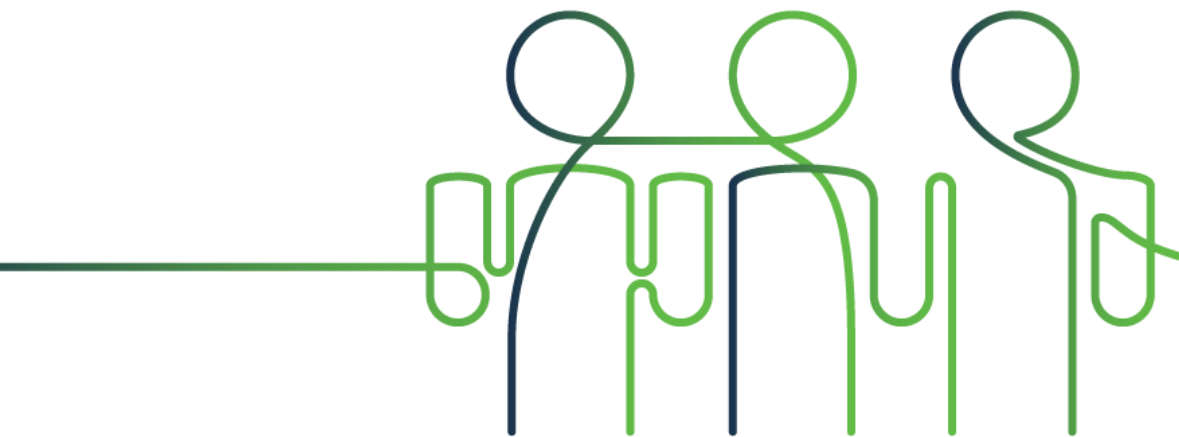


International Congress and Convention Association B.V.

Request For Proposal

ICCA Congress 2025 & 2026



1. INTRODUCTION

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Overview

ICCA, founded in 1963, has held a Congress for its members every year. This meeting has been traditionally held in October/November and has rotated throughout the world. It takes place over four days and now consists of a "New Bees" Attendees session, General Assembly, industry Sector and geographical Chapter meetings plus education sessions and networking events. The event is essentially for ICCA members, with Observer status for prospective members, and (invited) association executives, speakers, and other VIPs.

Currently, the event attracts approximately 850-1200 ICCA delegates which includes 50-100 association executives and approximately 50 accompanying guests.

The current format of the event is half a day for the First Time "New Bees" Attendees (Sunday morning), internal meetings and formal General Assembly (Sunday), and two and a half days of high-level level education and networking programme (Monday, Tuesday and Wednesday morning). ICCA reserves the right to change the programme and duration at its discretion.

Because the Congress is the key focal point of ICCA's annual activity, the responsibility to deliver a well-organised and managed event of a top-quality standard is an exciting challenge to a destination. A high standard in all aspects of meetings management is expected - programming, marketing, theming, social activities, logistical arrangements, etc. Although each event has its own distinctive flavour, comparisons are inevitably made between one congress and the next and every effort needs to be made to ensure that these standards are progressively improved upon.

As the event attracts international delegates who are senior executives in the international meetings market, there is strong media coverage from the local and international press. VIP speakers such as government ministers and internationally renowned speakers attract publicity in their own right. The event offers the destination not only the opportunity to showcase itself to the delegates, but also to generate significant publicity on a wider and international scale.

The Congress is the key vehicle through which ICCA communicates and advances its strategic objectives, and since our industry is constantly changing, the Congress is also in a state of constant, gradual evolution. It is almost inevitable that between the awarding of the Congress to a particular destination and its starting date, there will be changes in terms of technology, content, and even the mix of participants, and ICCA is also committed to experimentation in the field of meeting design, so new elements can be expected each year, some of which will become regular features and some of which may only be retained for a single year. Host destinations will be expected to work closely with ICCA to be able to accommodate any changes of this nature, with any required adjustments to financial and operational agreements to be mutually discussed and agreed.

Previous Events

			<i>Attendance</i>
1963		Paris, France	7
1963	September 21-22	Rotterdam, the Netherlands	18
1964	September 21-22	Athens, Greece	15
1965	October 13-15	Mexico City, Mexico	30
1966	October 30-Nov 6	Tel Aviv, Israel	-
1967		Nice, France	-
1968	November 17-21	Rio de Janeiro, Brazil	-
1969	November 1-7	Budapest, Hungary	85
1970	October 26-30	Abidjan, Ivory Coast	78
1971	October 31-Nov 6	Lisbon, Portugal	67
1972	November 5-10	Paris, France	92
1973	November 10-17	Manila, The Philippines	83
1974	November 17-23	Berlin, W Germany	195
1975	November 23-29	Rio de Janeiro, Brazil	162
1976	November 21-27	Monte Carlo, Monaco	294
1977	November 13-19	Singapore	230
1978	November 18-25	Madeira, Portugal	266
1979	November 17-22	Acapulco, Mexico	263
1980	November 8-14	Vienna, Austria	-
1981	October 24-30	Salt Lake City, Utah, USA	207
1982	November 7-11	Torremolinos, Spain	-
1983	October 30-Nov 4	Colombo, Sri Lanka	193
1984	November 23-30	Munich, Germany	-
1985	October 28-Nov 2	Bangkok, Thailand	250
1986	November 2-8	Athens, Greece	340
1987	November 15-10	Albuquerque, NM, USA	310
1988	November 13-18	Manila, The Philippines	350
1989	November 12-18	Cairo, Egypt	380

