



## GOING ON FAITH CONFERENCE REQUEST FOR PROPOSAL 2025

- I. **INTRODUCTION-** The Going on Faith Travel Conference (GOFC) is the travel industry’s only organization dedicated to the growing religious group travel market. Each GOFC has exceeded attendance registration goals and the Conference will be in its 21st year of existence in 2025.
- II. **ECONOMIC PROFILE-** The buyers of this important segment of the group travel industry are the key decision makers for religious and faith based group travel organizations. The religious groups represent an average of 300 travelers enrolled in their travel programs.
- III. **DATES/PATTERN-** August is the preferred month for the annual Conference with at Tuesday-Thursday pattern or the Wednesday-Friday pattern of Labor Day week. The weekday pattern is flexible, based upon the needs and availability of the host facilities. To achieve maximum participation from the group travel buyers, the proposed dates should avoid major Holidays and dates of importance relating to the Religious community.
- IV. **HOUSING-** Two rates are needed. One for group buyers & another for travel suppliers. The rate for buyers should reflect the future business potential these guests represent. Rates for the GOFC have ranged from \$59-\$99 for buyers and \$99-\$189 for suppliers.

In recognition of the business it provides the Host Hotel, GOFC requests a 10% per room night commission be paid to the GOFC at the conclusion of the Conference.

The GOFC hotel rates are available three days before & after the Conference. Ten (10) complimentary rooms + two (2) suites are needed for staff & VIP by host hotel

The following sleeping room block & pattern with a 2:30pm check out time for all delegates is required:

	<u>Pre-Con Day 1</u>	<u>Pre-Con Day 2</u>	<u>Day 1</u>	<u>Day 2</u>	<u>Day 3</u>
Staff+ VIP	10 + 2	10 + 2	10 + 2	10 + 2	Check out
Buyers	N/A	10	60	60	10
Suppliers	N/A	10	100	100	5

No hotel attrition penalties. Complimentary parking for all GOFC delegates, staff & VIP



## GOING ON FAITH CONFERENCE ADDED VALUE 2025

V. **Going of Faith Magazine  
Editorial Value**

Going on Faith Conference will provide the following estimated amount of complementary editorial coverage that a conference host could expect within a calendar year. (Based on Going on Faith Conference 2021)

<u>Going on Faith Magazine</u>	<u>Value</u>
December-January – Two-page spread with Conference House Ad	\$ 4,000
February-March – Four-page spread with Conference House Ad:	\$ 8,000
April-May – Four-page spread plus Conference House Ad:	\$ 8,000
June-July – Six-page spread including Conference House Ad	\$12,000
August-September – 10-page Conference Coverage issue	\$20,000
<b>Total Editorial Value</b>	<b>\$52,000</b>

Additional coverage of the Conference is included in the Group Travel Leader magazine (circulation 20,000 groups) along with a full-page Conference Scene feature following the conference. This value has not been quantified, but gives additional exposure worth thousands of dollars to the host city.

*Mac T. Lacy*  
*Publisher*  
*Going on Faith Magazine*



## GOING ON FAITH CONFERENCE REQUEST FOR PROPOSAL BID SPECIFICATIONS 2025

### VI. Host's Requirements

Going on Faith Conference will deliver the following for the **Marketing & Digital Media Investment by the Host CVB**:

#### **2024 Going on Faith Booth Sponsorship**

Host of 2025 Going on Faith Conference receives a mall booth sponsorship at the 2024 Conference

#### **2025 Going on Faith Conference Sponsorship Booth**

Host of 2025 Going on Faith Conference receives a mall booth sponsorship in Marketplace at the 2025 GOFC.

#### **2025 Going on Faith Conference Registration**

Host of 2025 Going on Faith Conference receives a complimentary GOFC registration at the 2025 GOFC.

**Advertising in Going on Faith Magazine**-A three-time, half page, four (4) color advertising schedule in **Going on Faith Magazine** prior to hosting the conference to promote the host city

#### **2025 Going on Faith Conference-Delegate Registry App**

Sponsorship to include in the conference delegate registry app full page

#### **2025 GOFC Travel Industry Report**

Official sponsorship of this report includes printing and distribution of the GOFC Travel Industry Report to our members. Back cover ad placement

#### **2026 Going on Faith Booth Sponsorship**

Host of 2025 Going on Faith Conference receives a mall booth sponsorship at the 2026 Conference

**The 2025 Going on Faith Conference Marketing & Digital Media Investment by the CVB is \$65,000 and includes all items listed above.**



## GOING ON FAITH CONFERENCE REQUEST FOR PROPOSAL BID SPECIFICATIONS 2025

### VII. In-Kind Host Requirements

The following In-Kind conference requirements are the responsibility of the Host:

**Meeting Space**-Host to provide Complimentary space for Ballroom meal functions along with carpeted aisles & crosswalks in the exhibit hall & theater area with water stations, soda, snacks, coffee & tea

Approximate space requirements-**(Will consider options with lesser space)**

Exhibit Hall: 12,000 square feet

Ballroom: 8,000 square feet

### Transportation

Shuttles (motor coach service) between the following locations:

- Airport & convention hotel(s) for all delegates on arrival and departure,
- Convention hotel(s) and the Convention Center, if applicable
- Convention hotel(s) and the sponsored evening function
- Sightseeing and Dine around locations, logistics and setup
- Roundtrip coach airfare for (10) GOFC staff to attend Conference

### 2024 Going on Faith Closing Luncheon-Attendance Builder

The Luncheon for approximately 300 attendees provides the 2025 Host the opportunity to highlight their destination and invite the Going on Faith delegates to their city

### 2025 Going on Faith Conference-Welcome Dinner & Entertainment

Dinner to welcome approximately 200 GOFC delegates and showcase the host, destination, stakeholders and their sponsors.

