



REQUEST FOR PROPOSAL

AUDIO VISUAL SERVICES CONTRACTOR

Proposals may be placed for one of the following combinations of years:

- 1. 2018-2021**
- 2. 2018-2019**
- 3. 2020-2021**

Expo! Expo! IAEE's Annual Meeting & Exhibition

11-13 December, 2018

Ernest Morial New Orleans Convention Center
New Orleans, LA

3-5 December, 2019

MGM Mandalay Bay
Las Vegas, CA

8-10 December, 2020

Kentucky International Convention Center
Louisville, KY

7-9 December, 2021

Pennsylvania Convention Center
Philadelphia, PA

INTRODUCTION

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide audio visual contractor services at Expo! Expo!, IAEE's Annual Meeting & Exhibitions as outlined under Specifications.

I. ORGANIZATIONAL BACKGROUND

IAEE is a 501 (c) (6) not-for-profit association that represents 10,000 individuals engaged in the worldwide exhibitions and events industry.

Trusted since 1928, IAEE provides quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE, and the organization advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth. IAEE provides relevant, timely and innovation education to its members and the industry.

As the exhibition industry's premier association, IAEE boasts a membership comprised of 60 percent exhibition organizers and 40 percent suppliers to the exhibition industry. IAEE members produce an array of meetings and events ranging from board meetings to large scale exhibitions. Eighty percent of Trade Show Executive Magazine's Gold 100 exhibitions are produced by IAEE members.

IAEE's Mission - IAEE globally promotes the unique value of exhibitions and events and is the principal resource for those who plan, produce and service the industry.

II. EXPO! EXPO! STRATEGIC VISION

EXPO! EXPO! is a diverse, interactive experience that fosters an environment of thought leadership, best practices, and innovation. Expo! Expo! is the industry's foremost face-to-face network for exhibition and event industry professionals and the gateway to the decision-makers for the \$77 billion exhibitions and events industry, with eighty-five percent of attendees having a role in purchasing decisions. Attendees include owners, executives, directors and managers from organizations that organize a wide variety of events, including many of the largest exhibitions in North America and from over fifty countries worldwide.

Why Expo! Expo!?

Expo! Expo! fosters an environment of thought leadership, best practices and innovative solutions for show organizers to apply in real time for effective results. No other trade show in the industry brings such a diverse group of buyers and sellers together for face-to-face interaction.

How do we achieve this?

Expo! Expo! emphasizes thought leadership and best practices by providing attendees with experts on a wide range of current topics while creating unique learning environments to immerse attendees in experiences.

Expo! Expo! partners with technology innovators to provide attendees with the latest tools to create new experiences that they may implement in their own shows.

Education sessions are planned to provide the best in thought leadership in key targeted areas including leadership, strategy, design, marketing, management and technology, all to quickly elevate show organizers to the next level of event management.

Expo! Expo! offers a unique advantage for:

- All industry professionals looking for new ideas and fresh approaches on how to conduct business
- Show managers seeking additional, new, and practical cutting-edge skills to enhance their industry knowledge
- Meeting and event planners looking to add an exhibition to their future events
- Marketing/sales managers seeking a base of knowledge in the industry they represent
- Industry suppliers, including hotel personnel, who seek a complete overview and understanding of the show development process

Expo! Expo! Strategy Guiding Objectives

Individual Engagement & Community Interaction

*Expo! Expo! fosters individual engagement AND community interaction through networking opportunities and customized experiences including new technology, sharing economy activities, personalized meet ups and attendee **customized/personalized networking***

Innovation: The Revolution of Solutions – Unveiling technological disruptors

Expo! Expo! is the marquee event to experience a wide range of new technology available in the marketplace and well as being immersed in unique settings to showcase technology disruptors and attendee experiences.

Giving Back – Corporate Social Responsibility

Expo! Expo! is our platform to bring corporate social responsibility to the local community where the event is held including charitable donations in time and money as well as environmental initiatives.

International: Encourage a Global Spirit and Community

With members in 51 countries, IAEE's Expo! Expo! is the gateway for bringing together our global membership base to collaborate and gain a global perspective on the various ways that show organizers conduct business in different parts of the world.

Learning: Plan, Perform, and Lead

Expo! Expo! provides attendees with thought leadership through specially designed education tracks including Planning & Strategy, Marketing, Technology, Design, Leadership, Management, as well as an emphasis on case studies, crowd sourcing and micro learning opportunities.

III. RECENT CONFERENCE/SHOW HISTORY

The sponsor and owner of the events is the International Association for Exhibition and Events (IAEE).