1990	November 18-24	Adelaide, Australia	290
1991	November 17-22	Amsterdam, Netherlands	442
1992	November 16-21	Taipei, Taiwan	320
1993	October 31-Nov 5	Istanbul, Turkey	420
1994	October 16-21	Bali, Indonesia	411
1995	November 12-17	Valletta, Malta	400
1996	November 17-22	Rio de Janeiro, Brazil	400
1997	October 26-31	Innsbruck, Austria	503
1998	November 22-26	Tokyo, Japan	588
1999	November 4-8	Lisbon, Portugal	586
2000	November 19-22	Hong Kong, Hong Kong, China	510
2001	November 4-7	Cancun, Mexico	372
2002	December 1-4	Copenhagen, Denmark & Malmö, Sweden	657
2003	October 26-29	Busan, Republic of Korea	496
2004	October 24-27	Cape Town, South Africa	654
2005	November 6-9	Montevideo, Uruguay	415
2006	October 29-November 1	Rhodes, Greece	811
2007	October 27-31	Pattaya, Thailand	814
2008	November 1-5	Victoria, Canada	734
2009	November 7-11	Florence, Italy	982
2010	October 23-27	Hyderabad, India	716
2011	October 22-26	Leipzig, Germany	1023
2013	November 2-6	Shanghai, China P.R.	922
2014	November 1-5	Antalya, Turkey	887
2015	November 1-4	Buenos Aires, Argentina	756
2016	November 13-16	Kuching, Malaysia	834
2017	November 12-15	Prague, Czech Republic	1264
2018	November 11-14	Dubai, UAE	1132
2019	October 27-30	Houston, U.S.A.	969
2020	November 1-3	Kaohsiung, Chinese Taipei	1508
2021	October 24-27	Cartagena de Indias, Colombia + Hubs	1231
2022	November 6-9	Krakow, Poland	968
2023	November 12-15	Bangkok, Thailand	TBC

Rotation Policy

Bidding for the Congress is open to all geographic regions (North America; Latin America; Europe; Asia-Pacific; Africa; Middle East), with the exception of the geographic region chosen immediately before the bid in question. In other words, the same geographic region cannot be selected two years in a row. However, the ICCA board of Director reserves the right change the rotation policy.

Date and Duration

According to the ICCA Articles & By-laws: "The General Assembly will convene at least once a year, preferably between 15 October and 15 November; but in no event later than 30 November, the precise date to be set by the Board of Directors". The range of dates comprises the last week in October and the first two weeks in November. Currently the "New-Bees" Attendees session and General Assembly take place on a Sunday, followed by the Congress that runs from Monday to Wednesday.

Timing

When suggesting dates for the event, care should be taken not to clash with:

- Major religious holidays & celebrations.
- Major meetings industry events e.g. IBTM World, WTM, IT&CMA, SITE, IMEX America, etc.
- Any local elections and major local events in the host destination

Format of the event

Thursday/Friday - Setup

Saturday (not included in official dates)

Registration.

Business Exchange

ICCASKills training

Young Professionals Forum

Sunday

Introduction Programme for "New-Bees" Attendees

Chapter Meetings

Sector Meetings

ICCA General Assembly

Monday-Wednesday

ICCA Congress

In order to extend better planning and a flexible approach for its members ICCA has opened congress bidding for year 2025 or 2026. ICCA is of the opinion that this approach will enable the interested ICCA member country to select the most appropriate year to host the ICCA congress.

2. DECISION MAKING CRITERIA

2.1 Strategic Factors

The ICCA Board of Directors will consider how the proposal supports all the stated goals in the current Strategic Plan. As Congress is ICCA's most important single event, the Board will take the bid's impact on all Strategic Plan goals into account during their discussions. The goals are shown below, with an example of how the bid could address each issue.

Strategic Goal #1 – New Business Opportunities and Competitive Advantage

Are there any business opportunities (e.g. access to international meeting buyers located in the host country) that can be generated for ICCA members by holding the Congress in your destination and Region? Are there any examples of new business concepts that members can be exposed to?

Strategic Goal #2 – Engage with Association Executives

How can the bidding destination support ICCA's desire to bring more international association executives to participate in the Congress, either based in the host country or supported to visit? For example, free flights & accommodation.

Strategic Goal #3 – Global Knowledge Hub

What great local business speakers or content can be recommended to include in the Congress education line-up?

Strategic Goal #4 – Expanded Advocacy/Legacy

Can ICCA's presence in your city/country help to promote the importance of the international meetings industry to local, national and/or regional politicians and policymakers? Are you proposing to organise any advocacy/legacy activity linked to the Congress?

Strategic Goal #5 – World-class, Highly specialised Congress

What fields of expertise can the local hosts bring to bear to help further improve the ICCA Congress – these could be technical input from local cutting-edge companies, meeting design input, innovative learning concepts from local universities, unique venues, exceptional evening networking concepts, etc.

