



POMA ANNUAL BUSINESS CONFERENCE RFP SUPPLEMENTAL DOCUMENT

Thank you for considering bidding on [Professional Outdoor Media Association's Annual Business Conference](#). It is an educational and hands-on product testing event for outdoor industry journalists and communications professionals. The conference enjoys participation in the range of 200 individuals.

The good news for you – approximately half of the attendees are writers, editors, broadcasters, photographers, videographers, podcast hosts, and content developers. Although we bring some commerce to town, the bigger benefit of hosting the event is introducing the outdoor recreation media to your state/locale in hopes they will cover your area/state and recreational offerings.

As you review this detailed document, please keep in mind the **critical nature of the bid being a cooperative effort between the local convention and visitor's bureau, the lodging facility and the state's office of tourism.**

There are two parts to the RFP, one for the hotel/facility to complete, and one for the local convention and visitor's bureau (CVB) and/or tourism office to complete. **For a bid to be considered, both the CVB and Facility RFPs ([found online via the links at the bottom of page 2](#)) must be completed. The CVB can invite as many facilities as they feel will meet the event requirements to complete the RFP.**

Because POMA is an international association of traditional outdoor sports journalists and outdoor industry professionals, the format for the business conference:

- Involves interaction with tourism to help member journalists generate editorial coverage of hunting, fishing, shooting and trapping opportunities at both the local and state levels.
- Includes two half-day outdoor events that showcase an area shooting range (Shooting Day) and a park with ample grounds for product-testing activities (POMA Camps/Product Showcase), and preferably direct access to water, boat launch and dock. ***The need for a boat launch may vary from year-to-year, so please contact POMA before deciding not to bid based on this need.***
- Allows the local area, state and host facility an opportunity to directly address and interact with the Media and Corporate Partner Members to encourage them to cover your area and state's outdoor recreation opportunities through their magazine, newspaper and web publications, television, radio and web-based broadcasts; and to continue to travel to and do business in the region and/or state.

The benefits of hosting a POMA conference in your city, region and state cannot be understated. Conference hosts have an opportunity to build relationships with the most renowned traditional outdoor sports industry journalists and movers and shakers — the professionals who drive the outdoor recreation industry.

POMA is considered the premier outdoor industry media organization. Members are renowned for their professionalism and journalistic work product. Members focus primarily on fishing, the shooting sports, hunting and trapping. However, media members cover a wide range of other activities, as they relate to the core traditional outdoor sports, including but not limited to travel, camping, boating, outdoor cooking, kayaking, hiking, outdoor education and natural resource management.

To learn more about POMA, visit: www.professionalooutdoormedia.org.



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Why are POMA and the conference important resources for your state and local area?

- During the conference, POMA members generate content on-site during the event, and gather content ideas and material for use after the event. By hosting the POMA Business Conference, together, your area/CVB/state have the opportunity to help POMA members generate story material while they're attending the conference – stories specific to your area and recreational offerings.
- State/local organizations and businesses enhance and build relationships with the media to ensure future coverage of your area/state for decades to come.
- POMA members reach millions of outdoor consumers – readers, viewers, and listeners – daily. Members' works appear in all forms of media including local and national newspapers, national and regional magazines, radio and television broadcasts, video, podcasts, Internet and social media content, and volumes of new books each year. POMA members are also sought-after speakers.
- Additionally, while attending the conference, POMA's Corporate Partner members become familiar with the amenities and types of service they can expect should they also decide to schedule **corporate outings, meetings, conferences, conventions or media excursions** in your area.
- Gathering the nation's most prominent traditional outdoor sports communicators and POMA's Corporate Partners together affords the host site the most unique and economically beneficial opportunity to meet and greet these media and industry professionals.

If you're interested in hosting the POMA Business Conference, [we invite you to complete the online bid form](#). Because of the nature of POMA's event, the local CVB should obtain and review the RFP first, and then collaborate and share the [hotel portion with properties that will be capable of handling the needs of the event](#). This process ensures POMA's board of directors that all of the association's needs will be met by the local CVB, state and host facility prior to the board's upcoming vote for conference location(s).

Completion of the bid form requires interaction between state tourism, the local CVB and the host facility. In addition, participation by each entity at the conference will ensure that the host area and state receive the greatest benefit possible from the event.

Feel free to contact either of the POMA staff members listed below if you have any questions:

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POMA Mission: To foster excellence in communications at all levels, help members build their businesses, connect media and industry, promote fair and honest communication of the traditional outdoor sports and conservation stories, and mentor the next generation of traditional outdoor sports communicators.

