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**Request for Proposal**

**2027/2028 Circle Wisconsin Midwest Marketplace**

**This prestigious annual conference is tailor-made for group Tour Operators and Planners nationwide, offering them a chance to connect with group-friendly hotels, DMOs, Chambers, attractions, theaters, casinos and restaurants from across the Midwest.**

**Imagine showcasing your community to the leaders in the group travel industry! Hosting this event not only highlights your area but also provides unmatched exposure and networking opportunities as it's the only regional group tour conference in the Midwest.**

**Circle Wisconsin has proudly stood as a pillar in the industry for over 35 years. As a membership organization, we continuously strive to represent Wisconsin and our members effectively in the Group Tour market. Joining us at this event means aligning with a trusted leader in group travel.**

**Recent History**

2014 – Marriott - Middleton, WI

2015 – Monona Terrace – Madison, WI

2016 - Lake Lawn Resort – Delavan, WI

2017 - Radisson Hotel & Conference Center – Green Bay, WI

2018 - Grand Geneva Resort – Lake Geneva, WI

2019 – Eagle Ridge Resort – Galena, Ill

2020 – n/a

2021 – Best Western Premier Waterfront & Conference Center – Oshkosh, WI

2022 – Radisson Blu, Mall of America Bloomington, MN

2023 - Chula Vista Resort, Wisconsin Dells

2024 – Radisson, Fond du Lac

2025 – Grand Harbor Resort, Dubuque

2026 – Radisson, La Crosse

**All attendees, regardless of reservation method or rate, will be counted in the room block**

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| **Preferred Date Options** | | |  | **Room Block** | |
| **Preference** | **2027** | **2028** |  | **Saturday** | **20** |
| **1st Choice** | **April 4 – 6** | **April 2 – 4** |  | **Sunday** | **145** |
| **2nd Choice** | **April 11 – 13** | **April 9 – 11** |  | **Monday** | **145** |
| **3rd Choice** | **April 18 – 20** | **April 23 – 25** |  | **Tuesday** | **5** |
|  | | |  | **Total** | **315** |

**Specifications**

* Complimentary wireless internet service for meeting space including registration area and staff office.
* Complimentary internet in guest rooms
* Complimentary Hospitality Suite
* Room Rate for Tour Planners/Operators/Buyers (should be slightly less than suppliers)
* Room Rate for Tour Suppliers
* Cut-off date of 2 weeks prior to the meeting
* Group rate 3 days prior and 3 days after meeting dates based on availability
* 1 Complimentary Suite for Circle Wisconsin Event Planner/Executive Director
* 1/25 fully paid guest rooms. Complimentary rooms will be calculated on a cumulative basis
* 1 complimentary 2-night stay for planning visit for Executive Director & 1 - committee member
* Late Check-Out for all delegates
* **Host Hotel must be or become a premier Circle Wisconsin member** (*unless located outside of Wisconsin*) and will receive one complimentary marketplace registration
* Menu prices set at contract signature
* Complimentary Meeting & Exhibit Space
* Complimentary Storage Space (Sat-Tuesday)
* Complimentary Water during Marketplace
* Complimentary Tables/Chairs/Pipe & Drape/Table Skirting – up to 60 tables
* Complimentary lectern and microphone – Marketplace/Appointments
* 5 complimentary easels for signs
* **Complimentary AV** – Screen, Podium, Stage, Microphone & projector
* **Host City – Leading Sponsor - $10,000 (Wisconsin City) $12,000 (out of state)** (payable within 60 days of signed contract) and
  + Host Sunday Evening Opening Event for all delegates (F&B and Entertainment is the responsibility of the host city)
  + **Host City must be or become a premier Circle Wisconsin memb**er (*unless located outside of Wisconsin*)
    - Host City Benefits:
      * Logo on all printed/emailed materials
      * Logo on website
      * Lead Sponsor Recognition on all signage during event
      * Complimentary registration for Midwest Marketplace
* No charge for incoming or outgoing shipments
* 5% overset policy will apply for Food & Beverage

**Bid proposals due for 2027 and/or 2028**

**Circle Wisconsin Midwest Marketplace by December 31, 2025**

**All questions and bids should be directed to:**

**Circle Wisconsin**

**Wendy Dobrzynski**

**Executive Director**

**PO Box 20750**

**Milwaukee, WI 53220**

**414.545.1100**

**wendy@circlewisconsin.com**

**Note: Proposals shall be submitted by the DMO and shall include all hotel proposals. Hotel proposals submitted to Circle Wisconsin without the DMO bid will not be considered.**

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| Circle Wisconsin Midwest Marketplace Schedule  (times subject to change) | | | |
| Saturday - Tues | Storage & Office |  |  |
| Sunday | Registration | 1:00 pm – 5 pm |  |
|  | Evening Event | 6:00 pm– 9 pm | On or Off site |
|  | Hospitality Suite | 9:00 pm – Midnight |  |
| Monday | Operator/Planner Breakfast | 7:00 am – 8:30 am | 1,200 sq ft \* |
|  | Appointment Session I | 9:00 am – 12:30 pm | 9,000 sq ft + \*\* |
|  | Lunch – all delegates | 12:30 pm – 1:45 pm | 3,500 sq ft \*\*\* |
|  | Appointment Session II | 2:00 pm – 3:30 pm | \*\* |
|  | Bloody Mary Break | 3:30 pm – 4:15 pm | Pre-function space |
|  | Appointment Session III | 4:15 pm – 5:30 pm | \*\* |
|  | Networking Hour | 6:15 pm – 7:15 pm | Pre-function space |
|  | Dinner – all delegates | 7:15 pm – 9:00 pm | \*\*\* |
|  | Hospitality Suite | 9:00 pm - Midnight |  |
| Tuesday | Operator/Planner Breakfast | 7:00 am – 8:30 am | \* |
|  | Appointment Session IV | 8:30 am – 12:30 pm | \*\* |
|  | Operator/Planner Lunch | 12:30 pm – 1:45 pm | \* |

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| **Tables and AV Requirements**  **(not limited to)** | |
| **Tour Operator/Planner Breakfast and Lunch** | * 15 rounds of 8 w/linens * Riser in front of room for Panel, Screen & Podium with Microphone |
| **Appointment Sessions** | * 55+ Skirted 6ft Tables with 4 chairs * 10 Round Tables of 10 w/ Linens * Microphone, Screen & Projector * Refreshment area (2 stations) * 4 Skirted 6ft Tables w/ chairs for exhibitors |
| **Lunch and Dinner** | * 30 Rounds of 8 w/ linens * Riser in front of room for Panel, Screen & Podium with Microphone |

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| **Food & Beverage**  **(not limited to)** | |
| **Tour Operator/Planner Breakfast and Lunch** | * Breakfasts : Buffet for up to 75 * Lunch : Plated for up to 75 |
| **Appointment Sessions** | * Refreshment stations per session * Coffee, Tea & Soda * Snacks |
| **Lunch and Dinner** | * Lunch : Soup & Sandwich luncheon for up to 230 * Dinner : Plated for up to 230 |
| **Bloody Mary Break** | * Bloody Mary Buffet for up to 230 including options for Mimosas and/or Screwdrivers, Vodka Cranberries and Non-Alcoholic * Bartenders * Garnishments (tbd) |

**This is a tentative schedule and is subject to change based on**

**attendance, activities and location.**