Strategic Goal #6 – Effective & long-lasting Organisation

How will holding the Congress in your destination help ICCA to grow (e.g. via new member recruitment), to project its brand, and to generate a strong attendance and strong financial bottom line?

Strategic Goal #7 – Sustainability

How will the bidding destination assure a sustainable Congress 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.

Strategic Goal #8 - Diversity, Equity, Inclusion

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, and Inclusion. Hence all events should adhere to these principles.

2.2 Financial Factors

Bidders should include detailed budget proposals (in EURO, excluding VAT) including local sponsorship and any financial guarantees. Not just prices are important, but quality standards should also be incorporated into the proposals, since ICCA wishes to put on an outstanding, high-quality event representing excellent value for money, not necessarily the "cheapest" option or that delivers the highest potential surplus for ICCA. Care should also be taken with regards to considering the costs and value for money for the delegate, through airfares, hotel costs, and any other financial aspect of their attendance. There should be full transparency regarding any tax or VAT regulations, and an indication of whether currency exchange risks are likely to occur, and if so, what potential solutions they would recommend.

2.3 Quality Standards

The ICCA Congress has a high-quality reputation and aspires to deliver a world-class experience to delegates and other stakeholders. Innovation and experimentation are always expected by delegates, and the quality of basic services (eg. F&B; Audio Visual; WiFi) should always be excellent. The bid should explain how the local hosts can partner effectively with ICCA to deliver this high quality throughout the programme, highlighting local expertise and evidence that demonstrates innovation and cutting-edge thinking.

2.4 Business Opportunities for ICCA Delegates

ICCA delegates do not decide to attend the Congress for "tourism-related" reasons, but primarily to achieve business objectives. Bidders should demonstrate how their proposal can help deliver relevant opportunities. For example, are they able to propose local speakers whose insights would inspire or educate members on how to improve their strategies or practices? Are there opportunities for delegates to meet with locally based clients, or to otherwise conduct business with local colleagues, and if so, how would the bidder facilitate this process? Are there business opportunities for the local meetings industry that can be identified, along with proposals for delivering concrete outcomes? Bidders need to think about the different ways in which ICCA members do business with one another and also the potential universe of international meetings clients who could be in some way accessed were the Congress to be held in this destination.

2.5 ICCA Membership Development/Retention and Engagement of Existing Members

Bidders should demonstrate how hosting the Congress in their destination could assist ICCA to increase membership, strengthening existing membership (eg. by attracting delegates who are not commonly represented when the Congress takes place in other regions), or helping ICCA raise its profile and influence important audiences or advance its global mission. What practical steps can the local partners take in this regard, for example in terms of marketing to potential members in their region who could attend as Observers. Bidders need to look carefully at the current strength of ICCA membership in their region and the potential for growth. Arguments can theoretically be made for holding the Congress both in destinations where there is currently a large, mature ICCA membership, and also in destinations where ICCA membership is very low, but in each case, the bidders need to demonstrate how they would proactively help ICCA to unlock any opportunities.

2.6 Logistical Considerations

Bidders should provide clear factual information on each of the following:

- International access (to be demonstrated from areas that ICCA members geographically represent) and local access.
- Congress venue or hotel.
- Evening networking event venues.
- ICCA members actively involved in the bid.
- Local CSR/sustainability policies and ideas.
- Local Association recruitment potential.

2.7 Other Considerations

Should bidders reach the final stage of the process, they should be mindful that the ICCA Board will also be influenced by the impact of their bid presentation. For example, is there a strong, enthusiastic team of ICCA members clearly behind the bid; is there a powerful reason why this particular year is being proposed; in what way will their proposal give ICCA delegates a truly unique experience?

2.8 Alternative Year Flexibility

The ICCA Board has reserved the right, in exceptional circumstances, to determine the host destination not just for the year that is being bid for, but for a future year at the same time. Such decision will be made by ICCA board only if there is a strategic requirement. In such a situation, the Board would announce the winner for the current bidding year and authorize the CEO to approach the other candidate destination to explore their interest in hosting the Congress in a future year under a revised bidding requirement.

2.9 Implementing ICCA Strategic Objectives

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. Hence all events should adhere to these principles.

3. DETAILED BID REQUIREMENTS

3.1 Bid Document

FORMAT: Electronic submission, available in a format that can be read on multiple platforms including tablets.

SIZE: The main bid document must be a maximum of 36 pages long, based on A4 size with minimum 10-point font size, and should contain the following contents, ideally set out clearly in this order. Relevant pictures, maps, layout diagrams, and tables of data should be included to illustrate key points.

Introduction – this should set out why is the bid being made, why for this year, who is leading the bid, and who are the bidding team members.

3.2 Financial Implications

- Prices for all items listed in part 5 of this document.
- Support offered to fully host international Association Executives (number of minimum flight & accommodation & airport transfer). A minimum on 80 hosted international association executives is required (business class tickets will be required for flights over 5 hours). 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 towards long haul as well as short-haul journeys to allow for association executives from across the world to be supported.

The host destination will be consulted in the international associations' executive recruitment process but will not hold rights to reject applications. ICCA aims to achieve diversity and inclusivity with regard to 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.

