

Location Recommendation for SoutheastCon 2021

Hyatt Regency Atlanta

Atlanta Section

Hyatt Regency Atlanta Cost Analysis

Item	Cost	Quantity	Per Standard Attendee	Per Student Attendee	Std Attendee Average Cost	Student Average Cost	Notes
Hotel Room (Single/Double Occupancy)	\$167.49	3	1	4	\$502.47	\$125.62	
Hotel Room (Quad Occupancy)		3	0	0	\$0.00	\$0.00	
Conference Center Rental	\$0.00	1	400	400	\$0.00	\$0.00	
Conference Center Fees (Power, A/V, Internet)	\$10,000.00	1	400	400	\$25.00	\$25.00	
Meals (Breakfast)	\$47.52	2	1	0	\$95.04	\$0.00	
Meals (Lunch)	\$66.00	2	1	0	\$132.00	\$0.00	
Meals (Banquet)	\$92.40	1	1	1	\$92.40	\$92.40	
Meals (Reception)	\$118.80	1	1	1	\$118.80	\$118.80	
Coffee Breaks	\$23.76	4	1	1	\$95.04	\$95.04	
Other Expenses (Transportation, Shipping, Etc)	\$3,000.00	1	400	400	\$7.50	\$7.50	
Total Base Cost:					\$1,068.25	\$464.36	
Total Base Cost w/o Hotel:					\$565.78	\$338.74	
Ground Costs (Transfers, Meals)	\$50.00	1	1	1	\$50.00	\$50.00	
Estimated Airfare	\$350.00	1	1	1	\$350.00	\$350.00	
Total Cost w/Airfare & Ground Expenses:					\$1,468.25	\$864.36	
F&B Minimum:	\$75,000.00						
F&B Tax & SC:	32.00%						
Comps:	1 for 40						

Proposal - IEEE SoutheastCon 2021

RFP #1078757 - Hyatt Regency Atlanta

Created by Sean Haynes

 **Proposal viewed by planner for the first time on February 7, 2018**

Message from the hotel:

Proposal Introduction: Thank you for considering Hyatt Regency Atlanta! We are excited to offer availability for this event over your alternate dates. I am confident your attendees will enjoy a positively memorable event at our freshly renovated landmark hotel. Give us the opportunity to WOW you with the Hyatt touch!

Supplier Additional Comments: Hello Sean,

On behalf of Hyatt Regency Atlanta, I think I have pulled together a great proposal. Not only in rates, but in space and concessions...so let's move quickly.

Andy

Supplier Contact Additional Information: Famous as the first atrium hotel in the world, the newly re-designed Hyatt Regency Atlanta is known for our ideal location, expertise and personalized customer service that is expected from Hyatt Hotels & Resorts. We would love for you and your attendees to experience this first hand!

Hotel



Hyatt Regency Atlanta
265 Peachtree St, Northeast
Atlanta, Georgia 30303
United States

www.atlantaregency.hyatt.com 

[View on EliteMeetings.com](#) 

Attachments

 [IEEE HQ](#)
1.93 MB

Sales Contact

Name:	Andy Totin
Title:	Senior Sales manager
Company:	Hyatt Regency Atlanta
Phone:	404-460-6530
Email:	andy.totin@hyatt.com

Address:

265 Peachtree St, Northeast
 GA 30303-1294
 United States

Dates and Guest Rooms

Planner's Date(s)

Flexible Date Pattern

Duration: 5 days

Between: March 17 - April 18, 2021

Starting On: Wed

Hotel's Suggested Date(s)

Date #1 : March 31 - April 4, 2021

Available First Option - Not Holding Space

Night	Run of House	Singles	Doubles	Suites Min	Suites Max	Staff	Comments
1 - Wed, Mar 31		139.00					
2 - Thu, Apr 01		139.00					
3 - Fri, Apr 02		139.00					
4 - Sat, Apr 03		139.00					
5 - Sun, Apr 04		139.00					

Room rates are per night

Guest Room Comments:

Sleeping Room Additional Info:
 We are not holding space/dates at this time, but would be happy to do so upon further discussion.

