

American Culinary Federation Request for Proposal



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Introduction

Organizational Overview

The American Culinary Federation (ACF) is the largest professional organization of chefs and cooks with an estimated 20,000 members in over 230 chapters nationwide. Culinary competition, professional certification and program accreditation are all programs the ACF administers. Members join for these educational programs and grow through participation in professional development.

Event Description

The American Culinary Federation's regional conferences are annual meetings that are considered in the industry as one of the most important educational and networking forums for chefs. The conferences consist of a general session for the entire conference body; breakout sessions including educational seminars, culinary demonstrations and business meetings. The conferences also include a food show and product showcases, as well as several themed food functions.

Competitions are an integral part of the ACF, and we crown a regional Chef, Pastry Chef, and Student Chef of the year, and a Student Team regional champion during the conference. The competitions take place at a local culinary school over the course of two days. The Conference culminates with a formal awards dinner followed by a wrap party and kick off to the next year.

The objective of the ACF Regional Conferences is to provide ACF members with an opportunity to:

- attend educational programming that offers professional development and skills training;
- network with other culinarians and industry professionals;
- meet with providers of products and services related to the culinary profession in a trade show arena;
- visit a hotel that provides the utmost in service, accommodations and that exhibits the highest culinary standards.

Audience

Conference attendees are foodservice professionals, chefs, cooks, pastry chefs, culinary educators and students from within the specific region. Depending on the location, most would arrive by air and some would be drive-ins. Most are in middle or upper management positions and are interested in career advancement and professional development. Being in the hospitality business, the acceptable standard for service is high, but appreciation is equally as high. Attendees frequently visit hotel outlets each evening.

Scope of Work

Date Requirements

Regional conferences are held during the spring of each year. All four must be held between February 15 and April 30. The preferred schedule is as follows:

- * Northeast Regional Conference should be held in late March or April.
- * Southeast, Central, and Western Regional Conferences should be held between February 15 and April 30 excluding holidays.

The ideal regional conference spans a 4 day period. Two (2) of the four conferences will have a Sunday through Wednesday pattern while the other two will have a Friday through Monday pattern. Please submit multiple dates for consideration.

Lodging Requirements

- ❑ Room block to accommodate 350-650 attendees (see page 4 for details specific by region), extended 3 days prior and 3 days after the conference for those wishing to vacation
- ❑ Complimentary suites and amenities for the National President and the Regional VP
- ❑ Upgraded rooms and amenities for dignitaries and VIPS
- ❑ Early check in, late check out
- ❑ Attendees will pay for their own rooms and incidentals.
- ❑ Close proximity to airports and train stations or entertainment districts

Central Conference History:

2011 Hilton New Orleans Riverside
2010 Indianapolis Marriott
2009 Renaissance, Schaumburg, IL
2008 Hyatt Regency Crown Center, Kansas City, MO
2007 Hilton City Center, Milwaukee, WI

Northeast Conference History:

2011 Columbus Renaissance, Columbus, OH
2010 Hersey Lodge, Hersey, PA
2009 Westin Boston Waterfront
2008 Hilton Netherland Plaza, Cincinnati, OH
2007 Westin Convention Center Pittsburgh

Southeast Conference History:

2011 Hilton Atlanta
2010 Sheraton Birmingham
2009 Hilton Charlotte Center City
2008 Williamsburg Lodge, Williamsburg VA
2007 Sheraton, Nashville, TN

Western Conference History:

2011 Talking Stick Resort, Scottsdale, AZ
2010 Hyatt Albuquerque
2009 Seattle Doubletree
2008 Hilton Salt Lake City
2007 Coeur d'Alene Resort

Central Region Sleeping room requirements:

Night one	75
Night two	175
Night three	225
Night four	200
Night five	125
Total	800 Room Nights

Northeast Region Sleeping room requirements:

Night one	75
Night two	250
Night three	300
Night four	250
Night five	175
Total	1050 Room Nights

Southeast Region Sleeping room requirements:

Night one	75
Night two	200
Night three	200
Night four	175
Night five	125
Total	775 Room Nights

Western Region Sleeping room requirements:

Night one	75
Night two	215
Night three	225
Night four	200
Night five	150
Total	865 Room Nights