- Local sponsorship commitments, both firm and anticipated, from private and public sectors (this will be part of the contract with the destination).
- Hotel room blocks and rates, and whether actual/anticipated/capped.
- Complimentary room-nights for 20 ICCA team members (for minimum 5 nights including breakfast and WiFi).
- Complimentary room-nights for ICCA Board Members (18 rooms for 5 nights including breakfast and WiFi).
- Financial information on airfares, including any "official airline" or alliance proposals.
- To host minimum 2 site inspections prior the Congress for up to 5 ICCA Staff members for minimum of 2 nights (Air tickets: business class. All flights are required to be direct, hotel accommodation and full board). The site inspection should last 2 days so a minimum of 3 hotel nights should be included (the actual number depends on flight times).
- Any other information that may influence the financial results of the Congress or the costs facing delegates.
- The congress venue should be fully sponsored by the host including a minimum of two large halls to accommodate a minimum of 1300 participants in theatre for the main plenary and an additional one for exhibition, as well as a minimum of 6 breakout rooms along with ample space for lunch and tea/coffee breaks, 5 activation zone areas for a minimum 5 days including WiFi for all ICCA delegates. The host should provide high end AV equipment at no cost to ICCA as follows: Stage set up including backdrop, LED screen, comfort monitor, timer, switcher, mixer, sound system with hand held 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. LED screens in the plenary rooms should be of minimum size of 20ft x 8ft.
- In addition in all social event venues the host should provide sound and creative lighting systems, switcher, mixer, music systems as required, live relay camera set, large stage set up, LED screen as backdrop (size will vary based on the venue selected)
- Complimentary 3 out-of-the-box locations including venue rental and basic AV
- 10 laptops and unlimited LAN internet connection for the internet zone to be used by participants. Tax and exchange rate issues and proposals.
- Information about quality standards and value for money.

3.3 Quality Standards

- F&B should be of high international quality and standard, utilising local seasonal produce in accordance with environmental consideration.
- Gala dinner should be planned for a 4-course dinner in an outstanding location.
- Current, up-to-date AV, WiFi, LED screen (size 20ft x 8 ft minimum) in main plenary and new technology concepts.
- State any quality accreditations held by local partners.
- Suggested content, local expert speakers, format innovations.
- Ensure all planned new developments, upgrades and refurbishments are communicated.

3.4 ICCA Membership Development

Outline clear arguments, factual information, and ideas relating to this issue.

The host destination should make recommendations on how to attract non-ICCA members to the Congress (process and timeline) and should budget to cover at least 20 registrations from the region for non ICCA members.

3.5 Logistical Considerations

- Track record of handling similar-scale international events.
- International access (air and/or rail – recommend a grid of examples).
- Local access within the host destination (ideally shown using maps and travel times).
- Congress venue – please match up the space with ICCA’s current specifications, indicating where there is flexibility for expansion or changes to format.
- Evening networking event venues – please summarise the options.
- List of ICCA members actively involved in the bid (local, national, and if applicable, nearby international partners), and Local Bid Committee structure and responsibilities.
- Local CSR/sustainability policies and ideas for how these would apply to the Congress.

3.6 Supporting Material

Not to be included in the page bid document, but which must be submitted in appendices.

- Letters of support.
- Electronic virtual tours of venues.
- Supporting or background information relating to any of the points in the main page bid document.
- Appendices can be maximum 25 pages.

3.7 Not To Be Submitted At The Bidding Stage

This may be requested at a later stage.

- Tourist information about the destination (video or brochure format).
- Pre- and Post-Congress tour information.

3.8 Gifts and Hospitality

It is important that no activities by bidding ICCA members could be interpreted as unfairly influencing the Board decision-making, so great care should be taken to avoid such a situation. ICCA Head Office should be consulted if bidders are uncertain about the appropriateness of any element of their planned bid. Neither gifts nor hospitality should be offered to Board members, their families, or ICCA staff who are involved in the decision-making process at any stage before, during or after the bidding process. Specifically, the bidders should not offer invitations to visit the destination or attend social or promotional events as a guest of the bidders, other than mentioned in this RFP under 3.12..

3.9 Lobbying/BOD advice

Lobbying with board members is not allowed at any time. Advice from BOD can only be obtained through ICCA HO, no board members to be contacted directly.

3.10 Deadline For Bids

An electronic copy of the bid for the ICCA Congress 2025 or ICCA Congress 2026 should reach ICCA Head Office **by 15 September 2023**.

3.11 Pre-Selection/Shortlisting

During the Board meeting at the 2023 congress on 10/11 November 2023, a short-list of bidding destinations will be made from all the bids received, based on analysis of the written submissions and how these meet ICCA's bid criteria and strategic objectives.

ICCA Board members will make the selection of the destination.

Feedback will be given to both short-listed and unsuccessful candidates, but the Board decision is final and there is no appeal process. The shortlisted destinations will be requested treat the shortlisting confidential and should not be published anywhere.

3.12 Site Inspections/Consultation

Site inspections to the short-listed destinations will be carried out by ICCA Head Office between January and February 2024. The host should cover the cost for the site inspection for 2 persons, including return business class flight tickets hotel

accommodation, and full boarding. The site inspection should last 2 days so a minimum of 3 hotel nights should be included (the actual number depends on flight times).

