



INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION
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REQUEST FOR PROPOSAL

Date Issued: March 10, 2026

Closing Date: April 3, 2026

Decision Date: May 4, 2026

Subject: Request for Proposal No. ICMA/2027 & 2029 National Brownfields Training Conference Registration & Housing Services

The International City/County Management Association (ICMA) is seeking proposals from eligible Respondents for the Registration & Housing Services Provider for the 2027 & 2029 National Brownfields Training Conference. ICMA anticipates awarding one (1) single award a result of this Solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical and contractual questions concerning this solicitation should be directed to Travis Childrey at tchildrey@icma.org with copies to workwithus@icma.org.

All communications must include the solicitation title **ICMAHO/2027 & 2029 National Brownfields Training Conference Registration & Housing Services** in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and looks forward to a mutually beneficial business relationship.

Sincerely,

Emily Sparks
Brownfields Conference Director



PURPOSE

ICMA is currently seeking proposals for an eligible vendor to provide registration and housing services for the 2027 and 2029 National Brownfields Training Conference. Responses should address, but not be limited to, the information included in this RFP and attached information.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to more than 11,000 ICMA members, city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA's programs and services, please go to www.icma.org. ICMA's Dun and Bradstreet number is 072631831.

ABOUT THE NATIONAL BROWNFIELDS TRAINING CONFERENCE

ICMA and the U.S. Environmental Protection Agency have been working together to present the National Brownfields Training Conference for the past two decades. Offered every two years, the conference is the largest gathering of stakeholders focused on cleaning up and reusing formerly utilized commercial and industrial properties. It is a premier venue for stakeholders and ICMA members to learn, network and grow.

ICMA is the lead non-federal co-sponsor of the conference tasked with managing the logistics, educational content, and marketing of the conference.

For more information regarding ICMA's programs and services, please go to www.icma.org. ICMA's Dun and Bradstreet number is 072631831.

Date/Location:

2027	May 25-28	Salt Palace Convention Center
2029	TBD	TBD

Past Dates/Locations:

2025	August 5-8	McCormick Place Chicago
2023	August 7-11	Huntington Place Detroit
2022	August 16-19	Oklahoma City Convention Center
2019	December 11-13	Los Angeles Convention Center
2017	December 5-7	David L. Lawrence Convention Center
2015	September 2-4	Chicago Hilton & Palmer House Hilton
2013	May 15-17	Georgia World Congress Center
2011	April 3-5	Pennsylvania Convention Center
2009	November 16-18	Morial New Orleans Convention Center



SCOPE OF WORK

Background (Registration):

A typical Brownfields Conference hosts between 2,000 and 2,500 attendees, including 1,200-1,500 main attendees and 800-1,000 speakers, exhibitors, sponsors, and staff. The fee structure is based on the sector of the registrant (student, local government, private sector, etc.). Discount codes and complementary registrations are provided to certain registrants per ICMA discretion. Registration fees increase on the first day of the conference to provide a pre-registration incentive. The registration system will also include the ability to sell tickets for events such as mobile workshops and receptions. Registrants may purchase these tickets as add-ons to their registration at checkout or purchase them after registering.

Background (Housing):

The Brownfields Conference has two categories for housing – Government Attendee and Non-Government Attendee. Typically, around 50% of the block is offered at the prevailing government per diem rate.

2025 Block and Pickup

	FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN	MON	TUES	TOTAL
Contracted	0	0	50	750	1,275	1,300	1,100	100	8	0	0	0	4,583
Sold	1	6	144	807	1,326	1,344	1,167	84	8	0	0	0	4,887
Pick Up	1	6	99	772	1,259	1,283	1,089	73	5	1	0	0	4,588
Pick Up w/ Audit	4	11	111	943	1,518	1,542	1,288	100	10	1	1	2	5,531

2023 Block and Pickup

	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	TOTAL
Contracted	0	32	871	1,307	1,340	1,173	94	8	4,825
Sold	0	32	862	1,303	1,334	1,167	91	8	4,797
Actualized	0	32	799	1,223	1,257	1,049	59	6	4,425

2022 Block and Pickup

	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN	TOTAL
Contracted	1	120	855	1,381	1,410	1,309	231	23	0	5,335
Actualized	2	37	751	1,271	1,274	1,068	81	6	3	4,496

The conference did not take place in 2024 and will not take place in 2026 or 2028 (off years).

