



**REQUEST FOR PROPOSAL: EVENT/CONFERENCE PLANNER**  
**FAQs**  
**(As of March 16, 2026)**

**Meeting Space/Hotel Rooms**

- Has a room block for attendees been considered as part of the program? In DC's market, hotel venues are significantly more willing to release function space (and negotiate more favorable terms) when guest rooms are part of the agreement.

We are anticipating needing a room block, which has not yet been secured. We would be open to an agreement with a signal venue that provides sleeping rooms and meeting space.

- As an added note, a room block would also generate a planner commission that could offset a portion of event planning costs.

We have used planners to secure room blocks in the past and have no issue with such a commission.

**Event Structure & Programming**

- Are you open to a partnership for the summit- combining events or a multi-org event?  
Yes, we would consider that approach.

- Will the Summit include an exhibition component?  
No

- If booths were utilized in past conferences, how many booths?  
NA

- Will any programming or social events take place off-site beside dinner/reception, or will all components be at a single venue?  
TBD, but assuming available space, single venue.

- Is there a more detailed agenda by day available currently or previous agenda of the past?  
No

- Will continuing education (CE/CME/CEU) credits be offered, and for what professions?  
No
- Will the Event Planner be expected to contribute to educational program development or only logistics?  
Planner will be expected to weigh in on content flow, length, etc., but not literal content
- How many speakers are anticipated, and will you be using a call-for-presentations process?  
TBD
- Who is responsible for selecting and contracting speakers?  
TBD, but likely a shared responsibility between planner and BCHC staff
- What level of support do you expect for sponsorship - strategy, outreach, materials, or full management?  
Strategy and structure, perhaps some outreach and management, but it is certainly a shared responsibility

### **Sponsorships**

- Do you already have sponsor relationships, or will we be building them from scratch?  
No current sponsor relationships.
- Sponsorship target dollar amount, categories/tiers, and fulfillment expectations?  
TBD

### **Attendees & Volunteers**

- Can you provide additional detail on the expected attendee demographics or professional makeup?  
The summit will draw from BCHC's membership, 36 big city health departments, as well as partners in the public health and ancillary fields. Pre/Post sessions will be a slightly more specialized audience from which we draw.
- Is there a volunteer component planned, and if so, would volunteer recruitment/management be part of our scope?  
No

- If volunteers are used, how many should be anticipated?

NA

### **Marketing & Communications**

- What marketing resources will BCHC provide (logos, photography, video, event branding guidelines)?

BCHC will take the lead on logos and branding. Planner and BCHC staff will collaborate on other assets.

- Does BCHC have a contact database available for conference marketing? If so, how large and what types of contacts are included?

BCHC does have contacts database for marketing, which would certainly serve as the core audience/starting point for outreach

- Does BCHC use any specific marketing platforms or software?

No

- Does BCHC have active social media accounts, and on which platforms is BCHC most active?

Yes. We are most active on LinkedIn.

### **Registration & Technology**

- Does BCHC have a preferred registration software, or should the Event Planner propose options?

Planner should propose options and include in budget.

- Are registration categories, pricing, key dates, and any optional/add-on fees available as of yet?

No.

### **On-Site Operations**

- What type of attendee and/or exhibitor badging is preferred?

Open to suggestions.

- Will printed materials be needed onsite, or will materials be distributed digitally?

TBD

- Has BCHC utilized a drayage company, decorator, or both in the past?

No.

- Will any sessions be live-streamed or recorded? Post-event video deliverables needed?

Likely no live-streaming; perhaps some recording or post-event video.

### **Budget**

- Could you please share the budget range that BCHC has allocated for the event management contract? This will help us tailor our proposal to your expectations and ensure alignment with your financial parameters.

There is no one budget number as we are still raising funds and are in the early stages of planning. That said, we imagine a minimum contract of \$100K, but likely more.

- What is the overall event budget, and how is it allocated (venue, catering, marketing, etc.)?

This is largely TBD, though do have budget estimates for ancillary events, which we can share with the planner who is selected. As we are hosting several events with different funding streams, we look forward to economies of scale and will make decisions on space and date, in part, depending on costs.

### **Timeline/Key Dates**

- What is the timeline for the event, including key milestones?

We are looking to hold the events in mid Q1 or early Q2 of 2027. The first key milestone, after hiring an event planner, will be to secure event space.

- How much lead time will we have before planning begins?

Work will need to begin as soon as the event planner contract is executed.

- Are any dates already locked in?

No