



**ENDURANCE
EXCHANGE**

**FALL 2021 – SPRING 2023
ENDURANCE EXCHANGE
HOST VENUE REQUEST FOR PROPOSAL**

About Endurance Exchange

Endurance Exchange is the premier conference for the sport of triathlon and the endurance multisport industry. Endurance Exchange is operated by USA Triathlon, the national governing body for the sport. Over 900 coaches, race directors, medical-professionals, athletes, retailers, vendors, and executives of the multisport industry from across the country are expected to attend this week-long event.

About USA Triathlon

USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as duathlon, aquathlon, aquabike, winter triathlon, off-road triathlon and paratriathlon in the United States. Founded in 1982, USA Triathlon sanctions more than 4,300 events and connects with more than 400,000 members each year, making it the largest multisport organization in the world. USA Triathlon is a proud member of the United States Olympic and Paralympic Committee and World Triathlon.

Host Venue Proposal

Endurance Exchange is requesting proposals of future host venues for the next two years of the conference, hosted in year one between fall 2021 and spring 2022. The second year of the event will be hosted between fall 2022 and spring 2023. The conference should be hosted near a major city in a warm, southern climate, conducive to fitness activities and outdoor product activations.

Event Dates

Year 1: Fall 2021-Spring 2022

Year 2: Fall 2022-Spring 2023

The entirety of the conference will occur Monday through Saturday of the selected week. There will be multiple clinics hosted in the front half of the week including coaching certification and race director certification. The core conference will begin Wednesday evening with an attendee social and continue with content sessions all day Thursday, Friday, and a half-day Saturday.

Event Ownership

USA Triathlon (USAT) is the owner and operator of this event. USAT will require the assistance of a Local Organizing Committee (LOC) to assist in the planning of the following areas, including, but not limited to: securing appropriate venue space, conference facilities, hotel blocks for staff and attendees, food & beverage providers, audio visual providers, and event volunteers. The selected LOC will also be expected to play a lead role in the negotiation of cost-effective and mutually beneficial agreements with all contracted organizations and parties involved. LOC will also be expected to help navigate any concerns or restrictions surrounding the coronavirus pandemic as necessary. USA Triathlon reserves the right to utilize a housing service to secure the necessary hotel room needs for the event.

Expected Audience

Approximately 800 attendees are expected over the course of the selected conference week. The audience consists of coaches, race directors, athletes, retailers, and medical professionals from the multisport industry. It is estimated that at least 80% of the attendees will be from outside of your metropolitan area. For the three or more clinics and certification classes Monday-Wednesday of event week, 50-75 attendees are expected per class. Additionally, at least 30 staff members from USA Triathlon will be in attendance managing the event.



History of Endurance Exchange

Endurance Exchange is the compilation of three USA Triathlon conferences that were formerly conducted separately: the Race Director Summit, the Art and Science of Coaching Symposium, and the Medical Multisport Conference. January 2020 was the inaugural Endurance Exchange conference, attracting over 650 attendees to Arizona State University. Due to the worldwide pandemic, the January 2021 conference will be conducted in a fully-virtual environment and for the first time, will also be marketed to USA Triathlon's base of amateur athletes with athlete-focused content surrounding the wholistic training and racing experience. A similar number of attendees are expected on Jan. 21-23, 2021 for the virtual conference at www.enduranceexchange.com.

Anticipated Hotel Room Night Pickup

USA Triathlon would prefer to have one hotel designated as the Host Hotel which will serve as the main accommodations for many attendees and all Endurance Exchange staff and speakers. Additional nearby hotels may be required for attendees. The anticipated hotel room needs per night are as follows, with upwards of 1,700 or more room nights expected over the course of the week:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TOTALS:
King	30	30	50	225	225	225	125	15	1050
Double	15	15	15	175	175	175	75	5	650

Food and Beverage Requirements

Endurance Exchange will require a full-service food and beverage provider for the following meals:

