



## **Hosting an IEDC Annual Conference**

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### **Introduction**

The International Economic Development Council (IEDC) is dedicated to helping economic development professionals improve the quality of life in their communities. Our over 5,000 members represent all levels of government, academia, and private industry. IEDC provides a broad range of member services including research, advisory services, conferences, professional certification, professional development, publications, legislative tracking and more.

IEDC's over 5,000 members include economic development professionals, consultants, government officials, chamber of commerce directors, financial industry professionals, investment bankers and business executives. IEDC holds its Annual Conference each year during the time period between mid-September and mid-October in a different U.S. city. The IEDC Annual Conference is the largest single gathering of economic development practitioners at any annual event worldwide. IEDC Annual Conference attendance is 1,300 to 1,500.

The attendees are urban, suburban and rural community representatives from the U.S. and beyond who work to enhance the economies of their respective locality. They attend this conference to learn from each other and the host area, and specifically to use the host area as a “learning laboratory” to showcase local economic development success stories, as well as to take advantage of extraordinary networking opportunities. Past history and future dates and locations are as follows:

### **IEDC Annual Conference History**

2010	Hyatt Regency Columbus	Columbus, OH
2011	Westin Charlotte/Charlotte Conv. Ctr.	Charlotte, NC
2012	Hilton/George R. Brown Convention	Houston, TX
2013	Philadelphia Marriott	Philadelphia, PA
2014	Omnifort Worth Conv. Ctr.	Fort Worth, TX
2015	Captain Cook/Dena'ina Center	Anchorage, AK
2016	Westin Downtown/Cleveland Conv. Ctr.	Cleveland, OH
2017	Sheraton Centre Toronto Hotel	Toronto, ON
2018	Hyatt Regency Atlanta Downtown	Atlanta, GA
2019	Marriott IndyPlace/Indiana Conv.Ctr.	Indianapolis, IN
2020	Hilton Anatole	Dallas, TX
2021	Westin Nashville/Music City Conv. Ctr.	Nashville, TN
2022	Oklahoma City Conv. Ctr.	Oklahoma City, OK

## **Benefits to Hosting**

There are many benefits to hosting an IEDC Annual Conference. The economic impact of the conference itself is substantial, but that is just the beginning. Host areas benefit from the recognition and increased visibility that comes as a result of over 1,500 economic development professionals visiting and learning from a community's achievements. The host area also has the opportunity to make use of the expertise of the attendees to help improve current programs or launch new initiatives for their community.

In the past, several host organizations have created local information campaigns to aid in generating higher visibility and greater understanding of their efforts. This is effective for marketing the destination, as well as highlighting the economic development successes.

This Request for Proposals (RFP) details the requirements for hosting this conference and provides guidelines for submitting a formal proposal. The IEDC Planning and Business Development Committee will review the proposals and make a recommendation for the location of the Annual Conference to the IEDC Board of Directors. Finalists may be requested to submit additional information.

## **Host Committee**

The selected location will be expected to form a local host committee. The host committee will be composed of persons from the metropolitan region with a high interest in and knowledge of economic development and the region. The participation of IEDC board members from the metro region is encouraged. There is no set number of host committee members. It is a working group of dedicated volunteers that may change in size and makeup over time, but the IEDC member(s) submitting the formal proposal will be expected to serve as the host and primary conference coordinator and liaison with IEDC.

The local host committee is responsible for the following:

1. **ED Journal Articles** – The host committee will recruit authors who will write articles to be published in the IEDC's "ED Journal" – a quarterly professional journal. These articles, usually six to seven in number, are published several months prior to the conference. They will highlight current economic development activities in the host community, and present detailed case studies of projects that have been completed or present a perspective on major policy issues impacting economic development. Final editorial authority is vested in the "ED Journal's" editorial board.
2. **Planning**: Commencing no later than 20 months to two years prior to the conference, the host committee will work with IEDC to plan the program for the conference. In order to meet deadlines for the mailing of promotional brochures, the program must be substantially complete by March 1 of the year of the conference. It is understood that the role of the host committee is advisory and final approval of all aspects of the conference is solely IEDC's. Through monthly meetings (more frequently as the conference approaches), the host committee will collaborate with IEDC in the following areas:

- a. Development of Theme – The host committee and IEDC will develop a “Theme” for the Annual Conference. They will also work jointly to develop supporting marketing materials to promote the conference. The target date for the adoption of the theme is January of the year prior to the conference.
  - b. Conference Program – The host committee and IEDC will create an agenda that identifies and reflects the economic development topics most important to both parties. It is agreed and understood that the conference agenda will contain significant international content throughout. The agenda needs to accommodate the meeting space and time available, and conform to IEDC’s Annual Conference framework. The final determination of the items to be included in the conference agenda is solely IEDC’s.
  - c. Identify Speakers – The host committee will recommend speakers from the local, metro or regional areas for inclusion as keynote speakers as well as panel session participants.
  - d. Educational Tours – The host committee will recommend potential educational tours that highlight local or metropolitan efforts to implement an economic development strategy. These tours take place on the Sunday, Monday and Tuesday of the Annual Conference, are usually three hours in length and are led by a host committee member assisted by IEDC staff.
  - e. Special Workshops – The host committee will work with IEDC to identify issues and topics that could be the subject of half to full day workshop/seminars for conference attendees.
  - f. Identifying Local Venues & Vendors – The host committee will assist IEDC in identifying places to hold events such as the host committee Reception, the IEDC Chairman’s Reception, the IEDC Recognition Dinner and the IEDC Tuesday evening networking event.
  - g. Other – The host committee is encouraged to recommend additional activities or venues that would add to the educational value for and/or the enjoyment of the attendees. These additional activities cannot incur any additional expenses for IEDC.
3. **Fundraising:** This conference is one of the largest sources of operating funds for IEDC. As such, it is critical that the maximum amount of sponsorship contributions and exhibitor fees be realized.
- The host committee agrees that it will raise a minimum of **\$375,000** in cash in local sponsorships between their selection and the commencement of the Annual Conference. All sponsorships will be invoiced by, and funds remitted directly to IEDC. The host committee has the responsibility of encouraging local businesses and stakeholders to be sponsors and/or exhibitors at the Annual Conference. IEDC will solicit additional sponsorships from sources outside the host area.

## **Location Requirements**

1. IEDC conferences are held in cities with a population of 250,000 or more. Locations should be accessible to an IEDC conference attendee with direct or one-stop air service via one of the top 40 U.S. airports <https://www.world-airport-codes.com/us-top-40-airports.html> or a major North American city outside of the U.S., and should include frequent, direct international air service to Europe and Asia.
2. The IEDC Annual Conference is held between mid-September and mid- October. The schedule for the conference includes pre-conference events Wednesday to Saturday and conference events Sunday to Wednesday.
  - The conference dates should exclude any religious observances or government holidays.
3. Hotels are required to have at minimum a 4-star rating, and meeting spaces in the hotel or elsewhere must be deemed to be an up to date facility. The proposal should list 2 or more appropriate hotels and/or hotel/convention center combination to adequately house 750 guests on a peak night, and accommodate maximum meeting space for up to 1,500 attendees, and a 75 booth Exhibit Hall. Other space requirements are listed below:

○ Plenary Session (Ballroom)	25,000 sq ft
○ Exhibit Hall	45,000 sq ft
○ 6-7 Concurrent Sessions Rooms	2,500 sq ft (each)
○ 4 Meeting Rooms	1,500 sq ft (each)
○ Other event space (2-3 rooms)	1,000 – 2,000 sq ft (each)

  - Notably, the bidding City is not required to enter into any negotiation with local hotels or convention centers in terms of availability or rates. It is IEDC's responsibility to engage in such discussions with the local facilities.
4. If meeting space is proposed in a facility other than a hotel, any costs must be waived or otherwise deferred. IEDC will not pay for meeting space. This includes convention center space.

If additional information or clarification regarding hotel/meeting facility requirements, please contact Lin Guba at (202) 942-9487 or by email at [lguba@iedconline.org](mailto:lguba@iedconline.org).

## **Evaluation Criteria**

Proposals will be evaluated on a range of factors including, but not limited to:

- The strength of the proposing member organization and the proposed host committee.
  - This includes the ability to raise funds for an economic development event and stimulate local stakeholder support.
- The transportation accessibility of the community and surrounding region (as noted in the criteria highlighted above).
- The attractiveness, reputation, and international marketability of the region.
- The level of community as a learning laboratory and its ability to showcase projects that

represent state of the art economic development approaches or issues.

- The quality of the facilities (as noted in the criteria highlighted above).
- Any additional factors that may be deemed important during the review of proposals.

Notably, IEDC will examine each factor individually, as well as the comprehensive sum of all parts. IEDC places high priority on accessibility, and the proximity to an attractive destination in the region will additionally be considered.

### **Submitting a Proposal**

The proposal must be submitted by an **economic development organization** that is a current **IEDC member**.

- The submitting economic development organization must include a letter acknowledging and agreeing to undertake the actions and responsibilities of a host organization including a commitment to local sponsorship fundraising.

IEDC does not accept proposals directly or solely from CVBs and/or hotel facilities. Information provided by CVBs and hotels should be provided to the economic development organization as support for inclusion in their proposal.

Proposals must include:

1. A formal letter from the IEDC Member Organization(s) submitting the proposal and acknowledging and agreeing to undertake the actions and responsibilities detailed in this document.
2. Other organizations that will participate as members of the host committee.
3. List of the proposed hotel/meeting facilities.
4. A written statement responding to the Evaluation Criteria listed above.
5. Any other materials that would support and reinforce the community's competitive position in the selection process.

Please submit **one electronic copy** of your proposal by email to: [snourick@iedconline.org](mailto:snourick@iedconline.org)

One electronic copy is required, but you may also mail a hard copy to:

Shari Nourick  
International Economic Development Council  
734 15<sup>th</sup> Street, NW, Suite 900  
Washington, DC 20005  
(202) 223-7800

Separate proposals must be submitted for each conference.

If additional information or clarification is needed, please contact Shari Nourick at (202) 545-7339 or by email at [snourick@iedconline.org](mailto:snourick@iedconline.org).