



ANNEX A

PART I

NGAUS

CRITERIA FOR HOSTING A

NGAUS GENERAL CONFERENCE

&

PART II

NEGOTIATING HOTEL CONTRACTS

PART I

CRITERIA FOR HOSTING A NGAUS GENERAL CONFERENCE AND NEGOTIATING HOTEL CONTRACTS

I. BIDDING PROCESS

A. General

1. In conformity with the NGAUS By-Laws, the NGAUS Board of Directors has overall responsibility for the General Conference and is entrusted to establish criteria for conference facilities and related logistical and support requirements.
2. The Board, through the President of NGAUS, prepares an invitation to bid to host a conference, which NGAUS sends to the states and territories.
3. The Board of Directors also has the following responsibilities:
 - a) To set the time and place of such conferences
 - b) Direct NGAUS staff to conduct site surveys to ensure compliance with this criteria
 - c) Review results and recommendations from the General Conference Committee, who is responsible to ensure that each respondent meets established criteria
 - d) Announces a site selection to the general membership at an annual conference
4. The NGAUS President shall establish a yearly deadline, which shall be the last official date that NGAUS shall receive invitations that year.
5. The NGAUS President prepares and distributes a letter inviting states/territories to submit a bid to host a NGAUS conference.
6. A written bid response must be submitted to the NGAUS President through either traditional mail or through electronic medium (email) from the potential host state's Adjutant General and either the State Association President or the Executive Director.
7. Once a state has submitted a bid, the NGAUS General Conference Coordinator and selected NGAUS staff will conduct site surveys, as practicable, to the states/cities submitting bids. The site visit shall determine the ability of a proposed host and the recommended city to meet

this Standard Operating Procedure's (SOPs) criteria. The General Conference Coordinator will then report his/her findings to the Conference Committee.

8. NGAUS' General Conference Committee (this is a NGAUS standing committee) will review the information provided to them by the General Conference Coordinator.

9. The committee may require potential host states to appear before the committee to present their bids.

10. The committee will discuss and review all bids in detail, certify the bids to the NGAUS Board of Directors including a recommendation for their review and approval.

11. The committee's recommendation to the Board of Directors will be made prior to a regularly scheduled Board meeting.

II. CRITERIA FOR BIDDING

A. A response to host the Conference must contain details in accordance with the criteria set forth in this SOP.

B. General

1. NGAUS solicits bids at least four (4) years in advance of a Conference so that the potential host state can reserve large blocks of hotel rooms.

2. The Host state will negotiate hotel contracts as soon as NGAUS awards the Host State the conference.

3. NGAUS requires that General Conferences occurring during a presidential election year be held in a city that has major network affiliates and be within the continental United States.

4. Conference costs for election years may be higher and facility requirements more demanding than normal due to factors such as increased security and special audiovisual arrangements.

C. Conference Dates

1. Exact dates for the Conference will not be a factor either in making a bid or for action by the Board of Directors.

2. After NGAUS makes its future conference site selection, the Host State Adjutant General and the state Association President and or Executive Director, and the NGAUS Board of Directors will agree on specific Conference dates.

3. **The General Conference dates must make maximum use of weekends, to include travel time.**

4. NGAUS requests that states avoid Labor Day and the last week of the fiscal year, as well as, the Jewish high holy days in September/October.

III. FACILITIES

- A. The host state shall ensure that it has commitments from the Convention Center and Hotels that meet these requirements prior to any site visit or presentation to the Conference Committee.
- B. The conference center/facility must provide the following information
 1. An exhibit hall
 - a) **A minimum** of **240,000** gross square feet (note: NGAUS encourages the potential Host State to find a site that has more than the minimum as NGAUS desires to contract for as much space as is available)
 - b) A minimum height of **25'-35'** ceiling clearance
 - c) A Minimum floor load of **500** to unlimited pounds per square foot
 - d) An area for the business session with theater style seating for **3500/4000** members and guests (it is desired that this not be part of the exhibit area space)
 - e) The co-location of the business sessions and exhibit halls to allow ease of access
 - f) A minimum of **25** meeting, office, and function rooms, ranging in size from **40 to 700** person seating (the ability, through curtain walls, to subdivide is desired)
 2. An area that can house the States Dinner , which must:
 - a) Accommodate **2800** guests at round tables of no more than 10
 - b) Allow for a stage with a two tiered head table arrangement for 70 places
 - c) An area for the military band
 - d) A dance floor if desired
 - e) Additional space for entertainment should the Host State incorporate this
 - f) It is desirable, but not mandatory, that the States Dinner space be a separate space from the exhibit hall space.
 3. The potential Host State must look for area hotels that are able and willing to provide the following as part of the bid proposal:

