standing. Bids may be rejected if they do not comply with the above requirements.

## **8. Decision**

Factors which will be considered:

1. Bid compliance
2. Overall quality of the bid
3. Can the destination successfully host a hybrid event - Tech quality, AV, streaming etc.
4. Level of support/evidence of teamwork from ICCA members in the bidding city
5. Value for money – ICCA perspective
6. What is the level of local sponsorship and/or reduced prices?
7. Value for money – delegate perspective
8. What are the cost implications for delegates in addition to the price per delegate, e.g. airfare deals; hotel rates?
9. Environmental and Corporate Social Responsibility
10. Each destination should highlight key environmental and/or CSR factors of the destination/venue.
11. Accessibility
12. Compliance with COVID regulations
13. Potential for engagement with local associations

Location and rotation of other (ICCA) events will be taken into consideration when a decision is taken.

Decision will be made by ICCA Head Office. In exceptional circumstances, ICCA may decide to also offer the runner-up destination the option to host the Future of Healthcare Meetings in the following year(s) from that which is officially subject to the bid.

## **9. Site Inspections**

Site inspections will be conducted in person where travel restrictions allow. Cost for 2 members of staff to conduct up to 2 site inspections are to be fully covered by the host, including per person per trip:

- 2 nights including breakfast (the actual number depends on flight times).
- Business class flights
- Full board

## **FINANCIAL ARRANGEMENTS**

### **10. General Principles**

It is the hosts' responsibility to cover the cost of hosting the event. ICCA Head Office will provide marketing and promotion services and full administrative support for the event, and holds the authority to manage the finances of the event. All revenue generated through the event will belong to ICCA. These generated revenues will be invested in the event to cover services and staff resources, programme development, marketing and IT support etc.

## **11. ICCA knowledge enhancement contribution**

Host venues should include a EUR 25,000 (twenty five thousand euros) ICCA knowledge enhancement contribution to be paid to ICCA in their budget. This should be paid in full to ICCA two weeks after sending the invoice. The revenue generated by the ICCA knowledge enhancement contribution fees for workshops and other ICCA events will be reinvested to provide knowledge through events, resources and publications to the ICCA members and associations globally, as part of the charitable objectives of ICCA.

## **12. ICCA and Host responsibilities**

### **Venue**

- 1 meeting room for minimum 150 participants (half-moon style) including furniture, stage and stage backdrop
- 1 catering space for breaks & seated lunches based on a minimum of 150 participants.
- 1 Breakout room for business networking for minimum 150 participants (classroom style)
- 1 office room for ICCA team (with coffee/tea/water)
- Space for up to 10 separate activation zones of 9sqm each
- Dinners/receptions should be preferably hosted outside the venue. In case the dinner is hosted in a different venue, transfers need to be provided.

Meeting spaces should be blocked 1 day prior to the event allowing proper set-up and rehearsal.

### **AV Requirements**

- The host should provide high end AV equipment at no cost to ICCA as follows: Stage set up, LED screen, comfort monitor, timer, switcher, mixer, sound system with handheld microphones, headset microphones / lapel microphones for all speakers in all meeting rooms, live relay camera set, lighting system, streaming capabilities, branded backdrop in all meeting rooms as well as a laptop for every AV set. LED screens in the plenary rooms should be of minimum size of 20ft x 8ft.
- Please note that there may be need for more than one single AV set up.
- The local AV company will be required to work closely with ICCA and set up test runs in advance and as often as required.
- AV crew costs to be taken into consideration – before, during and after the event.
- In case of a switch to a hybrid model:
  - WIFI and camera sets enabling a two-way connection are essential. The technology provided at the event should have the capability of connecting to the digital audience.
  - Host will also cover the AV costs for the pre-recorded sessions and dry run tests.

### **F&B requirements**

- Welcome refreshments upon arrival and at the beginning of every event day
- 2 x coffee/tea break per day.
- 2 lunches (preferably seated)
- Evening reception beverages on day 1 and 2.
- Dinner on day 1 and day 2. Dinners can be hosted within the same venue or a different venue.
- Coffee/tea/water for set-up and rehearsal time
- F&B should be of high international quality and standard, utilising local seasonal produce in accordance with environmental consideration.