Event Availability Additional Info: Over the dates of March 31 - April 4, 2021, I can offer up some great rates, space and concessions. We are going to have to move quickly.

Estimated Costs

Item	Cost Type	Category	Amount	Quantity	Tax/Service	Applicable Tax	Note
Guest Room Internet	Complimentary	Miscellaneous Costs	0	0	None		
Coffee (Gallon)	Per Item	Average Food/Beverage Costs	110	0	Tax and Service	8.90%	
Housekeeping	Per Day	Miscellaneous Costs	2	0	Inclusive		suggested
Dinner Buffet	Per Person	Average Food/Beverage Costs	80	0	Tax and Service		
Plated Breakfast	Per Person	Average Food/Beverage Costs	29	0	Tax and Service		
Break (Snacks and Drinks)	Per Person	Average Food/Beverage Costs	19	0	Tax and Service	8.90%	
Boxed Lunch	Per Person	Average Food/Beverage Costs	38	0	Tax and Service	8.90%	

Airport Transportation	N/A	Transportation Costs	0	0	None	MARTA: \$2.50 one-way (Delivering your guests from baggage claim to Peachtree Center Station in 20 minutes. The hotel is attached to Peachtree Center via enclosed sky-bridge so your attendees won't even have to go outside!) Taxi: \$32.00 one-way Shuttle:\$16.50 one-way, \$31.00 round-trip
Meeting Room Internet	Per Day	Miscellaneous Costs	25	0	Tax and Service	Dedicated Bandwidth: Available, Speak with a PSAV representative for details -Basic Wireless: \$14.00 charge per device - Basic Wired: \$170.00 per line, per day Pricing is subject to tax, service charge and any applicable labor fees.
Buffet Breakfast	Per Person	Average Food/Beverage Costs	36	0	Tax and Service	
Reception Beverage	Per Person	Average Food/Beverage Costs	26	0	Tax and Service	
Continental Breakfast	Per Person	Average Food/Beverage Costs	28	0	Tax and Service	
Reception Food	Per Person	Average Food/Beverage Costs	40	0	Tax and Service	
AM Break	Per Person	Average Food/Beverage Costs	19	0	Tax and Service	
Plate Lunch	Per Person	Average Food/Beverage Costs	38	0	Tax and Service	
PM Break	Per Person	Average Food/Beverage Costs	19	0	Tax and Service	
Labor	N/A	Move In/Move Out	0	0	None	Please provide your anticipated labor needs and we can quote pricing.
Power Drop	N/A	Rental Costs	0	0	None	Please provide the anticipated power needs and we can quote pricing for this event.
Lunch Buffet	Per Person	Average Food/Beverage Costs	46	0	Tax and Service	

Valet Parking Fee	Per Day	Miscellaneous Costs	40	0	Inclusive		
Plated Dinner	Per Person	Average Food/Beverage Costs	65	0	Tax and Service		
Self-Parking Fee	N/A	Miscellaneous Costs	0	0	None		Self parking is not available on-site, however there are several lots available for self-parking with 1 block of the hotel with prices ranging from \$5-22 (overnight).
Reception Light Appetizers	Per Person	Average Food/Beverage Costs	40	0	Tax and Service	8.90%	
Reception Heavy Hors D'oeuvres	Per Person	Average Food/Beverage Costs	65	0	Tax and Service	8.90%	

Additional Information: We use seasonal menus which highlight ingredients local to the Atlanta area and that are at their freshest during specific months of the year. The above Food and Beverage Pricing reflect average prices and may vary based on your group's needs.

Additional Fees

Name	Fee Type	Category	Value
Applicable Tax	Other	Tax	8%
Occupancy	Occupancy	Tax	8%
State	State	Tax	8.9%
State	State	Tax	5
Service Charge	N/A	Fee	24%

Additional Information: With newly renovated guestrooms, we offer a variety of room types to suit the needs of every guest. All guestrooms feature the Hyatt Grand Bed, high-speed Internet, LCD televisions, iHome alarm clock radio, stunning views, elegant bathroom with full/deluxe amenities, and a large work desk.

