



## WHAT YOU ALWAYS WANTED TO KNOW ABOUT THE PFA TRADE SHOW BUT WERE AFRAID TO ASK...

Okay, so you weren't afraid to ask us, because you did ask us in the last PFA Show Feedback survey & we just wanted to answer those burning questions to keep you in the know...

### How does PFA pick a venue for the show, AKA, how the venue picks us?

We create an RFP (Request for proposal) each year, putting together proposed dates, how many rooms we need per night, room rate range, meeting space requirements (in addition to all the breakouts, general session, meals spaces, we need a ballroom/ exhibit space that is 18,000 sq feet to host our current program), AV needs, food & beverage estimates, onsite/ off site amenities, and a sample agenda. We utilize the assistance of an outside company (no fee is paid by PFA), which has access to all properties through a network called CVENT which allows venues to respond to our RFP and if they have space to accept our program, they will send us a possible proposal, if not, they turn us down.

We typically send RFP's to well over 30 cities each year and do try to seek out warmer climates for our Jan/ Feb meeting and at a desirable location that has lots to offer our attendees, should they want to stay a few extra days to enjoy a little R&R!

A big factor in our search is what the hotel industry calls, "meeting to space ratio". This is important because with our program of events, we need a large amount of meeting space including that 18,000 sq ft ballroom and most hotels don't consider our total room night block (typically 650-700) enough to warrant letting us have the space to use at no charge, or even a reduced rental rate. Room rates and food costs are also a very big consideration, since we want to ensure our show is affordable for our participants and cost effective for our organization.

As much as we wish we could control where we want to go and when we want to go, we are often at the mercy of a venue to host our program. Once we have narrowed down the proposed venues to viable options, the PFA Board of Managers takes all the information into consideration and votes on the destination.

### Why is it so important for me to stay at our host hotel?

Once we secure a suitable venue and sign the contract, PFA is financially obligated to the number of room nights and the food & beverage minimum amounts. So, if we don't hit or exceed those numbers, PFA has to pay for rooms or food/ beverages not used or consumed. Our contract, including any of the negotiated concessions (food & AV discounts, room rate, complimentary use of meeting/ exhibit space, etc.) can be modified at the venue's discretion if we don't fulfill our contractual obligation.

## Why are there NO-SHOW FEES?

There is a significant financial loss to the organization if someone is a NO SHOW. In addition to the rooms, as we noted in early, all meal and beverage headcounts must be submitted to the hotel well ahead of time, and we are locked into that contracted number and if someone doesn't show up, PFA is financially responsible for the cost. The cost of food & beverages, including hotel service charges, means that the total meals & beverages per person for our event is roughly \$800++. For instance, if you signed up 3 people from your organization and two don't show - PFA still has to pay \$1600+ for those two that aren't even there to enjoy our fabulous event! We love being able to offer food, drink tickets, and entertainment to all attendees, so it's essential that we keep costs down where we can so we can continue to provide all the things that make our show so special.

## Why do we use the "SPEED DATING" format for our show?

As we mentioned earlier, the core foundation of our organization is creating and supporting connections & partnerships. For our members, we want everyone to experience uninterrupted, personalized time with every vendor. For our exhibitors, we want each vendor to have a successful order writing show and know how many customers they will have access to during the two-day trade show. This is often a key factor for our vendors, as they need to be able to show value to get our show into their company's annual budget.

## Why do we include the food, the beverages, the entertainment & the fun?

We are a party association, after all, so naturally it seems that food, fun, and entertainment should be part of the conference & trade show event. The core reason our organization exists is to create & support connections & valuable partnerships between our members & our vendors; our PFA Show is one of the most important benefits of being a PFA member & vendor partner. Our goal is to create a show that is as cost effective for all attendees, provides space to foster building important industry networks and bonds, and allows participants to focus on their business and bottom line in a fun & functional way.

## Why do we have to go to all our appointments?

One of the biggest selling features of our show for our exhibitors is they know how many appointments and customers they will be meeting with each day. They can plan and prepare ahead of time. It's so very important for our members to respect everyone's time and support our vendors that are supporting our organization.

## When we have our show in Las Vegas, why don't we pick a venue on The Strip?

Vegas is the entertainment capital and there are lots of shining things and distractions, especially on The Strip. We like to host our show in a quieter, more intimate type of setting where there's space to connect with each other without all of those distractions. And, of course, The Strip is always just a quick and easy Uber drive away!