



REQUEST FOR PROPOSALS

Association & Conference Management Services

MAKO Conference Association

Organizational Overview

The MAKO Conference Association is a collaborative, multi-state partnership serving chamber of commerce executives and professionals across Missouri, Arkansas, Kansas, and Oklahoma. MAKO exists to deliver a high-quality annual professional development conference that strengthens chamber leaders through education, networking, and shared best practices.

MAKO is governed by a volunteer Board of Directors comprised of representatives from participating state executive associations. The organization contracts professional management services to oversee year-round operations and full execution of the annual conference.

Following the announced departure of its current contracted management provider, MAKO is issuing this Request for Proposals (RFP) to identify qualified individuals, firms, or organizations to assume responsibility for the association's operational and conference management services.

Purpose of the RFP

The purpose of this RFP is to solicit proposals from:

- Association management firms
- Independent contractors
- Chambers of commerce or executive associations
- Conference or event management professionals

MAKO has historically operated under a single management contract but is open to innovative or hybrid service models that ensure operational excellence, financial accountability, and continued conference growth.

Scope of Services

Respondents should clearly outline their experience, structure, and approach in each of the following areas and specify which services will be provided directly or subcontracted.

A. Board Governance & Annual Planning

- Attend all scheduled Board meetings
- Coordinate annual board calendar and planning cycle
- Work with Board Chair to develop agendas and meeting materials
- Prepare and distribute timely board packets
- Record, store, and distribute meeting minutes
- Maintain board records, attendance history, and terms
- Review and update bylaws as needed
- Provide strategic input and governance best practices

B. Financial & Operational Management

- Develop and manage annual conference budget
- Manage all incoming and outgoing finances related to registrations, sponsorships, and expenses
- Process invoices, deposits, and payments
- Maintain general ledger and financial reporting
- Provide monthly financial updates to the Board
- Support year-end reporting and CPA coordination
- File required state corporation reports (Kansas and Oklahoma)
- Develop and maintain sound cash management procedures

C. Headquarters & Administrative Services

- Serve as headquarters office for MAKO
- Manage all correspondence (email, phone, mail)
- Maintain physical and digital records
- Provide responsive customer service to volunteers, exhibitors, sponsors, and attendees

D. Resource Development & Sponsorship Management

- Work with Sponsorship Committee to develop revenue strategy
- Maintain sponsorship history and prospect lists
- Market sponsorship and exhibitor opportunities
- Collaborate with each participating state association to increase attendance and revenue
- Track and fulfill sponsor benefits

E. Conference Planning & Logistics

This is a primary function of the role.

- Coordinate site selection and future-year planning
- Negotiate hotel and venue contracts
- Manage meeting space, guest rooms, audiovisual, and food & beverage
- Conduct site inspections as required
- Plan and implement full conference logistics
- Manage exhibit hall and sponsor activations
- Coordinate speaker communications and materials
- Develop registration system and badge production
- Maintain inventory and conference supplies
- Provide on-site management during the conference
- Conduct post-conference evaluation and reporting

F. Committees & Volunteer Engagement

- Coordinate committee meetings and agendas
- Attend scheduled committee meetings
- Maintain prospective speaker database
- Support committee timelines and deliverables
- Encourage volunteer engagement and succession planning

G. Communications, Marketing & Publications

- Develop and distribute conference communications
- Maintain MAKO website with updated registration, speaker, and sponsor information
- Develop conference program and printed materials
- Provide social media support
- Execute marketing timeline including Save-the-Date communications
- Distribute and compile post-conference surveys

Management Structure & Staffing

Proposals should include:

- Description of proposed management structure
- Identification of key personnel assigned to MAKO
- Experience with conference management and multi-state associations
- Availability during peak planning periods
- Contingency plan for staffing continuity

Compensation & Fee Structure

Proposals must clearly outline:

- Proposed annual management fee
- Payment structure (monthly, annual, etc.)
- Services included in management fee
- Expenses not included in the management fee
- Recommended modifications to current compensation model (if applicable)

Contract Term

MAKO anticipates entering into a one-year agreement aligned with its fiscal year (October 1 – September 30), with potential annual renewal based on performance and mutual agreement.

Proposal Submission Requirements

Proposals should include:

1. Cover letter outlining interest and qualifications

2. Organizational or individual background
3. Detailed response to Scope of Services
4. Proposed management & service model
5. Fee structure and expense assumptions
6. References from similar organizations or projects
7. Description of conference management experience

Timeline

- RFP Release Date: March 10, 2026
- Questions Due: May 1, 2026
- Proposal Deadline: May 29, 2026
- Interviews (if applicable): June 22-July 17
- Selection Notification: August 1, 2026

MAKO reserves the right to accept or reject any proposal and to negotiate final contract terms.

Submission Instructions

All proposals must be submitted electronically in PDF format to:

Candi Westbrook, MAKO Chair-Elect

president@coffeyvillechamber.org

620-251-2550

Questions regarding this RFP should be directed to the same contact.