



HIPPYUSA[®]

Home Instruction for Parents of Preschool Youngsters

Biennial National Conference Bid Information 2014 RFP

Thank you for inquiring about serving as the host destination for the **2014** biennial gathering of HIPPY (Home Instruction for Parents of Preschool Youngsters), the premier professional development training for HIPPY staff. Held every two years, this conference attracts individuals, corporations, and early childhood education leaders dedicated to improving lives through literacy efforts.

The national office conference committee and host committee are part of a team that develops this conference. The team consists of national office staff, HIPPY Board Members, HIPPY State Directors and HIPPY program staff. All groups must work together collaboratively. To assist you throughout the process, HIPPY USA has provided information on the roles and responsibilities of all collaborators within the following pages. This outlines what is expected of all parties involved. For questions about this document, contact Teri Todd at ttodd@hippyusa.org or 501.537.7728.

REQUIREMENTS / HOW TO SUBMIT YOUR BID

- Preference will be given to bids from locations with HIPPY State Offices.
- Location must be served by a major airport.
- Information must be provided about proposed location, dates and hotel rates.
- Estimate must be provided of support from:
 - Area convention & visitors bureaus
 - Area early childhood education experts and supporters
 - Area businesses, corporations, and organizations
 - Area HIPPY programs
- Bid must be submitted by a member of the HIPPY USA staff (coordinators, state directors, etc.) or Board of Trustees.
- Bid must include hosting up to two HIPPY USA representatives for a site visit.
 - NOTE: Site visits will only be conducted at destinations selected as the top two choices.
- **Submission deadline: February 15, 2012**

CONFERENCE BACKGROUND

The primary focus is to recognize and foster excellence in programming, along with exceptional support and services for children, families, and communities. In harmony with our mission, workshop sessions focus on early childhood concepts, home visitation best practices, and ways to support local HIPPY staff to strengthen program services and enhance community relationships.

The conference draws 200 to 500 participants, depending on its location and professional development seminar topics.

The meeting is usually held in spring (April) with a suggested Sunday through Tuesday or Wednesday through Friday format. (See below for dates to avoid and note that because of “bad” dates, we’re open to your suggestions about ideal dates for the conference.) Ideally, the location rotates so that the conference becomes equally accessible to participants from all over the United States. On occasion, our international colleagues will attend.

PREVIOUS CONFERENCE LOCATIONS

YEAR	LOCATION
2012	Dallas, TX
2010	Little Rock, AR
2008	St. Petersburg, FL
2006	Arlington, VA
2005	Fort Worth, TX
2004	New Orleans, LA
2003	New York, NY
2002	San Francisco, CA
2001	Little Rock, AR
2000	Orlando, FL

To aid in your planning, we are providing reports on contracted and actual hotel room night blocks for the last conference, as well as dates and locations for the last three conferences. Please note that in some cases, two attendees shared one room. In other cases, several attendees came from the local area and therefore didn't need hotel rooms.

CONFERENCE LOCATION	DATE	NUMBER OF ROOMS	
		Contracted	Actual
Dallas, TX 2012 <i>80% contracted attrition rate</i>	Tuesday, April 24	170	TBD
	Wednesday, April 10	170	TBD
	Thursday, April 11	170	TBD
	Friday, April 12	170	TBD
	Saturday, April 13	20	TBD
Little Rock, AR 2010 <i>90% contracted attrition rate</i>	Friday, April 9	26	6
	Saturday, April 10	136	52
	Sunday, April 11	241	173
	Monday, April 12	231	170
	Tuesday, April 13	231	164
	Wednesday, April 14	0	10
St. Petersburg, FL 2008 <i>80% contracted attrition rate</i>	Friday, April 11	16	16
	Saturday, April 12	126	143
	Sunday, April 13	241	251
	Monday, April 14	231	243
	Tuesday, April 15	231	240
	Wednesday, April 16	0	76
Arlington, VA 2006 <i>80% contracted attrition rate</i>	Friday, March 31	11	15
	Saturday, April 1	41	145
	Sunday, April 2	251	243
	Monday, April 3	241	238
	Tuesday, April 4	241	223
	Wednesday, April 5	0	8