Expo! Expo! Recent Dates/Locations

2010	7-9 December	New Orleans	Ernest N. Morial Convention Center
2011	6-8 December	Las Vegas	Las Vegas Convention Center
2012	4-6 December	Orlando	Orange County Convention Center
2013	10-12 December	Houston	George R. Brown Convention Center
2014	9-11 December	Los Angeles	Los Angeles Convention Center
2015	1-3 December	Baltimore	Baltimore Convention Center
2016	6-8 December	Anaheim	Anaheim Convention Center

Attendees & Exhibitors

[2016 Annual Meeting Audit](#) (Attendance History and Demographics Profile)

Number of Exhibiting Companies Expected: 300

Number of Product Categories That Exhibitor Represent: Over 60

[2016 Show Photos](#)

[2017 Exhibitor Brochure](#)

[2017 Floor Plan](#)

Awards and Media

2014 Trade Show Executive Fastest 50

2015 Trade Show News Network Fastest 50

[Press Releases](#)

[Video](#)

IV. MARKETING BENEFITS

Showcasing your services before this select group of potential customers can bring new business to your company. For this reason, priority will be given to any bid that includes complimentary service or reduced fees, in exchange for sponsorship status and trade outs. The benefits of sponsorship include:

Diamond Sponsor \$50,000+

- Diamond recognition sign to be displayed in your booth
- Recognition in the mobile app
- Complimentary 10x10 exhibit space
- Link from the Expo! Expo! event site to the sponsor's Web page
- Four (4) Invitations to the Partner Reception hosted by IAEE Board of Directors
- Four (4) free meeting registration passes
- Logo in all branded Expo! Expo! email communications to promote the event
- 25% discount on IAEE advertising opportunities
- Pre-and post show attendee email

Sponsorship benefits listed above will be applied to each year of the sponsorship/service agreement. Additional partnership benefits and sponsorship recognition will be extended based on the value and scope of services provided on a per event basis for Women's Leadership Forum, Krakoff Leadership Institute, CEM Week, Board Retreat, regional events and other events that are added or substituted to these listed.

V. FORMAT OF YOUR PROPOSAL

Based upon the specifications provided at the end of this RFP, it is expected that you will provide the following information:

- A. An introductory statement which reflects your understanding of this project.
- B. A statement detailing the availability of services and fees that will be in effect during the IAEE event(s).
- C. A list of not less than three (3) professional references; customers who have used your services within the last six (6) months.

- D. Capacity and credentials of your organization, including relevant experience in similar roles.
- E. Sample exhibitor sales marketing collateral with prices.

Expenses related to the preparation and completion of a response to this RFP are the sole responsibility of the vendor.

VI. PROCESS TIMELINE

RFP Published Date:	3/10/2017
RFP Distribution Date:	3/10/2017
RFP Questions Due:	3/24/2017
RFP Questions Answered:	3/31/2017
Proposal Due Date:	4/13/2017
Finalists Determined:	4/26/2017
Proposal Presentation Dates for Finalists:	9 May – 11 May 2017
Proposal Presentation Location:	IAEE Headquarters, Dallas TX
Outstanding Issues Addressed:	5/19/2017
Decision Date:	5/26/2017
Contracted:	6/9/2017

There will be a preliminary cut with a second review of finalists. All expenses associated with proposal presentations are the responsibility of the vendor.

VII. EVALUATION CRITERIA

Proposals will be evaluated per the following criteria:

- Responsiveness to the items listed in the RFP
- Capability of the service provider
- Credentials of the service provider
- Involvement as an IAEE member

Contractor must be a member in good standing with the International Association of Exhibitions and Events™.

VIII. CONTRACT INFORMATION

Contracting Agency: The International Association of Exhibitions and Events

Direct proposals and questions to:

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IAEE Expo! Expo!

Annual Meeting & Exhibition

Expo! Expo!
IAEE's Annual Meeting & Exhibition

RFP SPECIFICATIONS

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VIEW PHOTOS OF THESE AREAS FROM 2016 EXPO! EXPO! AT
<http://oscarandassociates.com/expoexpo2016/>

AREA	SPECIFICATIONS
AV Contractor Move-In	2-3 days
Exhibitor Move-In	2 days
Exhibits	1-2 days
Exhibitor Move-Out	1 ½ days
Number of Exhibitors	265 to 325
Net Square Footage (sold space)	38,000 to 43,000 nsf
Meeting Rooms	10-15 for Education, 5-10 for various meetings
GENERAL:	
Theme	Show management will select a theme and welcomes active participation from the contractor in developing the audio-visual design for all areas, especially for the general session and education experience.
Liability Insurance	The contractor must agree to hold harmless IAEE against any claims and liability for wages, commissions or taxes incurred by it, its employees or agents for work done for the conference, and to hold harmless the association for any personal injuries or property damage claims that may arise from the conference. The contractor and the drayage or decorating organization selected by it must be completely insured against such claims and be prepared to submit a certificate of insurance and coverage.
EXHIBITOR SERVICES:	
Exhibitor Assistance	Contracted installation & dismantle
Exhibitor Pricing	Please provide competitive pricing and rate sheets (with your proposal) for exhibitor orders for all items and services offered.
Show Management Office (Exhibits)	48" video monitor for onsite space sales 1 laptop for monitor
EXHIBIT HALL:	
Campfire Sessions	46" Monitor on Stand (2) Speakers on a stand 1 laptop for monitor
IAEE Pavilion & Partner Pavilion	(8) 48" Monitors mounted on structure (kiosk) panels (8) laptops for monitors
Meet Up Pavilion	Lighting affects as required for design of the space. (1) 90" monitor display
Tech Center Showcase	Stage Drape, Stage lighting on truss, (1-2) 60" monitors, 2-Speakers w/Stands 1 laptop 1-2 wireless Lavalier mic 1 Wireless handheld mic · Dedicated Sound Technician

