



## SMALL MARKET MEETINGS CONFERENCE REQUEST FOR PROPOSAL OVERVIEW 2027

- I. **INTRODUCTION**-The Small Market Meetings Conference (SMMC) is the travel industry’s only organization dedicated to the growing small market meeting travel market. This year will be 17th year of the Conference in 2027.
- II. **ECONOMIC PROFILE**-The Meeting Planners of this important segment of the travel industry are the key decision makers for their companies, organizations and associations.
- III. **DATES/PATTERN**-Last week of September or first week of October is the preferred month for the annual Conference. 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 other Conferences for Meeting Planners.
- IV. **HOUSING**- Separate rates are needed for the Small Market Meetings planners and the travel suppliers. The rate for buyers should reflect the future business potential these guests represent. Rates for the SMMC are \$69-\$89 for the Meeting Planner and \$99-\$159 for suppliers.

Twelve (12) complimentary rooms + four (4) suites for VIP are needed for SMMC staff and consultants to be provided by the Host Hotel. The SMMC hotel rates are available three days before & after the Conference.

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

The following sleeping room block and pattern are required with a 2:30pm checkout time:

	<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	12 + 4	12 + 4	12 + 4	12 + 4	12 + 4
Buyers	N/A	30	75	75	30
Suppliers	N/A	20	150	150	10

Room block cutoff date due 14 days prior to the Conference. No hotel attrition penalties by the Host Hotels for the SMMC.

Complimentary Hotel parking for all SMMC delegates, SMMC staff & VIP



## SMALL MARKET MEETINGS CONFERENCE REQUEST FOR PROPOSAL ADDED VALUE 2027

### V. **Small Market Meetings Magazine Editorial Value**

Small Market Meetings Conference will provide the following estimated amount of **COMPLIMENTARY** editorial coverage that a conference host could expect within a calendar year.

<b>Small Market Meetings Magazine Issues</b>	<b>Value</b>
May – Two-page spread with Conference House Ad	\$ 4,000
June – Four-page spread with Conference House Ad:	\$ 8,000
July – Four-page spread plus Conference House Ad:	\$ 8,000
August – Six-page spread including Conference House Ad	\$12,000
November – 12-page Conference Coverage issue	\$20,000
<b>Total Editorial Value-COMPLIMENTARY</b>	<b><u>\$52,000</u></b>

Additional coverage of the Conference is included in the Group Travel Leader magazine (circulation 30,000 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**  
**Small Market Meetings Magazine**



## SMALL MARKET MEETINGS CONFERENCE REQUEST FOR PROPOSAL BID SPECIFICATIONS 2027

### VI. Host's Requirements

Small Market Meetings Conference will provide the following for the **BASE SMMC BID:**

#### **2026 Small Market Meetings Conference Sponsorship Booth**

This Sponsorship provides the 2027 Host a booth to market their city in the Mall area of the Conference and material distribution of their choice to all delegates.

**2026 Delegate Registry-Back Cover-Sponsorship** includes in the conference delegate registry app

**2027 Small Market Meetings Conference Sponsorship Booth & Registration-**This Sponsorship provides the 2027 Host a booth to market their city in the Mall area of the Conference, 2027 Conference registration.

#### **2027 Small Market Meetings Conference Material Distribution**

Provides the host a material distribution of their choice to all the delegates.

**SMMC Meeting Planner Travel Report-**Distribution of the SMMC Meeting Planner Travel Report to the delegates--Back cover, four color ad placement

**2028 Small Market Meetings Sponsorship-**Host of the 2027 Small Market Meetings Conference receives a mall booth sponsorship at the 2028 Conference

**The 2027 Marketing & Digital Media Investment of \$150,000, Includes all the items above.**



## SMALL MARKET MEETINGS CONFERENCE REQUEST FOR PROPOSAL BID SPECIFICATIONS 2027

### VI. Host's Requirements (continued)

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

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

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

Exhibit Hall: 35,000 square feet      Ballroom: 10,000 square feet

#### **Attendance Builder-2026 Closing Dinner & Entertainment**

This dinner with beer & wine bar service is for approximately 250 delegates that provides the Host the opportunity to highlight their destination and invite the Meeting Planners to their city

**2027 Welcome Dinner & Entertainment** -Dinner with bar service (beer & wine) and entertainment to welcome approximately 250 SMMC delegates & show case the host & their sponsors

**Transportation**-Shuttles (motor coach service) between the following locations:

- All Airports & convention hotel(s) for all delegates on arrival (2 days) & departure,
- Convention hotel(s) and the Convention Center, if applicable
- Convention hotel(s) and all sponsored evening functions
- SMMC sightseeing
- Roundtrip coach airfare for twelve (12) SMMC staff to attend Conference

**Coordination of Pre-Fam & 2<sup>nd</sup> Night Hosted event**, transportation & information distribution, including marketing to the Meeting Planners, hotel & meal expenses for the Pre Fam. Second night event will be the responsibility of the host, including a meal & entertainment to showcase the destination and partners.