* Peak Night subject to change based on final program

Space Requirements

- Complimentary meeting space for seminars and meetings minimum of 4 breakouts available simultaneously, each capable of seating 125 theater style. Rooms should be sound proof, in close proximity to one another as well as restrooms and elevators. Quality of lighting, acoustics, sound systems and any obstructions should be disclosed.
- General Session room capable of seating 300 classroom style with space for stage and standard technology for presentations
- Function rooms should be without obstructions. Ceiling heights, decorative lighting and mirrors must not interfere with audio-visual presentation and video recording.
- Educational programs include cooking demonstrations, so there should be no issues or concerns about cooking in the ballrooms. ACF does not allow open flame or deep-fat frying
- Culinary team and management needs to be comfortable allocating kitchen space and time to chef presenters to prep for their respective educational sessions
- A minimum of three inch spacing between chairs
- Ample common areas for session breaks
- F&B functions - reception areas to accommodate 400, banquet area to seat 400 comfortably with space for stage

- ❑ Secured areas for storage and offices with a minimum of 600 square feet
- ❑ Exhibit/Showcase area of a minimum 14,000 gross sq. ft. that could accommodate a food show of 50-75 10'x10' booths.
 - please address loading docks, ease of set up/tear down, and parking
 - ventilation, kitchen space (refrigeration, prep & cooking)
 - buffet lunch may be served during trade show hours
- ❑ Food products must be allowed to be brought in and distributed by exhibitors to attendees on the show floor, minimum 3 ounce sample size.
- ❑ Storage space needed (refrigerated and dry-storage) for donated product and demo presenter product
- ❑ Registration area with a minimum 15 foot counter located in close proximity to the meeting rooms and exhibit area.
- ❑ Registration areas should be spacious and wired internet access capable.

Food & Beverage Requirements

- ❑ The composition of the attendees dictates the need for creative food and beverage functions of the highest quality at a reasonable price. Flexibility in menu planning and service levels is a must.
- ❑ Food and beverages prices and sample menus should be confirmed twelve months prior to the meeting
- ❑ The hotel must allow the use of sponsored food and beverage (including alcoholic) products and will credit the ACF for the actual cost of the sponsored product based on current wholesale pricing of each item. The ACF will pay a gratuity of on 100% of the retail price of each item as mutually agreeable. See page 7 for example.
- ❑ Service Charges for plated meals, breaks and buffets should be disclosed in the proposal

Corkage

- ❑ Hotel agrees to allow exhibitors and sponsors of educational sessions to distribute alcoholic beverages of less than three (3) ounces without hiring a bartender. There will be no corkage fee assessed for alcohol served as part of an educational session or as an element of an exhibit on the trade show floor. Hotel will provide ACF will all necessary state and local ordinances governing service of alcohol.
- ❑ If ACF has sponsored product used at a cash bar, hotel agrees to waive corkage fees but will keep all proceeds from the cash bar. Hotel agrees to discount drink prices to attendees in return for sponsored product. ACF is responsible for bartender fees.
- ❑ Hotel will allow sponsored product for meal functions and will charge ACF corkage at mutually agreeable rate. Corkage fees will count toward group's F&B minimum

Shipping:

Hotel agrees to waive shipping and receiving charges associated with donated product for meal functions and educational programs (demos). These items will be shipped to the attention of the hotel Executive Chef or his designee. Hotel and ACF understand that most show management freight will be shipped to the exhibitor services contractor. However, some show management items will ship directly to the hotel. Hotel agrees to waive shipping and receiving charges for ACF show management freight if addressed under a single name, name TBD by ACF 60 days prior to event.

Room Attrition:

In cases where a room attrition clause is in place, hotel agrees to post an event audit to compare the rooming list to event registration lists in order to ensure all attendees who may have booked outside of the block are credited to the ACF room block.

