



REQUEST FOR PROPOSALS
Issued By: Maryland Tourism Coalition

44th Annual Maryland Tourism & Travel Summit 2025

CONTACT INFORMATION

Event Organizer: **Ruth Toomey**
Executive Director, Maryland Tourism Coalition, ruth@mdtourism.org
626 C Admiral Dr. #311, Annapolis, MD 21401

Event Name: **Maryland Tourism & Travel Summit (MTTS)**

BACKGROUND

MTTS is Maryland's premier tourism industry conference providing educational and networking opportunities for tourism professionals from Maryland and the Mid-Atlantic. Attendees participate in seminars, hear from nationally prominent speakers, and interact at informal social functions with industry and political leaders.

Maryland Tourism Coalition (MTC) coordinates MTTS, in cooperation with the Maryland Office of Tourism Development, and industry sponsors. The property selected will have a unique opportunity to showcase itself to the tourism industry and state political leaders.

EVENT PROFILE

Date Pattern:

MTTS will be held between late October and mid November 2025 (excluding holidays; election dates if applicable, preferably with a pattern of Wednesday - Friday), depending on availability of the site.

Event History & Attendance:

On average, 250 people attend MTTS each year.

- 2023: Marriott Owings Mills Towne Centre
- 2022: Ocean City Fontainebleau Resort
- 2021: Live! Casino & Hotel Maryland
- 2020: Covid Year – Virtual Annual Meeting
- 2019: Rocky Gap Lodge & Golf Resort
- 2018: Hyatt Regency Chesapeake Bay
- 2017: The Hotel at the U of MD
- 2016: Baltimore Marriott Inner Harbor
- 2015: Turf Valley Resort
- 2014: Hilton Suites Oceanfront
- 2013: The Hotel at Arundel Preserve

REQUIREMENTS

Space needs:

- 1) One room capable of seating 300 at round tables for lunch and dinner.

- a. Adequate provisions for podium and stage, sound system, AV, and computer equipment; This space will be utilized for general sessions as well and must be committed exclusively to MTC for the duration of the summit.
- 2) Two (2) Break-Out Rooms – to hold 100 people Theater Style each on Day 2 only.
 - a. If you are unable to accommodate this, please let us know within your proposal. Based on the venue, we have excluded the breakouts for some of our conferences.
- 3) Area capable of holding at least 30 six-foot display tables (up to 35 tables), with space for refreshment breaks, continental breakfast, and a cocktail reception prior to the awards banquet.
 - a. This area will be utilized throughout the Summit for registration, hospitality, reception, and trade show; and must be in close proximity to main sessions. Exhibit tables should be draped or skirted at **no cost** to the summit, as well as electric, extension cords, and shipping & handling for any exhibitors needs during the program. Please include any additional fees for electric, extension cords and shipping & handling guidelines, if not included, for exhibitor needs during the program.
- 4) Room(s) for the Post Banquet party; One area large enough for music, a bar, and dancing; Within close proximity to a quieter space or hallway for dessert, coffee, and networking.
- 5) One room for approximately 40 people for New Member Orientation, theater style on the first day of the conference, approximately 2 hours prior to kick off.
- 6) One office room to hold up to 12 people – Preferably conference Style beginning day prior to conference through 3PM on Final day.
- 7) Access to the registration and trade show space the day prior to the start of MTTs for organizing purposes.
- 8) One room for approximately 60 people for Maryland Tourism Development Board Quarterly Board Meeting on the first day of the conference, approximately 2 hours prior to kick off.
- 9) All meeting room rental fees should be waived.

Overnight Accommodations:

It is anticipated that 80 - 150 sleeping rooms could be utilized for two nights, along with up to 20 rooms on set up day. (Central Maryland locations would be closer to 80 - 100 rooms) Proposal should include a special group rate for MTTs which will remain available until the 2 weeks prior to the event, depending on availability. Some attendees may extend their stay; group rate should be available up to 3 days pre and post conference.

Proposal should indicate:

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| • Location of Summit session rooms | • Group rate |
| • Number of rooms per night | • Parking and/or Resort fees (if applicable) |
| • Minimum and maximum room blocks available | • Fee for Amenity Room Drop |
| • Complimentary room policy | • Any other fees to include internet, housekeeping, etc. |
| • Availability of complimentary suite upgrades for VIP's | |

Audio / Visual:

AV is used throughout the summit. Please indicate the equipment available on site, and what equipment is available for use at no charge. Please also provide pricing for those items that would not be complimentary. This should include the cost of engineering, set up, and A/V personnel during events. If A/V is not available on site, the name and price list from a recommended vendor is requested with the RFP. Discounted A/V fees will be considered in the selection process. There is an A/V Sub Committee to assist with some tasks.

Meals:

The following meals will be provided at the Summit. Please include any Food & Beverage minimums. Please also indicate whether it is acceptable to have wine donated, and if so, what the corkage fee is.

Day	Description	Expected Attendance
One	Registration and Lunch Buffet Evening: Welcome Reception *	150 - 200
Two	Morning: Continental Breakfast Mid-morning: Coffee, Tea, Water Noon: Lunch Buffet Afternoon: Refreshment Break Evening: Cocktail Reception** Evening: Dinner Banquet & Awards Post Banquet: Dessert, Coffee, and Cash Bar	175 – 250 200 - 250 250 - 300 250 - 300 150 - 200
Three	Breakfast Buffet	125 - 150

Events may be added, changed, or eliminated as the Summit plans proceed

***Function Details:** This event is generally held off-site and planned by the Host Committee. *Host Committee is the Host County DMO.* In the event this is held on property, a menu will be requested by the host committee.

****Function Sponsorship:** The selected property will host the cocktail and appetizer reception prior to the banquet on the evening of Day 2.

Hotel Personnel:

Key hotel personnel will be expected to attend the summit prior to the host year, to become acquainted with the flow and operation of the event. A representative from the facility will serve on the 2025 MTTs planning committee and is expected to attend all meetings. A banquet and catering manager will be exclusively assigned to MTTs during the event. Proposal should indicate hotel personnel to assume these roles.

The hotel will host an MTC and MTTs committee meeting which would be scheduled between September and October. The hotel will also host the Pre-Conference meeting closer to the event. **(meeting room rental fees to be waived)**

PROPOSAL SPECIFICATIONS & TIMELINE

The deadline for proposals is **April 1, 2024**. Decision will be made by July 1, 2024. Proposals should be sent to MTC Executive Director, Ruth Toomey via email. Site visits will be scheduled for the month of June.

Key Decision Factors:

The selection will be made by a committee who will evaluate the proposals based on the following criteria:

- Host site must be (or become) a member of MTC
- Ability of partner(s) to provide high level of service
- Proposal must include a message from site's Destination Marketing Organization which supports the bid and agrees that they (the DMO) will plan and fund the welcome reception and organize the dine-around

- Meeting criteria and space requirements
- Commitment to providing additional benefits and value, as per proposal
- The general image, reputation, and quality of property
- Guest room rates
- Information provided in the response to the RFP
- Responses due by April 1, 2024