

## **Congress 2016 Request for Proposal**

### **Overview**

This Request for Proposal is released for the purpose of selecting a host organization for the 2016 CME Congress. The CME Congress is an event held every four years and planned by the “Tri-Group” consisting of the Society for Academic Continuing Medical Education (SACME), the Alliance for Continuing Education in the Health Profession (ACEHP) and the Association for Hospital Medical Education (AHME) and other invited organizations, eg. the Canadian Association of Continuing Health Education (CACHE).

A description of host criteria, the submission and notification processes, and the host responsibilities follow. There is no expectation that the host provide any funds in support of the Congress. The planning partners allow for an administrative fee to offset time and effort spent in planning and managing the conference, as well as an incentive of a 10% of profits realized after the Congress expenses and revenue have been reconciled and approved by the owning partner organizations.

The Congress runs on a 4-day format, from a Wednesday through Saturday. Programming includes plenary sessions, breakouts, poster presentations, exhibit hall, board and committee meetings for SACME, potential other partner functions, a reception, breakfasts, breaks, and lunches.

### **Criteria for consideration**

Respondents will demonstrate that they meet the following:

- The organization is in good standing with the ACCME, e.g., not on probation.
- The organization has at least one active, participating member of SACME, ACEHP, or AHME.
- The organization can devote adequate and appropriate resources to perform the host duties as outlined below.
- Please cite experience in large scale meeting planning.
- Preferred meeting location for 2016 is on the west coast of the United States.

### **Past History**

2012 – Toronto, Canada – 545 attendees

2008 – Vancouver, Canada – 562 attendees

### **Submission Guidelines and Deadline**

Please provide the following materials and information in your proposal:

- Cover letter signed by respondent and the institution’s Dean for CME or CEO that includes your contact information and why you would like your institution to host the 2016 Congress
- Proposed budget with sufficient detail using the template provided below
- Description of the location, the demographics of the area, and travel accessibility
- Description of available resources you plan to use in executing the host duties including an outline of available staff support for logistical functions
- Site recommendations

Complete packages may be sent by **June 17, 2013** to:

Jim Ranieri

SACME Executive Secretariat

3416 Primm Ln

Birmingham, AL 35216

[info@sacme.org](mailto:info@sacme.org)

## **Congress Budget Template (Guidelines and Assumptions)**

### **Income**

Registration Revenue	\$350,000.00 - \$360,000.00	F1
Exhibitor/Supporters	\$175,000.00 - \$200,000.00	F2

**Total Estimated Revenue**                      **\$525,000.00 - \$560,000.00**

F1 Past registration rates were \$675/\$775 and \$775/\$875 (early then late members/non-members); 545 attendees is 2012

F2 Past exhibits were \$2,500 and support levels were from \$1,000 - \$25,000

### **Expenses**

#### Administrative Expenses

Credit card fees	\$10,710.00 - \$11,500.00	
Management fee	\$50,000.00 - \$60,000.00	F1
Courier-Delivery	\$1,200.00 - \$2,000.00	
Cancellation Insurance	\$2,500.00 - \$4,000.00	

#### Advertising-Promotion

Graphic Design	\$2,500.00 - \$8,000.00	F2
Announcements Printing	\$4,000.00 - \$10,000.00	F3
Distribution	\$2,500.00 - \$5,000.00	
Website (design, hosting, registration and abstract submission)	\$5,500.00 - \$10,000.00	

#### Site-Venue Expenses

Space Rental	\$34,000.00 - \$45,000.00	
Audiovisual	\$50,000.00 - \$60,000.00	
Poster Boards	\$4,500.00 - \$11,000.00	F4
Shuttle Bus (if necessary)	\$3,000.00 - \$8,200.00	
Exhibit Hall Booth rental and Décor	\$2,500.00 - \$6,000.00	

#### Speakers

Honoraria (7 to 10 @ \$1,000.00)	\$7,000.00 - \$10,000.00	
Travel	\$6,500.00 - \$13,000.00	
Hotel	\$1,000.00 - \$4,000.00	
Other	\$1,500.00 - \$3,000.00	

#### Course Materials

Standard Course Materials	\$2,500.00 - \$4,000.00	
Program presentations	\$8,000.00 - \$10,000.00	
Conference Bag	\$1,700.00 - \$4,000.00	

JCEHP Supplement    \$50,000.00

Catering

Food & Beverage	\$75,000.00 - \$90,000.00
Reception	\$15,000.00 - \$20,000.00
Gratuities	\$18,000.00 - \$22,000.00
Taxes	\$4,500.00 - \$5,500.00
<b>Total Estimated Expenses</b>	<b>\$363,610.00 – \$476,200.00</b>

**Total Estimated Profit for Owners**      **\$161,390.00 - \$83,800.00**      F5

F1 Can be per registrant or flat rate, amount provided as example

F2 Brochure, advance notice, onsite program

F3 1,000 advance notices and 4,000 brochures

F4 Approximately 110 posters expected

**F5 Healthy profit for the partners is expected; profit will be shared at the following schedule: 10% to the hosting organization, 30% to each of the three owning partners (SACME, ACEHP, AHME, or percentages to be determined based on other potential invited partners, i.e. CACHE).**