Function Space

Food & Beverage Service Tax/Charge:	32.00 %
Food & Beverage Minimum Fee:	75,000
Function Details Comments:	<p>Meeting Room Rental is complimentary based on meeting a satisfied Food and Beverage Minimum of \$75,000. The proposed space is based on both the numbers provided and your RFP.</p> <p>General Session - Regency Ballroom 6&7 (13,000 gsf) Breakfast and Lunch - Regency 5 Friday Reception - Regency 5 and Pool Deck Saturday Banquet - either turn Regency 6 & 7 or Centennial 1-2 Breakouts - 18 in Atlanta Conference Center and 4 in Hanover A, B, F, & G Note on Food and Beverage Minimum: \$75,000</p>

Comments

We have full service A/V on-site provided by PSAV.

SpeedRFP® is a registered trademark of Elite Meetings International. © 2018 Elite Meetings, Inc. All rights reserved
+1 (805) 879-4479 • info@SpeedRFP.com • www.SpeedRFP.com



HYATT
REGENCY®

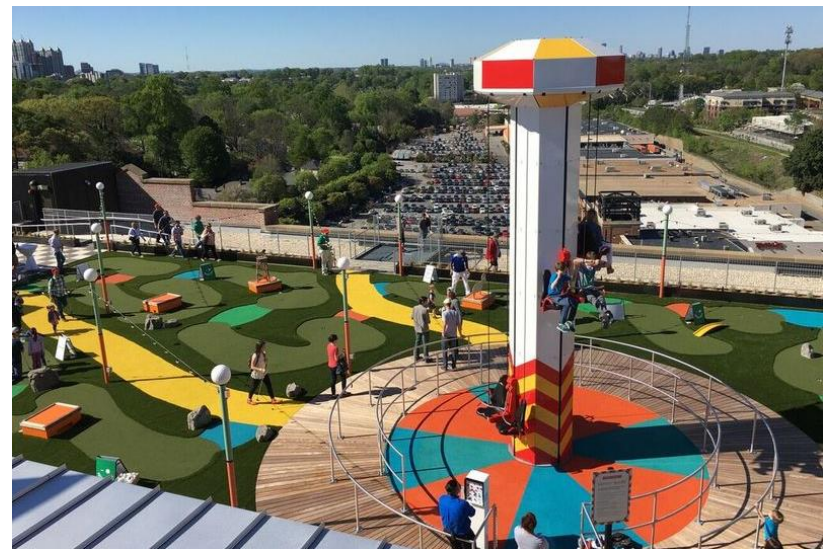
Institute of Electrical and Electronics Engineers

March 31, 2021-April 5, 2021

Atlanta Attractions—Over 6 major venues in our backyard

So much has changed since 2010!

- **Ponce City Market (2016)** is one of the newest additions to Atlanta. Transformed from the historic Sears, Roebuck & Co. building into a mixes-use development of office space, lofts, hottest restaurants, brand name boutiques and a rooftop Skyline Park.
- New Atlanta Attractions **NEW**
 - Mercedes-Benz Stadium – Open 2017
 - Atlanta BeltLine – 2014-continues
 - Center for Civil & Human Rights - 2014
 - College Football Hall of Fame - 2014
 - SkyView Atlanta - 2013



Polaris – The Place To Be!

