

RFP Details

RFP Name American Booksellers Association - Winter Institute 2023

Response Due Date Mon, Nov 8, 2021

Decision Due Date Fri, Jan 7, 2022

RFP Type Meeting Space and Guest Rooms

RFP Code XQNDZ7K5XD3

Description The Winter Institute (launched in 2006) is a publisher-sponsored, annual four-day in-person conference that brings together a regionally diverse group of booksellers, from all parts of the US and at least a dozen other countries, as well as publishers, authors, press, and other book industry guests. Attendance has grown every year since the event's inception with our most recent program hosting 1600 attendees with a pickup of 3914 nights and peak nights of 885.

What to know about ABA:

- Antiracism, representation, equity, accessibility, and sustainability are all priorities for us.
- Our group prefers to be in a downtown location where we can explore other independent businesses and visit local bookstores.
- We prefer to be the only group in-house or the largest group in-house in a separate area.
- ABA staff spend a good portion of a year planning every detail for our annual conferences and we bring a majority of our staff to the event for a personalized experience.
- Our group drinks a lot of coffee and loves to socialize at the hotel bars.

- Decision Factors**
- Exclusivity- ABA would like to be the primary or only in-house group
 - Layout-Compact, adjacent, flexible meeting room spaces with lots of pre-function space.
 - 24-hour holds- Program changes from year to year and need the flexibility to add sessions
 - Airlift- Looking for a hub city that has good drivability and train access.
 - Rates- Hotel room rates of \$139 or less. Guests are attending at their own expense.
 - Shipping - Ability to bring in a shipper of ABA's choice for outbound shipments without additional fees incurred to ABA or attendees

- Concession and Contractual Information**
- 13 upgrades to club/exec level for ABA Board Members
 - 1 complimentary Presidential Suite for 7 or 8 nights for ABA Board President
 - 1 complimentary Presidential Suite for 7 or 8 nights for ABA CEO
 - 2 complimentary amenities for ABA Board President and ABA CEO with a welcome note from General Manager
 - 30 discounted rooms for staff
 - Hotel will let ABA book 10% over the room block to account for a potential wash
 - Complimentary use of fitness center for all hotel guests
 - 20% AV discount
 - Hotel will guarantee menu prices one year prior to the group's arrival
 - Complimentary receiving and storage for up to 55000 lbs
 - Ability to bring in a third-party outbound shipper at no cost
 - Complimentary water stations
 - Complimentary coffee and water in staff offices
 - Complimentary pads of paper and pens
 - Double meeting planner points
 - Complimentary Wifi/internet in guest rooms, common areas, and meetings rooms

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Request for Proposal (RFP)

Key Contact Information**Contact Name** Nicholas Vanderkamp**Email Address** nvanderkamp@helmsbriscoe.com**Organization** HelmsBriscoe**Phone Number** 2025773793**Title** Regional Vice President**Preferred Contact Method** Cvent, Email Address, Phone Number**Mobile Phone Number** 12025773793**Address** 7100 14th Ave
Takoma Park, MD 20912 USA**Website** [HelmsBriscoe.com](https://helmsbriscoe.com)

Additional Information Ricki Shaw (Rshaw@helmsbriscoe.com) also partners on this account. Please do not call the account, we are the main point of contact at this time. Email is the preferred method of communication. We need to have availability asap as we would like to plan a site visit in November.

Organization Information**Organization Name** American Booksellers Association**Organization Type** Association**Address** 333 Westchester Avenue, Suite S202
White Plains, NY 10604**Events per Year** 2**Event Information****Event Name** American Booksellers Association - Winter Institute 2023**Total Attendees** 1,600**Event Type** Conference or Convention**Total Meeting Space Required** > 100,000 sq. ft.(>10,000 sq. m)**Largest Meeting Room Required** 40,000 sq. ft.(4,000 sq. m)**Commission** Yes - 10.00%**Event History** The planner has indicated that this event has been held before.**Dates Flexible** Yes**Event Dates** Sat, Feb 4, 2023 - Fri, Feb 10, 2023 + 2 alternate dates

Date Type	Event Date Options	Notes
Planner Preferred	Sat, Feb 4, 2023 - Fri, Feb 10, 2023	
Alternate Date	Sat, Feb 11, 2023 - Fri, Feb 17, 2023	
Alternate Date	Sat, Feb 18, 2023 - Fri, Feb 24, 2023	
Business Objectives The ideal pattern would be starting on Sunday or Monday to limit overtime exposure for staff to one week, but not if that limits our opportunities for the lowest guest room rate.		
Destinations Under Consideration Preference for '23 is for destinations in the western and south-central US but will consider elsewhere.		