#### **Food & Beverage**

Discounted, inclusive food & beverage pricing of 25% off list for all Small Market Meetings Conference (SMMC) meals-Host City must assure the flexibility of the caterer to provide meal service that meets the requirements & standards of the SMMC



## SMALL MARKET MEETINGS CONFERENCE REQUEST FOR PROPOSAL BID SPECIFICATIONS 2027

### VI. Host's Requirements (continued)

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

**Marketplace Booths, Staging, Audio Visual & Internet Access-**Pipe, Drape, 36" Round Tables, with nylon stretch covers, Padded Chairs, Booth & Aisle Signage, Plants & Fichus trees for Marketplace & stage areas, Skirted stage & appropriate pipe and drape-podiums, microphones, lavalieres, plants for staging and exhibit hall, up lighting, gobos, four (4) 6,000 lumens projectors & AV carts, rigging, audio visual technician, stage up lighting, four (4) dressed projector screens and two (2) stage washes. Internet access and electrical power at all functions.

**Advertising in Small Market Meetings Magazine.** Three time, half page, four (4) color advertising schedule in Small Market Meetings Magazine. It is agreed that this advertising requirement will be fulfilled outside this contract, in a separate agreement between host and Small Market Meetings Magazine.

**Sponsor Reception-**Host is sponsor of a 90 - minute reception for all SMMC sponsors. Sponsorship consists of open bar and upscale hors d'oeuvres with servers on the 1<sup>st</sup> afternoon of the Conference.

**Meeting Planner Housing-**Host destination & hotel agree to provide complimentary hotel rooms for meeting planners wishing to come in early on Saturday night before the Conference begins (Sunday-Tuesday pattern) and the Tuesday night (Sunday-Tuesday pattern) due to flight availability and airfare costs.

**Small Market Meetings Conference Staff Housing-** Twelve (12) hotel rooms for SMMC staff And four (4) suites for VIP delegates provided complimentary by the host city if not by the host hotel.

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**In Room Gifts-**Provided to Meeting Planner delegates upon arrival

### End of Host Requirements



## SMALL MARKET MEETINGS CONFERENCE HOST HISTORY & CONFERENCE 2027

### VII. SITE INFORMATION

Previous **Small Market Meetings Conference** Host Locations:

<b>2010</b> October 4-6	Shreveport, LA	Shreveport Convention Center & Hilton
<b>2011</b> September 26-28	Little Rock, AR	Statehouse Convention Center & Peabody Hotel
<b>2012</b> October 28-30	Jacksonville, FL	Prime Osborn Convention Center & Hyatt
<b>2013</b> October 6-8	Sioux Falls, SD	Sioux Falls Convention Center & Sheraton
<b>2014</b> September 28-30	Mesa, AZ	Mesa Convention Center & Marriott Mesa
<b>2015</b> September 27-29	Little Rock, AR	Statehouse Convention Center & Marriott
<b>2016</b> October 2-4	Huntsville, AL	Von Braun Center & Embassy Suites
<b>2017</b> September 26-28	South Bend, IN	South Bend Convention Center & DoubleTree
<b>2018</b> September 23-25	Ontario, California	Ontario Convention Center & DoubleTree
<b>2019</b> September 22-24	Green Bay, WI	KI Convention Center & Hyatt Hotel
<b>2020</b> October 4-6	French Lick, IN	French Lick Resort & Conference Center
<b>2021</b> September 26-28	Cheyenne, WY	Little America Hotel & Conference Center
<b>2022</b> October 2-4	Wichita, KS	Century II Convention Center & Hyatt Regency
<b>2023</b> September 27-29	Cedar Rapids, IA	Cedar Rapids Convention Complex
<b>2024</b> September 25-27	Greater Zion, UT	Dixie Center- St George, UT
<b>2025</b> September 14-18	Buffalo, NY	Buffalo Niagara Convention Center



## SMALL MARKET MEETINGS CONFERENCE BID PROCEDURES 2027

### VIII. BID PROCEDURE

Bids should address each of the points covered above and include a commitment to first option hold on meeting space and sleeping rooms as well as the various sponsorships. If a host city secures a third party as a sponsor, the host city 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 by the Small Market Meetings Conference senior staff. Travel expenses incurred during site inspections by the Small Market Meetings Conference staff will be reimbursed by the potential Host city.

Bid to be sent to:

**Jennifer Ferguson**  
**General Manager**  
**Small Market Meetings Conference**  
**PO Box 129**  
**Salem, OH 44460**

**(330) 337-1027**  
**[jferguson@grouptravelfamily.com](mailto:jferguson@grouptravelfamily.com)**