After the site inspections, each short-listed destination will receive a detailed feedback document from ICCA Head Office.

Following the site inspection and discussions, short-listed destinations may update their bid documents prior to the final presentation to the Board of Directors. The final bids must be submitted by 15 April 2024.

3.11 Presentations

The shortlisted destinations will be invited to present their bids during a presentation at the Board of Directors (BOD) meeting during IMEX Board Meeting. No more than 5 persons to be present for the bid presentation to the Board of Directors. These bid representatives must all represent ICCA member organisations, with the optional exception of local or national political representatives.

3.12 Final Decision

Following all presentations, BOD will have a final vote to determine the winner. Following the decision, either that day or the following morning, the ICCA President and CEO will meet with each candidate to formally give them the results. Results need to be kept confidential until after the formal announcement.

3.13 Signing the Agreement

A contract/letter of agreement will be signed by ICC BV and the destination based on the accepted bid document and on any other elements that both parties may wish to include. Contract signing will take place no later than before first week of August.

3.14 Announcement

The successful destinations will be announced beginning of September after the contract signing has taken place.

3.15 Time Path

15 September 2023	Fully completed bids to be received at ICCA Head Office.
October – November 2023	Consultation from ICCA Board members.
10/11 November 2023	ICCA Board of Directors shortlists two (or three) bids.
January – February 2024	Site inspections of the two (or three) bids.
15 April 2024	Finalised written bids must be submitted.
IMEX Frankfurt	Presentation of shortlisted bids & voting.
1st week of August	MOU Contract signing to have taken place.
1st week September	Public announcement of host destination 2025.

4. FINANCIAL ARRANGEMENTS

4.1 General Principles

ICCA Head Office holds the ultimate financial responsibility as the “owner” of the event, underwriting losses (excluding those caused by failure to manage local budgets or to raise promised local contributions or other changes from agreed local budget arrangements) and retaining surpluses. ICCA will contract with the required local suppliers and make payments as negotiated. Local hosts must support in negotiation with local suppliers and the destination must, as a key element of their bid, produce a detailed overview of all cost. The destination will be responsible for covering financial shortfalls resulting from lower than the guaranteed revenue from local sponsors shown in the bid.

The bidding destination must be in ‘good standing’ towards ICCA membership and should not have any outstanding payments towards ICCA..

The successful host destination should commit to an upfront payment of Euro 100,000 excluding taxes This will be viewed as a 'hosting destination contribution' and is payable on signing the hosting contract/MOU after the ICCA board awards the congress to the specific destination. The announcement of the successful bidder will not be published until the contribution is paid. The deadline for the payments will be 14 days after invoicing.

The hosting destination contribution excludes all congress commitments and expenses which needs to be fulfilled by the host destination as requested / outlined in the RFP.

The amount should be paid by banktransfer in EUR, all bank costs are for the host.. In-kind sponsorship is not permitted as an alternative. The hosting destination contribution is non-refundable.

ICCA will utilise the said contribution by the host destination to enhance participants journeys and create memorable experiences. The said contribution will also enable ICCA to invest in four key pillar; Diversity, Inclusion, Sustainability, and Legacy and emphasise the importance of these pillars using congress as a platform.

4.2 Sponsorship

The ICCA Congress has traditionally relied very heavily on local and international sponsorship in order to offer low registration fees to members and still be financially viable. 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.

ICCA reserves the right to accept and decline any sponsorship. All international and local sponsorship secured should be paid to ICCA head office in the Netherlands excluding taxes and any fees.

Any financial contribution by a local host should be paid in full to ICCA head office in Euros excluding taxes and any fees.

4.3 Insurance; Risk Assessment; Local Taxes

4.3.1 Participant Insurance

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

4.3.2 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.

4.3.3 Risk Assessment

ICCA will undertake a full risk assessment of the Congress both before and during the event. The destination 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 destination 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. This will also include liability insurance.
- b. Security procedures: includes detailed security procedures for all areas of operation.
- c. Security standards: the destination 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 destination and suppliers are trained in security and safety-related matters.
- e. Quality assurance systems: all available information regarding any quality systems destination and suppliers are certified with e.g. ISO 9000, 14000, HACCP etc.

4.3.4 Local Taxes

The bid document should set out clearly all of the Value Added Tax or other local taxes which need to be taken into consideration by ICCA in organising the event in this destination and should recommend the most tax-efficient manner for ICCA to manage the event, including whether a tax exemption can be applied for or whether ICCA would need to register itself in the host country for tax purposes. It is recommended for the host destination to obtain a tax exemption and contribute towards the success of the congress. ICCA expects the local hosts to obtain all possible tax waivers and it is viewed as an important commitment by the host.

4.3.5 Visas; Government Approval; Registration

The bid document should clearly outline the process and costs for delegates applying for visas to attend the Congress, and whether there are any countries or regions whose citizens might face difficulty in obtaining visas. It should also state whether the destination and/or ICCA Head Office are required to formally register the conference in

some way with national government departments or institutions. If so, the registration process and the respective costs must be undertaken by the host

4.4. Financial Settlement

Advance payments for local sponsorship revenue and possible subventions are required and will be specified in the contract. A full financial settlement between the destination and ICCA will be made within 3 weeks of sending the invoice, no later than 4 weeks after the event.

