



THE EUROPEAN MICE STANDARD

Hotel RFP template.

The exact specification used by European MICE planners.
Battle-tested across 4,763 hotels in our network, refined
every quarter.

4,763

EUROPEAN MICE HOTELS
COVERED

18

FIELDS · SEND-READY

11

A4 PAGES · PRINT-READY

• GETTING STARTED

How to use this.

Fill the Brief once. The rest takes ten minutes. Send sections **1-4** to each hotel; keep **5-7** internal as the positions you negotiate from.

⌚ TIME TO COMPLETE

30_{min}

If you fill the Brief carefully. Skip it and expect 15+ rounds of clarifying emails per hotel.

➤ HOTELS YOU CAN SEND TO

50₊

Once filled, this template is a 1-to-many — paste it into any hotel's contact form or sales email.

• WHAT'S INSIDE

1 **Event Brief** P. 03
PAGES 3-4 · SEND TO HOTEL

2 **Room Block** P. 05
PER NIGHT · SEND

3 **Meeting Space** P. 06
PLENARY + BREAKOUTS

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BREAKS · MEALS · GALA

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PLENARY · LIVESTREAM

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INTERNAL · NEGOTIATE FROM

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17 DIMENSIONS · WEIGHTED · INTERNAL

• WANT IT AUTOMATED

EasyRFP runs this entire workflow in 5 minutes.

Brief once, the AI fills the template, sends to 50 hotels, scores proposals across 17 dimensions, and runs the BAFO round.

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FREE · 1 RFP / MO · 5 HOTELS · NO CARD



Event Brief

The hotel reads this first. Be specific — vague briefs get vague proposals.

Event overview

WHAT YOU'RE PLANNING · SHARED WITH HOTEL

Event name

Event type

Industry

Primary objective

Confidentiality

Dates

WHEN · FLEX MATTERS

Check-in Check-out

Alternative date 1

Alternative date 2

Days of week pref.

Seasonality flex

Attendees

WHO'S COMING · COUNTS DRIVE PRICING

Total expected

Single rooms

Double rooms

Suites

Day attendees only

Speaker / VIP rooms

Location

WHERE · DRIVES SHORTLIST

Preferred city

Acceptable alternatives

Max distance · airport

Max distance · city center

Parking required

Budget

€ · INCLUSIVE OF ALL CATEGORIES

Total budget

Per attendee

Hard ceiling / room / night

Currency

VAT-inclusive?

Hotel preferences

QUALITATIVE FIT

Min star rating

Brand preferences

Brand exclusions

Sustainability cert

ISO 14001

GREEN KEY

EARTHCHECK

NONE

Accessibility

WCAG

ADA

WHEELCHAIR

Timeline

MILESTONES · SHARED WITH HOTEL

2

Room Block

Per-night, per-room-type breakdown. Be exact — vague rooms cost more.

NIGHT	DATE	SINGLES	DOUBLES	SUITES	RATE CAP €	NOTES
Night 1	-	-	-	-	-	-
Night 2	-	-	-	-	-	-
Night 3	-	-	-	-	-	-
Night 4	-	-	-	-	-	-

Required in rate

MUST BE INCLUDED · NON-NEGOTIABLE

- **Wi-Fi** · room + lobby, high-speed
- **Breakfast** · full buffet, hot + cold
- **Bottled water** · daily refill in room
- **Service charge** · included in rate
- **City tax** · or quote separately

Policies to confirm

CRITICAL TERMS · IN PROPOSAL

- **Cut-off date** for room-block release
- **Cancellation policy** · sliding scale
- **Attrition clause** · % releasable
- **Resale credit** · re-sold rooms credited

3 Meeting Space

Plenary + breakouts. Be specific on setup — "boardroom" varies by hotel.

ROOM / FUNCTION	CAPACITY	SETUP	HOURS	DAYS	NOTES
Plenary	200	Theater	8	3	Stage + lectern
Breakout 1	50	Rounds	6	2	Soundproof
Breakout 2	50	Rounds	6	2	Adjacent to BR1
Breakout 3	30	Boardroom	4	1	Executive
Registration	200	Open	12	3	Coffee nearby
Gala dinner	200	Banquet	5	1	Dance floor

• PRO TIP

Hotels misquote setups 38% of the time.

Specify setup (Theater / Rounds / U-Shape / Cabaret / Boardroom / Banquet) **explicitly per room** — the same capacity quoted in different setups can vary by 30% in cost.

4 Food & Beverage

Breakfast, breaks, lunch, dinner, gala — and dietary accommodation.