## **Association Executives**

Costs (including flights, hotel rooms with breakfast and Wifi as well as airport transfers), to be covered by the host for a minimum of 30 international association meeting executives. Additional association executives can be invited by the local host as appropriate.

For the regional host to benefit and look at the best possible return on investment, ICCA will not charge a registration fees for hosted associations. Additional non-hosted associations may incur a small registration fee.

The local host can propose associations that they want to be a part of the event. ICCA will reserve the rights to decide whether these associations should be included as hosted associations or not. ICCA will assist in the invitation process but can't guarantee any associations attending.

## **Moderator/speakers**

ICCA will cover the costs for speakers and moderators as required. Revenue generated through the registration fee income will be used to support such costs. ICCA may suggest that association speakers are included as part of the hosted association programme and attendance cost covered by the host accordingly.

## **Hotel**

The host is responsible for offering hotel booking links with favourable rates for delegates (ICCA members/associations/observers). Delegates are responsible for their own hotel booking/payment. Hotels costs should be covered by the host for 30 international association meeting executives. Hotel costs for association executives and ICCA staff/VIPs are to include Wifi and breakfast. Early check in should be provided where possible, especially for long-haul travellers.

For event delegates, the host should suggest and negotiate rates with at least 3 hotels within walking distance:

- 1 hotel with rates below 100 EUR, including breakfast and city tax
- 1 hotel with rates below 150 EUR, including breakfast and city tax
- 1 hotel with rates below 200 EUR, including breakfast and city tax

Those hotels would then be listed on the Event dedicated website with a direct booking link.

## **Branding development and costs**

Cost for all material design, development and production are to be covered by the host, including but not limited to:

- Venue branding: Banners, main plenary all backdrop, signage, etc.
- Social events: Decoration, banners, signage, etc.

ICCA will provide a marketing kit and full design guidelines, and the host should align to the minimum branding requirements by ICCA. ICCA will be responsible for any digital branding.

A professional photographer should be hired and paid for by the local host and subsequent image files shared with ICCA accordingly, for promotional usage following the event.

## **Other onsite costs**

The host will cover the cost of badges, lanyards, staffing, signage, photographers, entertainment, transfers (if applicable). Design of those items should be worked on in collaboration with the ICCA Marketing team.

### **13. Sponsorship**

External sponsors and partners may be secured by the host in agreement with ICCA. ICCA will retain sponsorship income from international sponsors. All international sponsorship secured should be paid to ICCA head office in the Netherlands excluding taxes and any fees. Local sponsorship obtained directly by the local host, shall be retained by the local host.

The local host will have the opportunity to offer a maximum 5 local partners/sponsors a high exposure at the event including:

- A booth area per partner/sponsor (within 9sqm – Up to 5 areas)
- A speaking opportunity (ICCA reserves the right to accept and decline)
- A coffee break branding opportunity (ICCA reserves the right to accept and decline)
- A non-exclusive social event branding opportunity (ICCA reserves the right to accept and decline)

In addition, ICCA will offer stand space to a maximum 5 international sponsors, and space should be provided by the host accordingly, per sponsor:

- An activation zone per partner/sponsor (within 9sqm – Up to 5 areas)

The bid should include details of confirmed and expected sponsors.

Once the destination has been selected, ICCA will work together with the local hosts to obtain as much sponsorship as possible.

ICCA ensures that all sponsors receive excellent exposure in the run-up to the event, during the event, and in the immediate aftermath. The proposal needs to include guaranteed local sponsorship & discounts in detail.

All international sponsorship secured remains with ICCA, and ICCA will be approaching international sponsors. In the event the local host sees a potential international sponsor it should be referred to ICCA. The local host may actively solicit for local sponsorship and should be agreed in consultation with ICCA.

Securing of local sponsorship should only be carried out with the approval of ICCA. An overview of all sponsorship opportunities available should be clearly defined at kick-off of the project and constant update between ICCA and local host should take place.

ICCA reserves the right to accept and decline any sponsorship.

### **14. Budget**

Based on the requirements stated in this bid manual, the inviting host should create a budget outlining the cost per item and the items which are or could be sponsored. The budget should be based on a minimum of 150 and a maximum of 175 on-site attendees.