5. detailed requirements

The bid document should include detailed proposals for the following items. Offers should specify cost (if any) and discounts.

5.1 Site Inspection

The host should cover the cost for two site inspections for 5 people, (including business class flight tickets for travel more than 5 hours. All flights are required to be direct, hotel accommodation (full board). The site inspection should last 2 days so a minimum of 3 hotel nights should be included (the actual number of nights depends on flight times).

5.2 Airlines

If a local airline wants to join as official airline, details on a number of flights or monetary commitment should be listed.

Bidders should note that all ICCA member airlines and alliances will be authorised to offer special congress deals and that any local offer cannot prevent ICCA from communicating this information. A discount to members is not considered enough commitment to be entitled to become an official airline.

5.3 PCO/DMC Services

The destination is responsible for the following PCO/DMC functions, which can be managed by the convention bureau or appointed PCO/DMC. ICCA member/s organisation should be given priority in selecting the PCO/DMC in the host destination:

- Airport welcome desks.
- Hotel information desks.
- Assistance with all logistical arrangements including social events, venue logistics, signage planning etc.

- Provision of information on visa/entry requirements.
- Provision of adequate staff to support the ICCA Head Office team with the onsite running of the event including registration, social events, transfers, venue logistics etc.
- Local promotion.

For any destination outside of the Euro Zone the appointed PCO/DMC will need to also coordinate the collection of local registration fee and invoicing process to local suppliers if required by ICCA otherwise ICCA will manage it from ICCA HO.

5.4 Print Material

The destination should propose a Congress logo. This should reflect the local/national flavour of the destination. ICCA has the final say in the decision on what the logo should look like.

ICCA has strict guidelines for the production of official ICCA print, including how the ICCA logo should be used. Full consultation with ICCA Head Office is required for any print materials.

5.6 Promotion at the Previous Year's Congress

The destination should commit to a EUR 40.000 (Fourty thousand Euros) excluding taxes sponsorship for a lunch (or similar) during the Congress of the previous year payable to ICCA . This lunch will be held after the closing session on the final day of the event. In addition, the destination needs to budget for any other cost such as AV, entertainment, gifts, etc.

The destination should also commit to covering the cost for a 10-minute next destination presentation including entertainment. The content of this presentation needs to be agreed with ICCA. It is recommended for the host destination distribute souvenirs to further promote the congress.

5.7 Food and Beverages

The following F&B is required. The host should provide the following F&B at no cost to ICCA for approximately 1300 participants per lunch / tea, coffee break and per dinner:

Sunday

Substantial early morning coffee break for "New Bees" Attendees (around 250/350).

Morning reception with coffee/tea including snacks for Accompanying Guests.

Morning and afternoon coffee breaks including food and drinks.

Lunch, three-course plated or buffet in accordance with our sponsor requirements.

Coffee/tea/water should be available throughout the day (with minimum 2 dedicated breaks in the programme).

Substantial buffet-style finger supper reception.

Monday

Morning and afternoon coffee breaks including food and drinks

Lunch, three-course plated or buffet in accordance with our sponsor requirements.

Coffee/tea/water should be available throughout the day (with minimum 2 dedicated breaks in the programme).

Seated 4 courses Gala Dinner.

Tuesday

Morning and afternoon coffee breaks including food and drinks.

Lunch, three-course plated or buffet in accordance with our sponsor requirements.

Coffee/tea/water should be available throughout the day (with minimum 2 dedicated breaks in the programme).

Seated 3 courses Dinner.

Wednesday

Morning and afternoon coffee breaks including food and drinks.

Lunch, three-course plated or buffet in accordance with our sponsor requirements.

Coffee/tea/water should be available throughout the morning.

Lunch menus should be varied and offer hot/cold options and take into account different dietary requirements (e.g. clearly labelled options: vegetarian, vegan, no shellfish, no pork, no gluten, lactose-free, diabetic etc).

Water and soft drinks need to be offered during lunch. For dinner a drinks package including wine, beer, water and soft drinks is required.

Throughout the event (Sunday to Wednesday), water needs to be available in all meeting rooms. Also, tea, coffee, mineral water, and snacks/cookies should be available in ICCA Secretariat, the Speaker's preparation room, the AV office, the VIP lounge and the ICCA Board of Directors Meeting room. A staff lunch and an area need to be available each day for around 20/25 people as of Sunday.

Catering needs to be healthy seasonal local produce. Snacks should not only be carbohydrates but include fresh fruit and more healthy items. Attention should be paid to serving material and food waste.

5.7 Hotel Accommodation

A large 5 star or business class hotel close to the congress venue (or acting itself as the congress venue) should be put forward in the bid as the main Hotel. This hotel should ideally be an ICCA member, but ICCA reserves the right to choose other hotels in case the member's standards are not compliant with our expectations. As high a proportion as possible of the ICCA delegates should have the opportunity to be accommodated in this hotel to maximise the effectiveness of delegate networking.

In many destinations, it may prove impractical to house all delegates in one hotel, owing to size restrictions on the room block allowed. In such circumstances, the delegates should be housed in as few hotels as possible, ideally within walking distance of the congress venue. ICCA considers sustainable approach during the entire congress.