- **Polaris**

- Iconic *Blue Dome* of Atlanta
- Hand-crafted cocktails and chef-inspired seasonal plates
- Panoramic views of Atlanta skyline
- Private event space
- Opened in Summer 2014



- **Our Own Rooftop Bee Garden**

- Produces honey, veggies & herbs for use in cocktails & dishes in all dining outlets
- Two active bee hives (60,000 insects)



So Here is the DEAL - Rooms & Rates

GUEST ROOM AVAILABILITY

Day	Date	Rooms
Wednesday	03/31/2021	25
Thursday	04/01/2021	200
Friday	04/02/2021	225
Saturday	04/03/2021	225
Sunday	04/04/2021	10

RATES:
Single/Double \$139



FOOD AND BEVERAGE

\$75,000 F&B Minimum

Tax Service Charge	Currently 8% Currently 24%
Continental Breakfast	\$24.50 - \$32.00
Plated Breakfast	\$28.00 - \$39.00
Buffet Breakfast	\$36.00 - \$44.00
Plated Lunch	\$39.00 - \$47.00
Buffet Lunch	\$47.00 - \$52.00
Boxed Lunch	\$38.00
AM Break/ PM Break	\$12.00 - \$19.00
Plated Dinner	\$69.00 - \$90.00
Buffet Dinner	\$87.00 - \$94.00

We can and will customize a menu to fit your needs and budget. The above rates are for planning purposes only. Actual cost will be determined by actual menus selected.



Newly Renovated Guestrooms

Designed with Guests in Mind

- Hyatt Grand Beds
- State of the art in-room technology
- High speed wireless Internet
- Individual climate control
- Coffee stations
- Hyatt Has It – phone chargers, curling irons or any items you forgot!
- 1,260 guest rooms within 3 towers including:
 - 622 double/ doubles
 - 380 kings
 - 200 queens
 - 58 suites



Hotel is pleased to offer the following based on the Group achieving 80% of the contracted room block:

- Has to be contracted before March 30, 2018
- Complimentary wireless internet in meeting space for up to 30Mbps
- Complimentary standard wireless internet access in sleeping rooms
- 25% discount off 2021 PSAV equipment rental (excludes labor, special equipment requirements, not applicable to any special offer directly between IEEE and PSAV)
- 1 per 40 complimentary guestrooms
- Double World of Hyatt Points
- One comp coffee break for the group

Exceptional Dining Experiences

New lounge, signature restaurant, lobby bar and grab & go market created by our Executive Chef & based on local, seasonal ingredients.

Sway

Atlanta's signature restaurant

Southern favorites with seasonal ingredients

Breakfast, lunch & dinner



Polaris

Iconic spinning, rooftop lounge

Hand-made cocktails & extensive wine selection

Chef-inspired shared plates



Twenty-Two Storys

Lobby gastropub

Georgia brewed beers

Beer-infused menu of entrees & snacks



Market

Open 24 hours

Starbucks coffee

Fresh made grab & go meals

Healthy snacks



Restaurants right next door!

Downtown Atlanta Restaurants

1 Block from Hyatt Regency Atlanta

Pacific Rim Bistro

Big Kahuna

World Trade Center Atlanta

Morton's Steakhouse

White Oak Kitchen & Cocktails

Gibney's

Peachtree Center

North Food Court

- Bistro 7
- Caribou Coffee
- CaféMomo
- Checkers
- Chick-fil-A
- Dairy Queen
- Farmer's Basket
- Great American Cookie
- Great Wraps
- GW Cheesecake
- Noodle Café
- Roman Delight Pizza
- Willy's Mexican Grill
- Yami Yami

South Food Court

- GLC Café
- Malibu Wings
- Moe's Southwest Grill
- My Friend's Place
- Planet Smoothie
- Subway
- Tropical Cajun
- Turmeric Indian Bistro

Benihana Restaurant

Metro Café Diner

Azio Restaurant

Hard Rock Café

Ray's in the City

Pittypat's Porch

Corner Bakery Café

SunTrust Annex Building

- Caribou Coffee
- Burgers & Friends
- Café Cubism Culinary Art

- Canyon Grill
- Dunkin Donuts
- Garden Deli & Yogurt Bar
- Papino's
- Taste of Asia