### 2025 Going on Faith Conference- 2<sup>nd</sup> Night Dinner & Entertainment

Dinner to showcase your destination to approximately 200 GOFC delegates. You may reach out to partners to host this event.

### Marketplace Booths & Internet Access

Pipe, Drape, 36" Round Tables with nylon covers, Padded Chairs, Booth & Aisle Signage, Rigging, Plants & ferns for decorations on stage & marketplace floor, Convention Center Labor & miscellaneous charges provided. Internet access, including electrical power at all functions.



## GOING ON FAITH CONFERENCE REQUEST FOR PROPOSAL BID SPECIFICATIONS 2025

### VII. Host Requirements (continued)

The following In-Kind conference requirements are the responsibility of the Host:

**Marketplace Booths, Audio Visual & Internet Access-** Pipe, Drape, 36” Round Tables, with nylon stretch covers, Padded Chairs, Plants for Marketplace & stage areas. Skirted stage & appropriate pipe and drape-podiums, microphones, lavalieres, plants for stage and exhibit hall. Up lighting, gobos, three (3) 6,000 lumens projectors, rigging, audio visual technician, AV switchers, Two VGA distribution amps & cables, 8/12 mixer, stage up lighting in both rooms, three (3) dressed rear projector screens and two (2) stage washes. Two 12’x16’ stages and two confidence monitors. Internet access & electrical power at all functions.

#### **Hosted 2<sup>nd</sup> night event**

Host is responsible to coordinate and handle logistics for Conference 2<sup>nd</sup> evening or may host an event with the partners or stakeholders consisting of a meal function with beer & wine.

#### **Coordination of Pre-Fam & Post Fams Program & Dine Around Program**

Transportation & information distribution, including marketing to the Group Travel Planners before the Conference, hotel & meal expenses for the Pre and Post Fam will be the responsibility of the host (Optional). Fams will be provided at no cost to the Conference delegates. Logistical arrangements, including restaurant participation and transportation for the Dine Around Program is the Host responsibility.

**Food & Beverage-** Venue to provide meal options with the price points and budget of the Going on Faith Conference. Host city must assure the flexibility of the caterer to provide meal service that meets the requirements and standards of the GOFC.

**Ice Cream Social-** Complimentary opening reception for an estimated 200 delegates

#### **Going on Faith Conference Staff Housing**

Ten (10) hotel rooms for GOFC staff & two (2) suites for VIP if not provided by the host hotel

**In Room Gifts-** Provided to GOFC delegates upon arrival



**VII. Site Information & Previous GOFC Host Locations**

<b>2005</b>	August 29-31	Branson MO	The Radisson Hotel
<b>2006</b>	August 30-Sept. 1	Branson MO	Chateau on the Lake
<b>2007</b>	August 16-18	Louisville, KY	Galt House
<b>2008</b>	August 26-28	Davenport, IA	Radisson Hotel & River Center
<b>2009</b>	August 20-22	Grapevine, TX	Gaylord Texan
<b>2010</b>	August 24-26	Joplin, MO	Crowne Plaza & Conference Center
<b>2011</b>	August 23-25	Richmond, VA	Marriott & Richmond Convention Center
<b>2012</b>	August 21-23	Rock Hill, SC	Wyndham Hotel Baxter Conf Center
<b>2013</b>	September 4-6	Lancaster, PA	DoubleTree Hotel & Conference Center
<b>2014</b>	August 5-7	Cabarrus County, NC	Emabassy Suites & Conference Center
<b>2015</b>	August 4-6	South Bend, IN	DoubleTree Hotel & South Bend CC
<b>2016</b>	August 9-11	Ontario, California	DoubleTree Ontario Airport & CC
<b>2017</b>	August 22-24	Holmes County, OH	Berlin Grande Resort, Hotel & CC
<b>2018</b>	August 7-9	Little Rock, AR	Little Rock Marriott & Convention Center
<b>2019</b>	September 4-6	Grand Rapids, MI	Amway Grand Hotel & Conference Center
<b>2020</b>	August 19-21	Wichita, KS	Hyatt Regency Wichita & Conference Center
<b>2022</b>	September 13-15	Panama Beach, FL	Sheraton Hotel
<b>2023</b>	August	Green Bay, WI	Embassy Suites Hotel





2024 August

TBA

## **GOING ON FAITH CONFERENCE PROCEDURES & CONTACT INFORMATION 2025**

### **VIII. BID PROCEDURE**

Bids should address each of the points covered above and include a commitment to a tentative, first-option hold on meeting space and sleeping rooms, as well as the various sponsorships.

All site inspections will be made by the Going on Faith Conference executive staff. Travel expenses incurred during any site inspections or visits by the Going on Faith staff will be reimbursed by the potential Host city that is visited for the Conference.

Based on \$ USD. GOFC utilizes an open bid process with various RFP's outstanding at any one time, in light of this the bid date below is simply to engage in a prompt fashion and does not guarantee acceptance. GOFC will accept host bids on a first come first served basis.

Bids to be sent to:

**Jennifer Ferguson  
General Manager  
Going of Faith Conference  
P.O. Box 129  
Salem, OH 44460**

**(330) 337-1027 Phone  
jferguson@grouptravelfamily.com**