Hotel Rates

Either a single hotel with attractive pricing options, or a small selection of hotels offering a range of attractive prices should be clearly set out. Firm prices for the year in question should be included in the bid document, together with information on the size of room-blocks available. ICCA typically is offered substantial discounts on rack rates, in line with the most attractive low-season conference rates offered by the hotels to other large clients. Rates should be valid during the event and up to a maximum of 4 nights pre and 4 nights post (and more for staff possibly) and should include breakfast and free WiFi available to delegates.

A reservation link needs to be provided by the hotels and ICCA cannot be held liable for unbooked rooms or cancellations Typical pattern of room-block utilisation is as follows:

Prior to Event

Thursday: 50 rooms.

Friday: 50% of total room block.

During Event

Saturday: 90% of total room block.

Sunday: 100% of total room block.

Monday: 100% of total room block.

Tuesday: 100% of total room block.

Wednesday: 80% of total room block.

After the Event

Thursday: 50 rooms.

Friday: 25 rooms.

Complimentary Rooms

The hotel prices should be designed to provide ICCA with one complimentary room night (including breakfast and taxes) for every 30 paid room nights booked by delegates via all booking channels.

Staff Rooms

Complimentary room nights for 25 ICCA team for minimum 5 nights including breakfast and WiFi

Typically, 5 ICCA event team members arrive on Wednesday prior to the Congress and would require free accommodation with breakfast and free wifi.

5.8 Information Desks

The destination is responsible for set-up and manning the various desks. This should be fully funded.

A manned welcome desk should be set-up at the airport. It should remain open as long as participants arrive. Many participants arrive Saturday, and some will follow on Sunday.

Manned information desks should also be set-up in all official hotels, at the airport arrivals area and be open throughout the event.

A manned local information desk (for booking tours, general tourist information etc) should be set-up in the meeting venue and be open throughout the event.

5.9 Local Transportation

The Local Host should provide for the following:

- Shuttle service between hotels and the meeting venue when required.
- Transfers to/from all social functions.
- Airport transfers if there is no option of public transport from the airport to the congress hotels. This is not mandatory but recommended to be provided to ensure better destination experience

If the destination has a sophisticated public transport system, this should be considered for the travel between hotels and the meeting venue and also to/from social functions. Public transport passes should be provided to all delegates (including airport zone). A minimum of 1350 complimentary passes.

5.10 Meeting Room Requirements

The event should be staged in one main venue. This could either be a hotel or a congress centre and it is essential that they are members of ICCA. It is preferable to take some activities off-site if special circumstances warrant e.g. social functions. Off-site functions enable the delegates to experience more of what the destination has to offer. It also allows for local facilities to sponsor an event by hosting the function. It is usual for the congress centre to be a major sponsor of the event, through the provision of, for example attractive industry rates, free of charge meeting space and so on.

The requirements for the number and size of the meeting rooms will differ from year to year. The following should only be used as a guideline. The destination is requested to come up with ideas for creating room set-ups.

There should be plenty of opportunities for different types of setup using out of the ordinary furniture.

The meeting spaces should be blocked free of charge at least two days before the start of the event for set-up and rehearsal.

White Space

Enough space needs to be available outside the meeting/catering space to include the following. The exact needs will differ from year to year.

Required meeting spaces and Refreshments

Individual meeting areas.

Technology pavilion.

Mindfulness lounge.

Sponsor activations.

ICCA lounge.

ICCA secretariat (as of Wednesday till the end of the congress).

Board Meeting room (as of Friday and Saturday – 2 full days) for 20 people with AV and sound system, lunch and refreshments throughout the 2 days (including individual gooseneck microphones).

Catering Space

There should be a lunch area capable of hosting a sit-down buffet luncheon for 1300 people, and adequate networking space for coffee breaks for a similar number. Audio systems, projector and screens need to be included.

Registration Area

An area for registration is required as of Friday before the Event. This area should be located near to ICCA Secretariat.

Specific equipment.

A minimum of 5 Registration counters.

Help desk counter for Congress app provider.

Chairs behind registration counter.

Sockets + internet connections for 4 laptops (laptops from ICCA).

Heavy duty colour printer (connected to 4 laptops) able to print name badges (thick paper).

Lockable area/room close by to store congress bags/materials.

Another separate heavy-duty printer with adequate papers in the ICCA secretariat

What?	When	Nr. of rooms/areas	Capacity	Set-up
General Assembly	Sunday	2	1300	Theatre (need working colour printer, full AV etc.)
Pre-congress Board meetings	Friday & Saturday	1	30 pax	U shape
Business Exchange	Sunday	1	250	Round tables
Board meeting room	Day -2-4	1	30 pax	U shape
Sector meetings	Day 1	5	20-300	round tables
Chapter meetings	Day 1	11	30-200	round tables
Education sessions	Day 2-4	9	100-500	round tables
Plenary sessions	Day 1-4 As well as 2 days prior	1	1300	theatre
Exhibition space	Day 1-4 As well as 2 days prior	1	1300	
New Bees Attendee programme	Day 1	1	500	round tables
White space	Day 1-4	1		
Catering space	Day 1-4	1	1300	round tables
ICCA Data Workshop	Day 1-4	1	25	classroom
ICCA Secretariat	From 5 days before the event	1	25	Office set up
Self Working Area	Day 1-4	1	20	High tables
Media Lounge	Day 1-4	1		Lounge
Registration area	From 2 days before the event	1		counters
Speaker preparation room	Day 1-4	1	20	Office set-up
Photographer room	Day 1-4	1	4	Office set-up
Press room	Day 1-4	1	4	Office set-up
Prayer rooms	Day 1-4	2	5	none