CONFERENCE STRUCTURE

- In prior years, the conference structure encompassed four days. The revised conference format will be three days (Sunday through Tuesday or Wednesday through Friday format).
- HIPPY USA staff and Board of Trustees meeting options: arrive a day early for meetings or stay one additional day for meetings (this applies to only the Board of Trustees meeting).
- The host committee is encouraged to organize pre- and/or post-tours for conference attendees, presenters, and guests to allow them to experience the destination.
- The host hotel should offer the conference rate for up to two nights prior and two nights after the conference.
- Each day's activities include a mixture of professional development sessions and expert panels. The national office staff, HIPPY USA conference committee and host committee work collaboratively to determine the professional development topics, the overall theme of the conference, and to identify and secure panelists for these topic sessions, as well as keynote speakers. The national office retains final approval for all topics, speakers, etc.
- The host committee has flexibility in planning each day's itinerary, and we encourage you to be creative with the schedule. This must be done in collaboration with national office staff and the HIPPY USA conference committee. The national office will assist you in structuring the conference agenda and can provide programs from past conferences to reference.

What follows is a loose outline you may wish to follow as you plan your bid. PLEASE NOTE, the actual conference structure is subject to change based on evaluations received from conference attendees the prior year. HIPPY USA's primary goal is to best meet the needs of our programs and conference attendees:

Arrival DAY

- HIPPY USA Board of Trustees arrives and meets that afternoon/evening. (*optional – could occur at conclusion of conference*)
- HIPPY USA staff arrives to prepare for conference activities.
- State directors' meeting.
- National trainers' meeting.
- Pre-tours/activities for attendees to allow them to experience different aspects of the host city or destination. (*optional*)
- Evening Mixer – suggested off-site venue that highlights destination
Participants are responsible for their own dinners. We encourage you to organize dine-around activities by providing suggestions of or possibly discounts at local restaurants. HIPPY USA staff would assist with this process. (*optional*)

DAY 1

- HIPPY USA Board of Trustees meeting continues. (*optional – could occur at conclusion of conference*)
- Registration all day.
- Exhibits from 10 a.m. to 3 p.m.
- General session – Welcome address
- Breakout Sessions
- Group lunch – With keynote speaker who can address current trends or hot topics in the early childhood education field (*optional*).

DAY 2

- Breakout Sessions (includes concurrent 90 minute and 3 hour workshops)
- Lunch – participants are responsible for their own lunch
- Avima Reception and Banquet (evening)

DAY 3/Departure Day

- Morning plenary session
- Morning professional development opportunities / panel discussions
- Closing lunch session – With dynamic speaker
- Conference ends early afternoon (no later than 1 p.m.) in time for attendees to catch flights home
- HIPPY USA Board of Trustees arrives and meets that afternoon/evening. (*optional – could occur prior to conference*)

HOST LOCATION BENEFITS

- Your destination receives meeting revenue from rooms, food and beverage, etc.
- Your destination is exposed to vast array of professionals.
- Your host city benefits from the economic impact of attendees.
- The conference provides a high level program for professionals in the field of early childhood education and literacy. You can encourage professionals from your area to attend the conference and enhance their own skills.

HOST LOCATION RESPONSIBILITIES

NOTE: All contracts, final arrangements and guarantees with any hotels or outside vendors must be negotiated and signed by HIPPY USA national office staff.

- The top two destinations chosen from all bids must host up to two members of the HIPPY USA conference committee for a site visit of your location. We ask that you make arrangements for these representatives at a prospective conference hotel site.
- This hosting commitment includes an overview of all proposed facilities and venues. In addition, a tour of the destination area highlights and major attractions.
- Create a local host committee that helps to develop the conference – acquiring media and other appropriate professionals to serve as speakers/on panels, obtaining sponsorships, organizing pre- and/or post- conference tours, developing the conference schedule/agenda, etc.
 - **NOTE: The HIPPY USA staff and conference committee will assist with speaker procurement and must grant final approval on all speakers, sponsors, program, etc.**
- Appoint one person – who must be a HIPPY state or local program staff member – to serve as the host committee chair. This will require participation in monthly conference calls and attendance (or conference call participation) at all planning meetings prior to the conference.
- Secure speakers for the panel portions of the program, with input from and in collaboration with the HIPPY USA conference committee.
- Secure speakers for the professional development sessions, with input from and in collaboration with the HIPPY USA conference committee. Topics must relate to the designated theme or conference focus.
- Identify complimentary/discounted transportation and lodging for speakers and special guests (final arrangements will be made by HIPPY USA staff).
 - NOTE: We are attempting to keep our conference expenses at a minimum by utilizing the host committee local and area connections to obtain discounts.
- Help to identify a hotel that provides the best available lodging, meeting and entertainment venues for a reasonable price. The host hotel and/or the host city should provide some complimentary rooms for select members of HIPPY USA staff and Board of Trustees.
- Help to identify a host city or local convention and visitor's bureau to provide complimentary registration (electronic or otherwise).

