



Introduction

The purpose of this document is to serve as a planning instrument for the proposal, design and implementation of the annual ITGA conference. As a guide, the intent is to offer an overview of the structure of the conference and outline the roles and responsibilities of those involved in planning the conference.

The annual conference is the primary gathering of the ITGA and its members and represents a critical function of the organization. It is essential to the organization that the annual conference meets ITGA goals as well as promoting the host site.

The ultimate authority in the annual conference sits with the ITGA Executive Board and strategic alterations of this guide may be adapted to meet the goals of the organization and the host site.

Purpose of the Annual Conference

The annual conference of the International Town & Gown Association provides an opportunity for ITGA professional members to learn from each other, share information and lessons learned, network and build partnerships with professionals who work in the unique field of town-gown relations. Specific purposes of the annual conference include:

1. To accomplish the business of the association;
2. To create opportunities for professional development and for professionals to share innovative solutions and lessons learned in addressing town-gown related challenges and opportunities;
3. To highlight a hosting town/ institution through high quality facilities and networking opportunities at the host site; and
4. To generate revenue for the ongoing operations of the ITGA.

Conference Bidding Specification

Selection Process:

The ITGA President-Elect will chair the Conference Host Selection Committee. The Host Selection Committee will be made up of members of the ITGA Board of Directors.

Members of the Conference Host Selection Committee cannot represent organizations and/or communities submitting a conference hosting bid. Additionally, all personal affiliations with a university/college, city or individual submitting a bid needs to be disclosed prior to discussions of proposals.

Bids must be submitted by Friday, October 18, 2024. They will be reviewed by selection committee members individually and discussed during committee meetings held via email/phone conference. Any finalists will be notified by Friday, November 22, 2024, and will be asked to participate in a phone/video interview.

The 2026 conference host will make a one-time Host Contribution to the ITGA Conference of **\$30,000.00** which shall be paid on or before February 27, 2026. The Host Contribution is to be paid by the Host directly to ITGA and shall not be credited towards nor used to pay for or offset any Host expenditures as set forth on page 3.

Bids are to be submitted electronically to Greg McDanel at gmcdanel@maryville.org on or before Friday, October 18, 2024. Recommendations from the committee will be forwarded to the ITGA Executive Committee for final approval.

Bids to host the 2026 (3-day) conference are for the weeks of May 18-22 or June 1-5.

Submittal Process:

Bids to host the annual ITGA conference must be submitted by an active ITGA member as a joint university/community partnership, demonstrating an appreciation of the conference purpose to attract and bring value to attendees, and include the following information:

- Name of conference chair
- Possible conference theme
- Proposed conference dates
- Why the institutions (city/university) would be ideal hosts
- Description of city/university, lodging options, pricing, and transportation access
- Proposed conference schedule, including on-site certificate programs and networking
- Suggested activities/landmarks
- List of potential local and national sponsors
- Proposed exhibitor hall plan
- Airport(s) participants would fly into and distance to the host site
- Anticipated travel cost from airport to host site
- Marketing material provided or can be produced, including print, electronic and other information
- Would the city/university consider hosting the 2026 ITGA conference if not selected to host the 2025 ITGA conference

Share your story:

The bid process is competitive, and several factors are considered in site selection:

- Why the ITGA should host the conference at your community
- Proximity to activities/landmarks pre and post conference
- Ease of travel (i.e., distance from regional and/or major airport; access by air, car, train)
- Transportation costs from airport
- The venue space is able to accommodate 400 attendees
- Conference facilities – available conference rooms, auditoriums, lecture halls, classrooms; technology to support high-speed wireless internet, LCD projectors and screens
- Lodging options and hotel rates
- Array of available restaurants and dining options
- On-site staff/volunteers to assist during conference

Conference Theme and Tracks:

The host institution and the ITGA will mutually select the conference theme. The theme and conference tracks must be of interest to both city and university/college conference attendees. Final decision-making authority for the conference theme shall rest with the ITGA Executive Committee.

Conference Length:

The conference may begin with an opening activity Sunday evening (the first evening of the conference), followed by at least three full days of conference sessions and will conclude after lunch Wednesday. The Program Committee may schedule pre or post-conference workshops, or the Host Committee may schedule pre-conference local tours and activities. In each instance, the participant cost (not conference registration fees) for these activities and all related expenses must have ITGA Executive Committee approval.

Meal functions are important planning times for the entire conference. Thus, the following meal assignments are recommended.

- Breakfasts/Dinners: (on your own)
- ITGA Annual Business Meeting/ Awards presented during conference lunch
- Night out in Host Committee Town (Dining Dollars may apply).
- Hotel/Attrition Clause: ITGA prefers not to sign a contract that has any attrition clause.

The **Conference Host** pays for the following:

- Any transportation **costs in excess of** the first \$7,000.00 paid by the ITGA.
- One ITGA reception during the Conference at a time and date to be determined by mutual agreement of the parties. The venue and menu selection are planned by ITGA and the hosts.
- Any discretionary entertainment/social events not charged to attendees directly;
- Keynote speaker(s) costs (speaking fees, travel and hotel);
- Conference marketing expenses (program/brochures, save the date cards, nametags, conference signage and optional host bags/gifts, and Guidebook).
- Any expenditure not approved by the Administrative Committee is the responsibility of the host.

ITGA pays for the following:

- Up to the first \$7,000.00 of any transportation costs;
- A contribution toward the cost of the ITGA reception of \$50.00 per paid attendee;
- All lunches and snacks during the Conference, the menu selection for which shall be determined by ITGA;
- ITGA will also assume responsibility for paying the meeting/facility costs (including IT/AV costs) as set forth in the Conference Budget.