Local Host budget should include 3 ICCA staff to be fully hosted from 1 day prior the event to the last day of the event including per person:

- 3 nights including breakfast and WiFi (1 day prior the event and events dates).
- Business class flights
- Full board

The budget should also include the ICCA knowledge enhancement contribution of 25,000 Euro (excluding VAT) as covered by the host.

ICCA will contribute 10% commission fee from the total actual paid registration fee income collected, to the host destination.



## 15. Registration Fees

ICCA will establish the registration fees to cover ICCA's expenses (education programme, handling of registration, staff travel costs; etc). ICCA has the final decision on the level of registration fees. In addition, ICCA will collect registration fees via online payments.

## LEGAL ARRANGEMENTS

### 16. Insurance and Risk Assessment

#### 16.1 *Participant's insurance*

ICCA will ensure that advice is given to all participants (usually on the online event registration pages and the event website) on taking out personal insurance to cover against that person's cancellation of their registration for whatever reason.

#### 16.2 *Third Party/Legal Liability*

The destination must provide ICCA with copies of all insurance coverage relating to the Congress venue, offsite venues, and providers of services (e.g. coach transportation). Where the destination enters into legal agreements with third parties, it may be prudent for the destination to take out its own insurance protection if this is not covered by the insurance of the destination members. ICCA and the destination will jointly obtain professional advice to ensure that optimal insurance coverage has been set up. If there are any specific event insurance to be taken other than the third party liability insurance this will be the responsibility of the host destination. ICCA will not bear any costs in this regard.

#### 15.3 *Risk assessment*

ICCA will undertake a full risk assessment both before and during the event. The Local Hosts should include this subject in all meeting agendas and have clearly designated communication processes and allocation of responsibilities for safety and security matters. Moreover, the Local Hosts should provide ICCA with the following:

- a. Medical support plan, this should include proposed medical support services such as paramedics, doctors and nurses on or off site.
- b. Security procedures, includes detailed security procedures for all areas of operation.
- c. Security standards, the Local Host Committee shall state if they have a system with security and safety standards that are permanently applied by their organisation and suppliers.
- d. Training and competence, the Local Host Committee and suppliers are trained in security and safety related matters.
- e. Quality assurance systems, all available information regarding any quality systems Local Host Committee and suppliers are certified with e.g. ISO 9000, 14000, HACCP etc.

## 17. Liability

#### 17.1 *Indemnity*

The LHC should provide ICCA with full indemnity against claims arising from failure of services or from accidents within venues provided by LHC members. Details will be determined following professional advice.

#### 17.2 *Claims*

ICCA and the LHC will jointly agree a process for minimising the risk to both parties from claims relating to all and any of the following:

- a. loss or damage to the buildings or contents of venue(s), hotels or any other facilities used in connection with the event arising from any cause whatsoever;
- b. loss or damage to any property owned, hired or loaned by the LHC or for which they may be held responsible;
- c. any liability arising from any contractual liabilities arising from any accidental death or bodily injury occurring to any of the participants or visitors to the event, or loss or damage to their property, arising during the Event including the use of local transport facilities as a part of the official programme;
- d. any financial loss incurred arising from an enforced cancellation, abandonment, postponement or curtailment of the event arising from any cause.

## **18. VAT**

The local host should provide ICCA with information on the VAT situation in the host country. Further information and procedures on possible tax exemptions, rebates and tax implications for international conferences should be given.

## **19. Covid 19 protocols and local restrictions**

- a. Host destination must include the local COVID19 protocols, this should be included in the bid. ICCA will request that at any time the protocols change, this should be updated by the host destination. Local host destinations will be liable for all COVID impacts and outcomes due to hosting the event.
- b. We strongly recommend that the host destination considers local rapid testing for COVID 19, this will always ensure member's safety and security, as well as encourage onsite attendance.
- c. The local host of the hub will be bearing all insurance and liability. ICCA will not be held responsible for any liabilities. This assurance should be included in the bid.

## **LEGACY AND SUSTAINABILITY**

### **20. Environmental and Corporate Social Responsibility**

The destination should highlight the key environmental and/or CSR factors that ICCA should take into account. This could include any "green venues" included in the programme, local initiatives that will help to make the programme more sustainable, suggestions for including local CSR speakers in the educational programme, etc.

How will the bidding destination assure a sustainable approach throughout the event?