- Clinics: Monday-Wednesday
 - 50-75 light breakfast and lunch options
- Certifications: Tuesday-Wednesday
 - 25-35 light breakfast and lunch options
- USA Triathlon Board of Directors Meeting: Saturday-Sunday
 - 15 full breakfast and lunch options
- USA Triathlon Foundation Gala: Friday night
 - 300 attendees, formal event with plated meal
- Endurance Exchange Conference meals
 - Breakfasts: Thursday, Friday and Saturday
 - 800 attendees
 - Buffet style full meals
 - Lunches: Thursday, Friday
 - 800 attendees
 - Buffet style full meals
 - Happy Hours and/or Attendee Socials: Wednesday, Thursday and Friday
 - At least 600 attendees expected
 - Full Bar
 - Appetizers
 - Drink tickets will likely be made available



Tentative Pre-Event Schedule

- Sunday: Key Staff arrives as well as attendees for Monday clinic
- Monday: Clinic
 - 50-75 attendees, 9 a.m.-5 p.m.
- Tuesday: Clinics
 - Clinics (up to three): 50-75 attendees each, 9 a.m.-5 p.m.
 - Certification: 25-35 attendees., 9 a.m.-5 p.m.
 - Endurance Exchange Setup and Load-In, 9 a.m.-5 p.m.
- Wednesday: Clinics, Check-in and Social
 - Clinics (up to three): 50-75 attendees each, 9 a.m.-1 p.m.
 - Certification: 25-35 attendees, 9 a.m.-1 p.m.
 - Endurance Exchange Conference Attendee Check-In, 1 – 5 p.m.
 - Endurance Exchange Attendee Social for all attendees, 6-9 p.m.

Tentative Conference Schedule

Thursday and Friday Sample Schedule	
6-8 a.m.	Morning Workouts
8-9 a.m.	Breakfast For All Attendees (800+)
9 a.m. – 5 p.m.	Expo Open (50+ Vendors And Retailers)
9-10 a.m.	Welcome & Keynote – All Attendees (800+)
10-10:30 a.m.	Attendee Networking
10:30-11 a.m.	Break
11 a.m. – 12 p.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
12-1:00 p.m.	Lunch (Buffet Style For All Attendees – 800+)
1-2 p.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
2-2:30 p.m.	Break
2:30-3:30 p.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
3:30-4:00 p.m.	Break & Start Of Happy Hour In Expo
4-5 p.m.: General Session	All Attendees (800+)
5-6 p.m.	Happy Hour & Networking In Expo
7-10 p.m.	Thursday: Various Socials In Town (Not At Conference Venue) Friday: USA Triathlon Foundation Gala and Hall of Fame Induction Ceremony (300 attendees in a formal, plated dinner)



Saturday Sample Schedule	
6-8 a.m.	Morning Workouts
8-9 a.m.	Breakfast For Attendees Still At Event (650+)
9-10 a.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
10-10:30 a.m.	Break
10:30-11:30 a.m.	General Session – All Attendees (650+)
11:30 a.m.	End Of Conference
11:30 a.m. -3 p.m.	Conference Loadout
1-5 p.m.	USA Triathlon Board Of Directors Meeting (15 People)

- Sunday: Final load out and Board Meeting
 - 9 a.m.-4 p.m.: USA Triathlon Board of Directors meeting (15 people)

General Venue Requirements

- Ability to activate industry sponsors, i.e. sports drinks, athletic apparel, fitness equipment
- Ability to receive shipments and loading dock access for expo
- All education rooms must have clear line of sight to audio and visual, appropriate acoustics for education and entertainment, and must have a logical participant flow from one room to another
- Reasonably priced audio/visual and food/beverage options
- Ability to facilitate a hybrid conference with both in-person and online audio/visual capabilities

Meeting Space Requirements

- 15,000 sq. ft of expo vendor space
- Main room with 1,000 seat theater style capacity (approx. 9,000 sq. ft)
- One formal dining space with stage for 300 seated in rounds for a plated dinner
- 4-5 breakout rooms with 250+ seat theater-style capacity
- 2-3 breakout rooms with 75-150 seat capacity, theater or classroom style
- Clinics and certifications (classroom style education)
- Partner activations space
- Staff office
- Media room

Host Venue Benefits

Endurance Exchange will provide significant exposure and economic impact to the local organizing committee as well as the community.