- a) Ranges of negotiable room rates –
 - (1) NGAUS requests that the host state negotiate through their Request for Proposal process to have the hotels provide the **lowest rate possible**.
 - (2) NGAUS also requires the potential Host State not to accept higher rates than the prevailing per diem rates.
- b) **2500 rooms** within a reasonable safe distance (not more than a ten minute commute) of the site of the conference facility

[Note: concerns for our elder retirees and spouses in heels for the states dinner are important considerations and shuttles must be provided should a walk of two to three blocks from the hotel to the convention center be involved]

- c) A sufficient number of hospitality suites (this number can be provided by NGAUS) in the hotels to accommodate NGAUS/NGB needs, industry requirements, and state hospitality suites.
(Hospitality suite/room is defined as a parlor area with one or more adjoining bedrooms on the various sleeping quarters levels of the hotel)
- d) The hotel will identify the precise **number, name, cost, and size of hospitality suites/ rooms** the hotel is offering during the conference and the number of adjoining bedrooms that they will make available. **The Host State and hotel(s) must identify the suites and include them in all hotel contracts.**
- e) Close proximity to restaurants, shops and other entertainment
- f) Minimum restrictions on food and beverage options for hospitality suites
(A potential host state must negotiate this requirement “up front” as part of the hotel negotiations during the bidding phase. The NGAUS General Conference Coordinator and/or the Financial Operations Director will be reviewing this requirement as part of any pre-site visit and the results transmitted to the General Conference Committee to be used in the decision making process.)
- g) NGAUS strongly encourages the Host State to incorporate the assistance of the city’s Convention and Visitor’s Bureau in the preparation, issuance, and review of the hotels’ Requests for Proposals.
- h) It is imperative that the information included herein be made part of the Request for Proposal to ensure that the Host State meets the needs of this SOP and of the member states.

Note: Annex A - TAB 1, which was developed by the Texas Guard to

host a NGAUS conference, is provided as a document that outlines extra items you should request in your RFP when soliciting hotel bids.

IV. FUNDING

A. In order for the conference to be fully funded and all events and services be paid for, the Host State must raise approximately \$250,000 to \$300,000 over anticipated registration fees in order to have a successful Conference. Since registration fees only contribute toward offsetting NGAUS required events, the Host State must be able to raise the additional funding to cover the balance of the NGAUS required events and any event of member memento that it plans to provide.

B. Under no circumstances will the quality of a NGAUS required event be sacrificed in order for the state to pay for non-required events.

C. When submitting a response, the Host State must identify potential sources of its funding such as:

1. A financial commitment from state and local entities or donations of in-kind services and material
2. All contributions from business and industry

D. Fund raising at the state level may begin at any time prior to a conference; fund raising outside of the state and at the national level can only be conducted beginning one year from the actual date of the conference.

E. The host state must raise the revenues to pay for the budget but shall not add a "user fee" for any individual item of the budget except as prescribed in this SOP. This is especially true for transportation costs.

F. The Board of Directors' will provide at a minimum an expense reimbursement advance of \$50,000 to the Host State upon approval.

1. The advance shall never exceed the state's projected revenue share of the conference.
2. This can occur at a Board of Directors' meeting either one or two years before the date of the conference.
3. The Host State must make a formal written request over the signature of the Adjutant General, must give proof that a solid fund-raising plan is in effect, and must submit a budget to NGAUS.