Membership: Professional Outdoor Media Association members must meet strict criteria as established by the POMA Board of Directors. An applicant's signature signifies agreement to and support of the Mission Statement, Irrevocable Charter, Bylaws and other principles and goals of POMA. Applicants may then qualify for Voting or Associate Media, Public Agency, Student or Corporate Partner classification.

Recent & Future Conference Sites

2011 – Ogden, Utah, Ogden Marriott
2012 – Tunica, MS, Harrah's Resort
2013 – Columbia, SC, Embassy Suites Col. Greystone
2014 – Knoxville, TN, Holiday Inn World's Fair Park and Knoxville Convention Center
2015 – Springfield, MO, University Plaza Hotel and Convention Center
2016 – Kalispell, MT, Red Lion Hotel
2017 – Shreveport, LA, Hilton Shreveport and Shreveport Convention Center
2018 – Lincoln, NE, The Graduate Lincoln
2019 – Wichita, KS, Hyatt Regency Wichita
2020 – Virtual due to COVID-19
2021 – Franklin, TN, Franklin Marriott Cool Springs
2022 – Kalispell, MT, Red Lion Hotel

Conference Attendance: Ranges from 150 to 220. Room block guarantees are generally in the 300-400 room-night range. POMA has over sold its room block every year, but one, since 2006.

Room nights — This is not a room block guarantee, just an average of room nights, per night, from the past three physical conferences.

Sun	Mon	Tues	Wed	Thurs	Fri
5	50	90	90	90	10

Conference Schedule

The conference begins on Tuesday and ends Thursday. The majority of attendees travel to the conference location on Monday or Tuesday and leave Friday. Staff arrives the Thursday before the conference start day and departs the Saturday after.

The fundamentals of each conference are relatively standard but may change from year to year. **It is essential that bidders meet the basic requirements and agree to be flexible.**

Specific Requirements for Host Facility/Facilities

Dining Space: Dining space must be separate from the session function space. **There is no downtime between sessions and meals to tear down a dining area and reset for sessions or vice versa.**

General Function Space Requirements: The following chart provides the facility with a general overview of meeting and dining space required. In general, the space POMA utilizes from Thursday prior through Friday after does not change. Session and dining spaces generally are set by Tuesday a.m. and remain set through Friday morning. The only change to set-up is the addition of auction tables in ballroom for Thursday dinner. Function start/end times may vary. Exact space and setups for space may differ from that listed below. **Auction nights require approximately 8,300 sq feet (all one ballroom space). This is in addition to the four/five session rooms. Sessions rooms cannot be turned over in time for meals/events.**



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Day	Function	Set Up	Time (approximate)	People
Thurs. (prior) – Sat. (9 days)	Office	Tables Line Walls, Electric Outlets, Can Use as Storage	6 a.m. – 11 p.m.	POMA Staff
Tues. – Fri. prior	Storage	In office room or separate room		POMA Staff
Friday or Monday	Pre-Con Meeting	At Facility's Discretion	9 a.m. – Noon	Hotel/POMA Staff/CVB
Day	Function	Set Up	Time (approximate)	People
Monday	Office	Tables Line Walls – set up Registration Area Outside	6 a.m. – 11 p.m.	POMA Staff
Day	Function	Set Up	Time (approximate)	People
Tuesday	Office	Tables Line Walls – Registration Area Outside	6 a.m. – 11 p.m.	POMA Staff
	Board Meeting (may be held on Monday at POMA's discretion)	Square, extra chairs	7 a.m. – 5 p.m.	20
	Registration	Registration Outside Office	8 a.m. – 6 p.m.	
	Dining	Lunch	Noon (approximately)	150
	Membership Meeting	Immediately following lunch	1 – 1:45 p.m.	
	Speed Meeting ("speed dating" style event)	Large space with exact setup TBD. Tables/chairs	2 – 3:30 p.m.	TBD
	Corporate Partner Meeting	Immediately following Speed Meeting	3:45 p.m.	
	Welcome Event	Generally Off-site	5 – 9 p.m.	
	Lounge Area	Intimate Lounge/Outdoor Seating	8 – 11 p.m.	120
Day	Function	Set Up	Time (approximate)	People
Wednesday	Office	Existing Setup	6 a.m. – 11 p.m.	POMA Staff
	Dining	Breakfast, Lunch	7:30 a.m., Noon	150
	Session Room	Usually classroom - Exact setup TBD	8 a.m. – 4 p.m.	30 plus
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	Session Room	Usually classroom - Exact setup TBD	8 a.m. – 4 p.m.	30 plus
	POMA Camps/Product Showcase	On-site or off-site (usually off-site)	12:15 – 4:30 p.m.	150
	Dining	Dinner	6:30 – 11 p.m.	120
	Lounge Area	Intimate Lounge/Outdoor Seating	8 – 11 p.m.	120
Day	Function	Set Up	Time (approximate)	People
Thursday	Office	Existing Setup	6 a.m. – 11 p.m.	POMA Staff
	Dining	Breakfast, Lunch	7:30 a.m., Noon	150
	Session Room	Usually classroom - Exact setup TBD	8 a.m. – 4 p.m.	30 plus
	Session Room	Usually classroom - Exact setup TBD	8 a.m. – 4 p.m.	30 plus
	Session Room	Usually classroom - Exact setup TBD	8 a.m. – 4 p.m.	30 plus
	Session Room	Usually classroom - Exact setup TBD	8 a.m. – 4 p.m.	30 plus
	Session Room	Usually classroom - Exact setup TBD	8 a.m. – 4 p.m.	30 plus
	Shooting Day	Off-site at a Range	12:30 – 4:30 p.m.	
	Dining	Cocktail Reception, Dinner	6:30 – 9 p.m.	120
	Lounge Area	Intimate Lounge/Outdoor Seating	8 – 11 p.m.	85
Day	Function	Set Up	Time (approximate)	People
Friday	Office	Same	6 a.m. – 11 p.m.	POMA Staff