- Promotion/Ad Budget: valued at \$50,000 in USA Triathlon publications to be mutually agreed upon
- Full-page ad in Official Program: 1,000 distributed at event in paper and digital formats as applicable
- Two advertisements in pre-event registered attendee emails
- Logo on all collateral materials for event
- Logos on select event signage on site
- Scripted announcements during the event
- Exposition booth



- Premium insert opportunity into attendee gift bags
- Select representative of the LOC or Host Site may provide welcome announcement
- Opportunity to serve as title host of one content session
- Four complementary registrations to event
- Logo and event information on the Endurance Exchange website, www.enduranceexchange.com
- Official press releases submitted to all local media, national media, and constituents of USA Triathlon

Required Investment by LOC and Host Venue

The investment is the total required for each year of the two-year contractual agreement:

- Rights Fee or Incentive Funding: \$30,000 (\$15,000 annually) rights fee OR incentive funding of value-in-kind through savings in hard event costs (meeting space, rentals, food/beverage, audio/visual, etc.)
- Complimentary or significantly reduced pricing in meeting space for all conference sessions
- Guidance in sourcing and negotiating contracts for all event venues, hotel room blocks, food and beverage providers, audio visual providers, and volunteers, all at cost-effective rates
- Ability to negotiate with nearby hotels for discounted room rates, 75% attrition for staff block, no attrition for attendee blocks, 40:1 comp room night ratio or better, \$15 room night rebate, discounted or included parking, discounted or included breakfast

Proposal Bid Questions

The following are the items that should be included with your bid proposal. Please submit your bid proposal following the format below.

1. INTRODUCTION

- a. Please include information as to why the event should be hosted by your organization including qualities that make your city and venues unique.
- b. Describe other events of similar attendance and nature supported by your organization which demonstrate your ability to successfully host this event.
- c. How would you attempt to get the community to embrace the event?

2. VENUE

- a. Describe the available conference venues and meeting spaces as required by this proposal.
- b. Please provide an investment proposal for items that can be provided complimentary or for a reduced cost, including meeting space for all conference sessions. Please also provide estimated pricing and menus for audio/visual, food & beverage, rental equipment, and other items.
- c. Please answer the following questions:
 - i. What are your livestream audio/visual capabilities?
 - ii. What are the outside food and beverage policies?
 - iii. Are there corporate partner limitations?
 - iv. Are there any labor/load-in/load-out fees?
 - v. Is this a union or non-union venue?

3. FINANCIAL

- a. Please confirm your ability to accept the rights fee or ability to provide value-in-kind through savings in hard event costs.
- b. Please confirm your ability to provide meeting space for all conference sessions at a complimentary or significantly reduced cost.



4. ACCOMMODATIONS

- a. Host Hotel & Other Hotel Blocks for Staff and Attendees
 - i. Detail the amenities of the property, example: Restaurant hours, swimming pool, workout facility, business center etc.
 - ii. Does your venue connect to any hotel property?
 - iii. Distance from hotel to venue(s) (if applicable)
 - iv. Distance from hotel to primary airport.
 - v. Parking fees, if any
 - vi. Meeting room availability, and associated square footage, etc.
 - vii. Discounted nightly rates for staff and attendees

5. TRANSPORTATION

- a. Airport
- b. Shuttle or other transportation options from airport to hotel and conference venue

6. WHAT LOCAL BUSINESSES MIGHT SUPPORT THE EVENT AND IN WHAT FASHION? HOW?

7. PROMOTIONS/MEDIA EXPOSURE

- a. How does your organization plan to promote the event?

8. LETTERS OF COMMITMENT

- a. Please provide a minimum of one letter of commitment by the President/CEO/Decision Maker of your organization or venue

Contact Information:

If your organization is interested in hosting this event, please submit your bid proposal by February 14, 2021 to:

USA Triathlon
Attention: Cody Crowther
Events and Programs Manager
5825 Delmonico Drive, Suite 200
Colorado Springs, CO 80919
Email: cody.crowther@usatriathlon.org
Phone: 719-955-2806