The bid document should include an introduction that clearly summarises the motivation of the local team: why are they bidding, what they hope to achieve for their destination (city and/or country), and what they intend to deliver to ICCA and ICCA delegates.

Please refer to the addendum document with sustainability requirements ICCA will keep in mind while selecting future destination.

### **21. ICCA Legacy Commitment and desired long-lasting impact of the event**

ICCA is committed to leaving long-lasting positive impacts through its events in all host destinations. As part of its strategy ICCA's focus lies on Diversity, Equity, Inclusion and Sustainability, in particular inclusion of people with disability in the workforce within the meetings industry and accessibility of events to all people regardless of background or physical ability. Hence all our events should adhere to principles of accessibility and ICCA will work with the host on finding the appropriate legacy project for the 2023 Future of Healthcare

Meetings, which would not only be part of the programme for 2023 but remain an ongoing project for the host destination for many years to come.

## **BEFORE THE EVENT**

### **22. PCO/DMC Services**

ICCA Head Office is responsible for handling the following PCO functions: international marketing; delegate registration; advance and on-site liaison with speakers; on-site liaison with meeting venue and hotel personnel.

The inviting host is responsible for the following PCO/DMC functions: management of the local budget; local marketing; planning and operation of logistics (e.g. transfers); communication with local sponsors; pre-event liaison with meeting venue and hotels; pre-event liaison with all off-site venues; hotel contracts and delegate hotel bookings. On-site, the inviting host should also provide adequate staff to support the ICCA Head Office team.

The local host may appoint a local PCO to assist. Local PCOs may be provided with sponsorship status for the event.

Local suppliers' contracts should be signed by Local Host and paid by Local Host directly.

### **23. Local Hosts**

The inviting host should assign one contact person to liaise with ICCA Head Office.

### **24. Education Committee**

The education programme is the responsibility of ICCA. ICCA will form an Education Advisory Group consisting of representatives of ICCA, the local hosts and other members.

### **25. Print Material**

ICCA Head Office is responsible for producing promotional materials and will be responsible for maintaining the event page on the ICCA website. The host should actively promote the meeting to the local market.

### **26. Local promotion**

The programme on the afternoon of day 3 is exclusively available for the local host destination to show off its services, facilities, attractions and intellectual appeal to the association executives. Hosts are encouraged to use their creativity to design a unique showcase for their destination's suitability to host international association meetings. All cost should be covered by the local hosts. The hosts will be requested to submit a list of high potential associations that they would like to see invited, which should be agreed by both parties.

### **27. Partnership Agreement**

The Partnership Agreement must be signed before destination announcement to the Global ICCA Community. The Partnership Agreement will include the list of areas of responsibilities between ICCA and Local Host.

## CONTACT DETAILS

### Frances van Klaveren, CAE

Community Engagement Manager

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### Petra Ucenic

Events Executive: [petra.u@iccardworld.org](mailto:petra.u@iccardworld.org)

t: +31 6 48 31 32 77

## SUBMISSION

- a. Please complete and sign the official submission form below and send this to Petra Ucenic at [petra.u@iccardworld.org](mailto:petra.u@iccardworld.org) and Frances van Klaveren at [associations@iccardworld.org](mailto:associations@iccardworld.org) before the 11 August 2023. The letter needs to be signed by the official ICCA contact.
- b. Along with the form, please send any extra materials supporting your proposal such as venue details, dinner/entertainment proposals etc.
- c. Please provide a budget including the estimated travel and hotel costs to cover 30 international association executives.
- d. All materials need to be submitted in digital format.

Requirements	Agreed (please tick)
Venue	
AV requirements	
F&B requirements	
Association Executives	
Moderator/speakers	
Hotel	
Legacy / CSR project	
Sustainability plan	
Other costs	

Proposed venue	
Proposed hotel	

Name (official ICCA contact)	
Function	
Organisation	
Signature	

Disclaimer:

Unless otherwise stated, any reference herein to "ICCA" shall be deemed to refer to International Congress and Convention B.V., a private limited liability company registered with the Dutch trade register under number 85598232.

The Future of Healthcare Meetings may be run without collaboration with any other association. ICCA will continue to run the series of Future of Healthcare Meetings independently with support of the 200+ medical and healthcare associations in the global ICCA community.