Tech Start Up Demo Area	(1) 48" monitor, dedicated sound system, 1 laptop 1-2 wireless Lavalier mics 1 Wireless handheld mic · Dedicated Sound Technician
Time Lapse Video	Fixed time lapse camera set from move in through move out.
OTHER AREAS: LOBBIES, MEETING ROOMS, BALLROOM:	
Art of the Show Gallery - LOBBY	48" monitor on stand (1) 1 laptop for monitor
Board Meetings – MEETING ROOMS	LCD Projector and Screen, slide advance, flip chart (1) laptop w/remote and locking cable
CEM Sessions – MEETING ROOMS	Audio Visual for up to (12) CEM Learning Programs for up to 6 meeting rooms for up to 40 attendees per course during two days of the Annual Meeting includes the following for each course* Dedicated Sound System · Laptop with Slide Advancer · Data Projector/Screen · Wireless Mouse/Remote · Wireless Lavalier ·Microphone (1) · 2 flip charts*Based on Instructor Requirements
Digital Signage - Various	(10) 48" monitors for various display of recognition, information, video, etc.
Education Sessions – Featured Sessions (Includes Executive Breakfast) – MEETING ROOMS	Audio Visual for up to (40) education sessions for up to 5 meeting rooms for approximately 150-200 attendees per session throughout the three-day Annual Meeting includes the following for each session* Colored up lighting on perimeter and stage Dedicated Sound system 1-8'x24'x18" Stage 2-11'3"x20' Screens Screen and stage drape kits as required 2-LCD Projectors (Rear or front depending on size/design of room) 1 DI Box for video from presentations 1-Podium Mic 1-5 -Wireless Lavalier Microphones 2 Wireless Handheld Microphones 1 – 48" Monitor on stand outside of room for room schedule display 2 laptops with wireless slide advancers · Confidence Monitor & Speaker timer · Dedicated Sound Technician · Technician to assist with stage furniture transitions

Education – Breakout Sessions (Includes specialty programs; first timers networking event, chapter leaders, SISO & CEIR Joint session, 20 under 30 orientation, consumer events boot camp – MEETING ROOMS	Audio Visual for up to (30) education breakout sessions in up to 5 meeting rooms for approximately 50-100 attendees throughout the three-day Annual Meeting includes the following for each session* <ul style="list-style-type: none"> • Laptop with Slide Advancer • Data Projector/Screen • Screen and stage drape kits as required • Wireless Mouse/Remote • Dedicated Sound Technician based on individual breakout needs • Wireless Lavalieri Microphone (1-5)
Education Help Desk – LOBBY or CONCOURSE	1 48” Monitor on stand 1 laptop for monitor
Entrance to Exhibits and General Session - LOBBY or CONCOURSE	1 48” monitor on stand at main entrance to exhibit hall and general session 1 laptop for monitor
First Timers Lounge – MEETING ROOM	1 48” Monitor on stand (2) Speakers on a stand (1) IPod playback
Floor Plans	Original and any subsequent designs for meetings rooms and ballrooms. All plans must reflect proper utility and column locations, clearance, fire hoses/cabinets and other relevant information. Plans must comply with local fire and safety regulations and have the approval of the hall and the local fire department or Marshall.
General Session (day 1) General Session (day 2) IAEE Annual Luncheon (day 3) - BALLROOM	Custom AV Production including: Projection Screen (s) Rear or Front LCD Projection Wireless Lavalieri and Handheld Microphones Stage Lighting Custom Staging Dedicated Lighting and Sound Technician (Based on facility and production determined by IAEE)
Guru Gathering – LOBBY OR CONCOURSE	1- 48" Monitor 2-Speakers w/Stands 1 laptop 1-2 wireless Lavalieri mics 1 Wireless handheld mic • Dedicated Sound Technician
Hosted Buyers Lounge – MEETING ROOM	1 48” Monitor on stand (2) Speakers on a stand (1) iPod playback (1) Laptop
Media Wall - LOBBY	Social Media Wall, 2 monitors x 2 monitors
Summit Club – MEETING ROOM OR LOBBY	1 48” monitor on stand 1 laptop for monitor 2 laptops for member services and international concierge
Speaker Lounge (Speaker Check-in) – MEETING ROOM	1 48” monitor on stand 1 laptop for monitor

<p>Swim Up Education Sessions & Expo! Expo! Tech Partner Learning Center – <i>LOBBY OR CONCOURSE</i></p>	<ul style="list-style-type: none"> · 55" Monitor mounted on structure for presentation (2) Speakers on Stand 1-2 wireless Lavalier mics 1 Wireless handheld mic 1 presenter laptop Dedicated sound tech for sessions (8) desktop computers with monitor (monitor to be mounted on wall structure)
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