

OVERVIEW

WHAT IS THE IRF?

The Incentive Research Foundation (IRF) is a 501(3)(c) private not-for-profit foundation that funds research and education on incentive travel, rewards, recognition and motivation in the workplace. Over its 20 years in existence, the IRF has underwritten almost 100 projects, and committed over \$2 million to research and education in this space.

WHO IS THE IRF COMMUNITY?

As a research foundation, the IRF does not maintain a membership but instead provides research and education that is available for free to the public. It also continues to cultivate an active and thriving constituency of over 2,500 individuals in the incentive travel and rewards community. Over 50,000 unique visitors a year access IRF tools. Our constituency includes all levels of incentive and rewards suppliers, program owners in Fortune 500 companies that run Reward and Recognition programs, and a majority of the Incentive Houses that serve our market.

IRF INVITATIONAL OVERVIEW

The IRF's Annual Education Invitational is the crowning opportunity to highlight the IRF's great work throughout the year and fund projects for the next year during 4 days of networking, education, activities, and events. As a host of The Annual Education Invitational, you will help to advance the goals of furthering industry-critical independent research while obtaining tangible new leads and business connections with the most senior decision makers in the industry. The Invitational continues its 26-year tradition of delivering a proven and valuable business-networking event by attracting the top decision makers in the incentive and motivation industry.

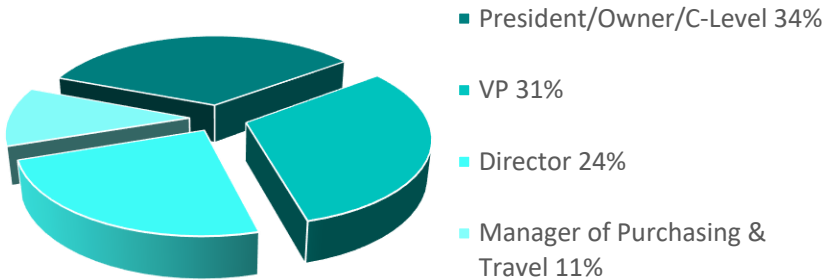
[For the past two years, the Invitational has SOLD OUT](#) and surpassed our financial goals, thanks to the support of our generous hosts and sponsors. Attendance for the Invitational is estimated at 450-500 people, including buyers, sponsors, local hosts, IRF partners, spouse/significant others (of registered attendees), IRF Trustees, and IRF staff.

BUYER STATISTICS

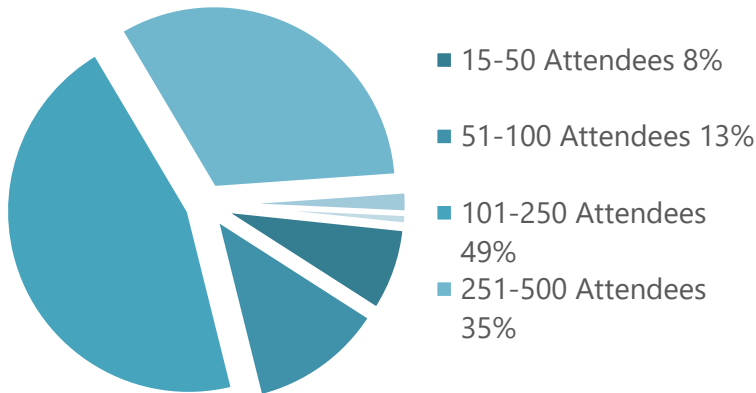
Quick Facts

- Buyers in Attendance: 190+
- Average Level of Buyer Attendees: VP Level or above
- Total # of Meetings and Incentive Travel Programs Represented by Buyers: 20,000+
- Returning Buyers that have used sponsors: 95%
- Attendees who would recommend the event: 98%
- CMI 25 largest incentives houses represented: 80%
- New Buyers Year over Year: 30%+
- Collective spend of over \$1 Billion

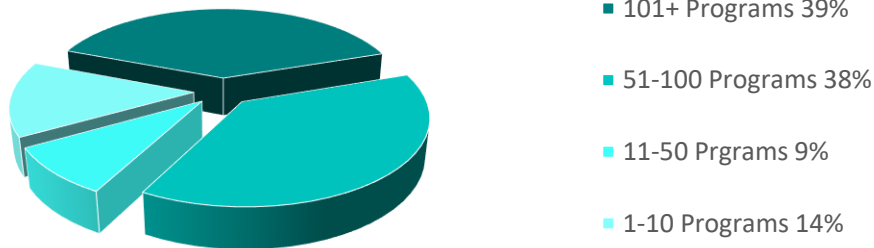
Attendee Overview for Programs



Average Program Size



Number of Incentive Programs Planned Per Year



Program Locations

Africa – 35%
Asia/Pacific – 44%
Australia/New Zealand – 39%
Canada – 74%
Caribbean – 83%
Central America – 58%
Cruises – 67%
Eastern Europe – 39%
Mediterranean – 56%
Mexico – 75%
Middle East – 28%
South America – 40%
UK/Western Europe – 67%
USA – 100%

ROI

Below is a summary of business that was **booked one year after event.**

- \$5M in business brought to Atlantis after Invitational (2008)
- \$2M in business brought to Aria after Invitational (2011)
- \$2M in business brought to JW Marriott San Antonio after Invitational (2012)

Secrets Puerto (2014)

Only three weeks after the event in Los Cabos, Secrets Puerto already had:

- 7 New RFPs
- 7 New pieces of business to operate
- 5+ Site visits pending
- Secrets also won a 3,000 room night piece of business as a result of the IRF program. That piece of business alone gave the property a positive ROI from their hosting of the Invitational.

