



## **Proposal to Host International ACAC 2021 Annual Conference**

The International Association for College Admission Counseling (International ACAC) is calling for proposals to host our annual summer conference and pre-conference programming, July 12-16, 2021. This will mark the 27th time that international secondary school counselors, post-secondary representatives, and other professionals assisting students with the transition to higher education will come together for industry-leading professional development and first-rate networking on a university/college campus.

International ACAC has continued to experience record growth, and each year, more and more admission professionals and colleagues attend the annual conference. This year's 2019 conference will be hosted for the third time outside of the United States, with over 1,500 participants expected to gather in London, Ontario, Canada at Western University, providing a great opportunity for our hosts to showcase their campus, programs, and hospitality. With representatives from nearly 90 countries, over 900 institutions, and over 400 international high school counselors representing more than 100,000 high school students, the annual conference is an excellent occasion for a host college or university to highlight what makes their campus and community unique.

Hosting International ACAC is a great strategy to increase your international profile and enrollment. Previous hosts have reported that having hundreds of secondary school counselors on their campus has had an immediate impact on their application pool. Some have seen increases in international applications of up to 45%, and all have seen increases in diversity and quality.

**Those interested in joining the list of leading institutions that have hosted International ACAC are asked to submit completed proposals by 5:00 pm (EST) Thursday, September 5, 2019.**

**Proposals should be sent by email to Theresa Schweser, International ACAC Executive Director, at [tschweser@internationalacac.org](mailto:tschweser@internationalacac.org).**

2021 Conference Schedule:

July 10 - 12	International ACAC Executive Board meeting
July 12 - 13	International ACAC Institute/Pre-Conference programming
July 13 - 16	Conference

Minimum Attendees

**International ACAC is seeking hosts that can accommodate 1,300 - 1,400 attendees for the 2021 annual conference. (If up to 1,600 can be accommodated, please detail this option in your proposal.)**

The 2021 International ACAC conference will include a multi-stream Pre-Conference Institute that will offer sessions for up to 250 attendees. The Pre-Conference Institute is held in conjunction with the conference at the host institution site for the two days (Monday and Tuesday) prior to the conference, which begins on Tuesday afternoon.

Complete Proposals will include:

- A. Conference Facilities Overview and Capacity
- B. Residential Hall Overview and On/Off Campus Accommodations Capacity
- C. Catering, Meals, and Reception
- D. Location
- E. Pre-Conference programming
- F. Diversity Initiative pre-conference training
- G. Global Fund Events
- H. Miscellaneous
- I. Budget(s) (Pre- and post-conference and conference)

Details outlining the above items are explained below. To prepare your institution's submission, please address the following as specifically as possible:

## **A. Conference Facility Overview and Requirements**

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 1,300 - 1,400 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. Describe how your conference facilities can accommodate the following requirements. Include all associated costs and fees for each service individually.

- Lecture room/auditorium to seat a minimum of 1,300 - 1,400
- 18 or more breakout rooms to be used for education sessions; rooms should vary in size, with a minimum capacity of 100. Please supply photos of sample rooms (include pictures of smallest and largest rooms).

- Rooms for Pre-Conference Institute programming (up to 12 total). Rooms should accommodate 50 to 250 people; area for catering is required, as well as breakout meeting space.
- Meeting room for Diversity Initiative training (up to 4). Rooms should accommodate up to 100 people.
- Technology to accommodate presentations; such as computers, 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 600 institutions (shared 6-foot tables are acceptable).
- Raffle item display area and a secure storage area for raffle items.
- Exhibitor/Vendor space (up to 40) (6-foot tables for each are acceptable) in an area central to the conference proceedings.
- Wireless Internet access for the duration of the conference.

## **B. Residential Hall Overview and On/Off Campus Accommodations Capacity**

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

- 700-1,000 single rooms (preferable). 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 or suite in each residence hall. Please send photos of each type of proposed rooms.
- 600-900 hotel rooms in close proximity to campus. Please include distance from host campus (walking and driving times), average room rates, and available transportation to/from each hotel to campus. Hotel blocks would be available beginning Sunday evening.
- Ideally, housing would be available from Sunday through Friday for a total of 5 nights to accommodate pre-conference programming, International ACAC Board meetings, and those attendees who arrive early.
- Air-conditioning is required for on-campus used for the conference.
- Sheets, pillows, blankets, towels, and toiletries (soap, shampoo, etc.).
- After-dinner hospitality area.
- Optional athletic/workout facilities (additional fees for members).
- Parking.
- Shuttle transportation to run in a loop from campus to off-campus hotel locations throughout the days of the conference.

## **C. Catering, Meals, and Reception**

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

- Pre-conference meals (one lunch, one dinner)
- Tuesday evening opening reception
- Full breakfasts—Monday, Tuesday, Wednesday, Thursday, and Friday – for those guests who are staying in on-campus housing
- Mid-morning and mid-afternoon breaks on Wednesday and Thursday.
- Two lunches: Wednesday and Thursday.
- Three dinners: Tuesday, Wednesday, and Thursday (one night can be on-own, but preferably not the first night). Thursday dinner is part of the closing event.
- Late night event on Tuesday evening; Wednesday evening social events (dodgeball, trivia quiz, etc.) which includes food and beverages.