Concessions

- ❑ Complimentary room ratios of 1/40-room nights. One complimentary unit provided for each 40 room nights used over the inclusive meeting dates, accumulated from the beginning of the block through the end, with the resulting room night credit allocated by the ACF in any manner immediately before, during and/or after the official meeting dates.
- ❑ (2) Two complimentary 2 bedroom suites, presidential and vice presidential, suitable for hospitality, for our national president and regional vice president.
- ❑ The group rate extended three days prior and three days following the convention to allow attendees to fully enjoy the host city.
- ❑ 2 week cut-off date for our room block, after which the attendees will be taken on space available, at the agreed upon group rate
- ❑ 10 in-room amenities complimentary for VIP's
- ❑ additional 15 in-room amenity "at cost"
- ❑ Site inspection trip for a minimum of two ACF conference representatives. (Room, Food & ground transportation between hotel & airport)
- ❑ The hotel is asked to provide a minimum of 16 complimentary room nights, ground transportation and a meeting room for additional planning meetings between ACF staff & property team, including culinary, as needed.
- ❑ one complimentary microphone per meeting room and three for the general session. Microphones may be hand-held, lectern or lavalier; wired or wireless as needed
- ❑ Discounted audio visual if in house. Disclosure of service charges, patch fees, etc requested in advance
- ❑ Complimentary wired internet service at the registration desk – 2 lines
- ❑ telephone and data line provided with no charge for local or toll-free calls at the ACF merchandise location for the purpose of processing credit card orders
- ❑ airport round trip limousine pick-up and returns for 5 ACF VIP's
- ❑ complimentary use of easels
- ❑ complimentary schoolroom set-ups with water, tables, pencils/pens, and mints or other candy type condiments
- ❑ complimentary or discounted self-parking for conference attendees

Areas of Consideration for ACF

- ❑ Exhibit Space (ancillary costs such as permits, utilities, labor, etc) restrictions, kitchen usage
- ❑ Hotel sleeping and meeting room capacity
- ❑ Peak room commitments to ACF; request disclosure if any other groups are in-house concurrently
- ❑ Quoted room rate, exclusive of taxes
- ❑ Check-in/check-out capacity
- ❑ Size of largest and second largest meeting room with detail seating capacities
- ❑ Ability to turnover rooms from general session to meal functions
- ❑ Audio visual – ACF will consider in-house av company but reserves the right to seek other bids
- ❑ Meeting/exhibit accessibility
- ❑ ADA compliant
- ❑ Dates of proposal
- ❑ Distance from airport and cost for ground transportation

- ❑ Culinary Team, including Executive Chef of hotel is a member of the ACF
- ❑ Room Service hours of operation
- ❑ Family activities and attractions in the local area
- ❑ Signage regulations

Program Descriptions

Meal Functions & Sponsored Products – the very nature of our membership dictates that the F&B portion of our conferences be special. We do not expect typical banquet food. Our sponsors provide product to the property Executive Chef in the hopes that he or she will develop his own unique recipes and presentations to showcase the items to our chef attendees who are ultimately their target customers. This is an opportunity for the property culinary team to shine in front of their peers, and hopefully discover a new product or two themselves.

Ideally ACF and the Executive Chef will partner to develop an excellent meal program while keeping the conference food costs low. ACF will in turn pass these savings on to our members by keeping our registration rates low.

- ❑ Menu suggestions should be presented 12 months prior to meeting
- ❑ The hotel should be comfortable incorporating sponsored food and beverage products into the menus, and be willing to credit the ACF for the actual cost of the donated product based on current wholesale pricing of each item. The ACF will pay a gratuity of 100% of the mutually agreed upon retail price of each item.
 - For example – ACF & Hotel establish a retail price of a 4 course plated meal at \$65 ++
 - ACF provides product through it sponsors that are agreed to be \$35
 - ACF will pay retail of \$30 plus tax per person
 - ACF will pay gratuity on \$65 per person

Chef Professionalism Award Luncheon is typically a three course plated meal that runs 75 minutes. The general program begins with a pre-set salad or other first-course. Once cleared, the Vice President and the award sponsor introduce the nominees for the Regional “Chef Pro” Award, and the winner is announced. After the award the remaining courses are served.

- The majority of the food items for this lunch are sponsored products

American Academy of Chefs Dinner is a formal Escoffier-style meal, typically 7 or more courses. Each course is paired with a specific wine. The Academy is the Honor Society of the ACF, and this dinner is a fund-raiser to support the various AAC scholarships and programs. More often than not, this function is held off property, but if the host property has the facility space, required staffing, and experience, then it could be onsite. This decision is ultimately made by the Academy Chairperson.

Regional Awards Gala is the finale of the conference. During this four-course plated dinner, the winners of the competitions that are held during the event are announced. Attendees find out which Student Team and Knowledge Bowl Team prevailed, and who will join those teams to represent the region at the National Convention where they will compete against the winners from the other three regions for the National titles of Student Chef, Pastry Chef, Chef Educator and Chef of the Year.

