



**International Society for the Performing Arts  
Request for Proposals  
International Congresses 2022 to 2024**

**Issue Date:** September 9, 2019

**Response Deadline:** November 15, 2019

**The Mission:**

The International Society for the Performing Arts (ISPA) is a global association of arts management leaders, who come together with the shared goal of strengthening and developing the arts internationally. We achieve this by building leadership ability, by recognizing and discussing field-wide trends and new developments, and by deepening global exchange through the arts.

**Background:**

ISPA holds two Congresses annually, one every January in New York City and a second International Congress in a different region of the world. Recent international Congress locations include: Melbourne, Australia (2016), Montréal, Canada (2017), Leeuwarden, Netherlands (2018), and Guadalajara, Mexico (2019). Upcoming Congresses include Taipei, Taiwan (2020) and Reykjavik, Iceland (2021). A complete list of host cities is attached (Appendix 1).

The Congress locations tend to rotate around the globe but expressions of interest from all regions are welcome. In soliciting International Congress locations we initially request a Letter of Interest (LOI). The LOI is reviewed by the Program Committee (standing committee of the Board) and a recommendation is made to the Board of Directors.

The following factors will be considered by the Program Committee in evaluating proposals for future International Congress sites:

- 1) Potential to attract and provide appropriate infrastructure for at least 250 delegates;
- 2) A core of ISPA members in the proposed Congress city, country, or region adequate to assure local delegate participation;
- 3) Strong potential to attract and retain new ISPA members;
- 4) Preliminary commitment of local direct financial sponsorship and/or government funding consistent with the current pro-forma Congress budget;
- 5) Support of the proposed host city, country, or regional authorities;
- 6) Existing relationships with academic or professional institutions suitable as organizing partners for an ISPA Academy program;
- 7) A festival or broad spectrum of high-quality arts performances, including unique local and indigenous work, which could be available to delegates;
- 8) Appropriate hotel venues and infrastructure to facilitate accommodation, travel and logistics;
- 9) In the case of any proposal which involves a new or to-be-renovated facility, the presence of an alternative, existing facility to be used in the event timely completion of the proposed construction is not achieved;

10) Any other information the Committee may feel to be relevant including, but not limited to, significant cultural events or festivals.

### **Call for Expressions of Interest**

In requesting a formal LOI, we are providing you with the information you need to have to confirm that you are able and have the resources to commit to an ISPA International Congress. Also by introducing this preliminary step, we hope to avoid multiple organizations needing to complete lengthy formal bids.

ISPA is currently seeking proposals over the three year period 2022-2024. Your LOI should indicate which year or years are of interest and if there is any overarching priority for one year over another. It should also be noted that 2024 is ISPA's 75<sup>th</sup> anniversary. Any additional considerations and/or rationale for hosting ISPA in this celebratory year should also be addressed.

The following list of questions is by no means comprehensive nor do we necessarily expect complete answers to all questions. We would anticipate that your response would not exceed five (5) pages in total. Please respond to the following statements to the best of your ability.

- 1) A commitment to be able to fulfill all the terms of the contract (see example attached as Appendix 2);
- 2) A commitment to a license fee of no less than \$75,000 US (this may increase dependent on the year) as well as ISPA overhead expenses anticipated to be \$35,000 US (variable based on Congress location);
- 3) Demonstration of support from at least one level of government;
- 4) Overview of the Congress – potential themes, potential venues and potential dates. You should also identify the calendar year or years that you would consider hosting the Congress;
- 5) Overview of the cultural community including any significant cultural events that would encourage participation by ISPA members;
- 6) A brief testament to how an ISPA Congress in the region would expand ISPA membership from the region;
- 7) An invitation (all expenses included) for the CEO and at least one board member to visit the region;
- 8) Any other information that would be helpful in giving an insight into the region and its attraction for ISPA delegates.

### **Next Steps**

Please prepare your expression of interest and forward it to David Baile, Chief Executive Officer at [dbaile@ispa.org](mailto:dbaile@ispa.org) no later than November 15, 2019 at 17:00 EDT.

The Program Committee will review all proposals at their meeting in November and make their recommendations for site visits to the Board of Directors for their meeting in January, 2020. You will receive the preliminary Board decision to continue in the process no later than November 30, 2019. Please note that you may be contacted after initial submission or either of the reviews if additional information or clarification is required.

