



Airport Roundtable Series

Host Opportunities 2022 – 2026

Key Information

Bids

Submit bids at: <https://form.jotform.com/212933917159059>

Due Date: December 31, 2021

Selection: Summer 2022

*We are hoping to plan out the next 3 – 5 years during this bidding process

“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

Airport Roundtable Series Events

What is the Background?

The Quotient Group and Ailevon Pacific Aviation Consulting are proud to continue the original Airport Roundtable Series tradition. For over 18 years, the Roundtables have been leading the way in helping airports develop effective commercial strategies.

What is the 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.

What is the Average Number of Attendees?

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.

What is an Airport Roundtable XL?

Typically, an Airport Roundtable has 1.5 days of programming. If you choose, you can host an Airport Roundtable XL which consists of 2 full days programming instead. There is the opportunity for hosting a third evening event and typically have between 60-70 attendees.

Recent Roundtable History

2016 →

Asheville, Wichita, Albuquerque

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

2017 →

Cincinnati, Columbia, Sacramento, San Antonio

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

2018 →

Huntsville, Roanoke

- 75 Attendees
- Airline representatives from Allegiant, Delta, Southwest, Sun Country, United, Via

2019 →

Oakland, Grand Rapids

- 88 Attendees
- Airline representatives from Allegiant, Delta, Southwest, Spirit, Sun Country, United

2020 →

Palm Springs, Louisville

- 90 Attendees
- Airline representatives from Allegiant, American, Delta, Southwest, Spirit, Sun Country, United

2021 →

Gulfport-Biloxi, Savannah, Tulsa, Wilmington

- 165 Attendees
- Airline representatives from Allegiant, American, Avelo, Breeze, Delta, JetBlue, Sun Country, Southwest, Spirit, United

Becoming a Host

Who Can Host an Airport Roundtable?

ANY Airport can Host

You do not have to be a client of The Quotient Group or Ailevon Pacific Aviation Consulting to qualify. All airports are welcome to submit a bid, though preference will be given to airports with a history of Roundtable participation.

Why Should I Host an Airport Roundtable?

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 Do I Become a Host?

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 here:

<https://form.jotform.com/212933917159059>

“We spend so much time selling our airports, cities, and regions to potential business partners. What better way to do that than host them and show them everything you’ve been talking about? The interaction and exposure gained make hosting roundtables a great way to sell your market. It’s by far the most cost-effective event you can host in the world of marketing and ASD, and if you’ve never hosted before the team at TQG will happily walk you through everything it takes to make a great event. I host every chance I can get.”

Anthony Gilmer
Louisville Muhammad Ali International Airport

City Qualifications

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

Good Air Accessibility

The Host city must be reasonably 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.

Brand Image of City or Region

The Host city and/or event venues should be appealing destinations for visitors. Roundtables have a strong history of choosing interesting and exciting venues for our guests and will continue to favor attractive destinations.

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 30 minutes.

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). Venues with natural light and great views are preferred.

Financial Requirements and Role

Minimum Requirements

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

- **Hosting fee** of \$20,000 – paid directly to sponsors
- **Social event/dinner** for the group on night one and two (and night three if hosting an “XL”) – paid and organized directly with chosen vendor
- **Welcome reception/dinner event** with open bar on the first night – paid and organized directly with chosen vendor
- All **travel-related expenses for airline delegates** including hotel and airfare, if needed
- Any required **ground transportation** for social events – ground transportation should be provided for social events that are greater than a 10-minute walk from the event hotel
- Any required **Audio/Visual equipment rental** including projector, screen, and sound; and any necessary **WiFi** needed for the conference.

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
- Open bar reception/mixer before and/or after dinner on night #2
- Open bar reception/mixer before and/or after dinner on night #3 (if hosting an “XL”)
- Attendee ground transportation to and from the airport
- Pre-event group outing
- Nightlife / entertainment

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**
- Aiding with **airline representative 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 group outing is preferred.

About the Events – Day One

Group Outing – approx. 11:00 am – 4:00 pm

Many of our attendees will arrive early enjoy a group outing of your choice at the beginning of the Roundtable. This is usually something unique and fun to showcase your community. Assistance (financial and logistical) with this is appreciated and will be considered when selecting a Host.

Welcome Reception/Dinner – approx. 6:00 pm – 9:00 pm

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.

This dinner event should be held in interesting and memorable location that highlights the attributes of the Host community.

Each dinner should include an open bar and transportation to and from the venue if more than a 10-minute walk. It 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.

About the Events – Day Two

Reception/Dinner – approx. 6:00 pm – 10:00 pm

This dinner event should be held in an interesting and memorable location that highlights the attributes of the Host community.

Each dinner should include transportation to and from the venue if more than a 10-minute walk. It 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.

****The above information can be the same for Day Three if hosting a Roundtable XL**

Sample Agenda

Original Airport Roundtable Agenda

Day 1	
11:00 am to 4:00 pm	Group Outing
6:00 pm to 9:00 pm	Welcome Reception/Dinner
Day 2	
8:00 am to 9:00 am	Breakfast
9:00 am to 12:00 pm	Welcome, Introductions, Icebreaker, Airline Presentations, Discussion Topics
12:00 pm to 1:00 pm	Lunch
1:00 pm to 4:30 pm	Airport Show and Tell, Airline Presentations, Discussion Topics
6:00 pm to 10:00 pm	Reception/Dinner
Day 3	
8:30 am to 9:30 am	Breakfast
9:30 am to 12:00 pm	Airport Show and Tell, Airline Presentations, Discussion Topics
12:00 pm to 1:00 pm	Lunch
1:00 pm to 4:00 pm	Airport Show and Tell, Airline Presentations, Discussion Topics

Airport Roundtable XL Agenda

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

"I recommend Airport Round Tables to both those new to the industry and seasoned professionals. The small size allows attendees to build meaningful relationships with colleagues from the airlines and airports. The fluid agenda offers deeper discussions on relevant topics. You will learn. You will laugh. You will leave with new connections and ideas that you can begin implementing at your airport immediately."

Julie Curtis
South Bend International Airport

The 2022 Planning Process

Focusing on a More Intimate Event

In order to retain the intimacy that Airport Roundtables are known for, we are planning on returning to a schedule of three annual events. In the years when we offered three events, we 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 **15** events, three each for the next five years – 2022, 2023, 2024, 2025, 2026. We plan on awarding all 15 events by **Summer 2022**, 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 consideration the seasonal attractiveness of the community to potential visitors.

Timeline

Bids will be accepted until **December 31, 2021**. 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.

We 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 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!

“There are a lot of moving parts and people involved in hosting a Roundtable conference. But when they all come together and you have airline and airport attendees flying into your airport and staying in your city, you’ll realize the reward is worth every bit of the effort. You’ll be given a golden opportunity to show off the great things about your community and your airport, and maybe the airline attendees will go right back home and add a couple of new routes because they were so impressed. That’s probably not going to happen but hosting an event does give you and your staff a chance to get to know all of the attendees in a low-key conference setting, and that experience can go a long way when you’re telling your airport story in the future.”

Lori Lynah
Savannah/Hilton Head International Airport

Your Partners

