



**ENDURANCE  
EXCHANGE**

**FEBRUARY/MARCH 2023 AND 2024  
ENDURANCE EXCHANGE  
REQUEST FOR PROPOSAL**

## About Endurance Exchange

Endurance Exchange is the premier conference for the sport of triathlon and the endurance multisport industry. Endurance Exchange is operated by USA Triathlon, the non-profit national governing body for the sport. Over 800 coaches, race directors, medical professionals, athletes, retailers, vendors, and executives of the multisport industry from across the country are expected to attend this week-long event.

## About USA Triathlon

USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as duathlon, aquathlon, aquabike, winter triathlon, off-road triathlon and paratriathlon in the United States. Founded in 1982, USA Triathlon sanctions more than 4,300 events and connects with more than 400,000 members each year, making it the largest multisport organization in the world. USA Triathlon is a proud member of the United States Olympic and Paralympic Committee and World Triathlon.



## Host Venue Proposal

Endurance Exchange is requesting proposals of future host venues for the next two years of the conference, hosted in February or early-March 2023 and 2024. The conference should be hosted near a major city conducive to fitness activities and outdoor product activations. **Proposals should be submitted with the intent of hosting for one year and an option for a second year over the same weekend.**

## Event Dates

2023 (Year 1): Any weekend in February or first weekend of March

2024 (Year 2): Any weekend in February or first weekend of March

The entirety of the conference will occur Monday through Saturday of the selected week. There will be multiple clinics hosted in the front half of the week including coaching certification and race director certification. The core conference will begin Wednesday evening with an attendee social and continue with content sessions all day Thursday, Friday, and a half-day Saturday. Alternate date patterns may be considered pending venue availability.

## Event Ownership

USA Triathlon (USAT) is the owner and operator of this turnkey event. USAT will require the assistance of a Local Organizing Committee (LOC) to assist in the planning of the following areas, including, but not limited to: securing appropriate venue space, conference facilities, hotel blocks for staff and attendees, food & beverage providers, audio visual providers, and event volunteers. The selected LOC will also be expected to play a lead role in the negotiation of cost-effective and mutually beneficial agreements with all contracted organizations and parties involved. LOC will also be expected to help navigate any concerns or restrictions surrounding the coronavirus pandemic as necessary. USA Triathlon reserves the right to utilize a housing service to secure the necessary hotel room needs for the event.

## Expected Audience

At least 650 or more attendees are expected in-person over the course of the selected conference week with an additional 150 or more expected to attend virtually. The audience consists of coaches, race directors, athletes, retailers, and medical professionals from the multisport industry. It is estimated that at least 80% of the attendees will be from outside of your metropolitan area. For the three or more clinics and certification classes Monday-Wednesday of event week, 50-75 attendees are expected per class. Additionally, at least 20 staff members from USA Triathlon will be in attendance managing the event.



## History of Endurance Exchange

Endurance Exchange is the compilation of three USA Triathlon conferences that were formerly conducted separately: the Race Director Summit, the Art and Science of Coaching Symposium, and the Medical Multisport Conference. January 2020 was the inaugural Endurance Exchange conference, attracting over 650 attendees to Arizona State University. Due to the worldwide pandemic, the January 2021 conference was conducted in a fully virtual environment and for the first time, was marketed to USA Triathlon’s base of amateur athletes with athlete-focused content surrounding the wholistic training and racing experience. Over 1000 attendees attended virtually in 2021. A similar number of attendees are expected for the 2022 edition of the conference also being conducted entirely virtually at [www.enduranceexchange.com](http://www.enduranceexchange.com).

## Housing Requirements and Anticipated Hotel Room Night Pickup

USA Triathlon prefers to designate one hotel as the Host Hotel which will serve as the main accommodations for many attendees and all Endurance Exchange staff and speakers. For the staff hotel, USA Triathlon requests a comp room night ratio, discounted or included parking and a discounted or included breakfast on a non-commission, non-rebate basis.

For attendee hotel blocks, USA Triathlon requests blocks on a **courtesy basis**, a room night rebate, comp room night ratio, discounted or included parking and discounted or included breakfast. Athlete blocks may be commissionable to USA Triathlon’s third-party housing partner.

The anticipated hotel room needs per night are as follows, with upwards of 1,575 or more room nights expected over the course of the week:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TOTALS:
<b>King</b>	30	30	50	225	225	225	125	15	925
<b>Double</b>	15	15	15	175	175	175	75	5	650

## Food and Beverage Requirements

USA Triathlon requests that any F&B minimum waives venue rental expenses. The conference will require a full-service food and beverage provider for the following meals.

