



Guidelines & Criteria for Organizations to Host SSTI's 2020 Annual Conference

SSTI seeks host organizations and locations for SSTI's 2020 Annual Conference — the nation's most important gathering of influential leaders in the entrepreneurship and innovation ecosystem.

SSTI OVERVIEW

SSTI, a national nonprofit with more than 20 years' experience, strengthens initiatives to create a better future through science, technology, innovation and entrepreneurship. SSTI produces the premier conference for those engaged in this community.

CONFERENCE OVERVIEW

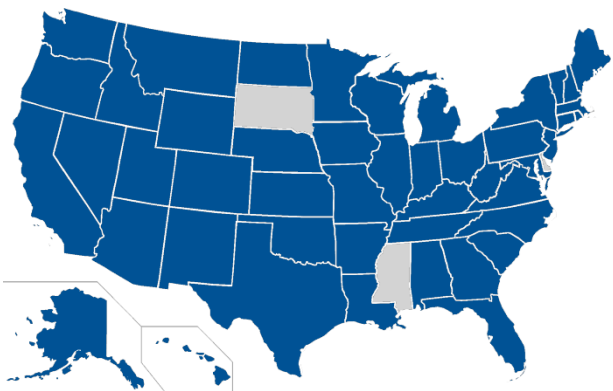
SSTI's Annual Conference brings together thought-leaders and decision-makers engaged in the innovation ecosystem. Annual Conferences are an opportunity to acknowledge and advance the *impact* and *growth* of efforts that expand entrepreneurial capacity, improve access to capital, increase scientific research, foster lab-to-market initiatives, and scale STEM, workforce and education programs. The goal of the conference is to inspire more collaboration, creativity and success nationwide.

SSTI's Annual Conference is a two-day event attracting approximately 300 participants from across the country. The conference agenda is selected with input from our membership and host and is driven by trends identified by SSTI research. SSTI provides programming that showcases the nation's best and brightest professionals and their programs.

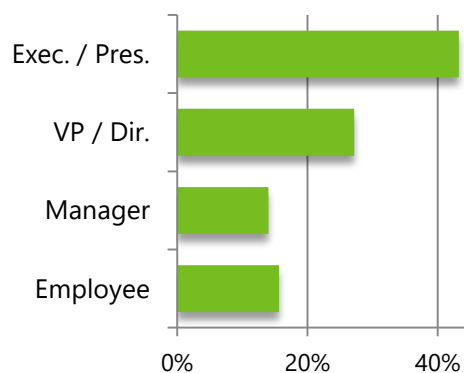
CONFERENCE ATTENDEES

Conference attendees are responsible for developing and implementing regional- and state-level policies and programs, including: governors' science and technology advisors; state legislators; program managers at all levels of government; officials from university research and commercialization offices; presidents of science and technology councils and organizations; and interested individuals from organizations who work daily in developing policies and administering programs that enhance regional entrepreneurial development. Every year, these decision-makers come from more than 40 states and several countries.

SSTI's Annual Conference Attendee Snapshot



Recent attendees represented 47 states, D.C. and Canada.



Attendees are decision makers.

HOST'S ROLE

The host organization is an integral part in the preparation and success of SSTI's Annual Conference. Because of the host's knowledge of local and regional resources, the host provides significant input on the development of region-specific programming and is asked for suggestions and advice concerning local suppliers, destinations and potential experts/speakers.

BENEFITS FOR LOCAL HOST ORGANIZATION

- Increased visibility of the organization and region by showcasing the success of your community.
- Promotion of host organization and location in all conference marketing materials (≈12 months).
- Reduced travel expenses for conference attendees from the region.
- Increased attendance and visibility by key state and local decision makers and practitioners in the region's entrepreneurial community.
- Opportunity to host an Opening Reception at the venue of the organization's choice, welcoming SSTI conference attendees.
- Complimentary registrations for SSTI's Annual Conference for distribution as the host organization deems appropriate. The number is dependent on host's financial pledge and timely payment of the pledge.
- A minimum of three booth spaces to highlight the city and host organization.
- Positive economic impact to the local area from hosting 300 conference attendees with roughly 450 hotel nights.

CRITERIA FOR CONFERENCE HOST SELECTION

To be considered for SSTI's 2020 Annual Conference, host cities or regions must:

- Be located within the U.S.
- Have a compelling innovation ecosystem story to share at the conference.
- Be easily accessible and affordable from most major metropolitan areas within the U.S. (e.g., hub/international airports).
- Have at least two hotels or conference facilities large enough to accommodate the meeting.
- Offer convenient access to area attractions and dining.