Upcoming Event Information:

Event Name: 2027 National Brownfields Training Conference (Brownfields 2027)

Date of Event: May 25-28, 2027 (Registration to open onsite in the afternoon of May 24, 2027)

Location: Salt Palace Convention Center (90 South West Temple Street | Salt Lake City, UT 84101)

Registration Opens: September/October 2026

ICMA has contracted (5) hotels for the 2027 conference and attrition varies from 0-80% depending on the hotel.

7% commission will be paid to the selected provider directly from the contracted hotels.

2027 Block

	SUN	MON	TUES	WED	THURS	FRI	SAT	TOTAL
Contracted	173	943	1543	1573	1325	116	7	5,680

2029 conference dates and location are TBD.



Pre-Event Scope of Services (Registration):

1. Provide a dedicated website and registration system that will process online registrations and collect attendee data. The website should display available tickets to events that can be added on to general registration in real time and will be linked to the Brownfields Conference website.
2. Provide ICMA staff login credentials and training to navigate, view, and participate in registration support.
3. Provide a registration system that will pass credit card payments through ICMA's credit card processor and deposit check payments directly into ICMA's bank account.
4. Provide a registration system that allows for customization of fees and discount codes such that special sales can be created quickly and with ease.
5. Maintain a waitlist for attendees who wish to attend sold-out events and provide an online system where tickets can be sold to registrants on the wait list as designated by ICMA staff.
6. Provide a registration system where attendees can purchase additional tickets alongside their main registration and after their initial registration is processed.
7. Provide a registration system that allows a person to purchase registration on behalf of individuals and groups.
8. Fully staffed and operational call center providing customer support throughout the registration process with additional support staff during the first 24 hours of registration/housing launching.
9. Link registration and housing services such that any accessibility/mobility needs expressed during registration are automatically forwarded to the housing service.
10. Provide a separate portal for complimentary registration categories (e.g. exhibitors, sponsors, strategic partners), and a method for tracking their allotted number of complimentary registrations per company/organization.
11. Provider must communicate to ICMA the needs for on-site space, internet capacity, and electrical.

Pre-Event Scope of Services (Housing):

1. Create an online housing system that can connect or "talk" to online registration systems.
2. Prepare a dedicated online housing reservation system with hotel descriptions and locations and provide ICMA with a hyperlink to the website.
3. Work with ICMA during additional contract negotiations. Assist in securing negotiated commissionable convention rates at additional hotels and track and complete final hotel contracts for the event.
4. Properly load hotel room inventory into the online reservation system. Information loaded into the inventory system should be double checked for accuracy prior to launch of housing.
5. Work with ICMA to create and manage sub-blocks prior to opening housing to general attendees.
6. Accept reservations made using a credit card (Visa, MasterCard, American Express, and Discover) number via a PCI and GDPR compliant manner, to guarantee the payment of the applicable hotel charges and transfer of those credit card numbers to hotels.
7. Fully staffed and operational call center providing customer support throughout the registration process with additional support staff during the first 24 hours of registration/housing launching.
8. Work with ICMA to determine all hotel inventory allocation policies and monitor the status and volume of reservations and make appropriate adjustments to optimize the use of hotel inventory, including complimentary rooms, suites, etc. Monitor and manage hotel inventories to maximize pick up and mitigate attrition.
9. Produce and provide to ICMA ongoing reports on reservation activities beginning the week after the first housing reservation is processed and throughout the entire operation of the event, including but not limited to, weekly pickup reports, pace vs. prior year comparison, and attrition risk alerts.
10. Maintain a waiting list when reservations cannot be completed due to availability. Work with hotels to add shoulder nights as needed.
11. Enable ICMA and hotels in the conference block to access reservation activity reports directly from the online reservation system and provide additional reports to ICMA as reasonably requested.



12. Provide hotels in the conference block access to import rooming lists electronically or, for those without electronic import capability, access to a downloadable final rooming list (Excel spreadsheet format).

On-Site Event Scope of Services (Registration):

1. Provider is required to provide approximately two personnel for in-person conference registration services and set-up prior to the conference start date and through conference turnover.
2. Provider is required to train ICMA staff to act as supplemental on-site registration personnel.
3. Provider must provide all registration technology including badge printers on-site connected to the registration system.

On-Site Event Scope of Services (Housing):

1. Provide 24-hour call center support for attendees encountering problems as they check in.
2. Provide one on-site staff person Monday-Friday for the event to assist individuals with housing requests/questions, keep potential housing problems to an absolute minimum, and resolve any problems that occur professionally and quickly.
3. Manage the on-site housing pre-convention meeting
4. Solicit and review all No-Show reports from each hotel and oversee any Guest Walk Situations.