- Clinics: Monday-Wednesday
  - 50-75 light breakfast and lunch options
- Certifications: Tuesday-Wednesday
  - 25-35 light breakfast and lunch options
- USA Triathlon Board of Directors Meeting: Saturday-Sunday
  - 15 full breakfast and lunch options
- USA Triathlon Foundation Gala: Friday night (**2024 only**)
  - 300 attendees, formal event with plated meal
- Endurance Exchange Conference meals
  - Breakfasts: Thursday, Friday and Saturday
    - 800 attendees
    - Buffet style full meals
  - Lunches: Thursday, Friday



- 800 attendees
- Buffet style full meals
- Happy Hours and/or Attendee Socials: Wednesday, Thursday and Friday
  - At least 600 attendees expected
  - Full Bar
  - Appetizers
  - Drink tickets will likely be made available

**Tentative Pre-Event Schedule**

- Sunday: Key Staff arrives as well as attendees for Monday clinic
- Monday: Clinic
  - 50-75 attendees, 9 a.m.-5 p.m.
- Tuesday: Clinics
  - Clinics (up to three): 50-75 attendees each, 9 a.m.-5 p.m.
  - Certification: 25-35 attendees., 9 a.m.-5 p.m.
  - Endurance Exchange Setup and Load-In, 9 a.m.-5 p.m.
- Wednesday: Clinics, Check-in and Social
  - Clinics (up to three): 50-75 attendees each, 9 a.m.-1 p.m.
  - Certification: 25-35 attendees, 9 a.m.-1 p.m.
  - Endurance Exchange Conference Attendee Check-In, 1 – 5 p.m.
  - Endurance Exchange Attendee Social for all attendees, 6-9 p.m.

**Tentative Conference Schedule**

Thursday and Friday Sample Schedule	
6-8 a.m.	Morning Workouts
8-9 a.m.	Breakfast For All Attendees (800+)
9 a.m. – 5 p.m.	Expo Open (50+ Vendors And Retailers)
9-10 a.m.	Welcome & Keynote – All Attendees (800+)
10-10:30 a.m.	Attendee Networking
10:30-11 a.m.	Break
11 a.m. – 12 p.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
12-1:00 p.m.	Lunch (Buffet Style For All Attendees – 800+)
1-2 p.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
2-2:30 p.m.	Break
2:30-3:30 p.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
3:30-4:00 p.m.	Break & Start Of Happy Hour In Expo
4-5 p.m.: General Session	All Attendees (800+)
5-6 p.m.	Happy Hour & Networking In Expo
7-10 p.m.	Thursday: Various Socials In Town (Not At Conference Venue) Friday: USA Triathlon Foundation Gala and Hall of Fame Induction Ceremony (300 attendees in a formal, plated dinner) (2024 only)



Saturday Sample Schedule	
6-8 a.m.	Morning Workouts
8-9 a.m.	Breakfast For Attendees Still At Event (650+)
9-10 a.m.	Breakout Sessions (4-5 Sessions To Accommodate Up To 250 People Each)
10-10:30 a.m.	Break
10:30-11:30 a.m.	General Session – All Attendees (650+)
11:30 a.m.	End Of Conference
11:30 a.m. -3 p.m.	Conference Loadout
1-5 p.m.	USA Triathlon Board Of Directors Meeting (15 People)

- Sunday: Final load out and Board Meeting
  - 9 a.m.-4 p.m.: USA Triathlon Board of Directors meeting (15 people)

### General Venue Requirements

- **USA Triathlon requests waiver of any venue rental expenses if an F&B minimum is required.**
- Ability to activate industry sponsors, i.e. sports drinks, athletic apparel, fitness equipment
- Ability to receive shipments and loading dock access for expo
- All education rooms must have clear line of sight to audio and visual, appropriate acoustics for education and entertainment, and must have a logical participant flow from one room to another
- Reasonably priced audio/visual and food/beverage options
- Ability to facilitate a hybrid conference with both in-person and online audio/visual capabilities

### Meeting Space Requirements

- 15,000 sq. ft of expo vendor space
- Main room with 1,000 seat theater style capacity (approx. 9,000 sq. ft)
- One formal dining space with stage for 300 seated in rounds for a plated dinner
- 4-5 breakout rooms with 250+ seat theater-style capacity
- Clinics and certifications (classroom style education)

### Host Venue Benefits

Endurance Exchange will provide significant exposure and economic impact to the local organizing committee as well as the community.