V. LOGISTICS

A. NGAUS defines ease of access to the proposed site by the following criteria:

1. The number of direct, daily flights from major cities
 2. Identification of "Conference" airline and offered discounted rate
 3. The proximity of both civilian and military air terminals
 4. The proximity of interstate highways and railways
 5. Identification of a "Conference" rental car company and offered discounted rate
 6. The Host State shall provide ground transportation between air (both commercial and military) and rail terminals to the hotels. The Host State must incorporate the cost of this transportation into the expense side of funding.
- B. NGAUS requires transportation to and from the airport two days before the conference and one day after.
- C. Transportation can be public as long as it provides ease of operation and convenience
- D. Transportation shall include other events as planned for by the Host State
- E. The cost of logistical support is defined by the following:
1. Shipping rates to the proposed site
 2. Labor costs at the conference center/hotels
 3. Availability of sufficient State personnel to provide functional support
 4. Rental fees at the conference center
 5. Cost of services required by the conference center
 6. Availability of group discount rates for ground and air transportation
 7. Evidence of sales tax exemption

VI. HOTEL CONTRACTS

- A. The Host State should review the next section prior to issuing any Request for Proposal to potential hotels.
- B. The Host State will incorporate information in Part II in its Request for Proposal and ensure that the Hotels agree to this in writing as part of the Host States bid response.
- B. Once NGAUS awards the conference to the Host State, they may sign all contracts after a NGAUS review.

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PART II

Hotel Negotiation Guidelines

- I. NGAUS has provided the following information to assist the Host State in negotiating hotel rooms that they will offer at the NGAUS Annual General Conference.
- II. While signed contract(s) are not required for the bidding process; site surveys and written commitments from a hotel or hotels are.
 - A. General
 1. The Host State is responsible for negotiating and signing the hotel contracts.
 2. The Host State Chairperson or an officer of the corporation created to host the conference shall seek bids from the host city hotels and sign the contracts for the Host State
 3. NGAUS is ready to assist the potential Host State and has provided a history of room nights used during the conference, number of suites required, attendance numbers at major events, etc. in Appendix A Tabs 2,3 & 4.
 4. The process for seeking hotel rooms and rates shall begin well before the Host State bids for the NGAUS General Conference. Initially, the Host State is seeking to establish room blocks, hotel room rates, and suite identification.
 5. In addition, tentative dates must be established and provided to NGAUS as part of the bid package.
 6. It is imperative to remember, that whether you are seeking rooms and rates four years before or one year before, do not imply to the hotels that it is a “done deal” and that the hotels will definitely be used. This will impede your ability to negotiate the best price, total number of rooms, and number of suites for which the Host State can potentially contract.
 7. The potential Host State should also understand that they are negotiating for the best price. This includes required suites used for hospitality rooms. This pricing should include one and two bedroom options.
 8. States interested in bidding the conference shall start the process of receiving bids from the various hotels of interest, establish tentative dates with the hotels, and convention center, and identify venues for the major events of the conference prior to submitting a bid.
 9. NGAUS suggests that the potential Host State prepare a Request for Proposal (RFP) and send this to the hotels. This RFP shall include verbiage

from Annex A Tab1 to ensure that the Host State identifies those unique provisions that the NGAUS housing requirements must identify as expected by the various participating state delegations.

10. NGAUS strongly encourages the potential Host State to work closely with the city's Convention and Visitors Bureau to solicit bids from hotels and to coordinate dates with the city's Convention Center. However, the Host State should produce the RFP.

Note: Many Convention and Visitor's Bureaus will incur expenses to bring conferences to their cities. This could reduce costs to the Host State. Additionally, some Convention and Visitors Bureaus will contribute funding as a sponsor to the Host State. The Host State should not overlook this potential aspect.

11. Part 1 of this annex, which identifies the convention center space requirements and total room requirements, shall be used in determining whether the city can meet the hotel room number, and convention center square footage requirements.

12. Once the NGAUS Board of Directors has approved the Host State's bid and plan, the host state should immediately begin the process of signing contracts with the hotel(s). This must include all aspects of the RFPs and other verbal hotel concessions and negotiated items.

13. The contract execution process shall include but not be limited to:

a) Included hotels shall send draft contracts to the host state for review. The Host State shall review them in detail to ensure that they meet all the RFP requirements, verbal concessions are included, and all negotiated conditions added.

b) NGAUS shall review and approve all contracts prior to the Host State signing the contracts

c) Once reviewed, the Host State's representative shall send them to NGAUS, c/o the Financial Director, for review. If necessary, NGAUS will review the contracts and offer recommendations to the host state/hotel(s) for incorporation into the document(s).

d) After the hotels make the revisions, as requested, the host state will return the revised contracts to NGAUS for final review.

e) If approved by NGAUS and the host state, then the host state shall sign the contracts immediately. Should any discussion equating to changes develop during the signing process, then the host state shall immediately notify NGAUS.

