

Trade Show Executive's  
***FASTEST 50***  
***AWARDS & SUMMIT***

REQUEST FOR PROPOSAL  
FOR HOST CITY





Trade Show Executive (TSE), the leading magazine and media group in the trade show industry, seeks to secure a host city/title sponsor for the following years' Fastest 50 Awards & Summit – 2025, 2026, 2027 or more! View our wrap video from 2023 in Miami, Florida here:

<https://bit.ly/F50AwardsWrapVideo>



The aggregated average of a TSE Fastest 50 show brings an approximate **\$11 million economic impact** to a city and/or region. Imagine having more than 100 of these organizers at your venue.

We are seeking a venue for our Annual Fastest 50 Awards & Summit event, where we bring together the organizers of the fastest growing trade shows in the U.S. for a Summit and Awards Gala. This event provides a great opportunity to showcase your capabilities to host trade shows of all sizes and create a unique experience that is only available in your city and region.

We bring together these show organizers for an awards gala and bring our internationally recognized B2B editorial topics to life on stage during the summit portion of our event, which consistently ranks above an 80 net-promoter score in post-event surveys. Based on attendance at the shows, the aggregated average of a TSE Fastest 50 show brings an approximate \$11 million economic impact to a city and/or region. Imagine having more than 100 of these organizers at your venue with this convivial awards atmosphere.

TSE serves as a 2-for-1 stop for all our sponsors and advertisers, with more than 80% of our executives organizing two or more smaller events of 2,000 people or less, in addition to their big trade show(s) as part of their job each year. These trade show executives also plan meetings. In 2022, 55% of our Fastest 50 list were associations and 45% were independent organizers. And they all need reliable partners, hoteliers and cities on which they can rely to get their jobs done!

These key executives will also become goodwill ambassadors about the host city's top-notch facilities, hospitality and attractions. How better to advertise and market your wonderful, highly capable venue and region to our highly engaged audience than to host our show organizers and have them experience it firsthand?





### Trade Show Executive's Fastest 50 Awards & Summit Profile

The Fastest 50 Awards & Summit is the most prestigious event of its kind, honoring the fastest-growing shows in the trade show industry. It draws CEOs, presidents and show directors — the true leaders of the trade show industry — together for two-and-a-half days for networking, a high-level summit to address top industry trends and current issues, and a “red carpet style” awards & gala!

The Fastest 50 honorees are selected based on the highest percentage of growth in each of the following categories: net square feet of paid exhibit space, number of exhibiting companies and number of attendees.

### Sponsor Benefits for the Host City

The host city/title sponsor of the Fastest 50 Awards & Summit will receive national and global recognition as the selected host city of one of the most sought out events in the trade show industry. In addition, we offer the following title sponsor benefits:

- Opportunity to give welcoming remarks or toast during the Awards Dinner
- First choice in presenting the Grand Awards
- News article announcing title sponsorship
- Logo in all promotional materials, website, electronic newsletters and ads
- Logo in all signage at the event
- Two page spread in the Fastest 50 directory of finalists [valued at U.S. \$12,000]
- Company description with key contacts in the on-site program
- Button ad on TSE's Fastest 50 website
- One full page ad in the wrap up feature article on the Fastest 50 in Trade Show Executive magazine [valued at U.S. \$6,000]
- Digital advertising in newsletter and website [valued at \$5,000, placement tbd]
- Custom lead generation report [\$8,000]

### Assumption of Responsibility for Promised Levels of Support

Trade Show Executive expects cities and supporting organizations submitting proposals for consideration to host the Fastest 50 Awards & Summit to follow through on all commitments outlined in their initial proposal. If an obligation cannot be met, the host city must provide a written explanation as to why it is unable to meet that particular commitment. Trade Show Executive will not assume any responsibility for failure to meet any contractual, financial or other commitment entered into by or on behalf of the host city and its representatives.

### Priorities For Selecting A Site

We are looking for a creative host city that will “roll out the red carpet” and provide attendees with a “one-of-a-kind” experience that is only available in their location.

We are interested in amenities that will offer the Fastest 50 attendees comfortable meeting facilities, lots of common areas for networking and event spaces, and within walking distance to tourist activities, local dining and nightlife.

### Local Support & Regional Representation

The proposal should include information about any additional organizations that will provide support for your effort to host the Fastest 50.



## INFORMATION TO BE PROVIDED IN THE PROPOSAL

### 1. Sponsoring Organizations:

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_

### 2. Conference Location and Dates (Location City & Suggested Hotels):

- A. \_\_\_\_\_
- B. \_\_\_\_\_

TSE usually holds its Fastest 50 Awards & Summit over a Wednesday-to-Friday pattern mid-late April to early to mid-May. Suggested Start Date is the first or second week of May.