### **Questions?**

Please contact David Baile, Chief Executive Officer at [dbaile@ispa.org](mailto:dbaile@ispa.org) or +1 (212) 206-8490 x206.

**International Society for the Performing Arts  
International Congress Sites**

Year	Region					
	Africa/ME	Asia	SA/Australia	Europe	N. America	L. America
1987				London		
1988				Amsterdam		
1989				Munich		
1990				Glasgow		
1991					Los Angeles	
1992				Paris		
1993				Vienna		
1994			Sydney			
1995					Toronto	
1996				Birmingham		
1997	Jerusalem					
1998				Stockholm		
1999					Vancouver	
2000				Berlin		
2001			Sydney			
2002				Lucerne		
2003			Singapore			
2004						Mexico City
2005				Gateshead		
2006		Hong Kong				
2007				Brussels		
2008	Durban					
2009						Sao Paulo
2010				Zagreb		
2011					Toronto	
2012		Seoul				
2013				Wrocław		
2014						Bogotá
2015				Malmö		
2016			Melbourne			
2017					Montréal	
2018				Leeuwarden		
2019						Guadalajara
2020		Taipei				
2021				Reykjavik		
Totals	2	3	4	17	5	4

## HOST AGREEMENT

between

### International Society for the Performing Arts

630 9<sup>th</sup> Avenue Suite 213

New York, NY 10036

*(Hereinafter referred to as "ISPA")*

and

### Host Organization

Address

*(Hereinafter referred to as "Host")*

This agreement is between ISPA, as represented by its CEO, and the Host, represented by **XXXX**. Whereas the Host desires to hold ISPA's International Congress scheduled from **DATE of Congress** in the city of **XXXX**, this document shall serve as a Letter of Agreement in regards to the International Congress (hereinafter referred to as "The Congress") and all of its elements. The Host and ISPA agree to the terms and conditions hereunder and warrant that the respective representatives are legally authorized to commit their organizations to this agreement:

1. Budget and Minimum Guarantee: The Host agrees to the budget attached as Appendix "A". The Host guarantees that ISPA shall receive a minimum license fee of \$75,000 USD and in addition is reimbursed for all expenses incurred as identified in the budget attached. Any Net Profit over and above \$75,000 USD shall be shared equally by ISPA and the Host. Any shortfalls that may arise from the approved budget are the responsibility of the Host. No changes will be made to the attached budget without the express written approval of both parties. All figures in this agreement and enclosed appendices are quoted in United States dollars. Any shortfalls arising due to variations or changes in the applicable exchange rates shall be the responsibility of the Host.
2. Deposit: The Host will make a non-refundable deposit of \$15,000 upon signing this agreement. The deposit shall be acknowledged in full as partial payment of the minimum license fee guarantee referred to in Clause 1 above.
3. New York YEAR Sponsorship: The Host agrees to sponsor "ISPA Out on the Town" (or other mutually agreeable event) at the New York **YEAR** Congress. The sponsorship fee will be negotiated in good faith but will be at a minimum \$3,000 and at a maximum \$4,000. The Host may arrange for a third party to undertake the sponsorship with prior approval of ISPA. ISPA retains the right to choose reception venue and all elements including catering and entertainment.
4. Registration Fees: ISPA will set registration fees in consultation with the Host and be responsible for collecting and reporting on all registration fees. ISPA will deduct its expenses and the balance of the minimum license fee guarantee from the registration fees collected. In the event that the registration fees do not cover the guarantee and expenses, the Host shall remit the difference to ISPA within 60 days of the Congress close. Membership fees received in conjunction with Congress registration fees are the sole property of ISPA and are not part of the overall Congress revenue.
5. Complimentary and reduced Registrations: ISPA may issue complimentary registrations to Fellowships, staff, speakers, reciprocal agreements and a limited number of media. The Host may request complimentary registrations as appropriate and deemed necessary by both parties. ISPA shall consider reduced registration or membership fees based on application by the Host.
6. Expense/Revenue Reporting: Both parties will retain a detailed record of all expenses and revenues associated with the Congress and update said records on a monthly basis. Both parties will provide a

detailed reconciliation of all income and expenditures so that the Host can provide a final reconciliation to ISPA no later than 45 days following the close of the Congress.