RESPONSIBILITIES OF CONFERENCE HOST ORGANIZATION

Organizations seeking to host SSTI's 2020 Annual Conference must:

- Secure a prominent state or local leader/dignitary as a keynote speaker for the conference.
- Identify local experts who can participate in specific sessions, as requested by SSTI.
- Submit all host organization logos and necessary marketing materials to SSTI.
- Designate one staff member to be the primary contact for SSTI regarding conference-related questions and activities.
- Provide \$75,000-\$200,000 in cash support and sponsorship commitments.¹ *This contribution excludes the costs of any locally-sponsored opening reception that might be part of your proposal.*
- The Host Organization and Host Community, as well as the region and state within which these entities reside, will conduct all their activities in relation to this proposal in a manner that does not discriminate with regard to a business or person on grounds of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital/family status or political beliefs.

¹ To determine an appropriate level for the proposed financial contribution, please consider local costs for hotel room rates, food and beverage, travel costs for out-of-state participants and convention center fees (if applicable).



SSTI'S ROLE

SSTI is the producer and organizer of the Annual Conference. SSTI bears ultimate responsibility and risk for the conference's overall success, financially as well as programmatically. SSTI is responsible for conference programming decisions. We do not guarantee any speaking slots in return for sponsoring the conference. SSTI selects a host location because the city or state has a story that should be heard by the rest of the country. Local hosts are frequently asked to participate in sessions. The local host and SSTI work closely to determine and secure the luncheon keynote speaker.

SSTI'S RESPONSIBILITIES

- Select a hotel and negotiate contract.
- Develop and distribute marketing materials to promote the conference, hotel, host and host city.
- Create a conference agenda on topics of interest to the TBED community.
- Select and invite knowledgeable, articulate and interesting speakers into conference programming.
- Provide staff, structure and materials to support the conference, including registration, speaker coordination and AV needs.
- Secure national sponsors for the conference. Funding from these sponsors goes directly to SSTI and is not part of the financial commitment raised by the local host. National sponsors are typically federal agencies and consultants with a national reach. SSTI works closely with the local host to ensure that we are not soliciting the same organizations (in general, the division is that local hosts draw from within their state while SSTI draws sponsors from outside the state).

TIMELINE

Proposals Due	Finalists Selected	Selection Announcement
September 16, 2019	October 16, 2019	November 16, 2019 (pending contracts)

FINAL PROPOSALS SHOULD INCLUDE

- A funding commitment pledge and the source(s) of the funding.
- The name of the prospective host organization(s), appropriate contact information and the name of the city being nominated.
- A narrative of the organization's and/or region's innovation ecosystem success story.
- Potential keynote speakers.
- Unique characteristics that the location offers (e.g., opening reception, workshop / tour opportunities, etc.).

SUBMISSIONS

Submit bids by mail or email to:

Mark Skinner
5015 Pine Creek Drive
Westerville, OH 43081
skinner@ssti.org
614.901.1690



RECENT SSTI CONFERENCE LOCATIONS AND HOSTS

2019 Providence, Rhode Island

Rhode Island Convention Center, hosted by the Rhode Island Commerce Corporation

2018 Salt Lake City, Utah

Salt Lake Marriott Downtown at City Creek, hosted by USTAR

2017 Washington, D.C. / Arlington, Virginia

Renaissance Arlington Capitol View

2016 Columbus, Ohio

The Hilton Columbus Downtown, hosted by Rev1Ventures and The Ohio State University

2015 Oklahoma City, Oklahoma

The Renaissance Oklahoma City Convention Center Hotel and Spa, hosted by the Greater Oklahoma City Chamber

2014 Chicago, Illinois

The Westin Chicago River North, hosted by Illinois Science & Technology Coalition and the Illinois Department of Commerce and Economic Opportunity

2013 Portland, Oregon

The Hilton Portland, hosted by the Oregon Business Development Department

2012 Atlanta, Georgia

Georgia Tech Hotel and Conference Center, hosted by the Georgia Institute of Technology, Georgia Research Alliance and Invest Atlanta

Sample Contract of Agreement to Host SSTI's Annual Conference

An agreement made on ___/___/___ between _____ (hereinafter called "the Local Host") and the State Science and Technology Institute (hereinafter called "SSTI").

Whereby the parties agree to have the following responsibilities:

SSTI

SSTI is the producer and organizer of the annual conference. SSTI bears ultimate responsibility and risk for the conference's overall success, financially as well as programmatically. As such, SSTI will make all final decisions for conference programming.