Truva

Mama Nifa's

Durango Steak House

Fire of Brazil

Max Lager's American Grill & Brewery

2 Blocks from Hyatt Regency Atlanta

Agatha's- A Taste of Mystery

Meehan's Public House

Alma Cocina

Steak & Ale

Sweet Georgia's Juke Joint

Havali Indian Cuisine

Hooters

3 Blocks from Hyatt Regency Atlanta

Ted's Montana Grill

Carnegie's Restaurant

4 Blocks from Hyatt Regency Atlanta

NaanStop

Googie Burger

Pemberton Café

Mellow Mushroom

Room at Twelve Hotel

5 Blocks from Hyatt Regency Atlanta

Jonny Rockets (Underground Atlanta)

Thrive Restaurant

McCormick & Schmick's

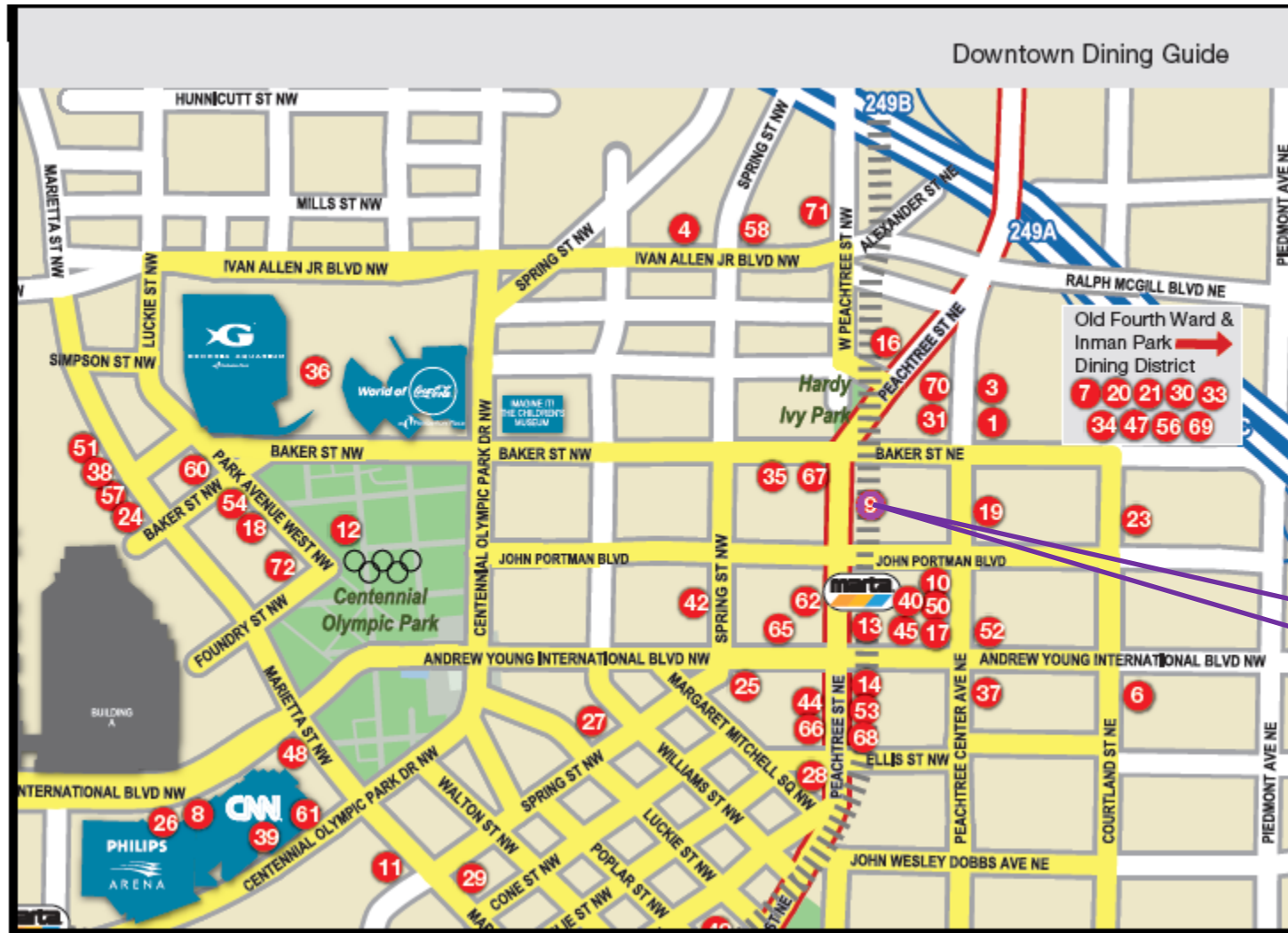
Ruth's Chris Steakhouse

PEASANT Bistro

Baja Fresh

Legal Seafood

Restaurants within Walking Distance...