### 3. Host City Profile

Provide a profile of the host city and surrounding areas that may be of interest to conference attendees. Indicate if any part of the conference, excluding pre- and post-conference tours, is in another location such as an adjacent town. A video of the host city and conference facility, in addition to the profile, will be accepted but is not necessary.

### 4. Financial Contribution

Trade Show Executive requires a \$200,000 cash financial commitment. Please describe any other donations, in-kind or otherwise, of sponsorships that may be obtained. This may include sponsorship of receptions, breakfast or luncheons, donation of a high-end retail gift(s) for the "attendee goodie bag," vacation packages for two for the honoree raffle, or sponsorship of a keynote speaker. Please note that Trade Show Executive reserves the right to approve those items sponsored or donated only in order to maintain TSE's branding standards.

### 5. Lodging & Food

List the proposed/projected hotel costs (i.e., price per room night, F&B, meeting spaces available, etc.) (See Addendum A, Hotel, Meeting Space and Related Requirements).

### 6. Transportation

Please list available transportation (e.g., accessible airport(s), major airline carriers, trains, taxis, and hotel parking for both guests and daily visitors to the conference) in the area. Please also include the distance and available transportation (and its cost) from the nearest international airport.

Providing the cost of traveling to your city from other major cities, although not required, would help in the review process of proposals.

### 7. Additional Activities

Please list possible tours, special events and/or receptions to be offered to attendees, and identify local attractions and points of interest.

If there are special events scheduled in the host city during the proposed conference dates, please list the event(s) and date(s).

### 8. Promotion of the Conference

The Fastest 50 should be viewed as a platform to build brand awareness, expand market share and raise your profile within the trade show industry. Use this opportunity to get your message in front of your target audience and increase attendance with your key prospects.

Attach an outline of your plan for the promotion of the Fastest 50 Awards & Summit. This should include any promotional ideas that may be especially appropriate for the proposed sites. Trade Show Executive can also act as your marketing partner to reach this objective and help create an integrated marketing plan.

### 9. Signatures

Designated Local Conference Coordinator

Name: \_\_\_\_\_

Signature \_\_\_\_\_

# TRADE SHOW EXECUTIVE'S EXPECTATIONS AND EVENT REQUIREMENTS

## 1. Trade Show Executive's Overall Expectations

In addition to the host city financial commitment – we would like to see a good show of support from the city's hospitality and meeting industry partners. This is very desirable and necessary to make the event successful.

Creativity and unique activities planned to attract this meeting (attendees) to the city, use of local area attractions to host reception and/or dinner. Incorporate tour packages, tickets to a major event (tickets to concert, playoff or final game) pre- or post-event dates.

## 2. Meeting Space

The meetings are held Wednesday and Thursday. A general session room of approximately 8,000 sq. ft. for 175-200 plus people set at half rounds, plus staging and rear projection, is required on a 24-hour hold from Tuesday AM for set-up until Friday PM.

Meeting room of approximately 3,000 sq. ft. for meal functions held on Thursday and Friday.

We also need three or four additional breakout rooms on Tuesday, Wednesday and Thursday. The meeting generally ends with breakfast on Friday.

We will require complimentary or heavily discounted in-house audio visual equipment rental and labor charges, including Union. Complimentary security should be provided by the hotel.

## 3. Hotel Accommodations

4+ star hotel accommodations for approximately 450 total room nights, with low sleeping room rates for attendees. The property should be within close proximity to local tourism attractions, dining, nightlife, and adjacent meeting & event spaces.

Sleeping room rates should be under \$150 with resort fees and internet and resort charges waived. In addition, hotel should provide room up to 10 for TSE staff and include a suite for the Chairman and Senior Executive.

## 4. Wednesday Networking Activities and Food Service

### Afternoon Networking Activity and Luncheon

The afternoon networking activity and luncheon should kick off the Fastest 50 in a unique venue offering an "experience" attendees would not have otherwise visited on their own. (Past activities included a baseball outing, safari zoo, winery, glass blowing, interactive museums and other various tours.) *This event is a sponsorship opportunity.*

## 5. Welcoming Reception

The welcome reception/dinner should begin the Fastest 50 on a high note and set the tone for the entire event. This event should showcase the city's venues and creativity; set up for networking with food stations offering exceptional food and beverage. *This event is a sponsorship opportunity.*

## 6. Thursday Networking and Food Service

Overall social/meal event philosophy – these events are networking opportunities. Please do your best to provide an atmosphere that is both fun for those attendees who like to party, as well as areas that are conducive to conversation.