**Host Responsibilities**

The host is responsible for managing the planning, on-site and post-activity logistics for the CME Congress. Tasks include:

Abstracts Management

- Work under the direction of the Program Chair(s) and the Program Committee
- Develop web-based system for submissions for abstracts; set up format and parameters
- Provide communication and support in using the abstract system
- Reserving poster boards; coordination of set up of poster boards at facility

Accommodations

- Block of hotel guestrooms to be negotiated, communicating with venue about rooming lists, matching confirmed rooms to contract obligation, and dropping rooms where possible if registration numbers indicate this would be prudent

Abstract Book/Program Handbook

- Communicate with presenters and faculty to collect of content (pre-conference);
- Coordinate guidelines for submission and communicate deadlines to presenters
- Timely production of Abstract Reference/Program

Accreditation

- Provision of CPD/CME/CE Credit to Physicians and other Health Professionals for participating in the full program or selected sessions will be considered a favorable benefit.

#### Audiovisual

- Selection, Management and Contracting with Audiovisual Supplier.
- Determining equipment needs based on previous program and speaker needs.
- Contracting of Audiovisual Technician, I-Clickers/Touch Pads and technical support and/or obtain in-kind services.

#### Catering

- Arranging catering orders and providing guarantees

#### Exhibit Support

- Secure and manage logistics for exhibit area, arrange with potential exhibitors and communicate with exhibit reps onsite

#### Facility

- Sourcing and Negotiation
- Space, terms and conditions of booking
- Communication with Facility and Banquet Manager and Staff
- Reconciliation of costs provided; payment of account

#### Evaluations

- Evaluation results tallied and summarized and emailed to Program Committee and faculty

#### Financial/Budgeting

- Budget preparation is done with input from Course Directors and previous similar programs
- Prepare budget for approval to the Planning Committee and manage approved and agreed budget including all income and expenses, budget reconciliation and profit distribution
- \* **Program committee has oversight with expectation that information will be approved by owner organizations.**
- Financial reporting: Postings are made throughout the life of the event. Preliminary reconciliation reporting is at three months post-event. Final Reconciliation is expected within six months post-event.

#### Onsite Coordination

- Onsite Coordinator from beginning to end of the event to handle all onsite logistics

#### Program Content

- Assist Program Chair(s) and the Committee in determining appropriate format of summarized program content provided to participants
- Syllabus notes, PP Slides, PP Slides with Audio - upload to website
- Coordination of faculty communications including collection of presentation materials from speakers; Deadline provided and reminders sent to speakers
- Produce/deliver summarized content, Collation of materials, production and delivery to participants

#### Promotion

- Determine list of appropriate free websites and publications to promote event

- Advise if “Paid” Ads are required and recommended sources
- If required, layout and design paid ads, coordinate placement and submission

#### Preliminary Program and Call for Abstracts

- Layout and Design, Printing, and Distribution including collecting and coordinating mailing lists

#### Final Program Brochure/Promotional Materials

- Layout and formatting of program into a brochure
- Marketing of program
- Email Reminders to boost Registration

#### Website

- Develop and manage a Congress website dedicated to details of the event to be posted at least 9 months prior to the event through at least 6 months post-event

#### Registration

- Collecting processing and confirming registration payments
- Monitoring workshop and breakout enrollments and close full sessions if necessary; as determined by Course Directors
- Providing updates on enrollment to Course Director
- Maintaining enrollment and attendance records for this event
- Producing name badges and reports for on-site management of event
- Coordinating and Producing/Providing Registration Materials as determined by the Course Director
- Answering queries and providing information about the program
- Securing, training and managing staff for on-site registration

#### Speaker Support

- Providing copy of finalized program brochure; collecting presentation handouts/content and communicating about audiovisual support, Collecting Disclosure Statements
- Communicating presentation guidelines to Plenary Speakers
- Reconfirming submission guidelines and deadlines; advising presenters of audiovisual and on-site administrative support; Advising workshop presenters of expected enrollment
- Managing all logistical communications with guest speakers including hotel reservations, reimbursement of travel expenses post-event, as well as payment of Honoraria
- Providing on-site administrative support for all speakers, presenters and other faculty

#### Social event

- Responsible for the arrangements of the social event including tracking attendance and rsmps; coordinating logistics and catering guarantees

The host will submit a final report to the owning partner organizations to include statistical data about attendees including a complete list of registrants and invited guests, a final budget with copies of any invoices and payments, a summary of the evaluation and any other pertinent documentation requested.

**Selection Process**

The owning partner organizations will review all proposals and select a host institution. The host will be informed in writing following the final decision.

**Post Selection Activities**

The host and the Congress Planning Committee will review the accepted proposal and outline the expectations and timelines as well develop a contract for the 2016 Congress.