Hyatt
Regency
Atlanta

The New Atlanta

Think you know Atlanta? The World's Busiest Hub is seeing a 2nd boom, with \$577 million in 2014 investment (most of it right outside our door).
Come and see what's new!



College Football Hall of Fame
Relocating from South Bend, Ind., to Centennial Park
New \$65 MIL facility
Open: Aug. 2014



National Center for Civil and Human Rights.
\$76 MIL facility to house MLK's papers & artifacts
Next to Aquarium on Centennial Park
Open: May 2014



Skyview Atlanta
22-story ferris wheel on Centennial Park
Open: July 2013



Thriving Destination
GA Aquarium, World of Coca-Cola & CNN Center
Braves, Falcons, Hawks & SEC Football
Dragon*Con, festivals, parades & more
40 MIL visitors in 2012 (most ever)!



Atlanta Beltline
33 mile trail over reclaimed RR tracks
Jogging, biking & local festivals
Open: Oct. 2013



Polaris
ATLRA's legendary skyline restaurant
Restored and re-imagined by Hyatt
Open: March 2014



Food Town
Atlanta's restaurant scene is sizzling!
Sample new James Beard & Top Chef winners
Richard Blais, Hugh Acheson, Kevin Gillispie & more



Atlanta Streetcar
Links Centennial Park with sites & attractions
\$70 MIL investment renews historic transit system
Open: April 2014



HYATT
REGENCY®

Andy Totin

Senior Sales Manager

404.460.6530

Andy.totin@Hyatt.com

Totin, Andy (ATLRA) to me, Michael

Feb 1

Hello Sean,

Thanks for updating me on the process.

Yes – Hyatt Regency Atlanta is a union facility, but only as it relates to wage and benefits, not work restrictions or requirements. So the short answer – no extra cost or labor to you.

Yes - you are able to bring in outside vendors, be advised, hotel holds an exclusive on power, house sound, rigging, and internet.

Sean, PSAV is currently the point people in ordering power, rigging and in using the house sound. I have attached 2017 price lists.

Thanks for reaching out, anything changes on my end, I will let you know.

Andy Tótin

Senior Sales Manager

ELITE PERFORMER

HYATT REGENCY ATLANTA

265 Peachtree St. NE, Atlanta, GA 30303, USA

T: + 1 404 460-6530 F: +1 404 460 6544 E: andy.totin@hyatt.com

atlantaregency.hyatt.com

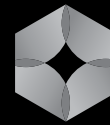
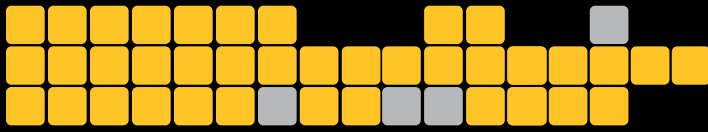


OUR PURPOSE: *We care for people so they can be their best.*

THINK BEFORE YOU PRINT: Please consider the environment before printing this email.

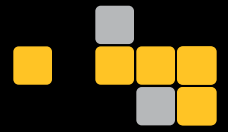
[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#)

To learn more about the Hyatt Convention Alliance, click <http://digitalmedia.active-us.com/hyattconventionalliance>



HYATT
REGENCY

ATLANTA



AUDIOVISUAL SERVICES

From helping small gatherings create a great impact to amplifying a stage experience for hundreds of attendees, PSAV®'s event technology enhances every image, note and nuance of your important communication. Our goal is to achieve yours, effectively delivering your messages and making your meeting a memorable success.