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View Event History

This event has been held in the following locations:

Venue Name	City	State	Date	Attendees	Room Block	Room Pick-Up	Food and Beverage Spend
Hilton & Marriott	Baltimore	Maryland	2020	1,600		4,289	\$503,806
According to Baltimore's CVB: ABA's estimated economic impact was \$2,129,804.							
Hyatt Regency, Doubletree, Andaz, Embassy Suites	Albuquerque	New Mexico	2019	1,600		3,103	251,000
According to the Albuquerque CVB: ABA's estimated economic impact was \$1,164,752.							
Sheraton & Crowne Plaza	Memphis	Tennessee	2018	1,600		3,573	\$344,941

Guest Room Requirements

Day	Any (Run of House)	Single (1 Bed)	Double (2 Beds)	Suite	Staff
Fri, Feb 3, 2023	32			2	
Sat, Feb 4, 2023	60			2	
Sun, Feb 5, 2023	430			2	
Mon, Feb 6, 2023	875			2	
Tue, Feb 7, 2023	875			2	
Wed, Feb 8, 2023	875			2	
Thu, Feb 9, 2023	400			2	
Fri, Feb 10, 2023	44			2	

Check-In Date Fri, Feb 3, 2023**Total Room Nights** 3,607**Budgeted Room Rate** USD \$139**Peak Room Nights** 877

Additional Information If you are unable to hold the entire block, please still bid with the maximum amount of rooms you can hold. We will consider using a convention center for the meeting space.

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Meeting Room Requirements

Start Date Mon, Jan 30, 2023

Day	Time	Agenda Item	Meeting Room Requested
Mon, Jan 30, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Tue, Jan 31, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Wed, Feb 1, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Thu, Feb 2, 2023	12:00 AM-11:45 PM	Board meeting Meeting <i>Notes or Exceptions: Looking for a room with natural light.</i>	Conference 17 people
Thu, Feb 2, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Fri, Feb 3, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold
Fri, Feb 3, 2023	12:00 AM-11:45 PM	Board meeting Meeting <i>Notes or Exceptions: Looking for a room with natural light.</i>	Conference 17 people
Fri, Feb 3, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Sat, Feb 4, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold
Sat, Feb 4, 2023	12:00 AM-11:45 PM	Board meeting Meeting <i>Notes or Exceptions: Looking for a room with natural light.</i>	Conference 17 people
Sat, Feb 4, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	

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Sun, Feb 5, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold
Sun, Feb 5, 2023	12:00 AM-11:45 PM	General Session Setup	Theater 900 people
Sun, Feb 5, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Sun, Feb 5, 2023	12:00 PM-6:00 PM	Committee Meetings Meeting <i>Notes or Exceptions: Need two small rooms for committee meetings</i>	Conference 30 people
Mon, Feb 6, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold
Mon, Feb 6, 2023	12:00 AM-11:45 PM	General Session Setup	Theater 900 people
Mon, Feb 6, 2023	12:00 AM-11:45 PM	Breakouts (large) Breakout Session <i>Notes or Exceptions: 6 large breakout spaces needed to accommodate from 150-200 ppl each. This may be theater, rounds and some may be a mix of theater and rounds</i>	Theater 200 people
Mon, Feb 6, 2023	12:00 AM-11:45 PM	Breakouts (small) Breakout Session <i>Notes or Exceptions: 10-15 small breakouts needed for 30-75 ppl for sessions and ad hoc meetings. This may also be theater, rounds, or a mix of theater/rounds</i>	Theater 75 people
Mon, Feb 6, 2023	12:00 AM-11:45 PM	Registration Registration <i>Notes or Exceptions: Located in a central area. Typically held in a lobby or foyer area.</i>	1,600 people
Mon, Feb 6, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Tue, Feb 7, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold
Tue, Feb 7, 2023	12:00 AM-11:45 PM	Breakouts (large) Breakout Session <i>Notes or Exceptions: 6 large breakout spaces needed to accommodate from 150-200 ppl each. This may be theater, rounds and some may be a mix of theater and rounds</i>	Theater 200 people

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Tue, Feb 7, 2023	12:00 AM-11:45 PM	Breakouts (small) Breakout Session <i>Notes or Exceptions: 10-15 small breakouts needed for 30-75 ppl for sessions and ad hoc meetings. This may also be theater, rounds, or a mix of theater/rounds</i>	Theater 75 people
Tue, Feb 7, 2023	12:00 AM-11:45 PM	General Session General Session	Theater 900 people • 24-hour Hold
Tue, Feb 7, 2023	12:00 AM-11:45 PM	Registration Registration <i>Notes or Exceptions: Located in a central area. Typically held in a lobby or foyer area.</i>	1,600 people
Tue, Feb 7, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Wed, Feb 8, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold
Wed, Feb 8, 2023	12:00 AM-11:45 PM	Breakouts (large) Breakout Session <i>Notes or Exceptions: 6 large breakout spaces needed to accommodate from 150-200 ppl each. This may be theater, rounds and some may be a mix of theater and rounds</i>	Theater 200 people
Wed, Feb 8, 2023	12:00 AM-11:45 PM	Breakouts (small) Breakout Session <i>Notes or Exceptions: 10-15 small breakouts needed for 30-75 ppl for sessions and ad hoc meetings. This may also be theater, rounds, or a mix of theater/rounds</i>	Theater 75 people
Wed, Feb 8, 2023	12:00 AM-11:45 PM	General Session General Session	Theater 900 people • 24-hour Hold
Wed, Feb 8, 2023	12:00 AM-11:45 PM	Registration Registration <i>Notes or Exceptions: Located in a central area. Typically held in a lobby or foyer area.</i>	1,600 people
Wed, Feb 8, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Thu, Feb 9, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold

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Thu, Feb 9, 2023	12:00 AM-11:45 PM	Breakouts (large) Breakout Session <i>Notes or Exceptions: 6 large breakout spaces needed to accommodate from 150-200 ppl each. This may be theater, rounds and some may be a mix of theater and rounds</i>	Theater 200 people
Thu, Feb 9, 2023	12:00 AM-11:45 PM	Breakouts (small) Breakout Session <i>Notes or Exceptions: 10-15 small breakouts needed for 30-75 ppl for sessions and ad hoc meetings. This may also be theater, rounds, or a mix of theater/rounds</i>	Theater 75 people
Thu, Feb 9, 2023	12:00 AM-11:45 PM	General Session General Session	Theater 900 people • 24-hour Hold
Thu, Feb 9, 2023	12:00 AM-11:45 PM	Registration Registration <i>Notes or Exceptions: Located in a central area. Typically held in a lobby or foyer area.</i>	1,600 people
Thu, Feb 9, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Fri, Feb 10, 2023	12:00 AM-11:45 PM	Galley room Exhibit <i>Notes or Exceptions: This is a room for book publishers to show off their new books for the sellers. There will be approx. 50 table top exhibits plus space for a shipping desk and carton staging</i>	Tabletop Exhibit 20,000 Sq. Ft. / 1,600 people • 24-hour Hold
Fri, Feb 10, 2023	12:00 AM-11:45 PM	Storage Room Storage Room <i>Notes or Exceptions: Group will be sending 1200 boxes at least 4 days in advance that need to be stored.</i>	
Fri, Feb 10, 2023	8:00 AM-5:00 PM	Booksellers Advisory Council meeting Meeting	Rounds for 8 50 people

Food and Beverage Budget USD \$250,000

Additional Questions

1. List renovations in the past 5 years and scheduled to be completed. (Comment) (Required)
2. HelmsBriscoe will be paid a placement fee which is non-cancelable and non transferable to any other party for the booking of this meeting. HelmsBriscoe is acting with full consent and the client is aware of the placement fee payable to HelmsBriscoe by your organization. Indicate your agreement to the placement fee by providing your name, title and the date of your response in the area below. (Comment) (Required)
3. Please select your current Forbes and/or AAA Rating? (Multiple choice) (Required)
 - ☐ 1 Star
 - ☐ 2 Star
 - ☐ 3 Star
 - ☐ 4 Star
 - ☐ 5 Star
 - ☐ Not Rated - Star
 - ☐ 1 Diamond
 - ☐ 2 Diamond
 - ☐ 3 Diamond
 - ☐ 4 Diamond
 - ☐ 5 Diamond
 - ☐ Not Rated - Diamond
4. Accounts Payable Contact First & Last Name: (Comment) (Required)
5. Accounts Payable Phone Number: (Comment) (Required)
6. Accounts Payable Email Address: (Comment) (Required)
7. Accounts Payable Fax: (Comment) (Required)
8. Will the ABA have the ability to offer or create gender-neutral bathrooms? (Multiple choice) (Required)
 - ☐ Yes
 - ☐ No
9. Distance/time to closest major airport? (Comment) (Required)
10. Does your property have union labor? If yes, please list what departments. (Comment)
11. Does your property have any certifications? Global Biorisk Advisory Council (GBAC) and Leadership in Energy and Environmental Design (LEED). (Comment)
12. Please list all F&B outlets in your facility. (Comment)
13. Do you have a UPS, FedEx, or another shipper on site? (Comment)

Additional Files

File Name	RFP Type	File Size	Uploaded Date
Galley Room - Hilton Baltimore - Key 9 -12.pdf	Portable Document Format (.pdf)	116 KB	Thu, Oct 7, 2021
Hilton Baltimore - Key 1 - 8 - Breakfast-Lunch - R.pdf	Portable Document Format (.pdf)	240 KB	Thu, Oct 7, 2021
Evening Author Reception - Hilton Baltimore - Key .pdf	Portable Document Format (.pdf)	163 KB	Thu, Oct 7, 2021
Hilton Baltimore - General Session set for theater.pdf	Portable Document Format (.pdf)	457 KB	Thu, Oct 7, 2021