



Call for Proposals to Host the 2010 Kentucky Women in Agriculture, Inc. Annual Conference

(updated 10/8/09)

Kentucky Women in Agriculture, Inc. invites proposals to serve as the Host Site Committee for its 2010 Annual Conference. Proposals should include information (including estimated costs) about the following:

1. Meeting Facilities
2. Food service
3. Lodging
4. Educational Tours
5. Host Site Committee

Proposals should be received by **January 15, 2010** for full consideration and will be evaluated on the basis of conference costs (including the cost of lodging for those attending the conference), accessibility of the conference location and overall site suitability and quality.

Conference Background Information:

KWIA holds its annual conference over a three-day period (Wednesday - Friday) usually the first week of November depending on availability of facilities. Planning for facilities and lodging should assume approximately 150 attendees. Our most recent conferences were located at:

Holiday Inn University Plaza and Conference Center, Bowling Green, 2009
Crowne Plaza Campbell House, Lexington (2007, 2008)
Clarion Hotel & Conference Center (2004, 2006)
Executive Inn Rivermont, Owensboro (2005)
Cave City Convention Center (2003)
The Executive Inn, Owensboro (2001)
Kentucky State Fairgrounds, Louisville (2000)
The Galt House, Louisville (1999)

The KWIA Conference Planning Committee will take the lead role in the development of the conference agenda along with identifying speakers and moderators for the conference sessions. They will look to Host Site Committee host to assist them in this effort to ensure that conference attendees receive a local flavor to the sessions as appropriate. We also would be delighted if you could recommend one or more really outstanding speakers for breakout sessions and entertainment.

Because KWIA must assume profit or loss responsibility for Annual Conferences, it will aim for a slight profit. However, the overall intention is to keep a typical participant's costs for attendance as reasonable as possible. Accordingly, in site selection and conference pricing decisions, KWIA will evaluate associated costs as well as other considerations. No contracts obligating KWIA will be signed by anyone except the KWIA President or Annual Conference Committee Chair.

Meeting Facilities:

The Annual Conference program design calls for the following space requirements:

- General Session Room/Banquet Room needs to accommodate for Thursday-Friday
- 1-2 meeting rooms for Pre-conference workshops set for classroom style for 25 each (Wednesday)
- 3 meeting rooms for conference break-out sessions set classroom style for 50 each (Thursday)
- Large meeting room with round tables for 120 for Friday morning
- Conference/board room for 20 for Friday, 12:00 – 2:00 p.m.
- Educational Displays Space for 25-30 exhibits (Wednesday 5:00 p.m. - Thursday 5:00 p.m.)
- Taste of Kentucky Proud serving and exhibits – 40-50 skirted tables for displays and serving with reception-style eating stations with r tables and chairs for 200 people (set-up Thursday day; event Thursday 6:00 – 9:00 p.m.)
- Office & Storage area – 24 hour access beginning Tuesday 5:00 p.m. evening through 2:00 p.m. Friday afternoon of the conference
- Registration Area – available 24 hr throughout the conference’s duration beginning Wednesday, 3:00 p.m. through 2:00 p.m. Friday

Location, ease of access, accommodations for disabilities need to be described.

Food Service:

The Annual Conference program design anticipates the following food service needs:

- Wednesday: Box Lunches and break service for up to 2 workshops of no more than 50 total.
- Thursday:
 - Continental breakfast available through morning (100)
 - Lunch (125)
 - Afternoon break (150)
 - Evening beverages with the Taste of Kentucky Proud (depending on the food vendors KWIA may want additional food items such as vegetable trays, etc.) for approximately 200
- Friday: Full breakfast (125)

KWIA highly encourages the use of Kentucky Proud food products for all food and beverage breaks. Priority will be given to proposals that can demonstrate the ability to accommodate this request.

Lodging:

Site should be part of meeting facility or within reasonable proximity of meeting space. Availability of hotel rooms, price blocks, amenities, etc., as well as parking and accommodations for disabilities need to be described. The anticipated lodging requirements are:

- Total room nights – approximately 70 requested (minimum)
- 10 Tuesday night
- 30 Wednesday night
- 30 Thursday night

Educational Tours:

Submit 2-3 packages and Conference Planning Committee will select one to offer participants. To the extent possible, tours need to highlight women-owned operations, Kentucky Proud participants, and/or local innovations that are of interest to KWIA members. Proposal should provide an agenda with times and locations. While KSU and UK have been able to provide bus transportation in prior years, proposal should include transportation options and related costs. Other costs should be listed, such as lunch, admission fees, etc. Tour participants in previous years have ranged from 25-40.

Host Site Committee:

This Committee is expected to coordinate local site logistics for Meeting Facilities, Food Service, Lodging, and Educational Tours in coordination with the KWIA Annual Conference Planning Committee. One to three representatives of the Host Site Committee should plan to attend Annual Conference Planning Committee meetings as scheduled.

In addition to coordination of the local site logistics, the Host Site Committee is asked to recruit volunteers to assist with registration, making and placing signs, hospitality room, set-up for Taste of Kentucky Proud event and exhibitors.

Registration:

KWIA will handle the registration process and work closely with hosts in planning and putting on the conference. It is, in every sense, a collaborative endeavor.

Proposal Outline:

- A. Address the key points listed above (Meeting Facilities, Food Service, Lodging, Educational Tours, Host Site Committee) and provide any key information that will help the KWIA Board in its selection (5 pages maximum)
- B. Who you are (the organizing team including point of contact) and any previous experience you have of running conferences (1 page maximum)
- C. Letters of support from local partners and/or associates that would contribute to the success of the KWIA Annual Conference – 3 maximum.
- D. Other considerations and hot topics KWIA should consider in making its decision (1 page maximum).

The evaluation criteria will include:

- 1) Professionalism of proposal and track record of the proposers.
- 2) Cost effectiveness (An important goal is to facilitate the participation young and limited resource women, so keeping the cost of attendance low is also an important criterion).
- 3) Accessibility of the location
- 4) Venue attractiveness (e.g. quality of facilities and support of "togetherness").

Please submit your proposal by January 15, 2010.

Postal Mail a copy to:

KWIA

Attn: 2010 Annual Conference Planning

P.O. Box 4409

Lexington, Kentucky 40544-4409

Or you may Email a proposal to: info@kywomeninag.org

If you have questions or need clarification on the points above, call toll-free 877-266-8823 and someone will get back to you as soon as possible.