

Airport Roundtable Series

2017-2018 Host Opportunities



The Original Airport Roundtable Series

Background

Ailevon Pacific, Seabury APG, Diio, and The Quotient Group are proud to continue the original Airport Roundtable Series tradition. For over 17 years, the Roundtables have been leading the way in helping airports develop effective commercial strategies.

Purpose

The Roundtable events are designed to help airport professionals share ideas and concepts in the areas of marketing and Air Service Development. Participants interact with industry counterparts and airline representatives in an intimate setting that encourages conversation and engagement.

From best practices to unique challenges, it's all on the table and open for discussion. Each participant is given the opportunity to share, and feedback from the group is highly encouraged.

Group Size

In the past, attendance has been limited to retain that small-group discussion, and as interest in the Roundtables has grown, the number of events held each year has increased. Typically, we host between 25 and 40 airport representatives per event, along with our speakers and sponsors.

“Call it ‘Ted Talks for Airports’ or ‘Routes Unplugged’; a congress of airport peers, airline executives and related industry experts exchanging best practices and business development ideas in a small group conversational format that facilitates a candid exchange of thoughts and uncomplicated one to one discussions. The Roundtables are certainly worth the investment of staff time and finite resources. I highly recommend this forum.”

– John Albrecht, Oakland Airport

Recent Roundtable Events

2012 – Three cities →

Fort Lauderdale, Las Vegas, Savannah

- 86 Total Attendees
- Airline Representatives from United, Alaska, Southwest and more

2013 – Two cities →

Charleston, Berkeley

- 77 Total Attendees
- Airline representatives from Alaska, Allegiant, Delta, JetBlue, SeaPort, Southwest and Spirit

2014 – Two cities →

Hilton Head, San Diego

- 145 Attendees
- Airline representatives from Alaska, Allegiant, American, Delta, JetBlue and SeaPort, Southwest and Spirit

2015 – Three cities →

Gulfport-Biloxi, Las Vegas, Savannah

- 101 Attendees
- Airline representatives from Alaska, Allegiant, SeaPort, Southwest and Spirit

2016 – Three cities →

Asheville, Wichita, Albuquerque

- 90 Attendees
- Airline representatives from Alaska, Allegiant, American, Delta, Southwest, Spirit and United

Becoming a Host

Why?

Connect with Airlines

Bring airline representatives to your airport and city for an extended visit, allowing them to experience your community in a very intimate and engaging manner.

Engage Your Community

Help make the connection between your marketing and Air Service Development efforts and airport employees, local politicians, chamber, CVB and community VIPs/leaders.

How?

Submit a Bid

Fill out an online application to become a host. Our Selection Committee will review all applications and choose host cities based upon the criteria laid out in this document.

The online application form can be found at the following URL:

<http://www.surveygizmo.com/s3/2059518/Airport-Roundtable-Series>

“It was a pleasure to host an Airport Roundtable in Historic Charleston in 2013. The team made it easy on us, so we were able focus on being great hosts. It was a fantastic opportunity to get our airline friends to town and show off everything Charleston has to offer!”

– Gary Edwards, Managing Director of Coastal Carolina

Host City Qualifications

Potential Hosts are expected to ensure that the following items are clearly demonstrated in their online bid forms.

1. Good air accessibility

The Host city must be easily accessible from all parts of the U.S. by frequent service either direct or via major hubs. This is particularly important for airline delegates, many of whom use space available travel, which can be problematic when frequencies are low.

2. Brand image of city or region

The Host city and/or region must be well known and considered an attractive place for visitors. Roundtables have a strong history of choosing interesting and exciting destinations for our guests and will continue to favor attractive destinations.

4. Appropriate and interesting event venue

The venue would normally be in, or close to, the Host city, which is also very much in the Host's interest. Alternatively, a resort can be considered with a short drive time from the airport — ideally no more than one hour.

5. Hotels

Ideally, at least two hotel options would be proposed to enable the conference negotiator to obtain the best possible room rates and overall hotel agreement once the conference has been awarded.

Each hotel should have approximately 50 available hotel rooms along with meeting space. Special consideration will be made for hotel venues that offer an interesting and unique guest experience while still maintaining affordability (\$100-250 per night). Distinctive and memorable meeting space is also something Airport Roundtables strive to deliver. Venues with natural light and great views are preferred.

“I really enjoy the small group dynamic that the Airport Roundtables offer. It’s a great opportunity to catch up with industry friends, both old and new and check out a city that I may not have visited before or in a while.”

– Jim Ferea, United Airlines

Host Financial Requirements and Role

Minimum Requirements

The Host airport or associated organizations/partners are responsible for the following items:

- **Hosting fee of \$15,000**
 - Direct payment to sponsors
- **Social events/dinner for the group on both nights** of the event
 - Paid directly to vendor
- **Meet + Greet** event with open bar on the first night
 - Paid directly to vendor
- All **travel-related expenses for airline delegates** (including airfare, if needed)
- Any **required ground transportation for social events**

Optional Support to Improve Bid Attractiveness

Bids that minimize costs to the organizers will be given favorable consideration. It is advantageous, though not essential, for the Host to have

community support for our conference that can be showcased to the guests. In order to assist with the costs of delivering certain elements of the event, the Host may wish to call upon its local partners to support it through financial contributions or goods and services.

