WTCA REGIONAL MEETING HOST GUIDELINES (2024)

A World Trade Centers Association (WTCA) Regional Meeting (RM) is an opportunity for Members to come together at a local level to share best practices and business opportunities, discuss local market trends, and to plan future regional activities. Hosting a RM is an excellent opportunity for WTCA Members not yet ready to host a large-scale Global Business Forum (GBF), but interested in sharing their WTC business and the opportunities found in their city with regional WTCA Members. In fact, **the WTCA strongly encourages its Members to host a RM in order to strengthen their bids for GBF Host**.

RMs are hosted by different WTCA Members each time, with hosts selected either by WTCA HQs or the relevant Regional Advisory Council (RAC). A RM is deemed successful when it draws strong WTCA participation with a high level of interaction; features timely, relevant topics and interesting, skilled presenters; and delivers an exceptional Member experience.

Basis for Selecting RM Hosts
RM Hosts are selected by the WTCA or relevant RAC based on applications received from Members. Any Member that is current on its annual dues, and otherwise a Member in good standing (i.e., brand compliant, license agreement on file, InfoShare Online form approved within the last 12 months, and complete Digital Platform profile) is eligible to bid for the opportunity to host a WTCA Regional Meeting in its city.

When deciding upon a specific site from the bids submitted, the WTCA and RAC take the following into account:

1. Operational status of the Applicant;
2. Applicant's adherence to ideals established by WTCA for its Members;
3. Resources available to the Applicant to organize and conduct a successful event;
4. Compliance with WTCA branding policies for WTC facilities and services;
5. WTCA Accreditation status (preferred but not required); and,
6. Host city location represents a geographic balance between past and future RMs and flagship events.

Responsibilities of the Host
The RM Host will work closely with the WTCA HQs and regional team to develop the scope of the conference and assign primary responsibilities between the two organizations relative to program content, speakers, logistics, etc.

Attendees
A WTCA Regional Meeting is a Members-only event and draws an average attendance of 35-50 persons. Attendees fall into the following categories:

1. WTCA Member Delegates: officers and staff of WTCA Member organizations;
2. Accompanying Guests: invited to participate in social events and dinners, but may not attend conference sessions
3. Observers: prospective WTCA Members (participation must be approved in advance by WTCA HQs
4. Invited Guests: local members of the RM Host and dignitaries that may attend public portions

of the event (may be asked to step out of the room for portions of RM programs such as RAC updates and internal WTCA matters).

REVENUE

Registration Fees
Revenues generated from registration fees are intended to help the Host offset costs of producing the conference. The Host proposes registration fees for approval at the time of bidding.

The WTCA's policy is to offer the Host a stipend to help offset expenses, such as conference rooms, WiFi, food & beverage, etc. This stipend is approved and dictated by the Regional Advisory Council based on the region's annual budget and will be shared with potential Hosts prior to each RM Host selection process. This stipend is intended to be passed along to WTCA Members so that the first 35-50 registrants* may attend the RM for free. The stipend is paid to the Host after the regional meeting, or a 50% deposit may be paid to the Host dependent upon HQ's approval.

Sample Fees (dependent on programming elements)

Registration Types	Fee
WTCA Member Delegate	Free for the first 35-50 attendees*; US $450 thereafter
Accompanying Guest (social events only)	US $150 or higher if a Gala dinner is included
Virtual Participant	Free of charge
Prospective WTCA Member	US $450

Typically, the first 35 WTCA Member tickets sold are complimentary, though this number is determined by the stipend amount given to the RM Host.

The Host has the option of either being responsible for processing electronic payments of registration fees (and the costs associated with that service) or using the WTCA's card processing vendor. The RM Host may choose to add a credit card processing fee to the registration fee, which may not exceed the actual processing cost and must be clearly stated on the event website. If the Host chooses to use the WTCA's payment processor, a processing fee will be charged to each attendee's ticket and the WTCA will remit all ticket revenue to the Host after the RM. The Host is expected to handle requests and processing of payments made through invoice/wire transfer.

The RM Host agrees to waive registration fees for WTCA HQs staff or regional consultant(s) attending the RM.

Sponsorships
Regional Meeting Hosts are welcome to solicit sponsorships to offset expenses for the event. Sponsors can include corporate partners, government agencies, and others. The WTCA reserves the right to approve all potential sponsors.

Other
The WTCA may choose to invite prospective Members to attend the Regional Meeting. In these cases, the prospective Member will be charged a fee to cover their attendance unless deemed unnecessary by the Host.

EXPENSES

Hosting a RM generally requires an investment to cover costs associated with quality facilities, food and beverage, and event logistics. RM budgets vary greatly from location to location but factors to take into consideration include:

- Will the RM be held in WTCA Member facilities or offsite?
- Are the services (event production, catering, audio visual, etc.) delivered by the WTC staff or will they be contracted to a third party?

