

STAFFING FOR THE AGRICULTURAL MEDIA SUMMIT (AMS) LLC

REQUEST FOR PROPOSALS

ABOUT AMS

The Agricultural Media Summit (LLC) is the premier media professional development conference for agricultural communicators, representing all members of AAEEA, LPC and Connectiv AgMedia.

The initial AMS was held in 1999 and the event has been held annually (in late July or early August) ever since. In 2009 and again in 2019, AMS is the host of the International Federation of Agricultural Journalists (IFAJ) annual congress.

AMS draws about 600 attendees annually. Its InfoExpo has about 40 exhibit booths.

The AMS has annual revenue of about \$400,000. Its net revenue is a major revenue source for AAEEA and LPC.

An LLC Operating Agreement and AMS Policies document provides the framework for AMS's operations. A 7-member Steering Committee (with two representations each from AAEEA, LPC and Connective and a rotating chair) governs AMS and its operations.

For the first 20 years, the staffs of AAEEA and LPC – supplemented by contractors – have implemented all staff and management of the AMS and its annual conference.

THE REQUEST

With the retirement of key management staff, the AMS Steering Committee Owners seeks proposals for the full-serve management and event planning of AMS effective September 1, 2019 for the AMS to be held in 2020. The 2020 AMS will be held in Milwaukee. The meeting site has been selected. The initial agreement would be for two years/Summits (2020 and 2021).

Interested parties may submit questions on or before January 22. All parties will receive answers to all questions on or before January 25.

Interested parties should submit a written proposal – including annual fees – to perform the functions itemized on the following pages.

Proposals shall be submitted (via email) no later than January 31, 2019. Mail proposals to Steve Drake, steve@scdgroup.net.

SUMMIT STAFFING FUNCTIONS

SPEAKERS / PROGRAM

- Work with program committee on schedule design, topics and speakers
- Contact speakers with confirmation letter via email or call
- Work with speakers re A/V needs, handouts and lodging requests
- Obtain speaker bios, speech outlines and photos
- Coordinate room monitors
- Help review conference program/website as needed for speaker/education details
- Manage speaker reimbursements, room details, confirmation #'s.

SPONSORS / INFOEXPO

- Work with Sponsor & InfoExpo chairs to develop "target list" and contact letter
- Coordinate phone and printed requests for sponsorship and/or Info-Expo participation
- Make assignments for Info-Expo booth spaces
- Forward Info-Expo (and other) fees to Summit Finance Staff / bank account
- Update registration software as invoices are paid via check
- Send confirmation emails and updated information to exhibitors including registration, program advertising, etc.
- Thank Sponsors & Exhibitors after the Summit is completed
- Coordinate any special decorating / A-V needs with Facilities Staff
- Contract for and manage Decorating firm for InfoExpo
- Communicate exhibitor kit and manage other questions from exhibitors to decorator as needed
- Conduct post event survey of exhibitors
- Procure thank you gifts for sponsors/exhibitors

HOTEL AND FACILITIES

- Negotiate contracts with hotels
- Serve as the Summit's primary contact with the hotel
- Establish meeting room assignments based on needs of program and InfoExpo
- Develop menus and estimated meal costs
- Work with hotel staff to provide meal guarantees and menu adjustments
- Manage hotel lists for VIPs, speakers, staff, interns, plus last-minute problems
- Ensure that signs are posted at entrance of meeting rooms and throughout hotel
- Review all hotel invoices for adjustments before authorizing payment
- Contract for and manage AV provider.
- Work with AAEA representative to coordinate speaker requests
- Work with AAEA representative on InfoExpo details

REGISTRATION

- Develop registration form (and provide to AAEA - See Promotion) and system
- Provide pre-registration system including phone, fax and e-mail registration
- Receive pre-registration fees; record payment; forward funds to Summit bank account
- Confirm registrations
- Prepare updated pre-registration lists
- Prepare name badges
- Provide staffing / volunteers for on-site registration including capability for on-site creation of name badges
- Provide a "final" conference attendee list (net of no-shows and walk-ins)
- Develop, create, and produce printed and online version of registration forms
- Transfer information to online service and coordinate with online merchants and service companies
- Manage pre-registration system including recording payments and forwarding to AMS bank account
- Manage lists to be able to estimate room sizes, food and beverage info
- Develop and distribute pre-registration lists to steering committee and attendees
- Distribute mailing labels to sponsors/exhibitors (upon request)
- Mail registration confirmation letters/materials
- Provide and manage staffing/volunteers for on-site registration Provide a final conference attendee list

PROMOTION & MARKETING

- Prepare / design updated Summit logo and provide to all staff in both print and electronic format
- Prepare and mail promotional materials all of which shall include ®.
- Prepare "ads" for use in newsletters and *Agri Marketing* Magazine
- Use the Summit registration form designed by LPC (see Registration Section)
- Develop and input content for conference mobile app, when needed
- Send reminder emails via constant contact and outlook as applicable
- Conduct post event survey of attendees

DESIGN/CREATIVE

- Create all signage for event (approximately 100 to 120+ signs)
- Create and produce General Registration packet
- Transfer all pieces for online use and to AMS websites
- Create and produce day-of-event program; coordinate with printer
- Create and produce pre-event promotion/information for website
- Coordinate (w/AAEA) the NAMA booth with NAMA decorator: booth design, purchase décor and signage design (when exhibiting)

FINANCIAL SERVICES

- Work with Committee to prepare and update a Summit Budget
- Issue invoices to sponsors / exhibitors
- Receive funds
- Maintain bank checking account
- Pay all bills
- Provide financial report
- Distribute "profits" to partners after all bills have been paid
- Coordinate audit reports, tax filings and other legal issues
- Find and secure event cancellation insurance and liability insurance annually for AMS and Steering committee
- Maintain AMS LLC records
- Serve as Missouri Registered Agent for legal purposes

Gregg Hillyer

GENERAL MANAGEMENT, LOGISTICS AND MISCELLANEOUS TASKS

- Coordinate interns and National ACT officers and manage throughout event
- Manage shipping of all AMS-owned supplies, including signage, booths, etc., to and from event.
- Store and inventory all AMS supplies (i.e. signage, decor, booth, registration supplies, etc.)
- Maintain tour lists and serve as contact for tour coordinators
- Assist tour committee with tours including bus transportation, meal counts, tour guides, information distribution
- Coordinate all off-site social events
- Coordinate all ACT activities with ACT officers
- Maintain all distribution lists including updating from all returned mail and emails
- Work with sponsor committee chairman to assign events to the sponsors
- Manage and maintain basic information on websites
- Attend all planning meetings
- Contract entertainment for AMS ranging from piano players to bands
- Contract all buses and other transportation for group events, tours and golf outing

ADMINISTRATIVE SUPPORT

- Schedule & organize committee & staff meetings (notifications, agendas, facilities, food)
- Attend meetings; participate in conference calls
- Follow-up (minutes, assignments, pay bills)
- Enhance communications between and among staff and committees
- Assist AMS Steering Committee in developing, maintaining and updating AMS Policies