



Visit NC Tourism Conference

2026 and 2027 Conference RFP

Name of Conference: Visit NC Tourism Conference
Est. Attendance: 500-575
Length of Meeting: 2.5 days
Preferred Dates: March or early April. Monday to Wednesday pattern preferred. Avoiding any religious or government holidays and other industry conferences
Deadline to Respond: October 15, 2024

Conference Objective:

The objective of the Visit NC Tourism Conference is to provide a powerful and substantive program, that prioritizes the sharing of ideas, defines common issues, and fosters collaborative relationships. The conference attempts to address the needs of the many diverse segments of the tourism industry in North Carolina. The conference offers delegates networking, relationship building and educational opportunities, along with incorporating an exhibit marketplace and silent auction.

Conference Impact:

According to the Destinations International Event Impact Calculator, the conference has a direct impact of nearly \$300,000 to the local economy and generates more than \$15,000 in local tax revenue annually. Additionally, this event brings travel media into the host destination providing opportunities for exposure.

History – Date/Location/Lodging Room Pickup

2024 March 17-19 – Greenville – 542 total attendees
(3 hotels used for blocks)

Table with 6 columns: Day of Week, SAT, SUN, MON, TUE, Total. Rows include Date, Block, and Pick Up.

2023 March 6-8 – Asheville – 576 total attendees
(1 main hotel used for block)

Table with 8 columns: Day of Week, FRI, SAT, SUN, MON, TUE, WED, Total. Rows include Date, Block, and Pick Up.

2022 March 20-22 – Durham
(4 hotels used for blocks) – 470 total attendees

Table with 5 columns: Day of Week, SAT, SUN, MON, Total. Rows include Date, Block, and Pick Up.



Visit NC Tourism Conference

2026 and 2027 Conference RFP

2021 – Held on virtual platform
2020 - cancelled due to COVID 19

2019 March 31-April 2 – Wilmington
(6 hotels used for blocks)

Day of Week		SAT	SUN	MON	TUE	
Date		3/30	3/31	4/1	4/2	Total
Block		26	324	325	15	690
Pick Up		46	325	307	16	694

REQUIREMENTS:

Host destinations and facilities must be based in North Carolina.

Bids must be submitted by the local destination management organizations (DMO/CVB) working in conjunction with their local meeting facilities, hotels, attractions and others to coordinate.

Meeting & Banquet Facilities:

Meeting space for core conference functions to be provided complimentary/at no charge.

- Meeting Room requirements:
 - Ballroom to accommodate up to 600 people in rounds, adequate space for AV production equipment, and stage. Minimum square footage requirement: 10,000 square feet.
 - Four to five concurrent meeting rooms. Each able to accommodate 100-150 people in a theater style.
 - Space for up to 60 total 6’ tabletop exhibits, as well as beverage and break stations, scattered high boy cocktail tables, and space for silent auction. Sponsor exhibit booths will remain on display during the conference.
 - Space to accommodate breakfast for up to 350 people. This space can be an extension of the exhibit hall but not in the main ballroom.
 - Registration area with complimentary power and wi-fi are needed as well as
 - One lockable room located nearby for office. Office should have complimentary power and wi-fi.
 - One lockable room for storage use during the conference.
 - Green room for guest prep.
 - Welcome reception location for 350 people

- Hold on all meeting space shall begin 24-hours prior to the start of the conference, on a complimentary basis, complete with chairs, tables, linens, staging, lecterns, and easels.

- All meeting rooms and exhibit marketplace, and silent auction space utilized by the conference should be provided on a complimentary basis. Including one (1) 72” x 30” table, floor length black linen, trash can, and two (2) chairs per exhibitor, with up to 60 exhibitors expected. Additional services will be provided at the exhibitor’s expense (ie: electrical, wireless access, shipping, etc.)



Visit NC Tourism Conference

2026 and 2027 Conference RFP

- Additionally, up to 15 complimentary 72" x 30" tables with floor length linen provided for silent auction.
- The Conference will bid and contract an audiovisual company. Venue will not charge Conference to use outside audiovisual company.
- Wireless internet package for 350 people and minimum bandwidth of 100 Mbps download/10 Mbps upload (300 Mbps down/20 up is preferred; gigabit connection is excellent)
- The facility must have daily janitorial service that will clean meeting rooms, the exhibit hall, the meal function area and other public areas at least once every 24 hours. The facility ensures cleanup of the facility prior to the conference arrival and after its departure.
- The facility must agree to pay all utilities used by the conference during its occupancy of the facility. Cost of special utility request by exhibitors will be borne by the exhibitor.