7. Host Guidelines: The guidelines enclosed in Appendix “B” form an integral part of this agreement and must be adhered to at all times. Any substantive deviation from the guidelines must be approved in writing by ISPA.
8. Venues and Transportation: The Host agrees to identify and contract all the venues required to fulfill the Program Schedule outlined in Appendix “C”. The Host will also provide at least two options for Congress delegates to choose from for accommodation. If said accommodation is not within a safe and reasonable walking distance of the Program venues, the Host shall provide scheduled transportation at no or minimal cost to the delegates.
9. Congress Program: The Host shall propose a Congress theme and program including specific sessions and panels, speakers, entertainments and social activities to ISPA in accordance with the Host Guidelines. It is acknowledged that programmatic entities including the “Pitch New Works”, “ProEx”, the “Anthony Field Academy” and all board, and committee meetings are integral components of the Congress and will be facilitated by the Host with appropriate venues, catering, and supplies as reasonably required. ISPA will provide support to identify, approach and finalize speakers and presenters for the Congress as well as facilitate ongoing meetings and discussions to ensure the highest quality Congress.
10. Sponsorships: The Host is responsible for identifying and securing all sponsorships of the Congress. ISPA will provide assistance as possible in the identification of potential sponsors as well as letters or supporting documents. ISPA retains exclusive sponsorship rights and income derived from such over the Congress bags and registration name tags and the entire Anthony Field Academy. The Host will not commit ISPA to any recognition of Congress sponsors without prior written approval. Sponsorship is of a non-competitive nature and ISPA will not approach local sponsors without prior agreement of the Host. Similarly, the Host will not approach ISPA members for sponsorship without prior agreement of ISPA.
11. Program: The Host shall design and create a Congress program book in a sufficient quantity that every Congress attendee will receive one and in addition that a minimum of 50 copies are available for ISPA’s archive purposes. The Host will ensure that ISPA is provided a sufficient number of exclusive pages in the programme for a 1 page ad promoting ISPA and additional pages to acknowledge sponsors, donors, and staff. There will also be space for messages from the ISPA Chair, and CEO as well as staff and Board acknowledgement. ISPA agrees to solicit advertisements for the program as well as inserts for the Congress bags. ISPA agrees to collect all revenue for such advertisement and such revenue will included in the overall Congress revenue. Any shortfalls from the budget for such revenues are not the responsibility of ISPA and will not affect ISPA’s minimum guarantee or reimbursement of expenditures. The Host may also solicit advertising from non-ISPA members. Any solicitation of ISPA members must be pre-approved by ISPA.
12. Marketing and Publicity: The Host will market and publicize the Congress in the region to ensure maximum attendance by delegates in the region and to ensure maximum media coverage. ISPA agrees to provide its logo and materials for purposes of promoting the Congress but this usage does not apply to any other joint undertakings or agreements and may not be used for any purposes (other than the purposes considered under this Agreement) without the express written consent of ISPA. The Congress web site will be hosted by ISPA but the Host will provide such materials as necessary and in a timely manner to promote the Congress and content. The Host shall develop a Congress brand and title that ISPA will incorporate in promoting the Congress. ISPA agrees to promote the Congress among the ISPA membership as well as with professional associations and publications with which it has promotional agreements.
13. Act of God: In the event that through an ‘Act of God’ or acts of prohibition of any government authority, fire, action of elements, strikes, civil commotion, or any other cause beyond either party’s control, the Congress is prevented from occurring, each party will be responsible for their own expenditures incurred to

date and no further settlement will be incurred. ISPA shall retain all revenues collected and dispose of in a manner of its choosing. ISPA will refund the Host for any costs not incurred which the Host has remitted in advance to ISPA, and the Host will only be liable for the non-refundable amount of the minimum license fee of \$15,000 USD and not the full amount of \$75,000 USD.

14. Indemnification: Each party agrees to indemnify and hold harmless the other, its staff, board of directors and volunteers against all losses, claims, lawsuits, injuries, damages, expenses and other costs or obligations (including reasonable attorneys' fees), judgements and disbursement against or incurred by the other party arising out of the Congress or this Agreement.

15. Interpretation: Any changes to this agreement shall be mutually agreed to and made in writing. This agreement shall be interpreted according to the laws of the State of New York in the United States of America.

