



2011 NARI NETWORKING MEETINGS REQUEST FOR PROPOSALS DEADLINE: Wednesday, January 5, 2011

In 2011, NARI Metro DC is changing its line up of monthly meetings. We are still doing a series of evening networking and educational meetings, but we are now dividing them into two different types: an **Educational Series** (which will be done at local hotels or meeting facilities), and a **Networking Series**, which will be done at local member showrooms. We have also reduced the number of meetings: only 3 in the Educational Series and 3 in the Networking Series in 2011.

Hosting a NARI Networking Series Dinner Meeting is a highly valuable marketing opportunity for member companies who do business with local remodelers. Our members like to network (over 500 registrations last year to our Monthly Meetings), and hosting a meeting means you can have 100+ NARI members in your showroom getting a first hand experience of the services, products, and customer service that you and your team can deliver.

We cut the registration fee to our Networking Series events by 62% (\$25, down from \$65) to try to draw more people into your showroom, and with fewer meetings on the schedule; we expect each event to be more of a draw. Because there are no NARI educational programs at these meetings, your planning and space management will be easier and less expensive. You can best plan how to draw members, either with reps from your vendors there to educate members, or prize giveaways (usually both).

Because we can only offer THREE of these opportunities in 2011, NARI Metro DC is asking for proposals from member organizations to host one of three Networking Meetings to be held in 2011. Meetings are currently scheduled for February 23, May 25, and September 14. If you are interested in hosting a Networking Meeting, please provide the requested information as outlined below.

NARI Metro DC staff will review all proposals and select the 3 locations that best fit the needs of the members.

EXPECTED ATTENDANCE **75 - 150 attendees**

Meeting Host Requirements

- \$4500 host fee payable to NARI Metro DC
- Provide all catering of food and beverage service for the event
- Provide a microphone for NARI announcements (approx. 15-30 minutes, towards the end of the event)
- Company and event description for use online and in email blasts. Must provide description at least 2 months in advance (ideally 3).

- Promote the meeting to your industry contact list
- Optional: Supplier partners to offer small group product demos or informal briefings
- Optional: Prize giveaways (type and quantity of giveaways are at the discretion of the host.)

NARI Metro DC Responsibilities:

- Online registration and payment processing
- On-site registration and badge printing
- NARI Ambassadors to greet attendees at the door
- Projected attendance numbers, 72 hours prior to event for catering guarantees
- Complimentary registrations to your staff and supplier partners
- At least 2 direct Email blasts (plus monthly e-newsletter) and at least 2 direct fax marketing sent out for each event (text can be customized by the host, pending approval by NARI staff)
- Marketing begins at least 2 months in advance and includes online and email promotions. Electronic marketing materials will be supplied to host for their promotional activities.
- Meeting attendee list shared with host

Standard Networking Meeting Schedule:

5:00 PM Registration Opens
 5:30 PM – 7:30 PM Networking Reception
 7:30PM – 8:00 PM NARI Announcements, Sponsor Recognition and Giveaways

Proposal Requirements:

Please submit a brief proposal that includes the following information.

- Size of showroom. Number of rooms and number of people that can be accommodated
- Amount of parking available
- Approximate number of your staff attending event (your staff and vendor reps attend free of charge)
- Do you have multiple showroom locations? If yes, please rank your first, second and third choices of site to serve as host location.

What makes your location or company unique to host a Networking Meeting? What can you offer to draw attendees? It would be helpful to include information on:

- Catering plans
- Giveaways to be offered
- Product demonstration or education

Have you hosted a NARI event in the past? Were you satisfied with the event? What would you have done differently?

MAIN CONTACT **Nancy Copen, Senior Meetings Manager**
National Association of the Remodeling Industry Metro DC Chapter
 9707 Key West Avenue, Suite 100 Rockville, MD 20850
 Direct: (240) 404-6480
 Fax: (301) 990-9771
 E-mail: ncopen@mgmtsol.com



2011 NARI NETWORKING MEETINGS PROPOSAL COVER SHEET

Member Organization: _____

Address: _____

City, State, Zip Code: _____

Contact Name: _____

Title: _____

Phone: _____ Email: _____

Please sign below to confirm that you have read and understood all the requirements for hosting a NARI networking meeting as outlined in the Request for Proposals.

Signature

Date

Preference for Meeting Date (prioritize 1,2,3, but ONLY put a number on dates where you can commit to hosting.)

_____ Wednesday, February 23, 2011

_____ Wednesday, May 25, 2011

_____ Wednesday, September 14, 2011