

KASCON XXI OFFICIAL BIDDING NOTICE

Prepared by: The Mirae Foundation, Inc.

1. PARTICIPANTS

Interested parties may be composed of one or more entities that meet the pre-qualification requirements set out in this Notice, and will be identified as follows:

A. "BIDDING TEAM"

These are representatives of each school (college or university) that wishes to be a Primary Host. The Bidding Team itself should have two active representatives from each Primary Host School. Each Bidding Team must fulfill all requirements set forth in this document and abide by all its guidelines.

B. "ORGANIZING COMMITTEE"

This constitutes the group of students who will work towards the planning, strategy and execution of KASCON XXI. The Organizing Committee will be finalized after awarding of the bid to the successful Bidding Team.

C. "PRIMARY HOST SCHOOL"

Members of the KSA from the schools that will be held responsible for the KASCON XXI bid from their area. Representatives from each Primary Host School will comprise the Bidding Team.

D. "SECONDARY HOST SCHOOL"

These are schools that will provide a supporting role in the planning, strategy and execution of KASCON XXI. The Secondary Host Schools must be declared by the Bidding Team, but do not have to submit separate documents in the bidding qualification, and should be given the opportunity to incorporate their support after the awarding of the bid.

2. PRIMARY HOST REQUIREMENTS

One set of documents fulfilling this section must be completed and submitted for each Primary Host School.

A. Two representatives from each school for the Bidding Team, having at least two full semesters of full time attendance at their school and two full semesters of membership in the Korean Students Association (KSA) or related organization. Representatives must have at least one undergraduate semester remaining in the 2003-2006 academic year and must be under 25 years of age.

B. An official KSA endorsement letter of the representatives' legitimacy as proxies for the Bidding Team, on organizational letterhead and signed by the KSA president and one other elected KSA officer.

- C. One supporting petition of at least ten signatures from active KSA members, with the following information: academic class, mailing address, phone number, email and accompanying signature that will be used to affirm the member's active participation in KSA for at least one full academic semester. Each pair of representatives from each Primary Host School of the Bidding Team must demonstrate proof of support from the Korean student population at large from their school(s) in the event that a KSA or similar organization does not exist.
- D. Official documentation from the school (College or University) Dean of Students, faculty advisor or other authenticating body issuing support of the bidding effort. Please make sure that the supporting letter includes confirmation that the Bidding Team is officially endorsed and recognized by the school's administration.
- E. An essay presenting the overall theme and its explanation in every detail, including the strategic vision, mission statement and core values of the Bidding Team for KASCON XXI.
- F. Present at least one, up to three facility (hotel, convention center, university facilities, or mixture) options for KASCON XXI with a draft of at least one tentative contract guarantee that holds the space until April 15, 2007. Housing arrangements, either through hotel or dormitory must be accounted for and included. No financial commitments should be made to the conference facilities. Facility space must fulfill guidelines enclosed herein in Section 3.
- G. Proposed KASCON XXI budget containing revenue and expenditure projections. Secured potential revenue sources must be substantiated by documentation of your claims (e.g., letters of intent or financial promises).
- H. A personal essay from each of the representatives from the Bidding Team stating the following: your past work experience including specific responsibilities, how well you work in teams and your overall approach to communication, organization and decision-making.
- I. All Bidding Teams must complete these requirements and send one copy each to the following locations, postmarked by **Wednesday, March 15 2006.**

Kevin T. Hwang
4 Park Avenue, #5S
New York, New York 10016

Thomas S. Kim
12917 Starters Lane
Fairfax, Virginia 22033

3. GUIDELINES

These are the general guidelines that the Bidding Team should follow in putting together the official bidding packet application.

A. BIDDING TEAM

- 1) For Primary Host Schools, it is recommended that they are located within 50 miles of proposed site of conference.
- 2) For Secondary Host School it is recommended that they are located within 100 miles of proposed site of conference.

B. CONFERENCE SITE AND PARTICIPATION

- 1) Conference facilities must be able to accommodate at least 500 participants.
- 2) More than one facility may be combined in meeting facility requirements (e.g., School and hotel meeting space plus hotel accommodations). However, reasonable, accessible, efficient and affordable transportation between the conference facilities, if necessary, must be clearly demonstrated.
- 3) At least 25% of those participants must be projected to be within 100 miles of conference site.
- 4) Reasonable accommodations, in both quality and cost, must be made available for at least 75% of the facility capacity as per line item 3.B.1.

C. CONFERENCE TIMELINE AND SCHEDULE

- 1) KASCON XXI should be held between the time frame of March 1 and May 1, 2007, ideally during spring break week of host school(s).
- 2) KASCON XXI must be at least 1.5 days in length, not exceeding three full days.
- 3) KASCON XXI must structure itself around the opportunity for at least one night's accommodation, with a maximum of four.

D. CONFERENCE BUDGET

- 1) Bidding Teams should draft their proposed budget with the following estimates in mind:

Expenditures:

20% Speakers (Travel, Accommodations, Food)
10% Operations (Office Supplies)
20% Logistics (Transportation, Conference Support)
40% Facilities (Hotel, Conference Space)
10% Media (Public Relations)

Revenue:

50% Registration Fees
25% Local Community and School Support
25% Corporate and The Mirae Foundation, Inc. Support

- 2) The budget range should be between \$75,000 – \$120,000.

4. SELECTION PROCEDURE

Specifics outlining the venue selection and other contingency procedures will be forthcoming upon successful completion of the pre-qualification phase. However, please keep in mind the following important information:

- A. Each Bidding Team that successfully meets the above criteria will be considered a pre-qualified KASCON XXI Bidding Team. Accordingly, those Bidding Teams will then be required to undergo an interview (whether by telephone or in person) with members of The Mirae Foundation, Inc. by no later than **Friday, March 24, 2006**. A minimum of three and no more than seven representatives of the Bidding Team must be present for the interview to discuss the various elements of the bidding proposal and to thus receive an official certification as a qualified KASCON XXI Bidding Team. Failure to participate in The Mirae Foundation, Inc. interview will result in immediate non-qualification for KASCON XXI.
- B. Support from the Bidding Team's respective schools (Colleges or Universities) of the organization's efforts is imperative to a successful bid. Accordingly, securing such support in the highest degree to include a financial commitment by the school (no matter the amount) will greatly enhance the Bidding Team's credibility.
- C. Final selection of the winning proposal will be announced on **Saturday, March 25, 2006**. The determination of the winning proposal will be made by members of The Mirae Foundation, Inc. based on a prescribed set of evaluation criteria.
- D. The winning Bidding Team must sign a Memorandum of Understanding governing the legal and financial relationship between The Mirae Foundation, Inc. and the Twenty-First Annual Korean American Students Conference (KASCON XXI) prior to the commencement of any official planning.
- E. The winning Bidding Team must also undergo an election procedure, administered by The Mirae Foundation, Inc., to establish the core members constituting The KASCON XXI Planning Committee. The structure of the Committee will be designated by The Mirae Foundation, Inc. and must take place by early of the 2008 fall academic semester.

5. MISCELLANEOUS

If you have any further questions or comments regarding this Notice, please contact Thomas Kim at (202) 393-4884 or by email at: tom@scribeus.com.