



ANGEL CAPITAL ASSOCIATION

REQUEST FOR PROPOSALS LOCATION HOST – 2017 ACA ANGEL INSIGHTS EXCHANGE

The Angel Capital Association (ACA) is looking for an ACA member organization or set of organizations to partner with to host the 2017 ACA Angel Insights Exchange in late October or early November. More information about the event, our preferences for the host organization, and benefits to organizations considering this are below.

- **Organization:** ACA is the leading professional association supporting the success of angel investors in high-growth, early-stage ventures. ACA provides professional development, industry voice, public policy advocacy and an array of benefits and resources to its membership of more than 13,000 individual accredited investors who support innovative startup companies across North America. www.angelcapitalassociation.org; Twitter: @ACAAngelCapital.
- **Event Overview:** This program will be the ninth annual Fall event, originally called ACA Leadership Workshop, in which we hope to attract 175-200 people, with a combination of ACA's most active, leading angel investors and investors from the host region who are interested in learning from and participating with leading angels in North America. The focus is on interactive information on making smart investments, sharing ideas for investment growth, running angel groups, and learning about the host region's entrepreneurial ecosystem. The 2015 and 2014 events had 165 attendees each and were highly rated. A copy of the agenda for the 2015 meeting is attached.
- **Dates and Event Design:** We're looking for 2 days, ideally between October 20 and November 15. We plan to host pre-conference seminars for investors and other audiences in the community on the morning of the first day, with the full ACA program starting at Noon with lunch and an evening reception. The ACA event would continue on the second day from 8:00 – 3:30. The board of directors of ACA will meet before the event.
- **Sponsor/Host Opportunity:** ACA is looking for a host organization that can help attract local financial sponsorship of the event. The ideal host would help raise \$30,000 from sponsors in their region and assist ACA in raising another \$35,000 with introductions to other sponsors in the region (noting that ACA will bring in some national and international sponsors). The 2014 event attracted about \$63,000 in sponsorship.

Host/Sponsor Benefits – The organization(s) hosting the meeting will receive branding recognition alongside ACA's four annual partner organizations, be involved in planning the event content, receive some complimentary meeting passes, and have the right to split revenues for any seminar or workshops that leverage the Leadership Workshop. Organizations that provide financial sponsorship are invited to make a presentation by the person of your choice on a topic by mutual agreement. ACA would be happy to work with the host to attract media coverage that features the host organization(s).

- **Meeting Room Logistics:** We're looking for a venue – **that is preferably not a hotel** - with a room that would hold 200 people with either round tables or classroom style for plenary sessions. Theater style may be considered, although space for people to eat lunch at tables would be required in that case. In addition, we need a second breakout room (so 75 people theater style). If possible, an area for 8 to 10 exhibit tables for sponsors is preferred. Past events have

been held at universities, law firms, an accelerator and private conference centers. ACA contracts with the venues, but appreciates the help of an ACA member in finding the right ones.

The evening reception could be held in the same or different room, with space for social cocktail reception with heavy appetizers. It could also be held in a different nearby venue (within walking distance).

The venue would best be located within easy travel distance of a hotel for the mostly out-of-town guests, with walking distance preferred. It would also be helpful if the meeting venue and hotel are reasonably accessible from the airport. Parking is also important for local guests and others with rental cars. At least 25 parking spaces within reasonable distance of the meeting venue should be available.

- **Catering:** Our interest is in being able to select low cost caterers for the reception, breaks, breakfast and lunch – of course with advice from your organization. ACA greatly appreciates receiving a contact to the caterer or better yet, a link or copy of the catering menu. Hosts of some of the past workshops paid for catering as part of an event sponsorship.
- **Audio-Visual:** We're pretty simple: ability to show basic PowerPoints in both rooms, a podium with microphone in both rooms, and a couple of hand-held microphones, without additional cost. We also need Internet access for all attendees in the meeting rooms.
- **Hotel:** We need a block of sleeping rooms for 50 rooms the night before Day 1, 100 rooms on Day 1, and 10 rooms on Day 2. Ideally the hotel is within walking distance from the meeting venue, although we will consider further locations if coverage of bus transportation is available from the host community.

ACA plans to select the location from a handful of cities. Here are details about the selection criteria and deadlines:

- **Selection Criteria:** ACA's board and executive director will select the host based on the following:
 - Ability to minimize ACA costs, including in-kind support of food and beverage.
 - Commitment and ability to raise financial sponsorship, directly or including introductions for ACA's partnership director to propose sponsorship.
 - Logistics – attendees can easily get from the airport to the meeting venue and hotel, and the meeting venue and hotel are convenient to each other.
 - The city is reasonably accessible and cost effective by air for attendees – with a strong preference to direct flights from most major cities.
 - The area/region has a good concentration of ACA members who want to participate and can travel by car or train.
 - Interest in participating in program planning and when needed, connections to local experts. Ensure local angel investors register for the event.
 - Creativity and ingenuity in the proposal.
- **Proposal Submission** –Proposals should be emailed by January 15, 2017 to:
Marianne Hudson
Executive Director
Angel Capital Association
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- **Questions:** Contact Marianne Hudson by email or phone at 913-894-4700 x1.