\_\_\_\_\_  
For ISPA, CEO

\_\_\_\_\_  
For Host

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
For ISPA, Board Chair

\_\_\_\_\_  
For Host

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

## Appendix A Budget

***Changes to the budget must be approved in writing by both parties. All figures are in US \$.  
Any net income on this budget shall be shared equally between the Host and ISPA.***

<b>INCOME</b>	<b>US\$</b>	<b>NOTES</b>
Delegate registration fees	150,000	250 Delegates at average \$600
Sponsorship	15,000	Sourced by Host (may include in-kind)
Grants	75,000	City/Provincial/Federal
Advertising	5,000	
Other	3,000	
<b>1. TOTAL INCOME</b>	<b>248,000</b>	
<b>EXPENDITURE</b>		
<i>OPERATING (ISPA expenses directly related to Congress and to be reimbursed by Host)</i>		
Bank charges	4,000	Funds transfers, credit cards
Contract labor	5,000	ISPA staff on site
Office supplies	2,000	
Postage/shipping	1,000	
Staff travel, accommodation & per diem	20,000	(includes pre-congress trips)
Telephone/fax	1,000	
Miscellaneous	1,000	
<b>2. SUB TOTAL</b>	<b>34,000</b>	
<i>CONGRESS (Final costs depend entirely on Host's unique situation)</i>		
Advertising & promotion	15,000	Brochures etc.
Awards	500	Local manufacturing
Receptions	35,000	250 Delegates and guests
Meeting Facilities	20,000	Rental
Food & Beverages	30,000	All other catering
Audio/Visual	10,000	
Printed program	3,000	
Speaker Fees	3,000	Generally fees are not paid
Speaker travel & per diem	9,000	
Translation	7,500	
Transportation	5,000	Buses if required
<b>3. SUB TOTAL</b>	<b>139,000</b>	
<b>4. TOTAL EXPENDITURE (2+3)</b>	<b>173,000</b>	
<b>5. ISPA GUARANTEE</b>	<b>75,000</b>	
<b>NET INCOME (1-(4+5))</b>	<b>1,000</b>	

## **Appendix B Host Guidelines**

The dual aim of these guidelines is to sustain and guide the quality of what ISPA offers to members at our meetings, and to ensure greater consistency of the approach to programming. We recognize that each meeting will have its own character and particular local circumstances. The Host shall provide regular reports on Congress content and speakers to the Program Committee. The Program Committee shall work with the Host in a consultative and respectful manner with the goal of maximizing the experience of the delegates.

### **CONGRESS CONTENT**

1. **CONTINUITY AND INTEGRATION.** Each element and session of the Congress should reflect the agreed upon theme. Consideration should be given to briefing all speakers about the overall theme of the Congress and about what other sessions and speakers are contributing. Speakers could be encouraged to attend sessions other than their own and to cross reference other contributors, in order that we could achieve a more integrated feel to the theme of each meeting. One might consider a “summarizer” or “facilitator” who might at certain points draw arguments and threads together.
2. **DIVERSITY OF MEMBERSHIP.** Please remember that ISPA is now a society with a diverse and global membership working in many different artistic fields. ISPA has members who are artists, venue managers, artist managers, architects, consultants, public relations professionals, acousticians, theatre directors, journalists, dance specialists, early music specialists, and festival directors. Most of the industry in fact is represented. Thus the content of each meeting needs to reflect the society’s strong multi-disciplinary and global membership.
3. **SESSION DURATION.** Please think carefully about the appropriate duration of each session: several times recently there have been instances of “thin” topics being given too much time and substantial themes being unfortunately curtailed.
4. **SESSION FORMAT.** Please consider a balanced diet of session formats – a mix of lecture, discussion, open forum, etc. – and ensure there are ample opportunities for member contributions from the floor. At least one “breakout” session closer to the beginning of the Congress is desirable. It is critical that a portion (1/4 to 1/3) of each session be reserved for delegate interaction from the floor.
5. **EDUCATION.** The area of Education is of prime importance to ISPA in a variety of ways. The ISPA Board has indicated it would welcome a much closer liaison between each individual Congress committee and ISPA’s Program Committee, to ensure that Education is seen as more integral to future Congress agendas. The Academy is an integral part of the program of the Congress and provides an arts administration program for individuals relatively new to the field. The Program Committee develops the Academy program and identifies international speakers. This committee works with the [Host](#) to ensure the program is relevant to local participants and incorporates local speakers who can address unique or individual needs in the local community.
6. **DIVERSITY.** Please try to reflect the growing cultural and geographic diversity of ISPA’s membership in both the choice of speakers and the approach to every topic under discussion.