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Board Meeting, Tues. Only (may also be held on Monday, at POMA's discretion): The board meets for a full day on Tuesday and requires a board room type set up for 20 (U-shape), and additional chairs along perimeter of room for 15 observers. Need one meeting room.

Registration, Mon. – Fri.: Facility agrees to provide at least eight, six-foot draped tables, at no charge, in the common area outside the POMA office or close to the office. At least four electrical outlets are needed at the registration location, as well as some pipe-and-drape.

Session Rooms (Wed. and Thurs.): Five meeting rooms (Wed. and Thurs.) and/or partitioned meeting space, that may be used individually (for 30 - 50 people) set up classroom style. Each will, at a minimum, have a head table with podium and microphone and a data projector/screen. The session rooms must have capability to project sound from microphones and sound patches for sound from laptops. The facility must provide, **at a minimum, at no charge: podium, microphone, clothed tables, chairs, a water station, pens/pads in each room.** Hotel will refresh all rooms between each session (15-minute breaks, all held at the same time).

Meals: Facility will provide the following setup and equipment for the ballroom meals - stage (risers) podium and microphone centered, necessary pipe-and-drape behind the stage/podium, an American and state flag at front by stage. Room lighting should be controllable to enhance slide or video presentations. Audio visual aids must be available upon request. Minimal time exists between meals and subsequent meetings. It is essential that participants move quickly from the dining area to a prearranged meeting area.

Cocktail Receptions Before Meals: Hospitality bars before dinner usually last 30 - 45 minutes to an hour. The bar setup should be in the main ballroom/dining room or a foyer area which should accommodate up to 185 people comfortably — for open bar cocktails and then dinner. Bartender fees are comped for all events over \$250.

Auctions: At registration and/or one or two dinner functions auctions (live and/or silent and raffles) are held. The front, perimeter and/or back of the ballroom must be equipped with covered, draped tables to accommodate the placement of auction items. POMA will provide details and layout each year.

Evening Social Gatherings: Generally held each evening. A large lounge/atrium closed off for the group is best. The seating should be networking/lounge casual – couch/lounge chairs, low and high cocktail tables – not a banquet event environment.

Off-Site Events: Depending on how the CVB is able to accommodate the Welcome Event and POMA Camps (off-site events), the listed schedule may change.

• • • Miscellaneous • • •

Preceding Conference Responsibilities: The bidding host area/finalists will be invited and encouraged to join POMA as Corporate Partners. However, membership is not required to bid on or host the POMA conference.

To assist the host area and facility staff to understand the dynamics of a POMA conference, representatives of the facility and host area are required to attend the POMA conference, at their expense (travel, lodging, food beyond POMA events) the year before the area/facility hosts the conference. Registration for the CVB/Hotel representatives will be comped by POMA.

At that event, the host area/facility is also required to host a beverage hospitality (date and time to be agreed upon. Set amount \$1,500). This helps promote the upcoming conference to the membership and gives the facility and host area an opportunity to meet POMA members.