ITEM	DAY	FORMAT	PAX	TIME	NOTES
Welcome cocktail	Day 1	Standing reception	200	18:00-20:00	Hot+cold canapes, bar
Breakfast	Day 1-4	Hot+cold buffet	200	07:00-10:00	V/VG/GF/Hala1
AM coffee	Day 1-4	Coffee station	200	10:30-11:00	Coffee/tea/pastries
Lunch	Day 1-4	Buffet 3 hot / 3 cold	200	12:30-14:00	Dietary as breakfast
PM coffee	Day 1-4	Coffee station	200	15:30-16:00	Coffee/tea/snacks
Gala dinner	Day 4	Plated 3-course	200	20:00-23:00	Wine pairing

Dietary · must accommodate

CONFIRM ALL IN PROPOSAL

VEGETARIAN

VEGAN

GLUTEN-FREE

HALAL

KOSHER

LACTOSE-FREE

NUT-FREE

DIABETIC

5 AV Requirements

Plenary + breakout AV, livestream, recording. Spec hardware — not "screens".

EQUIPMENT	QTY	LOCATION	NOTES
LED screen 3x4m	1	Plenary	16:9, 4K, edge-fade-blended
PA + 4 wireless mics	1	Plenary	Lavalier + handheld
Confidence monitor	2	Stage	32-inch
Stage lighting	1	Plenary	DMX + spotlight
Translation booth	2	Plenary	EN/DE/FR, 100 receivers
Projector breakout	4	Breakouts	Short-throw HD
Livestream rig	1	Plenary	1080p, 2 cameras
Multi-cam recording	1	Plenary	4K post-event .mp4
Tech crew	2	Site-wide	Setup + run-of-show

• NEGOTIATE

AV is where hotels mark up 200–400%.

Always ask for AV as a **line-item discount of 15–25%** off rack rate — and price-check against an external AV vendor for plenary > 100 pax. Most hotels will match.

6 Contract Terms

Internal — these are positions you negotiate *from*, not what you send.

⚠ Keep this section internal. These are your opening positions — don't include in the RFP you send to hotels. Hotels expect to negotiate *from* their standard contract.

Cancellation policy

SLIDING SCALE

- **120+ days out** · 100% refund
- **90 days** · 75% refund
- **60 days** · 50% refund
- **30 days** · 25% refund
- **< 30 days** · 0%

Attrition · room block

RELEASE WITHOUT PENALTY

- **20%** at 30 days out · no penalty
- **Sliding scale** below 30 days
- **Cut-off date** · 30 days (hotels want 60 — negotiate)
- **Resale credit** · 100% if hotel re-sells

Force majeure

MUTUAL EXIT

Mutual termination right with refund of all deposits if event prevented by force majeure (incl. pandemic, war, government travel restriction).

Payment terms

DEPOSIT SCHEDULE

- **20%** on signing
- **30%** at 60 days out
- **Balance** · day-of via master account

Concessions · ask for

USUALLY GRANTED · DON'T LEAVE €€ ON THE TABLE

- FREE WI-FI · ROOM + LOBBY
- COMP ROOM 1:30 RATIO
- SUITE UPGRADE · ORGANIZER
- LATE CHECK-OUT · VIPs
- AV 15-25% DISCOUNT
- RESORT FEE WAIVED

Termination right (no-cause) · Either party can terminate with 120 days notice and 25% liquidated damages.

7 Scoring Matrix

17 dimensions, weighted. Score 1-5 per dimension. Weighted total ranks proposals.

	DIMENSION	WEIGHT
01	Total cost SCORE 1-5	0.20
02	Room-block availability SCORE 1-5	0.10
03	Location / accessibility SCORE 1-5	0.08
04	Meeting space fit SCORE 1-5	0.08
05	F&B quality SCORE 1-5	0.07
06	AV capability SCORE 1-5	0.06
07	Cancellation terms SCORE 1-5	0.06
08	Brand reputation SCORE 1-5	0.05
09	Attrition terms SCORE 1-5	0.05
10	Concessions SCORE 1-5	0.05
11	Response time SCORE 1-5	0.04
12	Sustainability SCORE 1-5	0.04
13	Accessibility SCORE 1-5	0.04
14	Past references SCORE 1-5	0.03
15	Tech crew on-site SCORE 1-5	0.02
16	Dietary flex SCORE 1-5	0.02
17	Overall fit SCORE 1-5	0.01



THIS, BUT AUTOMATED

Ship your next RFP in 5 minutes.

EasyRFP runs this entire template for you. Brief once, the AI fills the spec, sends to 50 hotels, scores proposals across 17 dimensions, and runs the BAFO round.

✓ **Brief once.** Spec auto-fills from past events.

✓ **50 hotels in parallel.** No more 1-by-1 email chains.

✓ **TOPSIS scoring.** 17-dimension proposal ranking.

✓ **BAFO automation.** One-click round, structured.

START FREE · NO CARD

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Get started →