REGIONAL MEETING PROGRAM

Below is a sample agenda for consideration:

Day 1	Evening Welcome Reception
Day 2	Breakfast and Luncheon Conference Programming, including highlights of Host's local economy and key players Evening Tour or Networking Reception with Host WTC Business Members or Tenants
Day 3	Breakfast and Luncheon Opening Conference Programming

A varied sample agenda features both a RM and sectoral-themed event:

Day 1 *(open to WTCA Members and general public)*	Breakfast and Luncheon Sectoral themed conference with keynote speaker and panel discussions Evening Networking Reception
Day 2 *(open only to WTCA Members)*	Breakfast and Luncheon Regional Meeting Programming

LOGISTICS & OTHER EVENT REQUIREMENTS

Support of the UN Global Compact Principles and SDGs

As a participant in the United Nations' Global Compact, the WTCA is committed to its 10 Principles and the 17 Sustainable Development Goals (SDGs). The WTCA encourages RM Hosts to promote sustainable measures during the event and/or support other UNGC measures during the event. Such measures may include eliminating or limiting paper handouts, discouraging single-use plastic, encouraging sustainable transportation options, etc.

Security

The RM Host must ensure safety by providing security commensurate with the local level of risk for all RM attendees during the entirety of their RM stay.

Hotel

A block of rooms is to be reserved for RM Attendees in a 4- or 5-star hotel or higher that is located convenient to the meeting facilities. Ideally, the hotel should be located within the same complex or within very short walking distance. WTCA highly recommends endorsing and marketing only one hotel,

which simplifies logistics, and supports the negotiation of a more favorable rate with the selected hotel.

AV Equipment
The RM Host organization is responsible for providing all AV equipment required for all functions. The Host will coordinate with WTCA Headquarters and Regional Consultants to determine overall needs.

Beginning in 2022, RM Hosts are asked to work with the WTCA to offer programming in a hybrid format in order to reach a larger audience. The Host and WTCA HQs will work together to determine if a hybrid format will be effective and necessary prior to securing any resources.

Photos
The RM Host is responsible to book and pay for photography to capture key RM elements. Videos and photos must be made available to the WTCA for use after the RM.

Visas
As a non-political association, it is the WTCA's policy that all attendees must be reasonably assured of receiving an entry visa, regardless of their country of origin. If this requirement cannot be met, no application should be made.

PROMOTING THE REGIONAL MEETING

Regional Meeting Website
If the Host chooses, the WTCA will create and manage an effective, user-friendly RM website, including processing registrations.

Marketing
The WTCA will work with the Host to launch the event website and promote the event. Marketing channels will include the WTCA monthly e-newsletter, Member email campaigns, social media, and WTCA website.

Post Event Follow-up
The Host agrees to work closely with HQs in the days following the event to ensure a timely closure to the WTCA's efforts. Activities required by the Host include providing photos, video, and copies of materials presented as requested, as well as informal feedback received from Attendees. The Host must also submit a final P&L accounting of the RM Budget versus Actual for WTCA records within one month of the RM completion. Information found in the P&L report will not be shared with non-WTCA staff but will be used in an aggregated form to assist future Hosts with planning.

**WORLD TRADE CENTERS®
ASSOCIATION**

ACKNOWLEDGEMENT OF GUIDELINES

The undersigned acknowledges and agrees that the forgoing information was presented solely for the purpose of giving RM Host Applicants an overview of the RM Host responsibilities in order to communicate a clear description of what is needed to successfully host a WTCA Regional Meeting. Signing this document is understood by the Host Applicant to be an expression of interest to be considered as the Host for the Regional Meeting identified below.

Should events beyond the reasonable control of the Host, including but not limited to (i) acts of God, (ii) war, including armed conflict, (iii) strikes or labor disputes at the Host location or within 50 miles of Host location, (iv) disease (e.g., SARS, Legionnaires, COVID-19), (v) government regulation or advisory (including travel advisory warnings), (vi) civil disturbance at the Host location or within 50 miles of Host location, (vii) terrorism or threats of terrorism, (viii) curtailment of transportation services or facilities which would materially affect attendees from attending the event, (ix) disaster, fire, earthquakes, hurricanes, or unseasonably extreme weather, or (x) any other cause reasonably beyond the parties' control, making the event commercially impracticable, impracticable to perform, illegal, or impossible to fully perform under this Agreement as the Parties originally contracted – in such case the affected Party may terminate this Agreement, without liability, upon written notification giving as much notice as is reasonably possible.

If this Agreement is terminated by Host for any reason not listed above and not rescheduled by mutual agreement between Host and the WTCA, Host shall return any fees forwarded to it by the WTCA and return all registration fees collected. The WTCA shall also be entitled to any and all other rights and remedies provided by law to be considered cumulative and not exclusive.

HOST APPLICANT FOR WTCA REGIONAL MEETING

Region: _____

Year of Regional Meeting Applying for: _____

_____
Signature

Printed Name: _____

Title:_____

Date: _____