

NEW SALES LEAD

Williamsburg Tourism Council
Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA 23185 USA
Phone: 757.253.2313

Created: 02/10/2021
Response Due Date: **02/11/2021**
Decision Date: 03/12/2021
From: Julia Smyth-Young, Sales Director -- (757) 253-2313, julia.smyth-young@visitwilliamsburg.com

Lead ID: **3925**
Organization: International Lyme and Associated Diseases Society
Market Segment: Association
Meeting: ILADS Fall Conference
Contact: Sharon Leary
Senior Director, Global Accounts
Company: HelmsBriscoe - Master Account
Address: 5 Timber Springs Road

New Fairfield, CT 06812
Phone: (203) 770-7445
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MEETING REQUIREMENTS

Requested Dates: 10/06/2021 to 10/09/2021
Meeting Dates: 10/06/2021 to 10/09/2021
Alternate Dates: 10/13/2021 to 10/16/2021
10/20/2021 to 10/23/2021

ROOMS FORECAST

Room Attendance: 100
Requested Rooms: 270
Requested Peak: 100

	Wed, 10/06/21	Thu, 10/07/21	Fri, 10/08/21	Sat, 10/09/21	Sun, 10/10/21	Mon, 10/11/21	Tue, 10/12/21
Requested Rooms	20	100	100	50			

COMPETITION

Richmond, Virginia

NOTES

Meeting Requirements:

Concessions or Contractual Requirements: Complimentary parking
 Complimentary wifi
 Upgrades for planners, board members, and President of ILADS
 1 per 40
 Discounts on F&B
 Discounts on A/V
 Complimentary meeting space
 Please provide A/V pricing
 A/V Requirements: Wifi
 Ability to live stream and have projection in each room.
 Exhibitors may need some access to electricity.
 Most exhibitors have tabletops.

Schedule of Events:

Wednesday: 8:00 AM - 9:00 AM Office (Office Recurring Agenda Item)
 Notes or Exceptions: Office with a storage room is most ideal. May want to move in on Wednesday evening. TBD
 Flow 20 people on 24-hour Hold
 8:00 AM - 9:00 AM Registration Desk (Registration Recurring Agenda Item) Note: Can be attached to an office or nearby is a must on a 24-hour hold
 Thursday: 8 AM-9 AM Breakfast buffet for 50 people, requesting healthy choice items for Board and Meeting
 8 AM- 5 PM Board Meeting Hollow Square for 20 people
 8 AM- 5 PM Fundamentals Meeting - GS 50 people Classroom
 Thursday and Friday: 8 AM - 11:45 PM (24-hour hold) Exhibits (Number of exhibits TBD) 200 people on flow
 *Note: Exhibitors can be in the area outside of GS or nearby room where breaks can be served, but not in the same room as sessions. Depending on the number of exhibitors, setup may be Wednesday PM with teardown on Saturday evening.
 12 PM- 1 PM Lunch for 50 people buffet
 1 PM - 3 PM Break 50 people

Friday 8 AM- 9 AM Breakfast for 50 people, buffet

8 AM - 5 PM General Session for 200 people Classroom

Please Note A/V requirements

8 Am - 6 PM: 2 Breakout Sessions for approximately 50-75 people, depending upon attendance. The client may consider using the GS room.

Note: A/V will film live session

1 PM - 2 PM: Lunch Buffet for 200 people

3:30 PM - 4:30 PM: Afternoon Break for 200 people

Saturday: 8 AM- 9 AM Breakfast for 200 people

8 AM - 6 PM 2 Breakouts for 50 - 75 people C/R

8 AM - 11:45 AM Exhibits

1 PM - 2 PM: Lunch for 200 people

3:30 PM - 4:30 PM: Afternoon Break for 200 on flow

Comments:

Educational Meeting with speakers on Lyme Disease

The program will only be for 2 days this year.

The numbers are an estimate. We will be surveying members in weeks to come. Members are doctors, health care professionals, so they are all being vaccinated.

Technology will be important to live stream this meeting and also videotape sessions.

ILADS has a great history, but this program is much different than what they have done in the past.

Action Requested:

Respond directly to Sharon with 10% commissionable rates and cc Julia Smyth-Young on correspondence.

Group shifted meeting dates and trying to gauge the number of exhibitors. Group wants to be updated on Covid protocols and guidelines.