- Help to identify a meeting venue either in the hotel or nearby. Meeting rooms must be able to accommodate the following:
 - Between 5 to 10 groups of 35 to 50 participants with theater, classroom and round style seating options.
 - Two board rooms to accommodate up to 12 persons
 - General session area to accommodate up to 450 theater-style
 - Banquet rooms must be able to accommodate up to 500 banquet style
 - Luncheon area to accommodate up to 40 buffet style
 - Exhibition area for up to 20 exhibitors
 - Audio visual needs that may include: LCD projectors and screens, microphones and stands, flip charts and markers, and internet access.

The minimum requirement for the overall conference facility is 15,000 square-feet of meeting space that includes breakout and banquet possibilities.

- Secure a **MINIMUM** of \$10,000 (or suggested amount) in local sponsorships. HIPPY USA will seek additional sponsorships and provide sponsorship solicitation support to you, including sponsorship levels and benefits materials. Sponsorships can be of cash value or in-kind donations, if appropriate. **All sponsorships must be finalized and approved by the HIPPY USA national office.**
 - **NOTE:** *Once the cash conference sponsorship budget has been met, and if registration goals are met, the host committee / host city can utilize any additional sponsor dollars to secure high-level keynote speakers or for other uses, with approval by the HIPPY USA national office.*
- Help to identify an airline partner offering discounts to conference participants and/or complimentary tickets.
- Work with the national office to promote the conference via broadcast e-mails, postcards, social media, printed conference brochure, media invitation, conference program, and other publicity as needed.
- Provide speakers' gifts and door prizes, if applicable.

HIPPY USA CONFERENCE COMMITTEE RESPONSIBILITIES

- Conduct a site visit of the conference location with a member of the host committee.
- Work collaboratively with the host committee in developing the theme for the conference.
- Develop the conference schedule.
- Assist in creating and reviewing all promotional and printed materials.
- Work with the host committee regarding the topics for the professional development sessions and panels. Give final approval on all sessions.
- Work with the host committee to identify and secure speakers for the professional development sessions and keynote addresses.
- Secure monitors for panels and professional development sessions.
- The HIPPY USA conference committee will determine if a special Media Event will be included in the programming for the conference. This decision will be based on a number of factors, including the visibility level and popularity of keynote speakers and/or special guests. If the HIPPY USA conference committee determines a Media Event will be held, they will work with the Host Committee to develop the event format. The HIPPY USA national office has final approval of the structure of this event.

HIPPY USA STAFF RESPONSIBILITIES

- Conduct a site visit of the conference location with a member of the host committee. Work collaboratively with the host committee and HIPPY USA conference committee to develop the conference theme.
- Approve the conference schedule.

- Organize the logistics of the professional development sessions, including speaker registration and audio-visual needs.
- Draft and sign contracts with the host hotel, meeting site and all outside vendors.
- Act as the primary liaison with the hotel, audio-visual companies, food and beverage managers, etc.
- Check facilities, collect invoices and cut checks for all conference expenses.
- Develop budget, provide budget support and work with the host committee chair to ensure fiscal accountability.
- Provide assistance in arranging transportation and lodging for all speakers, working with the local host committee to secure the most reasonably priced hotels and airfare.
- Secure national sponsors to assist in underwriting costs.
- Design and send the conference brochure/invitation, with input from the host city and final approval from the HIPPY USA conference planning committee.
- Assist in creating and reviewing all promotional and printed materials.
- Create and publish the conference program to distribute on-site.
- Provide all registration services, including operating the registration table on-site.
- Provide a biographical sketch of all professional development and keynote speakers to include with the materials at on-site registration.
- Execute on-site conference logistics.

FOR 2014 BID PROPOSALS:

DATES TO AVOID

- April 14-22, 2014 (Passover and Easter weekend)

NOTE: These guidelines can be modified if a destination has special relationships with sponsors or the media or can bring other “special resources” to the table.

For further information or to submit a bid, please contact:

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THE DEADLINE TO SUBMIT BIDS IS FEBRUARY 15, 2012.