### **LOGISTICS AND PRESENTATION**

1. **BRIEFING.** Please ensure that all speakers and facilitators are clearly and thoroughly briefed, not only about their own session, but about the overall objectives of the Congress.
2. **PROTOCOL.** Please establish (and then follow) a clear and consistent protocol as to how to approach/contract/treat/thank speakers. It is recommended that this is developed and led by the ISPA office.

3. SCHEDULE. During Congresses it is important to stick closely to timetables. This relates back to sensible time planning of sessions in the first place. A lack of punctuality reflects badly on the professionalism of the organization.
4. BRANDING. It is suggested that the ISPA office, in conjunction with the various Congress committees, develop a consistent ISPA platform branding – with speaker names/ISPA brand boards/Congress and sponsor logos. This will enormously enhance the professionalism and profile of what we present. ISPA Branding guidelines will be provided to facilitate the Host.
5. TRANSLATION. Each Congress should now have some element of simultaneous translation (as appropriate for the region) as part of the Program – this could be limited to the keynote speeches, or it could be more. In consultation with ISPA, the amount of translation and into which languages is left to the discretion of the individual Congress organizers.
6. PRINTOUTS. Where possible, hard copies or web copies of speeches should be available to members at the conclusion of the Congress – and this fact should be advertised. The Host is responsible for all local printing and ensuring that there are sufficient quantities of materials for delegates at the time of presentation.
7. MARKETING AND PUBLIC RELATIONS. Organizers should give attention to broader marketing and PR opportunities offered by ISPA's presence. This should include but not be limited to interviews, press releases and other media opportunities that may be realized.
8. ISPA OFFICE. The principal contact for programming matters is a designated staff member at the ISPA office. He/she should be on all Program Committee Congress calls, at all other related meetings, and should be seen as the Committee facilitator. In addition one member of the ISPA Program committee will in future be assigned to each Congress committee to ensure good communication and consistency between the Board and the committees.

## Appendix C Program Schedule

***NOTE: This schedule is merely a typical structure, and can be adapted to suit the local circumstances and/or unique character of the hosting region.***

### PRE-CONGRESS DAYS

<i>Time</i>	<i>Event</i>	<i>Requirements/Notes</i>
10:00-17:00	Anthony Field Academy (1.5 to 2 days)	In conjunction with the Program Committee
10:00-17:00	ISPA Committee meetings	Planned by ISPA head office but room for 25 needed.

### DAY ONE

9:00-12:00	ISPA Board meeting	Room for 25 needed
9:00-15:00	Registration	Usually in the foyer of the venue
12:00-13:30	New member lunch/coffee	If minimum of 15 new members attend
14:00-15:30	Opening and Keynote address	
15:30-16:00	Break	
16:00-17:00	Session I	
Evening	Opening reception/party	Local performances and culture are encouraged

### DAY TWO

9:00-15:00	Registration	Usually in the foyer of the venue
10:00-11:30	Session II	
11:30-12:00	Break	
12:00-13:00	Session III	
13:00-14:30	Lunch	
14:30-15:30	Session IV	
15:30-19:00	Free	
19:00-23:00	Free/Theatre/Entertainment	Award recipients must be pre-approved by ISPA

### DAY THREE

9:00-15:00	Registration	Usually in the foyer of the venue
10:00-11:30	Pitch	Audio/visual equipment required
11:30-14:00	ProEx and light lunch	Exhibit space for about 70 participants
14:30-15:30	Session V	
15:00-16:00	Break	
16:00-17:00	Session VI	
Evening	Free/Theatre/Entertainment	Local performances and culture are encouraged

### DAY FOUR

9:00-13:00	Registration/Information	Usually in the foyer of the venue
10:00-11:00	Closing Keynote/session	
11:00-11:30	Break	
11:30-12:00	Invitation to Future Congress	
12:00-13:30	Closing lunch/reception	