



Proposal to Host OACAC Summer Conference 2015

The Overseas Association for College Admission Counseling is calling for proposals to host our 22nd Annual Conference, July 5-10, 2015. **Please note these dates reflect OACAC Board meetings, pre-conference and post-conference activities.**

Interested host venues are asked to submit completed proposals to Theresa Schweser, OACAC Executive Assistant, at admin@oacac.com by 5:00 pm (EST) on **September 13, 2013**.

The OACAC Board will review proposals at the September NACAC Conference in Toronto, and the winning proposal will be announced shortly thereafter.

2015 Conference Schedule:

- July 5th & 6th – OACAC Executive Board meeting
- July 7th – Pre-Conference Session(s)
- July 7th to 9th – Conference
- July 10th – OACAC Executive Board meeting
- July 10th – 17th OACAC Counselor Bus Tour begins

Minimum attendees – 1,000. Preference will be given to proposals/campuses that can host more than 1,000 attendees.

Complete Proposals will include:

- A. Conference Facilities Overview and Capacity
- B. Residential Hall Overview and Capacity
- C. Catering, Meals and Reception
- D. Location
- E. OACAC Bus Tour Itinerary
- F. Miscellaneous
- G. Budget

Details outlining the above items are explained below.

To prepare your institution's submission, please address the following as specifically as possible:

Conference Size/Capacity

Please highlight the capacity of campus and, if applicable, off-campus venues proposed to be used for the conference including auditorium or gymnasium for opening events, receptions space(s), housing. Address the minimum attendee requirement of 1,000 and how/if your campus can accommodate a larger number (impact on facilities, costs, etc.). *Please note any anticipated limitations of use due to construction or other events.

A. Conference Facility Requirements

Please describe how your conference facilities would be able to accommodate the following requirements. Include all associated costs and fees for each service individually.

- Lecture room/auditorium to seat up to 1000 minimum (preferably more).
- 18 or more breakout rooms to be used for education sessions; rooms should vary in size from 30 to 200. Please supply photos of sample rooms (include pictures of smallest and largest rooms).
- Rooms for pre-conference workshops (up to 5 total). Rooms should accommodate 30 to 50 people; area for catering is required, as well as breakout space.
- Technology to accommodate presentations such as computers, Power Point, AV Equipment, Internet. This includes technical staffing support throughout the week.
- An appropriately sufficient area or room to be used for high school and college/university fairs that can accommodate up to 400 institutions (shared 6 foot tables are acceptable).
- Silent Auction display area and a secure storage area for auction items.
- Exhibitor/Vendor space (up to 30) during one day of the conference.
- Wireless Internet access for duration of the conference.

B. Residence Hall Accommodations

Include all associated per person costs and fees for each service individually.

- 500 – 700 single rooms (preferable). A combination of singles and doubles to accommodate 700 would be acceptable. Please be very specific and identify room type (e.g. single bedroom/bath, single bedroom/shared bath, double bedroom, triple single bedroom/shared bath, etc.) along with the number of each type of room in each residence hall. Please send photos of each type of proposed rooms.
- 300 -500 Hotel rooms in close proximity to campus. Please include distance(s) from host campus, average room rates and available transportation to/from hotels to campus.
- Ideally housing would be available from Sunday through Friday for a total of 6 nights to accommodate pre-conference events and OACAC Board meetings.
- Air-conditioning.
- Sheets, pillows, towels, and toiletries (soap, shampoo, etc.).
- After dinner hospitality area.
- Optional athletic/workout facilities.
- Parking.

C. Catering, Meals and Reception

Please describe how your food service provider would be able to accommodate the following requirements. Include all associated costs and fees (per person) for each service individually.

- Pre-conference breakfast and lunch
- Tuesday evening reception (can be off-campus)
- Three full breakfasts - Wednesday, Thursday, and Friday. (Friday's breakfast can be continental.) Also, please indicate if breakfast is just for those staying on campus or for everyone at the conference and please note any pricing differentials for the two groups.
- Mid-morning and mid-afternoon breaks on Wednesday and Thursday.
- Two lunches; Wednesday and Thursday.
- Two dinners; Tuesday/Wednesday and Thursday. One or both of these can be off-campus, preferably at another institution or at another venue.

D. Location

Please describe location of the host campus in relation to airports and other transportation hubs, as well as access to local shops, restaurants, etc.

