



Family Travel Association Summit 2019 Host Destination RFP

Summary:

The Family Travel Association (FTA) seeks a host for its annual, trade-only FTA Summit (FTAS)

FTA Contact:

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Preferred Dates: Fall, 2019 – Sunday start (with opening reception) through final dinner on Tuesday

Early Arrivals: Friday & Saturday prior

Late Departures: Wednesday and Thursday after

Timeline:

Submissions Due By	July 31, 2018
Signed Contract	September 15, 2018
2019 Host and Summit Announcement	at 2018 FTA Summit, Oct.10, 2018

Family Travel Association will Provide to Host Destination Partner:

- Five (5) complimentary passes for host destination to Summit (non-transferrable)
- Event exclusivity
- FTAS Welcome Reception and Dinner Sponsorship
- Logo inclusion in event program, website (linked), email blasts (linked), signage, social media (linked), press releases, and newsletters (linked)
- FTAS event program full page ad space
- Networking – the FTA will put you in touch with potential clients/partners from around the globe
- Verbal recognition at event
- Opportunity to emcee event, with FTA approval
- Exhibit table throughout Summit

Host Destination Partner will Provide to Family Travel Association Summit:

- Cover costs of Opening Reception/Dinner
- Destination Presentation
- Trip or local merchandise giveaways
- Cultural presentations by area musicians, singers, dancers, or other artists
- FAM/ Press Trip extension for media attendees
- Opportunity to provide Keynote or other prominent speaker
- Complimentary airport transportation for delegates to/from Summit venue
- Provide, or help FTA find complimentary local networking activities
- Must be a Member of the FTA
- **Promotional and Partnership Support:**
 - Introduction to potential host properties at destination
 - Introductions to and communications with potential local sponsors of the Summit. These could be consumer brands, CVBs, DMOs, airlines, or local businesses that stand to benefit from such exposure, etc. **NOTE: All Summit sponsorships are processed, fulfilled, and managed by the FTA**
 - Marketing and Publicity Support and Coordination:
 - News release distribution, website and collateral development (where appropriate), invitations, social media, etc., to help promote the event and drive participation. *All marketing requires approval from the FTA*
 - Assistance to (and in partnership with) the FTA for recruiting and hosting of renowned local speakers/experts for specific events
 - Outreach to local/regional tour operators, travel agencies, media, and other tourism businesses who would benefit from being invited to the FTAS
 - Introduction to appropriate tourism associations of your region for invitation to the FTAS
 - Invitation of high-level regional celebrities, travelers, or dignitaries to speak (with FTA having final review and approval of speakers)
 - Invitation of local trade and consumer press and media

Disclaimer

Open Dialogue: *host must allow event attendees to openly discuss and dialogue about issues of possibly sensitive nature (e.g., local infrastructure, political concerns, quality of local guides, regional safety, etc.)*

Security: *Event hosts must undertake adequate efforts to provide appropriate level of security and appropriate steps for FTA staff, event attendees and in-country staff to prevent and/or mitigate known human and health threats.*

See Tentative Agenda, next page

2019 FTA Summit Tentative Agenda

Thursday through Saturday	Pre-event FAM tours for travel agents / buyers / media
Friday / Saturday	Key FTA event team arrival Pre-Con and Walk-Through Registration Set Up Office Open (keys required)
Saturday / Sunday	Full FTA event team arrival VIP attendee arrival Exhibitor / sponsor arrival and Exhibit Set-up FTA Executive Board Meeting in afternoon
Sunday	Majority of all FTAS attendee arrival Opening Reception - Evening
Monday	Registration Open Exhibits Open General Session Coffee Break Lunch Breakouts in afternoon Coffee Break Informal networking Dinner Casual gathering at venue existing lounge or social space
Tuesday	Registration Open Exhibits Open General Session Coffee Break Lunch Afternoon Networking Activities (on and/or off property) Informal networking Closing night Reception and/or Dinner - Sponsored Casual gathering at venue existing lounge or social space Some attendees may depart / check out
Wednesday	Office remains available (keyed) <i>Possible</i> morning programming TBD Exhibit tear Down / Office tear down FTAS event team and attendee departure Post-event FAM tours for travel agents / buyers / media
Thursday	Post-event FAM tours for travel agents / buyers / media

NOTE: *This is a tentative schedule and subject to change*