Request for Proposal: *Keynote Speakers*

**Organization Overview**
The National Association of RV Parks & Campgrounds (arvc) is a 501(c)6 organization located in Centennial, Colorado. arvc is an association of campgrounds, RV parks and resorts, industry suppliers, camping equipment manufacturers, franchisors and others committed to promoting the growth and welfare of the campground and RV park industry through development and implementation of government/regulatory, educational, and promotional programs and activities. The association is committed to serving the needs of its members, the state campground/RV park associations, and the camping public.

arvc is made up of 26 affiliated states as well as numerous non-affiliated or direct membership states; boasting membership of more than 3,000 commercial RV Parks and Campgrounds across the country. These membership parks depend on arvc to bring value-added services to their businesses every day. We do this through providing membership and education programs such as the National School of RV Park and Campground Management, certification through the Outdoor Hospitality Education Program, and our annual Outdoor Hospitality Conference and Expo (OHCE).

This Request for Proposal is for keynote speakers for our annual conference, OHCE. Conference attendees include individuals entering the industry, those employed by parks, and those who own and/or manage a park.

**Event**
OHCE, December 2-5, 2014. The OHCE will be held in Las Vegas, NV at the Rio All Suites Hotel & Casino.

**Project Description**
arvc is seeking proposals, one each for our opening and closing luncheons in 2014.

**Opening Luncheon** – Wednesday, December 3, 2014. We seek a motivating and inspiring speaker who is able to connect with park owners, operators, and others as they seek personal and professional growth. Topics for the Opening Luncheon can be selected from the following:

- Enriching the Customer Experience
- Tapping into Emerging Markets
- Identifying Potential Customers
- Staying Ahead of Your Competition
- Successfully Overcoming Challenges
- Staying Positive through Difficulties
Alternative topics will be considered on an individual basis; however, all submissions must show significant alignment to the Outdoor Hospitality industry.

**Closing Luncheon** – Friday, December 5, 2014. We seek an engaging speaker who can identify current industry trends and educate attendees on how those trends might impact the Outdoor Hospitality industry. This should include knowledge about how individual businesses could be positively or negatively impacted and possible proactive measures that could enhance or minimize the impact of such trends on their business.

The luncheons listed above are from approximately 12:00pm – 2:00pm. Proposals should assume a speaking engagement of approximately one hour in length. It is anticipated that approximately 500 – 600 attendees will be present for each keynote address.

**Requirements:**

**Proposal Instructions**
All proposals and supplemental materials become the property of *arvc* regardless of whether the project is awarded. *arvc* will carefully consider all proposals and reserves the right to dismiss any proposal for any reason.

Proposals must contain:
- Cover sheet that includes all relevant contact information and a brief, concise summary of your proposed topic.
- The person who would be performing the speaking engagement.
- A brief description of the speaker’s topic and methodology for presenting, including at least three (3) takeaways that audience members will gain from your presentation.
- Any AV and other special requirements.
- Any financial consideration that would become part of a formal agreement.
- At least three references, preferably from similar speaking engagements. Each reference should include company name, point of contact, address, phone number, and email.
- Any additional information that may assist *arvc* in its decision making.

**Proposal Acceptance**
Within two weeks of the signing of any agreement, *arvc* must be provided with:
- high resolution photo
- biographical information about speaker
- brief description of the keynote address
Promotional and Educational Use
It is clearly understood that all intellectual property related to the actual content shared during either speaking opportunity remains the property of the chosen speaker.

arvc does secure the rights to use such content in full or in part before, during, and after the speaking engagement in the following manner:

- Photo, biography, and keynote description for promotional purposes.
- Photos, quotes, and recordings to use during and after the event for promotional purposes.
- Recordings of all or part of the keynote address for distribution in conjunction with the arvc Outdoor Hospitality Education Program.

Speaker agrees to a pre-event interview to be used in conjunction with promotional efforts for the event.

Submission Information:
Proposals must be received by arvc no later than 5:00 PM (MST) on Thursday, March 6, 2014. All proposals must be delivered electronically to lmaurer@arvc.org. Supplemental materials may be sent to:

National Association of RV Parks & Campgrounds
Attention: Lisa Maurer, Membership and Education Coordinator
9085 S. Mineral Circle, Suite 200
Centennial, CO 80112

For additional information or questions please contact Lisa Maurer at 303.681.0401 x121 or by email at lmaurer@arvc.org.

Basis for Award of Contract
Final selection will be awarded based on the provider’s ability to meet the stated requirements, financial considerations, and reference outcomes. arvc desires to offer its members a wide variety of topics that will enhance their business and personal knowledge, therefore topics being proposed will be a major consideration in the selection process. arvc will carefully consider all proposals and reserves the right to dismiss any proposal for any reason.

Anticipated Selection Schedule
The schedule of events relative to the RFP shall be as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 6, 2014</td>
<td>Written responses to RFP due by 5:00pm</td>
</tr>
<tr>
<td>March 6 – March 13, 2014</td>
<td>RFP Review</td>
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<tr>
<td>March 13 – March 31, 2014</td>
<td>Interviews and reference checks accomplished</td>
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<tr>
<td>April 4, 2014</td>
<td>Notification of selection</td>
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