Trump National Doral (2015)

Less than two months after the event, Trump National Doral had:

- 21 new contracts in play
- A potential of 75 new contracts before close of 2016

Red Rock Resort (2016)

- At the end of program, Red Rock Resort was tracking \$2.5 MM in potential new business leads.
- Six months after completion of program, \$680,000 had been or was nearing final booking.

HOST PROPERTY – MINIMUM REQUIREMENTS

- High-End Property
- 500+ Rooms
- Ballroom size of 15,000 sq ft
- Outdoor Pool Area able to accommodate 500 guests

HOST PROPERTY - FULL REQUIREMENTS

PREFERRED DATES: May/June, Wednesday – Sunday pattern, avoiding holidays

REQUESTED CONCESSIONS

- 280 complimentary hotel rooms on peak nights, including 50 suite upgrades, for hosted buyers, IRF Trustees, IRF staff, and key IRF partners.
- 200 hotel rooms on peak nights at a group rate, for sponsors.
- Complimentary use of Presidential Suite on peak event dates.
- No attrition charged to IRF for rooms outlined above.
- A discounted pre/post rate for both complimentary and paid rooms, available at least 3 days before and after event.
- Complimentary space, AV and F&B for items indicated in agenda below.
- Complimentary space, AV and F&B for staff office, to include breakfast, lunch and snacks for 10 people, on pre-event and event dates.

AGENDA OVERVIEW (**Minimum items typically hosted by host property)

The agenda outline below is representative of the typical Invitational agenda. Items typically hosted by the primary hotel are indicated below. **Please note that IRF works collaboratively with the host property to ensure underwriting of the entire event, to include off-property hotels/resorts, DMCs, attractions, golf courses, local CVB/Chamber and other partners, to ensure a spectacular destination event.**

Friday – Sunday (pre-event days)

ALL DAY IRF Staff Arrivals

Monday (pre-event day)

ALL DAY Board of Trustee & VIP Arrivals
Afternoon Executive Committee Meetings
EVENING Board of Trustee Dinner

Tuesday (pre-event day)

ALL DAY Attendee Arrivals
ALL DAY Board of Trustee Meeting
Evening Board of Trustee Dinner

Wednesday

ALL DAY Attendee Arrivals
ALL DAY Registration & Check-In
(Registration Suite, Gifting Suite & Hospitality Suite) **
Evening VIP Reception (by invitation only) **
Evening General Welcome Reception **
Evening Late Night Lounge **

Thursday

ALL DAY Hospitality Suite Open **
ALL DAY IRF Education Day
(breakfast & lunch provided) **
Evening Cocktail Reception for all attendees
(typically hosted by another hotel)
Evening Sponsor-Hosted Dinners at
Local Restaurants (optional)
Evening Late Night Lounge **

Friday

Morning Breakfast**
ALL DAY Destination Activities & Experiences
Afternoon Lunch**
Evening Live Auction Dinner & Silent Auction
Dessert Reception (typically hosted by another hotel)
Evening Late Night Lounge **

Saturday

Morning Closing Brunch**
ALL DAY IRF Cabana Day
(lunch & dinner provided) **
Evening Late Night Lounge **

Sunday

ALL DAY Attendee Departures
Morning Breakfast**

HOST PROPERTY SPONSORSHIP BENEFITS

In exchange for hosting the Invitational and providing the requirements listed, the property will receive the following benefits:

EXCLUSIVE HOST HOTEL BENEFITS

- Unique access to almost 200 of the industry's buyers
- Exclusive access to the individual buying patterns of each attendee
- Detailed post-event survey information of attendees experience with your property and the program
- Text recognition inclusion in multiple press releases
- 12 months of dedicated marketing on the IRF invitational webpage with 2000 visitors a month
- Dedicated logo and text recognition in all web marketing campaigns, logo where applicable
- One (1) registration to the next year IRF Invitational

HOST SPONSOR BASELINE BENEFITS

ACCESS BENEFITS:

- Event Registrations for SPONSOR REPRESENTATIVES: 6
- Event Registrations for INVITED PRE-QUALIFIED BUYERS: 6
- Opportunity to participate in onsite sponsor debrief/networking meeting
- Post-event attendee list with buyer details
- All hosted meals and business networking functions for up to five (5) days and After Glow evening lounge
- Access to Wednesday night VIP and all-attendee reception
- Up to four (4) nights room accommodations at the discounted room rate for sponsor hosts
- Up to four (4) nights room accommodations hosted complimentary for qualified buyers

PROMOTIONAL BENEFITS:

- Premium logo recognition under Host Sponsorship level on the Incentive Invitational website
- Logo/Text recognition in all related marketing collateral (based on collateral, logo where applicable)
- Logo/Text recognition in onsite event collateral materials, logo where applicable
- Logo recognition on the IRF sponsorship signage, prominently displayed throughout the event
- Logo Recognition on all activation event signage, displayed during designated time (when applicable)
- Opportunity to provide décor for activation event (when applicable, at additional cost to sponsor)
- Logo recognition and company contact information on mobile app
- Recognition for auction award donation(s) in auction catalog (print and online) and on site during auction

NETWORKING BENEFITS:

- Access to four (4) nights/five (5) days of networking (60+ hours of activities and networking)
- Opportunity to greet guests as they arrive on property
- Branded tables reserved for Sponsors and Hosted Buyers at Education Day (signage to indicate table)
- Number of Golfers allowed in Friday Golf Tournament (up to): 4
- Opportunity to host clients on Thursday Open Night (Dinner at additional cost)

MORE INFORMATION

To obtain the full RFP, please contact Deb Sas at dsas@theIRF.org or 703-651-8189. RFPs are due to the IRF by August 30 two years prior (i.e. for 2020 Invitational, deadline is **August 30, 2018** and for 2021 Invitational, deadline is **August 30, 2019**).



The IRF Annual Education Invitational Request for Information