



Wisconsin Society
of Association Executives

6737 W Washington St | Suite 4210 | Milwaukee, WI 53214
www.wsae.org | info@wsae.org | 414-338-WSAE (9723)

Request for Proposal Host Venue for 2025 CEO Retreat

Proposals due: August 15, 2024 to info@wsae.org

The Wisconsin Society of Association Executives (WSAE) is seeking venues and partners interested in hosting a 2024 event at greatly reduced rates for the association and attendees. A key programming goal in 2024 is for WSAE to conduct valuable, memorable events in a cost-effective way to help the organization stabilize and grow financial reserves to provide more great membership experiences and expanded benefits in future years.

CEO Retreat

WSAE is seeking partnership opportunities from our Industry Partner members to host the 2024 CEO Retreat event in Wisconsin. This is an excellent opportunity to support the educational mission of WSAE and to showcase your property to the association community. This event convenes WSAE members and non-members working in the association, non-profit and hospitality industries to share ideas, empower one another, celebrate individual and collective successes and ignite meaningful relationships. The event partner will receive sponsor recognition as host of the event in all marketing and social media promotions.

Preferred Dates and Locations

A two-day pattern with a preference for a Tuesday-Wednesday or Wednesday-Thursday pattern. Dates are to be determined by a poll among CEO Members of WSAE

Key Dates and Events to Avoid:

- Holidays & Graduations
- Large EDI Event Dates
- PCMA – January
- AMC – February & August
- Association Forum Women’s Forum – March
- MMC – Last week in May
- Midwest IOM – First Week June
- IMEX – October
- Association Forum Holiday Showcase – Late November/Early December

Higher-end executive/luxury property with amenities suitable for discussions and education in a conference style setup. Preferred property has nearby or access to spa, golf, and retreat amenities.

Food & Beverage

Food and beverage costs will be an important factor in the selection of a host location. WSAE strives to provide value-based programs and to keep registration fees in-line with each program to help cover overall expenses. Catering menus can be developed by the host (with WSAE approval) to meet our budget requirements.

Meeting Space & Audio/Visual (AV)

All meeting space and AV shall be provided complimentary. AV is dependent on each program but generally includes wifi, laptop, projector, screen, podium with microphone, wireless lavalier and presentation remote.

Note: Times are not finalized and are subject to change.

Schedule on next page.



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Day 1	Time	Requirements
Registration	1:30 pm – 2:00 pm	One skirted 6' table with two chairs and wastebasket located near or just outside general session with easel for signage.
Meeting	2:00 pm – 5:00 pm	Screen, laptop, projector, podium in front of room with microphone, wireless lavalier and presentation remote. U-Shaped or Conference for up to 20 attendees. <i>F/B: Light snack and beverages requested in room.</i>
Dinner	6:00 pm – 8:30 pm	Plated dinner in separate space hosted by venue and/or CVB.
Day 2	Time	Requirements
Breakfast	8:00 am – 9:00 am	Breakfast buffet (including protein) and beverages. Can be in the same room as Meeting or in a separate room.
Meeting	9:00 am – 2:00 pm	Existing from day prior.
Lunch	12:00 pm – 1:00 pm	Separate room requested, if possible.
Food & Beverage	<i>An all-inclusive food and beverage package is required for Day 1 break, Day 1 breakfast and lunch. Host or another venue to sponsor the dinner with an all-inclusive package for evening food/beverage including alcoholic beverages.</i>	
Sleeping Rooms	<ul style="list-style-type: none"> • <i>Up to 20 standard rooms (dependent on location) on evening of Day 1.</i> • <i>Up to 3 complimentary rooms for staff and speakers.</i> • <i>Attendees will be contacting hotel directly for reservations and will be responsible for all expenses.</i> 	
Contract Terms	<ul style="list-style-type: none"> • <i>No attrition for guest rooms</i> • <i>No cancellation charges or a rebook clause</i> • <i>Complimentary meeting space</i> • <i>Waived or negotiated food & beverage minimum</i> • <i>Complimentary wifi</i> • <i>Complimentary AV in meeting space to include screen, laptop, projector, microphones, presentation remote</i> 	

Submission Requirements:

- Deadline for proposal submission – August 15, 2024
- Method of response – Electronic only to info@wsae.org