

Hawai'i Convention Center 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815 kelepora tel 808 973 2255 kelepa'i fax 808 973 2253 kahua pa'a web hawaiitourismauthority.org David Y. Ige Governor

**George D. Szigeti**President and Chief Executive Officer

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## HTA Issues RFP Seeking Executive Producer for 2017 Hawai'i Tourism Conference, September 19-21, 2017

**HONOLULU** –The Hawai'i Tourism Authority (HTA), the State of Hawai'i's tourism agency, announced today that a request for proposal (RFP) has been issued seeking an executive producer for the 2017 Hawai'i Tourism Conference.

The 2017 conference is scheduled for September 19-21, 2017, not including pre- and post-island tours and special events, and will be held at the Hawai'i Convention Center, located in Honolulu at the entrance to Waikīkī.

HTA is seeking an executive producer to provide strategies, guidance and support to build on the success of the 2016 conference, which was held the week of September 26-30 at the Hawai'i Convention Center. HTA's leadership significantly expanded and restructured the format of the 2016 conference compared to years past, and the tourism industry responded favorably.

This year's conference had 2,100 participants, the most ever, with 18 countries represented. There were 79 sessions and special events, also the most ever, as well as 59 exhibitors, the first time exhibitors have staged displays at the conference.

A goal of HTA for the 2017 conference is to increase the count to 3,000 participants, with more representation from international, domestic and local businesses interested in collaborating on the future of Hawai'i tourism.

As detailed in the RFP, among the responsibilities of the executive producer for the 2017 conference, include:

- Visual Thematic and Room Aesthetics
- Website and Mobile App Development
- Conference Program Development
- Conference Event Logistics
- Assets Acquisition and Distribution
- Registration Services
- Travel Arrangements for Speakers
- Event Management
- Online Appointment Scheduling for Networking Sessions
- Industry Exposition

The deadline to submit proposals to HTA is Wednesday, November 23, 2016, at 4:30 p.m. The contract period begins February 1, 2017. The RFP (No. 17-09), which includes information on requirements and procedures, is available to download at <a href="https://www.hawaiitourismauthority.org/about-hta/rfps/">www.hawaiitourismauthority.org/about-hta/rfps/</a>.

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All inquiries should be directed to Ronald Rodriguez, HTA chief procurement officer, via email at ronald@gohta.net or by phone at (808) 973-2251.

## **About the Hawai'i Tourism Authority**

The <u>Hawai'i Tourism Authority</u> is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

## **HTA Media Contacts:**

Charlene Chan
Director of Communications
Hawai'i Tourism Authority
808-973-2272 (o)
808-781-7733 (m)
Charlene@gohta.net

Patrick Dugan
Senior Vice President
Anthology Marketing Group
808-539-3411 (o)
808-741-2712 (m)
Patrick.Dugan@AnthologyGroup.com