



WORLD POTATO CONGRESS

P.O. 40020
West Royalty PO
Charlottetown, PE C1E 0J2

Outline of Bid Proposal and Hosting Requirements for the World Potato Congress

Please note: your proposal may be submitted in a Microsoft Word document format.

Prerequisite:

Completed bids to host the 14th World Potato Congress in 2028 **must** be received by WPC Inc. Executive Director, via email at info@potatocongress.org , no later than September 15, 2023 and **must** be submitted by a legally representative entity with authority to sign a contractual agreement with WPC Inc. The successful bidder must agree to sign a contract with WPC Inc. The signed contract is legally binding and will provide for certain obligations and conditions.

Host Proposal Content:

An eligible proposal **must** provide detailed information in the following categories:

Host Group

- Name and contact information of lead applicant/organization.
- Name and contact information of supporting organizations or partners.
- Brief Curriculum Vitae of host organizing committee members.
- Outline of previous involvement with WPC Inc.
- Outline of previous experience with hosting large international events >800 persons.

Proposed Date(s) and Location

- Proposed dates for the Congress to be held
- Rationale for the location - why this country/ region/city will attract participants from the global potato world and what benefits will the congress participants accrue with this particular location.
- Description of how the region will benefit from hosting the Congress.
- Description of the features of the potential venue(s) for the event and include venue(s) brochure(s)/documents, if available.

Program

- Provide an outline of Congress Program including theme and recommendations while balancing industry, business and science.
- Provide an outline of a potential Congress delegate's Partners' Program.
- Description of the Trade Show event.
- Description of potential Networking event(s).
- Provide an outline for the Industry Awards Ceremony and Flag Ceremony.

Logistics

- Description of various accommodation options for delegates and approximate costs.
- Provide an outline of air travel logistics for delegates i.e. availability of international flights and/or connections.
- Description of available local transportation such as transportation to and from hotel accommodations from the airport, to the congress venue, etc.
- Provide an outline of the registration process for delegates and their partners.
- Outline of translation services availability. The Host organization **must** be prepared to provide translation services should the number of delegates warrant. Although the Congress is held in English (discussions, presentations, materials, questions and answers events as well as Congress ceremonies) should there be a sufficient number of non-English speaking delegates (more than 100) there will be a need for translation services, i.e., Mandarin, Spanish, etc.

Financial

- Provide a list of companies or organizations identified as potential major sponsors.
- Provide a basic projected budget.
- Confirmation of the organization submitting a bid to host, ability and agreement to pay requisite franchise fee to WPC Inc. of \$125,000 USD. (Subject to negotiation, the fee **may** be paid by installment over the twelve month period following signing of the contract agreement to host.)

Collaboration

- Provide a list of local, regional and/or national authorities who could be potential collaborators.

WPC Delegation Hosting

- The organization submitting a bid to host **must** agree to underwrite the costs of one site assessment visit by a WPC delegation. This site visit is to confirm suitability of the proposed venues and related congress infrastructure. The delegation will consist of the WPC President, Executive Director and/or one other WPC Director.
- The successful bidder **must** also agree to underwrite the costs of a second site visit to ensure Congress planning is on schedule and in conformity with WPC Inc

objectives. This delegation will consist of the WPC President and Executive Director.

Complimentary Registration

- Agreement to provide complimentary registration to WPC Inc. Directors, Executive Director and International Advisors.
- Agreement to register designated WPC Sustaining Partners at a rate of \$500 CAD per registration.

Promotion/Media Plans

- Description of potential local, regional and international media coverage.
- Outline of potential international promotion of the Congress
- Description of proposed advertising (electronic & print) budget
- Description of proposed Congress Website

Industry Involvement

- Proposal for the involvement of the local and regional potato industry.

WPC Outcomes

- Agreement that WPC Inc. owns the Congress proceedings, the submitted speaker PowerPoint presentations, the use of the WPC logo and name, and the contact information list of Congress delegates/participants.

Bid Proposal Time Lines

- Call for bid proposals issued; April 2023.
- Closing date for bid submissions to WPC Inc. September 15, 2023.
- WPC review of bid submissions; September to December, 2023.
- WPC conducts site visits; January-April, 2024.
- Official Announcement during the 12th WPC of 2024 in Australia.
- WPC initiates formal negotiations leading to a completed agreement to host the 2028 congress. July/August 2024.

WPC Inc. Advice and Information

- Should potential bidders wish advice, regarding any element of the proposal package, or additional information about previous Congresses, please contact the WPC Executive Director at info@potatocongress.org.