

## Best Practices: DMC Proposals

The most successful relationships are based on trust. The Association of Destination Management Executives ([www.DMCbestpractices.org](http://www.DMCbestpractices.org)) has developed this Best Practices document to provide a guideline for the relationship between the client and the destination management company (DMC) during the development of a client proposal by the DMC.

### **Confidentiality**

The DMC will invest time and resources researching and developing a proposal for the client. The DMC's designs, initiatives and concepts ("Proprietary Information") are essential to their business. The DMC and the client should agree that **proprietary** information shared between them will be accepted and maintained as confidential, and that all proprietary information and documentation shared between them will remain the exclusive property of the originating party.

In accordance with copyright, trademark, and professional practices, proprietary information provided, either electronically or otherwise, should not be disclosed to others, copied, photographed, reproduced or transcribed in any manner without written permission of the originating party.

### **Proposal Commitment**

The DMC will conduct an initial needs evaluation in order to deliver a custom proposal to best match the client's program needs and budget. The proposal will contain proprietary information. Until a Services Agreement is executed by both parties, the DMC generally reserves the right to charge the client for subsequent proposal revisions. The client should be informed of potential charges before work commences. The DMCs' proposal content is proprietary information, therefore, it is not ethical for the client to provide proposal content of one DMC to another DMC for bidding purposes.

### **Resource Research & Reservation**

Based on the client's program requirements, the DMC will research, reserve and present program options, such as venues and entertainers ("Proposed Options"), that best meet the the client's needs. The client should notify the DMC in writing of any venues or entertainment which are to be **excluded** from the DMC research, design and procurement services. If the client directly contracts any Proposed Options, the client **should** pay the DMC a fee as compensation for research, design or reservation of services. This fee would generally be based on a mutually agreed percentage of the contracted amount of the Proposed Options. The above fee generally would not apply if the the client contracts Proposed Options with another DMC.

### **Site Inspection Expenses**

DMCs normally do not charge for staff time to prepare and execute the initial site inspection. Expenses associated with the initial site inspection such as charter vehicles, meals, admission fees, etc., generally will be billed to the client at site inspection rates. Subsequent site inspections will generally be billed at pre-determined rates inclusive of resources and staff preparation and execution time.

*12 October 2009*