



## AFRICAN AMERICAN TRAVEL CONFERENCE REQUEST FOR PROPOSAL 2027

- I. **INTRODUCTION**-The African American Travel Conference (AATC) is the travel industry’s only organization dedicated to the growing African American group travel market. Each AATC has exceeded attendance goals & the Conference will be in its 28<sup>th</sup> year of existence in 2027.
  
- II. **ECONOMIC PROFILE**-The buyers of this important segment of the group travel industry are the key decision makers for group travel organizations. They have an average of 350 travelers enrolled in their travel programs. Over 50,000 African American travelers will be represented at the 2026 AATC based on projected attendance of 100 group travel buyers. AATC delegates will purchase and operate over \$50 Million of group travel this year.
  
- III. **DATES/PATTERN**-April is the preferred month for AATC. 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 Sundays, Easter, National Holidays and dates of importance to the African American community.**
  
- IV. **HOUSING**-Two rates are needed. One for group travel buyers and another for travel suppliers. The rate for buyers should reflect the future business potential these guests represent. Rates for AATC member buyers are \$59-\$89 and in the \$89-\$159 range for suppliers.

Rates for suppliers will match the lowest group rate offered to other groups during the same period. In addition, resort fees to be excluded from the rates for all delegates.

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



**IV. HOUSING (continued)**

The AATC hotel rates are available three days before & after the Conference. In addition, ten (10) complimentary rooms and two (2) suites are needed for staff, VIP and consultants.

The following sleeping room block and pattern are 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	N/A	50	50	Check Out
Suppliers	N/A	N/A	50	50	Check Out

Check out time is 1:30pm for all AATC delegates and AATC staff. Complimentary parking for all AATC delegates, staff & VIP. No financial penalties for attrition with hotels

**V. HOST REQUIREMENTS**

AATC will provide the following to the Host City for the AATC Marketing & Digital Media Fee:

**2026 AATC Sponsorship**

AATC Host receives a mall booth sponsorship at the 2026 Conference

**2027 AATC Sponsorship**

AATC Host receives a mall booth sponsorship at the 2027 Conference

**2027 AATC Registration**

Host receives a complimentary registration for the 2027 Conference

**AATC Digital and Social Media Advertising**

A twelve-month internet banner ad on the Group Travel Family AATC websites and quarterly promotions on all GTF & AATC social media sites. Editorial in the Group Travel Leader magazine that has a monthly circulation of 25,000 Group Travel planners



**2027 AATC Delegate Registry**

Back cover ad for host city and/or sponsor

**2027 AATC Pad Folio**

Front cover ad placement on Conference Pad Folio provided to all delegates

**2027 AATC Conference Travel Industry Report**

Back cover, four-color ad placement promoting the Host city

**2028 AATC Sponsorship**

2027 AATC Host receives a mall booth sponsorship at the 2028 Conference

**NOTE**

The 2027 AATC Marketing & Digital Media fee is **\$65,000**, includes all items listed above and is to be paid to The African American Travel Conference on or by 1-31-2027

**VI. IN-KIND HOST REQUIREMENTS**

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

**Attendance Builder-2026 AATC Official Luncheon**-This lunch for approximately 200 AATC delegates provides the 2027 Host the opportunity to highlight their destination and invite the AATC delegates to their city

**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, coffee & tea

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

Exhibit Hall: 15,000 square feet      Ballroom: 8,000 square feet

**2027 AATC Welcome Reception, Dinner & Entertainment**- Dinner, with beer & wine for approximately 200 AATC delegates and showcase the host, destination and their sponsors



**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 functions, if applicable.
- AATC Sightseeing & Dinner and Entertainment
- Roundtrip coach airfare for (8) AATC executive staff to attend Conference

**Marketplace Booths, Audio Visual & Internet Access**-Pipe, Drape, 36” Round Tables, with nylon stretch covers, Padded Chairs, Booth & Aisle Signage, Plants for Marketplace & stage areas, Skirted stage & appropriate pipe and drape-podiums, microphones, lavalieres, plants for staging and exhibit hall, up lighting, gobos, three (3) 6,000 lumens projectors, rigging, audio visual technician, AV switchers, stage up lighting, three (3) dressed projector screens and two (2) stage washes. Internet access and electrical power at all functions

**AATC Staff Housing**-Ten (10) hotel rooms for AATC staff and two (2) suites for VIP delegates in the headquarter hotel, provided complimentary by the host city if not by the host hotel.