5.12 Audio-Visual Requirements – All AV requirement for the entire congress should be provided by the host country without cost to ICCA

High-quality AV equipment needs to be available in all meeting rooms, along with trained technicians fluent in English, but ICCA is open to suggestions from the destination as to how we can deliver a high-quality experience to our delegates, taking into account the need for a potentially wide variety of meeting formats. ICCA members

are top meeting professionals so will be looking for excellent technical support plus innovative ideas they can adopt in their own meetings and venues. Please explain how you plan to deliver this technical support.

Bidders should indicate the complete broadband internet capacity of the venue, WiFi capacity, built-in networks and/or computer systems, and the plan to provide same free of charge. The Local Host should provide providing delegates with a comprehensive free WiFi service in the main Congress venue, and in all official venues used for accommodation and social events. Bandwidth should be a minimum of 100Mb/s or with dedicated speed to cater to a maximum of 2000 devices online at one time.

5.13 Photographer & Videographer

Since the materials can also be used for destination promotion, the destination is expected to cover the cost for the following: two official photographers & videographers and an image editor/processor should be present to take photographs of the full event (Saturday-Wednesday), including the social programme. Some sessions are taking place simultaneously and a photographer needs to be available at all sessions during the event. Another person is needed to make selections and process the pictures. The photographers should speak English fluently and have experience in staging and directing people to get the most out of the picture opportunities. A detailed day-by-day scenario with all sessions that should be attended to shoot photos, including notes on important picture moments and the type of picture we want, will be provided by ICCA before the Congress. A selection of high res versions (approximately 5 mb/photo) of all pictures should be made available free of charge to all delegates during and after the Congress in an online photo album. The pictures are used for ICCA's Social Media pages, the ICCA website, ICCA publications, and Press releases. The complete selection of original pictures should be received on USB-stick(s) or on a hard-drive before the end of the congress, so ICCA can take high-res copies back to the office.

5.14 Signage

The proposal should include offers for the following:

- Indoor Signage (digital signage is preferred). Costs to be covered by the host destination).
- Stage Display plenary and large meeting rooms.
- Outdoor Displays (flags/posters are encouraged to promote the event, costs to be covered by the host destination).
- Sponsor Acknowledgment (digital signage is preferred).

5.15 VIP Transfers

The ICCA Board members, speakers, associations executives and other VIPs will require individual transfers to/from the airport. An offer should be included in the proposal.

This totals up to about approximately 140 persons, however, the transfers for the hosted associations should be provided free of charge by the host country. Actual number to be decided based on the numbers of speakers, Board members to the congress.

5.16 Onsite Staff

The destination is responsible to provide adequate staff to support the ICCA Head Office team with registration. Also, enough staff needs to be present throughout the congress for help with Q&A, guidance etc. Full details can be obtained from ICCA Head Office. Usually, we make use of volunteers from local universities and/or ICCA member companies. Staff costs including uniforms, travel and F&B cost should be sponsored by the destination.

5.17 Attendance at Previous Congress

The destination should commit to sending at least 4 staff to the congress taking place the year before. These staff members should be the main working contacts who will be in communication with ICCA Head Office on a continuous basis.

5.18 Outside-the-Box Sessions

The bid should include a proposal for 3 education sessions taking place outside the venue. These sessions should have strong educational content in an inspiring environment. Also, an alternative meeting space should be offered (education content to be determined by ICCA) such as ships, casemates, bikes, etc.

Those sessions should be fully hosted (venue rental, AV, F&B) by the host country.

5.19 Official Opening

The official opening should take place on Sunday around lunchtime or be combined with the welcome reception on Sunday evening depending on the location. The destination should propose content for the ceremony and provide entertainment free of charge. The ceremony should last around 30 minutes. ICCA recommends the host country to invite equivalent to a head of state to grace the occasion.

5.20 Protocol

Local hosts should clearly communicate any local protocol requirements to ICCA; in turn, ICCA will provide local hosts with detailed protocol guidance regarding the ICCA President and Board of Directors.

5.21 City Tour

All ICCA delegates should be offered complimentary city tour on Saturday and Wednesday afternoon (Half day tours). This is a great opportunity to showcase the destination.

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.

Benefit for the host destination of hosting an ICCA Congress

Successful bidders join a select group of destinations by hosting the ICCA Congress, allowing them to **reposition, rebrand, or relaunch** their destination. With 18 months of exclusive marketing exposure, the ICCA Congress contributes **15 million USD of ROI**, building legacy, business relationships and sets the destination as a trendsetter in the global meetings industry.



Limited investment with **high ROI**



Local industry growth



Plant your **legacy**



Knowledge development & Societal transformation



Marketing exposure worth well over **USD 10 million**



Cement stronger relationships