POPULAR PACKAGES

Meeting Room Projector Package - \$605

- AV Cable Lot
- LCD Projector
- Projection Stand
- Tripod Screen

Projection Support Package - \$180

- AV Cable Lot
- Projection Stand
- Tripod Screen

Podium Microphone Package – House Sound - \$225

- Podium Microphone
- Meeting Room House Sound
- 4-Channel Mixer

Flip Chart Package - \$65

- Flip Chart Easel
- Flip Chart Pad
- Markers

Post-it® Flip Chart Package - \$85

- Flip Chart Easel
- Post-it Flip Chart Pad
- Markers

POPULAR COMPONENTS

Laptop Computer	\$215
LED Wash Light	\$75
Powered Speaker	\$105
Wired Microphone	\$60
Wireless Microphone	\$180
4-Channel Mixer	\$65
12-Channel Mixer	\$135
32" LCD Monitor	\$225
46" LCD Monitor	\$445
8' Tripod Screen	\$85
6' x 10'5" Fast-Fold® Screen	\$350
7'6" x 13'4" Fast-Fold Screen	\$387
9' x 16' Fast-Fold Screen	\$430
10'6" x 18'8" Fast-Fold Screen	\$570

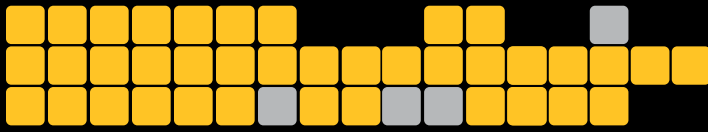
STANDARD LABOR RATES

Setup/Strike	\$85/hr.
Event Operation	\$100/hr.

Ask your representative for full details regarding labor rates, which can vary based on complexity and time of operation. All PSAV solutions may be subject to our property's administrative fee. Above prices do not reflect labor charges, which may apply. All rates are subject to applicable sales tax.

For more information, contact your PSAV representative at: 404.460.6550
or visit us on the web at: www.psav.com





POWER DISTRIBUTION SERVICES

PSAV® is proud to serve as the exclusive in-house provider for Power Distribution Services at the Hyatt Regency Atlanta. As part of our comprehensive electrical safety program the facility has been equipped with industry standard single pole or pin and sleeve devices to eliminate bare wire connections. All power distribution must be UL/ETL listed and meet all state and local codes.



ELECTRICAL SERVICES POWER DROP – SINGLE PHASE

Power Drop Single Phase 20 Amp	\$140
Power Drop Single Phase 60 Amp	\$300
Power Drop Single Phase 100 Amp	\$385
Power Drop Single Phase 200 Amp	\$655



ELECTRICAL SERVICES POWER DROP – THREE PHASE

Power Drop Three Phase 60 Amp	\$445
Power Drop Three Phase 100 Amp	\$735
Power Drop Three Phase 200 Amp	\$1,485
Power Drop Three Phase 400 Amp	\$2,960



POWER DISTRIBUTION – EQUIPMENT

AC Power Distro 60A - 110V	\$165
AC Power Distro 60A - 208V	\$190
AC Power Distro 100A - 120V	\$220
AC Power Distro 200A - 208V	\$360
Power Strip	\$20
Extension Cord	\$20



POWER DISTRIBUTION LABOR RATES

Electrical Setup/Strike	\$100/hr.
-------------------------	-----------

All Power Distribution labor calls are based on a standard four-hour minimum and subject to all reasonable labor practices regarding overtime and non-standard calls and afterhours. Power Distribution labor is based on a per-show call basis.

Power Distribution Pricing

PSAV will not load or allow a service to be loaded beyond 80% of the rated capacity of the service. Power Distribution equipment distribution boxes are billed on a per-day basis. All power distribution PSAV uses will be UL/ ETL listed and will meet or exceed all state and local requirements for safe electrical distribution.

For more information, contact your PSAV representative at: 404.460.6550 or psav_at_hra@psav.com or visit us on the web at: www.psav.com

