



Request for Proposal

Conference Dates:

Workday CFO Symposium 2021:

April Dates:

April 27th -28th, 2021

1st Choice

May Dates:

May 11th-12th, 2021

2nd Choice

March Dates:

March 9th-10th, 2021

3rd Choice

March 16th-17th, 2021

March 23rd-24th, 2021

June Dates:

June 8th-9th, 2021

June 15th-16th, 2021

*Prefer no meetings on Monday or Friday.

Expected Attendance:

100

Event Name

Workday CFO Symposium 2021

Event Contact:

Catrina Stallings
Project Manager
RockIt Events
E-mail : catrina@rockitevents.net
Phone (831) 216-7831

Company:

Workday

*Contract will be signed in Pleasanton, CA

Event Overview:

The Workday CFO Symposium is an exclusive event designed for finance executives who are pursuing innovation and growth in today's ever-changing world.

Hotel Room Block:

Sunday	Monday	Tuesday	Wednesday	Total:
6	15	100	65	186

*The days in the room block can be shifted one day earlier or later in the week if needed.

*Peak night needs to be on the night before the main show day.

Locations being Considered:

- Boston (No March Dates)
- New York
- Washington D.C.

*Less than 30 min to nearest regional or international airport



Event Space Needs:

- General Session (***Needs to be between 7,000-10,000 sq. ft. with a minimum ceiling height 14ft***)
 - Soft Seating upscale lounge feel.
 - Need access to the General Session space at a **minimum 1 ½ days** before the show day for set up and rehearsals.
- Lounge Room (***Needs to be at least 1,100 sq. ft.***)
 - Room for a lounge, couches and soft furniture will be brought in
- Meal Room (***Needs to be at least 1,800 sq. ft.***)
- 2 event team offices
- Storage Room
- Registration Desk
- Reception Location

AV Requirements:

Workday will bring in a production company for Keynote session. They will use inhouse AV for support as needed for rigging and lighting.

Billing and Contract:

Hotel to be managed directly by RockIt Events. Client will sign contract and be billed directly.

Food and Beverage:

Please provide the following:

- Menu options and pricing for breakfast, breaks, lunch, receptions, and dinner.

Response

Please reply via email within 3 business days.

Thank you for your time and consideration.

We look forward to hearing from you and discussing options for our event.

Best regards,

A handwritten signature in black ink that reads "Heather Hite".

Heather Hite

Founder

RockIt Events

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