- Promotion/Ad Considerations: LOC to be marketed in USA Triathlon publications to be mutually agreed upon
- Full-page ad in Official Program: Distributed at event in paper and digital formats as applicable
- Promotion through USA Triathlon email marketing channels and event newsletters
- Opportunity to create a mutually agreeable branded feature story and video
- Logo on all collateral materials for event
- Logos on select event signage on site
- Scripted announcements during the event
- Exposition booth
- Premium insert opportunity into attendee gift bags
- Select representative of the LOC or Host Site may provide welcome announcement



- Opportunity to serve as title host of one content session
- Four complementary registrations to event
- Logo and event information on the Endurance Exchange website, [www.enduranceexchange.com](http://www.enduranceexchange.com)
- Official press releases submitted to all local and national media

## Required Investment by LOC and Host Venue

The investment is the total required for each year of the two-year contractual agreement:

- Rights Fee or Incentive Funding: USA Triathlon requests a rights fee or incentive funding of value-in-kind through savings in hard event costs (meeting space, rentals, food/beverage, audio/visual, etc.)
- Complimentary or significantly reduced pricing in meeting space for all conference sessions
- Guidance in sourcing and negotiating contracts for all event venues, hotel room blocks, food and beverage providers, audio visual providers, and volunteers, all at cost-effective rates
- Ability to negotiate with nearby hotels for discounted room rates, no attrition for attendee blocks, comp room night ratio based on pickup, room night rebate, discounted or included parking, discounted or included breakfast

## Proposal Bid Questions

The following are the items that should be included with your bid proposal. Please submit your bid proposal following the format below.

### 1. INTRODUCTION

- a. Please include information as to why the event should be hosted by your organization including qualities that make your city and venues unique.
- b. Describe other events of similar attendance and nature supported by your organization which demonstrate your ability to successfully host this event.
- c. How would you attempt to get the community to embrace the event?

### 2. VENUE

- a. Describe the available conference venues and meeting spaces as required by this proposal.
- b. Please provide an investment proposal for items that can be provided complimentary or for a reduced cost, including meeting space for all conference sessions. Please also provide estimated pricing and menus for audio/visual, food & beverage, rental equipment, and other items.
- c. Please answer the following questions:
  - i. What are your livestream audio/visual capabilities?
  - ii. What are the outside food and beverage policies?
  - iii. Are there corporate partner limitations?
  - iv. Are there any labor/load-in/load-out fees?
  - v. Is this a union or non-union venue?

### 3. FINANCIAL

- a. Please confirm your ability to accept the rights fee or ability to provide value-in-kind through savings in hard event costs.
- b. Please confirm your ability to provide meeting space for all conference sessions at a complimentary or significantly reduced cost.
- c. Please provide an estimate of all major expenses: F&B, A/V, facility rental, hotel rooms, etc.



#### 4. ACCOMMODATIONS

##### a. Host Hotel & Other Hotel Blocks for Staff and Attendees

- i. Detail the amenities of the property, example: Restaurant hours, swimming pool, workout facility, business center etc.
- ii. Does your hotel connect to any meeting space property?
- iii. Distance from hotel to venue(s) (if applicable)
- iv. Distance from hotel to primary airport.
- v. Parking fees, if any
- vi. Meeting room availability, and associated square footage, etc.
- vii. Discounted nightly rates for staff and attendees

**Note: For the purposes of the bid, please consolidate attendee hotel block proposals if separate from host hotel.**

#### 5. TRANSPORTATION

- a. Airport
- b. Shuttle or other transportation options from airport to hotel and conference venue

#### 6. WHAT LOCAL BUSINESSES MIGHT SUPPORT THE EVENT AND IN WHAT FASHION? HOW?

#### 7. PROMOTIONS/MEDIA EXPOSURE

- a. How does your organization plan to promote the event?

#### 8. LETTERS OF COMMITMENT

- a. Please provide a minimum of one letter of commitment by the President/CEO/Decision Maker of your organization or venue.

### Contact Information:

If your organization is interested in hosting this event, please complete an online application and submit any additional bid proposal documents by **February 21, 2022** to:

[Click here to submit](https://forms.office.com/r/c7AHDkxFXt) or copy this URL: <https://forms.office.com/r/c7AHDkxFXt>

#### USA Triathlon

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