**Food & Beverage**-Provide a complimentary “box lunch” and bottled water on the final day of the Conference to all AATC members-AATC to receive a discount of 25% for menu prices during the Conference.

**In Room Gifts**-Provided to AATC buyer delegates upon arrival

**End of Host Requirements**



## VI. AATC HOST SITE INFORMATION

<b>2000</b>	April 26-28	Detroit MI	Hotel Ponchartrain/Cobo Hall
<b>2001</b>	March 5-7	Birmingham AL	Birmingham Jefferson Civic Center/Sheraton
<b>2002</b>	April 1-3	Nashville TN	Nashville Convention Center/Renaissance
<b>2003</b>	April 28-30	Detroit MI	Detroit Marriott Renaissance Center
<b>2004</b>	April 6-8	Kansas City MO	Hyatt Regency Crown Center
<b>2005</b>	March 28-30	Louisville KY	The Galt House
<b>2006</b>	April 18-20	Little Rock AR	Peabody Hotel/Statehouse Convention Center
<b>2007</b>	April 17-19	Evansville, IN	Executive Inn & Conference Center
<b>2008</b>	April 8-10	Cleveland, OH	Crowne Plaza & Cleveland Convention Center
<b>2009</b>	April 21-23	Milwaukee, WI	Hilton City Center & Midwest Airlines Center
<b>2010</b>	April 20-22	Niagara Falls, NY	Crowne Plaza & Conference Center Niagara Falls
<b>2011</b>	April 11-13	Virginia Beach, VA	Virginia Beach Convention Center
<b>2012</b>	April 18-20	Baltimore, MD	Days Inn Inner Harbor Baltimore Convention Ctr
<b>2013</b>	April 16-18	Rock Hill, SC	Baxter Conference Center, Holiday & Hampton Inns
<b>2014</b>	April 8-10	Windsor, Canada	Caesars Windsor Casino & Conference Center
<b>2015</b>	April 14-16	Merrillville, IN	Radisson Hotel at Star Plaza South Shore
<b>2016</b>	April 21-23	Cleveland, OH	Embassy Suites Hotel & Conference Center
<b>2017</b>	April 19-21	Atlantic City, NJ	Trump Taj Mahal Hotel & Conference Center
<b>2018</b>	Apr 30-May 2	St Charles, IL	Pheasant Run Resort, Spa & Conference Center
<b>2019</b>	April 16-18	French Lick, IN	French Lick Resort & Conference Center
<b>2021</b>	March 30-1	Louisville, KY	Galt House Hotel & Conference Center
<b>2022</b>	April 12-14	Topeka, KS	Capital Plaza Hotel
<b>2023</b>	April 3-5	Cleveland, OH	Embassy Suites Cleveland
<b>2024</b>	TBA	Chesapeake, VA	Chesapeake Convention Center
<b>2025</b>	TBA	Buffalo, NY	Hyatt Regency Hotel
<b>2026</b>	Contracted with destination held at request of Host City		



## VII. 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 sponsorships. If the host secures a third party as a sponsor, the host must agree to step in as the sponsor if the third party becomes unable to follow through on the commitment.

Site inspections will be made when appropriate and the African American Travel Conference staff will make the decision for site selections. Travel expenses incurred for all site inspections by the AATC staff will be reimbursed by the potential Host cities that are visited.

Bids to be forwarded to:

**Jennifer Ferguson  
General Manager  
African American Travel Conference  
Box 129  
Salem OH 44460**

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