f) Once the host state and hotel(s) sign contracts, the Host State shall send copies of the entire executed contract to NGAUS.

g) The Host State's Chairperson should be careful to avoid

missing time sensitive clauses in the proposed contracts that may change the conditions of the contract or the prices and availability of all rooms.

h) NGAUS requires the host state to request, review, execute, and monitor the conditions of the contract(s) prior to and during the conference. These tasks are extremely important to the success of the contract. Diligence in the review, execution, and monitoring will set a tone that is conducive to successful hotel registration and our members enjoying the conference.

i) The Host State should remember that, typically, hotels like to have commitments 18-24 months prior to the conference.

j) NGAUS encourages the potential Host State to limit the number of hotels contracted to reduce and eliminate the costs associated with providing transportation to and from the hotels to the conference center and major events.

k) The Host State shall assign its housing committee the responsibility of monitoring the contracts. **This is not a NGAUS responsibility!** The Housing Committee serves a critical function during the hotel assignment process. Should conflicts in interpretation of the contract arise, the Host State, and only the host state, shall work to resolve them.

l) NGAUS will provide the registration software package used for conference and hotel registration. NGAUS prohibits the uses of outside software packages or outside rooming services such as Passkey.

B. Headquarters hotel:

1. NGAUS and the Host State shall identify the Conference Headquarters Hotel.

2. To be considered as the headquarters hotel, a hotel must have allocated the most rooms, is closest to the convention center, and has offered the most incentives.

3. Once NGAUS and the Host State identify the Host Hotel, the National Guard Executive Directors Association (NGEDA) will seek to enter into a separate contract to hold their annual conference at this facility. This is not a guarantee and the Host State shall not imply directly or indirectly that NGEDA will hold its conference in this hotel.

4. Since NGEDA coordinates directly with the hotel and enters into its own contracts, it will be the sole decider of where they hold their conference.

C. Hotels in General:

1. All hotel contracts should be in the Host State Association or Conference Corporation's name; they shall not be in the name of NGAUS.
2. **NGAUS encourages the Host State to negotiate the cheapest rates possible from the hotels.** If that is not possible than the Host State should negotiate hotel rates as close to per diem rates for the area as possible.
3. NGAUS encourages the Host State to request a discounted rate for Company Grade officers at all hotels so that these individuals will have the opportunity to stay with their state delegations.
4. The Host State should request that it receive a contribution (room rebate) for room nights used by conferees – typically \$3-\$10 per room night. The Host State should negotiate this fee as part of the discounted rate and use of the hotel vs. having it added to the discounted rate.
5. Complimentary accommodations based on revenue-producing rooms utilized should be provided for in all contracts. Typically, this is one (1) complimentary for every 50 rooms utilized. The Host State should use these rooms for conference workers and or for suites for the host state TAG and conference chairpersons.
6. The Host State should negotiate a set rate for state hospitality suites, reduced food and beverage charges, and/or a waiver of hotel policy restricting the bringing in of food and beverage from the outside.
(See TAB 1 Sample A for verbiage to include in the RFP that incorporates this language.)
7. The Host should secure sufficient suites to accommodate state hospitality suites and exhibitors requirements. The Host State must negotiate the number of suites, the names of suites, and the prices of suites as part of the contract. The Host State shall have the hotel list them in their contract.
8. Once the Host State assigns the states/territories to their hotels, NGAUS and the Host State will assign NGB to a hotel. NGB requires 75-80 rooms in a hotel(s). Once the Host State has secured a room block for NGB, and an NGB representative will set up master accounts for their room blocks and work directly with the hotel.

III. CONCLUSION

- A. NGAUS appreciates the effort that Host States have always exhibited in running the NGAUS annual conference.

- B. NGAUS realizes the amount of work and expense required to run its conference.
- C. The Board of Directors is determined to ensure that the NGAUS staff provides maximum support and guidance to the host state and are available to meet with and assist a potential host state in determining their ability to host a conference.
- D. NGAUS hopes that states will continue to bid for a conference enabling the state to “show off” its Guard, allow the other Guard states to visit and see the culture of the host state, and provide an important economic stimulus to the host city.
- E. The point of contact for questions regarding the bidding process is the NGAUS President or Chief of Staff (General Conference Coordinator).
- F. We have included Annex A TABS 1, 2, & 3, in assisting you with hotel negotiations and pricing.