SSTI's responsibilities include:

- Selecting a hotel and negotiating a comprehensive contract.
- Developing and distributing marketing materials to promote the conference, hotel, Local Host, additional local sponsors, host city and state.
- Providing the Local Host an advance copy of the marketing and production schedule with the deadline requirements to ensure inclusion of relevant Local Host and supporting sponsor copy, print ads and logos.
- Creating a conference agenda that promotes insightful discussions on topics of interest to the technology-based economic development community.
- Incorporating knowledgeable, articulate and interesting speakers into conference programming.
- Providing staff, structure and materials to support conference administrative functions, including registration, speaker travel coordination, logistics and AV needs.
- Securing national sponsors of the conference. Funding from these sponsors will be directly to SSTI and is not counted toward the Local Host's financial commitment. SSTI will work closely with the Local Host to ensure that SSTI and the Local Host are not soliciting the same organizations (in general, the division is that the Local Hosts draws from within their home state while SSTI draws sponsors from outside the state).

LOCAL HOST

The Local Host's responsibilities are:

- As requested, accompanying SSTI staff member to meetings with the conference planning staff at designated hotels and/or conference facilities.
- Securing a prominent state or local leader/dignitary as a keynote speaker for the 2020 conference at least three months before the conference. Selection of the Keynote speaker will be done in consultation with SSTI.
- Securing a person to provide up to ten minutes of remarks in the opening plenary session of the conference.
- Designing and delivering content of the Local Host's choosing for one 75-minute concurrent breakout session during the full conference.
- As requested by SSTI, identifying local experts who can present specific sessions at SSTI's 2020 Annual Conference.
- Coordinating submission of all host organization logos, print ads, copy and necessary marketing materials for SSTI use.
- Designating one individual to be the contact for SSTI regarding conference-related activities.
- Providing financial support of \$___ to SSTI for the conference. This amount includes any and all funds raised by the Local Host through third parties. Any portion of the obligation of the Local Host raised from third parties may be paid directly to SSTI by the third parties, or collected by the Local Host and paid to SSTI. Payments to SSTI will occur according to a mutually agreed upon schedule, with all funds received by one



month before the conference. This monetary contribution to the conference success helps offset SSTI expenses related to planning, organizing, and staging the main body of the conference.

- Choosing whether to sponsor an optional, opening reception on the first evening of the conference for SSTI conference attendees and any additional guests the Local Host wishes to invite. All costs associated with the opening reception would be the responsibility of the Local Host separate from, and in addition to, the financial conference sponsorship commitment. To be included in the conference planning, marketing and promotional efforts, the decision to host an opening reception must be made by the Local Host at least nine months before the conference.

BENEFITS

SSTI agrees to provide the following benefits to the Local Host:

- ___ complimentary registrations for SSTI's 2020 Annual Conference for distribution as the Local Host deems appropriate.
- Include Local Host's logo on all marketing materials related to SSTI's 2020 Annual Conference.
- Increase the visibility of the Local Host and region by showcasing the success of the Local Host and region's technology-based economic development efforts through SSTI's conference, newsletter, and mailings.
- Dependent on space availability at the conference venue, up to ___ booth spaces at the venue during the full conference to accommodate the Local Host and any local sponsor commitments.
- Depending on sponsorship commitments the Local Host secures, a minimum of ___ pages and a maximum of ___ pages of ad space in the event program distributed to all conference registrants.
- A minimum of three promotional emails to our newsletter distribution list during 2020 highlighting the Local Host, regional innovation economy, and the keynote speaker (distribution exceeds 6,000 with international reach).
- Space on the conference website and conference brochure to tell the local story about the Local Host's chosen technology-based economic development strategy, success and impact.
- Permission to use SSTI's logo and name in print and internet advertising in the capacity of advertising that Local Host is a sponsor of SSTI's 2020 Annual Conference.

PAYMENT SCHEDULE

The Local Host will ensure that SSTI has received at least 50 percent of the financial commitment no later than six months before the conference; at least 25 percent of the commitment no later than four months before the conference; and the full outstanding balance at least 30 days before the conference commences.

SSTI	LOCAL HOST
<p>_____</p> <p>Printed Name: _____</p> <p>Position: _____ Date: ___ / ___ / ___</p>	<p>_____</p> <p>Printed Name: _____</p> <p>Position: _____ Date: ___ / ___ / ___</p>