Post-Event Scope of Services (Registration):

1. Provide a reporting engine such that attendee and financial data can be pulled out of the registration database.
2. Provide an end-of-show report including attendee and financial data.
3. Provide aging reports for any open invoices that remain after the show, if needed. Assist in settling open balances after the show.

Post-Event Scope of Services (Housing):

1. Work with hotels to obtain final room pickup numbers.
2. Conduct audits to obtain information about room nights booked around the contracted block.
3. Produce and deliver a final report to ICMA within 30 days of the end of the event.
4. ICMA has secured hotel contracts that include 7% commissionable rates payable directly to the housing provider.

ICMA Will Provide:

1. A schedule of registration fees and which registrant categories are entitled to them.
2. Final conference schedule.
3. Final hotel contracts.
4. Graphics and other visual images to establish the conference branding for the online registration system.
5. Exhibiting company data and their primary contacts.
6. Lodging for onsite work.
7. Electrical and internet costs onsite.
8. Final registration list for housing audits.



SUBMISSION REQUIREMENTS

Section 1:	
Company Profile	<ol style="list-style-type: none">1. Provide a description of your business to include, but not limited to, information on company size, number of employees, and annual revenue.2. Provide the year established in the current business for the services requested in this RFP.3. CVs or résumés of key personnel – In a leading paragraph, please indicate how much time each person(s) will devote to this contract and what other projects this person(s) will undertake at the same time. <p>Note: Please limit to no more than two pages. CVs or résumés will not count toward the page limit.</p>
Section 2:	
References	<ol style="list-style-type: none">1. Describe the organizations or events you have provided services for which are comparable to ICMA and/or our events.2. Respondents should provide references as follows:<ol style="list-style-type: none">a. At least (3) examples of relevant work
Section 3:	
Approach	<ol style="list-style-type: none">1. Provide a detailed breakdown of costs based on the requirements provided in the Scope of Work2. Provide sample designs for the webpages that will make up the online registration process.3. Provide examples of discount code and complimentary registration functionality and customizability.4. Provide an example confirmation communication that will be sent to the customers once their registration is completed.5. Please share any additional services or products not officially requested in the Scope of Work that might be of interest to ICMA. <p>Consideration will be given to providers that offer integration or compatibility with other services in a way that will streamline processes and/or user experiences. Currently, ICMA has selected Cadmium as the session management and speaker platform for Brownfields 2027.</p>
Section 4:	
Pricing	<p>ICMA will consider a proposal that is either a transaction level, fixed-fee, level of effort rate subject to a maximum not to exceed fee or other arrangement fair and favorable to ICMA.</p> <p>If proposing a transaction fee arrangement, provide your proposed transaction fee for each of the transaction types anticipated under this scope of work.</p> <p>For other than transaction fee arrangement, please describe your pricing method and why this would be advantageous to ICMA.</p> <p>Please be advised that ICMA is cost-conscious about procuring outside services.</p>



CONTRACT TERM AND DELIVERY DATES

ICMA expects to award a contract that will run through the end of the 2029 conference. Final delivery dates will be negotiated upon award.

EVALUATION AND AWARD PROCESS

Offers will be evaluated based upon:

1. Ability to match the qualifications set forth in this solicitation
 - a. Company Profile (5%)
 - b. References (5%)
 - c. Approach (45%)
 - d. Pricing (45%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

INSTRUCTIONS TO THE RESPONDENTS

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP. Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 30 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with copies to tchildrey@icma.org with "**ICMAHO/2027 National Brownfields Training Conference Registration & Housing Services Provider**" in the subject line. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

APPENDICES (REQUIRED FORMS)

[ICMA Vendor/Supplier Form](#)

[ICMA Vendor Application](#)

GENERAL CONDITIONS

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent.

Proprietary Information - Careful consideration should be given before confidential information is submitted to ICMA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. Information submitted to ICMA that the Respondent wishes to have treated as proprietary and confidential trade secret information, should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to exempt it from disclosure, including a written statement of the



reasons why the information should be excepted. However, ICMA cannot guarantee the confidentiality of any information submitted.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one week from the proposal's due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the vendor from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses – ICMA shall use good faith efforts to provide contracting and procurement opportunities for SDB's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUB Zones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.