- Location/distance (transit times) to nearest airport(s). Please include average cost of transportation to/from airports.
- Parking on campus for those driving (please indicate if additional cost).
- Information on the surrounding area, specifically highlighting restaurants, shops and nightlife within walking or short taxi distance from the host institution.

E. OACAC Bus Tour Itinerary

Please provide a suggested itinerary for the annual OACAC College/University Bus tour, which departs on the Friday immediately following the conference and typically lasts for one week. Typically the tour includes visits to two institutions per day. Note that OACAC will organize the tour and may adapt the proposed itinerary so outreach to potential institutions is not required.

F. Miscellaneous

Please describe in your proposal how you would be able to accommodate the following requirements. Include all associated costs and fees for each service individually.

- Conference program printing (to include design, formatting, printing and delivery).
- Conference package assembly (packages normally include items such as T-shirts, lanyards, name tags, water bottles, tote bags, which are provided by OACAC).
- On-site registration and campus housing check-in (including staffing)
- Creating and hosting a conference web site
- Signage as needed throughout the conference.
- Accommodations, meeting space, tech support, and catering for the OACAC Executive Board members prior to and immediately following the conference for Board meetings. Typically the Board meets the two days prior to the conference and the day immediately following; plan for July 5 & 6 and July 10th.

- Security fees (sometimes charged for late night hospitality areas).
- Host OACAC Membership Meeting during the fall 2014 NACAC Conference (food & beverage for approximately 175 people).
- Full-page advertisement in 2014 OACAC Conference Program. Cost is approx. \$1500.

G. Budget

The budget submitted with your narrative is a critical piece of the proposal. Please use the attached budget document to prepare and submit your proposal.

- Please ensure that all anticipated costs are documented, providing a per person breakdown when appropriate.
- Please note that the average per person cost quoted to OACAC by host institutions for previous conferences was between \$250-\$285 per person. Preference will be given to bids that offer the highest quality experience at the lowest per person cost. Note that OACAC charges delegates a registration fee that allows for revenue for the association and OACAC expects to realize a profit from this conference (i.e. if the per person cost is \$285 OACAC may charge \$400 per person to realize revenues for the association).
- Keep in mind that the conference registration fees as well as corporate and educational sponsors will cover many of the expenses.
- However, please note, the host institution typically provides a significant measure of tangible financial support for the conference. For the 2015 proposals we are asking for a minimum contribution of \$40K. For reference purposes, of the 5 bids we received for the 2013 conference, the average contribution of the bids was about \$68,000.
- Sponsorship is a key factor to ensure that the conference does not operate at a loss. It is expected that both OACAC and the host institution work collaboratively in this area. The host institution is responsible for identifying local sponsors, such as local businesses. These funds can be used to offset the conference cost per person. OACAC is responsible for identifying regional sponsors (such as other member institutions) and national and international sponsors (these are typically annual sponsors.) Please include the amount you expect to raise – you will be held to this minimum amount.

Please make sure you address the following questions in your budget reply:

- General conference charges (often on a per person basis).
- Transportation costs to any off-campus site.
- Will other offices on your campus be charging for services provided such as a publications office assisting with the program, or a buildings and grounds office doing set-up for the College/High School Fairs?
- Will there be rental charges, such as the tables (180+) for the Fairs?
- Have you included all costs for event space, equipment, custodial services, labor costs and facilities (including tables, chairs, linens etc.)?
- How will meals be charged? Will a count be taken and will we be charged for each person eating a meal?
- Will liquor be charged on a consumption basis (i.e. number of bottles of wine/beer/soda) consumed cumulatively?
- Are there any other charges your College/University charges for a conference?

- Are there any local taxes or otherwise we would have to consider?
- OACAC is focused on increasing the number of scholarships that allow counselors from underrepresented regions to attend the conference. Please describe if your institution is willing to provide scholarships for this conference and in what amount.

Past OACAC Conferences - (Should you wish to contact persons who have been involved with the conferences listed below, we will provide you with their contact details.)

1994 – George Washington University
1995 – Loyola University, Chicago
1996 – Univ. of Central Florida
1997 - College of Notre Dame
1998 – Dartmouth College
1999 – Duke University
2000 – Villanova University
2001 - Clark University
2002 – Cornell University
2003 – Brown University
2004 – University of Toronto
2005 – University of Washington, St. Louis
2006 – Texas Christian University
2007 – University of British Columbia
2008 – Michigan State University
2009 – Chapman University
2010 – Northeastern University
2011 – University of Calgary
2012 – University of Denver
2013 – Marist College
2014 – University of South Florida