Food and Beverage:

Opening Night (Monday):

One (1) Reception

Sponsorship of the Opening Reception is to be solicited or provided by host DMO/CVB/TDA, conference hotel(s), meeting facility, or a combination on the opening evening of the conference. Visit North Carolina will financially support up to \$10,000 for the Opening Reception. This may come in the form of a partnership with one of the conference sponsors who would partner with the host destination to execute the event in exchange for branding opportunities at the event.

First Day (Tuesday):

One (1) Breakfast (approx. 350 guests)

Two (2) Refreshment/Snack Breaks (approx. 350 guests)

One (1) Plated Luncheon (approx. 550-600 guests)

One (1) Reception (off-site consideration) – TBD

Second Day (Wednesday):

One (1) Breakfast (approx. 350 guests)

One (1) Refreshment/Snack Break (approx. 350 guests)

- The conference may bring in sponsored water, beer and wine from an outside supplier for use at some functions. No handling or corkage fees should be imposed. Any unopened beer and wine will be returned to Visit North Carolina.



Visit NC Tourism Conference

2026 and 2027 Conference RFP

Accommodations:

- **Approximate Rooming Block Requirements:**

- Night 1 40-50 (Night Prior)
- Night 2 350 (Opening night)
- Night 3 350 (Last night)
- Night 4 20 (post)

- **Cut-off Date:** No more than 14 days prior to conference. Conference rate will be honored for all reservations accepted after the cut off day on an available basis.
- **Cancellation:** 24 hours for individual reservations
- **Sleeping rooms:** One complimentary room per night for every 40 rooms utilized (cumulative).
- **Suites:** Five (5) upgrades and one (1) executive upgrade per night at conference rate or governmental per diem rate (whichever is lower).
 - Fifteen (15) designated faculty/staff rooms ROH at 50% of nightly room rate. These rooms should have guaranteed early check-in by 12:00 PM and guaranteed late checkout by 4:00 PM on the last day of the conference.
 - The conference room rate agreed upon will be available three (3) days before and three (3) days after the official dates of the group's meeting. These rates are subject to availability of the guest rooms in excess of the scheduled meeting dates shown on the room block.
 - If multiple properties are to be used, then satisfactory, complimentary transportation (to transport delegates to conference site) must be included in the proposal.
 - Eight (8) complimentary room nights should be provided from the period of time that a contract is signed through the beginning date of the conference to be used by the conference committee for strategic planning purposes.
 - The EDPNC/Visit North Carolina will set up a master account for the purpose of direct billing for the master rooming list as well as any additional charges to be paid by the conference. Any charges made to the master account must be authorized and signed by the conference coordinator.

Additional Specifications:

We must be notified of any remodeling, construction plans or major events at the time of the bid and the signing of the contract, or least six months out. EDPNC/Visit North Carolina reserves the right to approve alternate arrangements or cancel without penalty should facility work be deemed to be impactful in a significant manner on the success of the program.



Visit NC Tourism Conference

2026 and 2027 Conference RFP

To the extent authorized under the constitution, general statutes and laws of the North Carolina, each party agrees to hold either harmless from any and all claims for damage because of negligence on the part of the parties, officers, employees, members or agents, between the contractor and EDPNC/Visit North Carolina. The property shall also warrant and represent that they will comply with all ADA, health, safety and fire regulations during the term of the conference.

The conference reserves the right to terminate the contract if the facility changes ownership, franchise affiliation or management company, if foreclosure occurs or bankruptcy is filed by, or on behalf of the facility.

Please include recommendations for the following along with your proposal:

- Specific room names with function to be assigned.
 - Area locations for an off-site evening event during the conference.
 - Suggestions for potential local tour options should also be submitted.
 - Area restaurants and attractions.
- During the term of the contract, the Contractor at its sole cost and expense shall provide commercial insurance of such type and with such terms and limits as may be reasonably associated with the contract. As a minimum, the Contractor shall provide and maintain the following coverage and limits.
 - a) **Workers Compensation:** The Contractor shall provide and maintain Workers Compensation Insurance as required by North Carolina, as well as employer's liability coverage with minimum limits of \$150,000 covering all of the Contractor's employees who are engaged in any work under the contract. If any work is subcontracted, the contractor shall require the subcontractor to provide the same coverage for any of its employees engaged in any work under the contract.
 - b) **Commercial General Liability:** General Liability Coverage on a Comprehensive Broad Form on an occurrence basis in the minimum amount of \$500,000 Combined Single Limit. (Defense cost shall be in excess of the limit of liability).
 - c) **Automobile:** Automobile Liability Insurance to include liability coverage, covering all owned, hired and non-owned vehicles, used in connection with the contract. The minimum combined single limit shall be \$150,000 bodily injury and property damage; \$150,000 uninsured/under insured motorist; and \$1,000 medical payment. Providing and maintaining adequate insurance coverage is a material obligation of the Contractor and is of the essence of this contract. All such insurance shall meet all laws of North Carolina. Such insurance coverage shall be obtained from companies that are authorized to provide such coverage and that are authorized by the Commissioner of Insurance to do business in North Carolina. The contractor shall at all times comply with the terms of such insurance policies, and all requirements of the insurer under any such insurance policies, except as they may conflict with existing North Carolina laws or this contract. The limits of coverage under each insurance policy maintained by the Contractor shall not be interpreted as limiting the Contractor's liability and obligations under the contract.



Visit NC Tourism Conference

2026 and 2027 Conference RFP

- Facility shall not host or sponsor any function, nor allow or provide services for anyone else to host or sponsor any function, for the use and benefits of participants at the conference unless approved in writing, by the EDPNC/Visit North Carolina in advance.

Tentative Conference Schedule: (conference schedule is subject to change)

Pre-Conference

8:00 AM – 2:00 PM	General Session AV Set Up
2:00 PM – 4:00 PM	Pre-Convention Meeting
2:00 PM – 5:00 PM	Visit NC Rehearsal

Opening Day/ Day 1

7:00 AM	Registration set up
7:00 AM – 2:00 PM	General Session AV Set Up
7:00 AM – 5:00 PM	Set-up of Exhibitor Marketplace & Silent Auction
10:00 AM	Registration opens
11:00 AM	Possible AV Run-Throughs
2:00 PM – 3:30 PM	Pre-Conference Workshops
4:00 PM – 5:30 PM	Co-op Presentation (in main ballroom/largest space)
6:00 PM – 8:00 PM	Opening Night Reception (<i>sponsored by destination hotel/CVB</i>)
8:00 PM – 10:00 PM	Optional Leadership Roundtable Dinner (<i>sponsored by partners including destination CVB</i>)

Day 2

6:45 AM – 6:15 PM	Registration open
7:30 AM – 5:00 PM	Exhibitor Marketplace
7:30 AM – 5:00 PM	Tourism Education Foundation of N.C. Silent Auction
7:30 AM – 8:30 AM	Breakfast
9:00 AM – 9:25 AM	Welcome & Opening Comments
9:30AM – 10:30 AM	Keynote General Session
10:30 AM – 11:00 AM	Refreshment/Snack Break & Spotlight on Sponsors
11:00 AM – 12:00PM	Breakout Sessions (4-5 including Media Marketplace)
12:00PM – 1:30 PM	Visit NC Awards Luncheon
1:40 PM – 2:40 PM	Keynote Sessions (2)
2:40 PM – 3:00 PM	Refreshment/Snack Break & Spotlight on Sponsors
3:15 PM – 4:15 PM	4 to 5 Concurrent Sessions
4:15 PM – 5:15 PM	General Session
5:15 PM – 6:15 PM	Exhibitor Marketplace / Possible Reception

Day 3

6:45 AM – 12:00 PM	Registration open
7:30 AM – 10:45 AM	Exhibitor Marketplace
7:30 AM – 10:45 AM	Tourism Education Foundation of N.C. Silent Auction
8:00 AM – 9:00 AM	Breakfast
9:15 AM – 10:15 AM	Opening remarks & Visit NC update



Visit NC Tourism Conference

2026 and 2027 Conference RFP

Day 3 Continued

10:15 AM – 10:45 AM

Refreshment/Snack Break & Spotlight on Sponsors

10:45 AM – 11:45 AM

4 to 5 Concurrent Sessions

11:45 AM – Noon

Exhibitors Marketplace closes /Silent Auction pick-up

Deadline to Respond: October 15, 2024

Proposals as well as any questions should be directed to:

Kelly Dawson

Director of Partnerships & Events

Economic Development Partnership of North Carolina

Phone: (919) 447-7749

Email: kelly.dawson@edpnc.com