Full Buffet Breakfast – outside seating if weather permitting

Plated Lunch – outside seating if weather permitting

Breaks – outside of meeting room in the Foyer area

Fastest 50 Awards Festivities – Ballroom

- Reception – passed hors d'oeuvres, open bar
- Awards Dinner – four-course plated dinner, wine and open bar
- Entertainment
- Afterglow – open bar, entertainment, cordials and coffee station. *Each one of these events are sponsorship opportunities.*

## 7. Additional Social Activities

Tuesday evening we need an offsite location to host dinner for attendees arriving early for Wednesday's networking activities. *This event is a sponsorship*



## PROPOSAL SUBMISSION DEADLINE & REQUIREMENTS

Proposals should be submitted via email to Sara Gebhardt [sgebhardt@tradeshowexecutive.com](mailto:sgebhardt@tradeshowexecutive.com) and must have completed signature pages scanned and attached. Proposals may also be mailed to the following address:

Sara Gebhardt  
Trade Show Executive  
1550 S. Indiana Avenue, Suite 300  
Chicago, IL 60605

All expenses associated with the site visit are the responsibility of the prospective host city.

Trade Show Executive will select the host city and inform them in writing.

If you are not interested in being the host city for our event, would you like to sponsor an event at Fastest 50? Reach out to us to discuss our opportunities.

# ADDENDUM A: HOTEL, MEETING SPACE AND RELATED REQUIREMENTS

## Meeting Space

Monday – Friday	Office for Staff
Tuesday – Friday	Ballroom w/ approximately 8,000 sq. ft. • General Session: A/V and Stage Set-Up

## Office for Registration

Tuesday – Thursday	3-4 Breakout Rooms • Close to Ballroom
Wednesday – Thursday	Speaker Ready Room

## Registration and Networking Area

Wednesday	<b>Opening Night Welcome Reception</b> <ul style="list-style-type: none"> <li>• Onsite of our host hotel or at a unique location to showcase city.</li> <li>• If weather permits, an indoor/outdoor space for approximately 175-200 people preferred.</li> </ul>
Thursday	<b>Breakfast, Lunch and Afterglow</b> <ul style="list-style-type: none"> <li>• Outdoor location preferred, weather permitting.</li> <li>• Indoor back-up space must be a minimum of 2,500 sq. ft.</li> </ul> <b>Awards Ceremony</b> <ul style="list-style-type: none"> <li>• Indoor Ballroom space of at least 8,000 sq. ft.</li> </ul>
Friday	<b>Breakfast</b>

## Sleeping Rooms

Monday	10
Tuesday	80
Wednesday	170
Thursday	170
Friday	10

## Room Rates and Concessions

Room rates should be in the range of \$100 to \$150 per room night.

The previous room rates and concessions include:

- Room rate of \$99.00 to \$160 with resort fees and internet charges waived.
- 1:35 room ratio for comp rooms.
- Best available room and views – should go without saying since these are your potential clients.
- Rates offered the weekend before and following the event.
- Guarantee of lowest rate of any group in house.
- 50% attrition clause.
- Due to change in attendee booking habits making reservations later – we would like a late cutoff date for our group 14 to 21 days out.
- (4) Comped room nights for site visits.
- (3) Comped staff rooms.
- (8) Additional staff rooms at discount rate – \$99 per night.
- (10) Suites for VIPs at group rate.
- (3) Executive suites at group rate.
- Free on-site parking.
- 50% discount on valet parking fees.

Convention Bureau Representatives – *please do not post this as general lead to members. We want all information funneled through a Convention Bureau or Convention Center Representative and presented as a package.*



## PROGRAM AGENDA

### DAY ONE

6:30 PM Off-site dinner for early arrivals

### DAY TWO

7:00 AM Registration Set-up / Opens  
 11:00 AM – 5:00 PM Off-Site Experience/Networking Activity  
 3:00 PM – 6:00 PM Session Rehearsals  
 6:30 PM – 9:30 PM Opening Night Welcome Reception  
 • Can be off property to highlight one of the area's best venue options.

### DAY THREE

6:30 AM – 3:30 PM Registration Opens  
 7:00 AM – 8:00 AM Breakfast  
 8:00 AM – 8:15 AM Welcoming Remarks for Education Summit  
 8:15 AM – 9:00 AM Session – Keynote  
 9:00 AM – 10:30 AM Session  
 10:30 AM – 11:00 AM Refreshment and Networking Break  
 11:00 AM – 11:45 AM Session  
 11:45 AM – 1:30 PM Plated Lunch  
 1:30 PM – 2:15 PM Session  
 2:15 PM – 3:00 PM Session  
 3:00 PM – 3:45 PM Session - End of Education Summit  
 3:45 PM – 6:30 PM Relaxation and Networking  
 6:30 PM – 7:30 PM Reception  
 7:30 PM – 10:00 PM Dinner – Grand Awards & Gala  
 10:00 PM – 12:30 PM Afterglow

### DAY FOUR

8:00 AM – 9:30 AM Farewell Breakfast & Departures