- The center of the plate for this meal is typically a sponsored item
- Sponsorship for other items varies year-to-year
- Awards are presented between courses once the majority of dinnerware has been cleared

Ice Breaker Reception is a free-flowing function that features a variety of buffet stations that are a mixture of sponsored products and hotel features. This is a good opportunity to showcase a specific

cuisine that is reflective of the city or state. (Example – New Orleans featured an oyster bar, a gumbo station, a Bananas Foster action station and a couple of Jambalaya varieties).

Breaks, Brunch and breakfast buffets will have varying items sponsored as well and can be discussed case-by-case.

2013 Regional Conference Sample Schedule

Thursday or Saturday - Staff Arrivals

8am-all day Ops Set-up, approx. 900 sq. ft (24-hr hold for duration of conference)

Friday or Sunday

8am – 11:59pm Registration Area (Foyer area or meeting room)
ACF Gift Shop approx. 600 sq. ft. (24 hr hold for duration)
Operations Center, approx. 900 sq. ft (same room each day)
Chapter Room 600sq ft

8am-5pm 4 Specialized break out sessions - classroom for 15-20
Trade Show Set-up, 14-16,000 sq. ft.

9am Pre-Con Meeting with hotel

8am-6pm 2 Meeting Rooms, theater for 75

5-11:59pm 2 Demo Rooms, theater for 150 + stage area, 24-hr hold for entire conference

3-9pm Icebreaker Reception, flowing for 200, stage for band,

Saturday or Monday

24 hour hold Registration Area
ACF Gift Shop approx. 600 sq. ft.
Operations Center, approx. 900 sq. ft
Chapter Room 600sq ft
2 Demo Rooms
General Session Room: 24x24 stage, classroom for 200 and theater for 100

6-8am Breakfast - buffet for 200 in meeting room, not foyer

8am – 8pm Trade show room
Knowledge Bowl, theater for 100 with large staging area
Knowledge Bowl Green Room, banquet for 100

8am-6pm 2 Seminar Rooms, theater 100 each

Sunday or Tuesday

6 – 8am Breakfast, banquet for 200

24 hour hold Registration Area
ACF Gift Shop approx. 600 sq. ft.
Operations Center, approx. 900 sq. ft
Chapter Room 600sq ft
2 Demo Rooms
General Session Room: 24x24 stage, classroom for 200 and theater for 100

8am-6pm 2 Seminar Rooms, theater 100 each

11:30am-1:30pm Chef Professionalism Award Luncheon, banquet for 300

Monday or Wednesday

All Day	Room for meals: Breakfast, Lunch, Awards Dinner: banquet for 300-400, with stage 18x24
24 hour hold	Registration Area ACF Gift Shop approx. 600 sq. ft. Operations Center, approx. 900 sq. ft Chapter Room 600sq ft 2 Demo Rooms General Session Room: 24x24 stage, classroom for 200 and theater for 100
8am-6pm	2 Seminar Rooms, theater 100 each
9pm	Wrap Party Reception - dance floor & DJ, typically next door to gala, but could be in a club or bar area for a more unique experience

Tuesday or Thursday

Until 2pm	Operations Center Chapter Room
8am	Post-con & bill review with hotel staff
Departures	

General Information

1. Please mail or e-mail proposals to:

American Culinary Federation
Attention: Jennifer Keith, Events Management
180 Center Place Way
St Augustine, FL 32095

E-mail address: jkeith@acfcchefs.net
Phone number: 904-484-0246

Please include a sales kit, banquet menus and pricing.

2. All proposals are to include a letter of commitment from the hotel or convention center. Please include a guarantee of room rates.
3. Pictures, menus or tourism packages can be included in the proposal. Please include some ideas on how your property can make this conference exciting. Special attention to the property's culinary team is recommended.
4. If there are some requirements you cannot meet, alternative ideas can be considered.

Evaluation and Award Process

- ❑ Rates and prices will be a major consideration in the selection process. However, superior facilities and high level of service are equally important.
- ❑ Some products, services and equipment will be donated.

- The hotel is asked to provide a tasting for the Chef Professionalism Lunch and the Awards Gala.