## **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 the nearest airport(s). Please include type(s) and 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. International ACAC Pre-Conference Institute**

As highlighted above, the annual Pre-Conference Institute will have multiple streams from which attendees can choose, organized by International ACAC. The host campus does not need to submit curriculum, topics, or streams. We anticipate up to 250 attendees. A separate Excel budget worksheet can be found on the tabs of the budget document.

## **F. Diversity Initiative Pre-Conference Training**

2021 will mark the third year of International ACAC's Diversity Initiative. The pre-conference programming will include training for members. We anticipate up to 250 attendees for this morning working on Tuesday, July 13th. Meeting space of 4 rooms, holding 100 people each, utilizing round tables, is required along with light catering and full audio-visual support.

## **G. Global Fund Events**

The International ACAC Conference offer members three events that support the organizations' Global Fund. This includes:

- Tuesday morning Golf Scramble. The host institution should identify a local golf course for this event, and the budget should include associated costs. The Golf Scramble attracts 25 to 40 participants.

- 5K Run/Walk. This annual event draws up to 300 participants each year. Held on Wednesday morning, the host institution is asked to provide an official 5K route, timing support (chips optional), and design and delivery of t-shirts. The budget should include all costs for the event, including green fees, shuttle services, catering, etc.
- Annual Raffle. The Raffle requires indoor space for the display of raffle items, and must provide locked storage. Table display space for up to 100 items is required.

## H. Miscellaneous

Please describe in your proposal how you will 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)
- Conference tote bag and water bottle are provided by the campus host.
- On-site registration and campus housing check-in (including staffing).
- Creating and hosting a conference website.
- Signage as needed throughout the conference. This includes way-finding signage and conference event and sponsor recognition signage.
- Accommodations, meeting space, tech support, and catering for the International ACAC 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 may meet a half-day on Friday morning.
- Security fees (sometimes charged for late-night hospitality areas).
- Host International ACAC Membership Meeting during the preceding fall NACAC Conference (food & beverage for approximately 200 people). Cost is approximately \$2,500.
- Full-page advertisement in preceding International ACAC Conference Program. Cost is \$2,000.
- On-campus Solutions Center to handle issues that may arise for conference attendees. In previous years, the Solutions Center has handled lock-outs, maintenance issues, forgotten items like toothbrushes and soap, and has provided extra supplies such as toilet paper and trash bags, among other things. It is generally staffed 24-hours/day throughout the conference and pre-conference.
- Provide walking times from space to space on your campus. Please give distance and minutes to the best of your ability.

## I. 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 International ACAC by host institutions for previous conferences has been between \$250-\$300 per person. Preference will be given to bids that offer the highest quality experience at the lowest per-person cost. Note that International ACAC charges delegates a registration fee that

allows for revenue for the Association, and International ACAC expects to realize a profit from this conference, i.e. if the per-person cost is \$285, International ACAC may charge \$400 per person to realize revenues for the Association. This is the largest source of revenue for the Association. Proceeds from the conference contribute to covering the annual operating expenses for International ACAC.

- Keep in mind that the conference registration fees will cover many of the expenses.
- Please note, the host institution typically provides a significant measure of tangible financial support for the conference. For the 2020 proposals, we are requesting a minimum contribution of \$50K. This matches similar funds that past successful bids have contributed in recent years.
- What is the rain contingency plan, and what are the costs associated with this?
- International ACAC is responsible for identifying sponsors (such as other member institutions, national, and international sponsors). Sponsorship is a key factor to ensure that the conference does not operate at a loss. The host institution may choose to find additional local sponsors, such as local businesses, to help underwrite their costs. It is expected that International ACAC and the host institution will work collaboratively in these discussions.

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

- General conference charges (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 setup for the College/High School Fairs?
- Will there be rental charges, such as the tables (@300) 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?
- Have you budgeted for the Global Fund Events, including the Golf Scramble, 5K Run/Walk, and annual Raffle?
- Will alcohol and beverages be charged on a consumption basis (i.e. number of bottles of wine/beer/soda) consumed cumulatively? International ACAC has instituted a policy of utilizing drink tickets for Tuesday late-night and Wednesday evening activities (2 tickets per-night are provided to each registrant. The host institution will be required to provide a system for attendees to purchase additional tickets at each event; special campus licensing may be necessary.
- Are there any other expenses your college/university charges for a conference?
- Are there any local taxes or otherwise we would have to consider?
- If your institution is not located in the US, what conversion rate will you be using for billing?

Please note that if selected as a host, the Memorandum of Understanding will include a warranty clause that ensures the venues at the time of proposal are the same as those used at the time the conference is held. In addition, please note there will be terms prohibiting

construction and requiring advance notice of any projects.

**Past International ACAC Conferences**

**(Should you wish to contact people 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 – University 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 – Washington University, 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, Eckerd College, University of Tampa  
2015 – University of Oregon  
2016 – Rutgers, The State University of New Jersey  
2017 – Case Western Reserve University  
2018 – Tulane University, Loyola University New Orleans  
2019 – Western University, London, Ontario