Additional forms of proposed financial support should be outlined in the online bid form. Creativity is welcomed and encouraged!

Suggested Optional Items:

- Open bar reception / mixer after dinner on night #1 and/or before and after dinner on night #2
- Attendee ground transportation to and from the airport
- Golf outing
- Nightlife / entertainment

Host Logistical Requirements and Role

Minimum Requirements

The Host airport is expected to provide logistical support, including:

- Participating in **planning calls** with the Roundtable planning team
- Serving as a point of contact and assisting with the **hotel selection/bid process**
- Coordinating with the Roundtable planning team to organize the main hospitality functions, including **pre- and post-dinner receptions, entertainment and dinners**
- Providing assistance with **airline delegate logistics**,

including but not limited to transporting delegates to the hotel upon arrival and at departure

The Host may also wish to ask partners to provide staff assistance for the event.

Optional Support to Improve Bid Attractiveness

Support with planning the pre-event golf outing is preferred, though not required.

About the Events

The Meet & Greet

The social event is normally held on the night before the first day of the conference. It is a time for attendees to interact in a casual, relaxed atmosphere before dinner.

The social event should be planned to provide for maximum attendee interaction in an atmosphere that showcases the location of the conference.

Often, this event is held in a hotel lounge space, but can alternatively be hosted at a venue nearby. Emphasis for this event should be placed on convenience and casual atmosphere.

Evening Dinner Events

There two opportunities for dining and events at the Roundtable: the evening prior to the first day of the conference, and the evening following the first day. These dinner events should be

held in interesting and memorable locations that highlight the attributes of the Host community.

Each dinner should include transportation to and from the venue, and should not be more than 30 minutes' travel time from the conference site.

Experience has shown that Roundtable guests prefer fun and casual over formal.

Golf Outing

Many of our attendees enjoy a golf outing at the beginning or end of the Roundtable. Assistance (financial and logistical) with this is appreciated and will be considered when selecting a Host.

Selection Committee Considerations

The following items will be taken into consideration:

- The unique attributes of the community
- Time of year and weather for the proposed dates
- Attractiveness of hotel venue options
- Cost of hotel venue options
- Nightlife and entertainment options
- Total financial and in-kind support from the Host community
- Total logistical support from the Host community

“The Airport Roundtables are unique to the aviation industry because the format allows for maximum participation by both airport and airline representatives in a warm and inviting setting. We have enjoyed the hospitality and the networking opportunities that Brad and Will have fostered over the past 15 years.”

– David C. Doty, Senior Manager,
Southwest Airlines Network
Planning & Performance

The 2015-2016 Planning Process

Focusing on a More Intimate Event

In order to retain the intimacy that Airport Roundtables are known for, we are planning on continuing a schedule of three annual events. Previous to 2013 and again in 2016, we offered three events and found that we were able to serve a similar number of total guests while maintaining an atmosphere that encouraged superior interaction and networking.

This Call for Bids

In order to maximize planning resources, we are soliciting bids for a total of six events, three each for the years of 2017 and 2018. We plan on awarding all six events before Spring 2017, if possible. We will attempt to schedule the events in a manner that avoids other significant events and industry conferences. We encourage potential Hosts to bid on as many dates as possible, keeping in mind the seasonal attractiveness of the community to potential visitors.

Timeline

Bids will be accepted until April 30, 2017. This is not a strict RFP. Potential Hosts are welcome to contact the organizers with questions and comments. We reserve the right to negotiate with applicants throughout the process.

Tentative Events Available for Bid

2017

Please submit your preferred/suggested dates for 2017.

2018

Opportunities for the three 2018 events are more fluid at this point. We would welcome input from potential Host airports regarding the most appropriate time of the year to hold an event. Typically, we try to avoid major conferences like Routes Americas, JumpStart, World Routes and the ACI-NA Marketing and Communications Conference. Bid packages should indicate preferences for time of year as well as significant “off-limits” dates.

Our Commitment to Our Awarded Sites

- A successful and productive Roundtable
- Opportunity to showcase your community to airline representatives
- If desired, an Airport Roundtable representative to speak to the Host community about the benefits of the Roundtable conference for \$1,000 + travel expenses
- Host will have the latitude to invite airlines of community interest in addition to others selected
- Host is welcome to offer a tour of airport facilities to the Roundtable group at the conclusion of the conference
- A great time had by all!

“I really enjoy the Airport Roundtables! The intimate group size means more personal contact with our industry colleagues, with ample opportunity to exchange ideas in an informal setting. The relaxed and interactive atmosphere is a refreshing alternative to traditionally structured conferences.”

– Anne Winkelmann, Delta Air Lines

Your Partners

