



REQUEST FOR PROPOSAL

GENERAL 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

Krakoff Leadership Institute (Held Once Per Year)

Locations and Dates TBD

Women's Leadership Forum (Held Once Per Year)

Washington DC, Dates TBD

CEM Week (Held Twice Per Year)

Locations and Dates TBD

Board Retreat (Held Once Per Year)

Locations and Dates TBD

Exhibitions Day (Held Once Per Year)

Locations and Dates TBD

Domestic Small Regional Event (up to 4 per year)

Locations and Dates TBD

International Small Regional Event (up to 2 per year)

Locations and Dates TBD

INTRODUCTION

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide general service contractor services at Expo! Expo!, IAEE's Annual Meeting & Exhibitions and at other IAEE Events 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. EXPO! EXPO! RECENT SHOW HISTORY

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

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. A sample exhibitor services manual 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
Site Visit to New Orleans:	Week of 19 June

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 according to 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:

Scott Craighead, CEM

Vice President of Exhibitions & Events

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IAEE Expo! Expo! **Annual Meeting & Exhibition**

Expo! Expo!
IAEE's Annual Meeting & Exhibition

RFP SPECIFICATIONS

11-13 December, 2018
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New Orleans, LA

3-5 December, 2019
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Pennsylvania Convention Center
Philadelphia, PA

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

AREA	SPECIFICATIONS
Contractor Move-In	3-5 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
GENERAL:	
Theme	Show management will select a theme and welcomes active participation from the contractor in developing the design and color theme.
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	Material handling Contracted installation & dismantle Other services as necessary
Exhibitor Pricing	Please provide competitive pricing and rate sheets (with your proposal) for exhibitor orders for all items and services offered.
Exhibitor Turn Key Packages	Package pricing for a standard 10' x 10' booth and 10' x 20' booth, including: carpet, (1) 6' draped table, (2) chairs, (1) standard electrical outlet, booth ID sign and waste basket
Floor Plans	Original and any subsequent designs; include final designs with exhibitor names in booth spaces. 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.
Service Center	Counters for approximately (10) appointed contractors – includes chairs/barstools and wastebaskets Masking drape/carpeting as necessary Electrical as necessary
Service Manual	Provide online exhibitor services kit to house all exhibitor resources and links to all official service contracts.

Show Management Office (Exhibits)	The contractor will provide upscale furniture, lighting, conference table, chairs and desk, as requested. Also, MIS/GEM walls, if needed.
EXHIBIT HALL:	
Banners	As appropriate for facility. Design will compliment the overall theme of the meeting Aisle Banners - Custom designed signs with show logo - one for each aisle. Design will compliment the overall theme of the meeting.
Booths	Pipe/drape for each 10'x10' booth. Waste basket for each booth. (1) 7"x44" booth ID sign with company name, city, state and show logo for each exhibitor. Booth numbering on the floor with tape for each booth.
Campfire Sessions	The contractor will design deco structure and environment to compliment the overall theme of the meeting. The contractor will provide carpet and furniture as needed. Approx 2000 sq ft
Carpet	Aisles: Includes all installation/removal, re-taping and cleaning as required. Colors will be determined at a later date. EXPO! EXPO! carpet logo to be provided at the main entrance to the exhibit hall. Other Areas: Includes all installation/removal, re-taping and cleaning as required. Area in front of show must be carpeted as well as the registration area.
Cleaning	Booth cleaning for each booth prior to show opening. Aisles Common Areas (dependent upon facility requirements) Final cleaning to facility specifications following move out. <i>Note: Due to longstanding arrangement with outside vendor, selection of cleaning company/options will need to be reviewed and approved by IAEE.</i>
Electrical	As necessary for association areas (signage, units, etc.)
Exhibitor Hospitality Suites	The contractor will design to compliment the overall theme of the meeting. Provide upscale furniture, lighting, conference tables, chairs and desks, as requested, for 4 to 6 Suites.
Food & Beverage Areas	The contractor will furnish cocktail high top rounds as needed. The contractor will provide carpet for food and beverage service areas as needed. Approx 5000 sq ft
IAEE Pavilion & Partner Pavilion	The contractor will design deco structure and environment to compliment the overall theme of the meeting. Provide the required furniture, accessories and signage. Approx. 2000 sq. ft.
Masking Drape	Include all areas as needed.
Meet Up Pavilion	The contractor will design to compliment the overall theme of the meeting. The contractor will provide carpet and furniture as needed. Approx 2000 sq ft
Signage & You Are Here Units	For overall signage needs, see 'Signs' in 'Other Areas' section (2) You are Here units to display the show floor plan

Tech Center Showcase	The contractor will design deco structure and environment to compliment the overall theme of the meeting. Provide unique audience seating, lighting, and surrounding structure. Approx 2000 sq ft
Tech Start Up Pavilion and Demo Area	Turnkey stand for each exhibitor (10 x 10 stands, average of 12-15 exhibitors per year). Turnkey package includes: Gem wall system – front and side walls, (1) 6’ draped table, (2) chairs, booth ID sign & wastebasket. Demo area to compliment overall theme of the meeting with deco structure and environment.
OTHER AREAS: LOBBIES, MEETING ROOMS, BALLROOM:	
Art of the Show Gallery	Display options for featuring award winning art work through a display wall structure Signage/graphics/headers for promotion Area will compliment the overall theme of the meeting. Approx 2000 sq ft.
Banners	As appropriate for facility. Up to 6,000 Square feet
Cleaning	Cleaning prior to and during show hours Final cleaning to facility specifications following move out <i>Note: Due to longstanding arrangement with outside vendor, selection of cleaning company/options will need to be reviewed and approved by IAEE.</i>
Coloring Wall	The contractor will design to compliment the overall theme of the meeting. Support structure and sign board for attendee coloring.
Education Sessions	The contractor will design to compliment the overall theme of the meeting. Supporting structure, floor to ceiling drape, stage drape, stage furniture, and audience lounge furniture for up to 5 large session rooms. Stage drape and stage furniture for up to 8 smaller breakout session rooms.
Education Help Desk	The contractor will design to compliment the overall theme of the meeting. Structure will consist of a counter and a back drop with chairs.
Education ID Sign Structures	(7-10) Three dimensional sign structures. Graphics and content to come from IAEE
Education Office	Pipe/drape as necessary to define areas (6-10) draped tables for audio-visual equipment; handouts, other items
Entrance Units	To the exhibit hall as well as the General Session. Bid should include electrical (if needed), and installation and dismantle.
Exterior Décor	Column wraps, window decals and other exterior options
First Timers Lounge	The contractor will design to compliment the overall theme of the meeting. Provide the required furniture, masking, accessories and signage.
Future Host City Activation	The contractor will design to compliment the overall theme of the meeting. Provide the required furniture, masking, accessories and signage.

General Sessions IAEE Annual Luncheon	The contractor will provide floor to ceiling masking and skirting for the room and stage as needed, carpeting if needed, and appropriate stage back drops and décor options. Design concept as well as equipment will be provided by the audio/visual supplier.
Guru Gathering	The contractor will design deco structure and environment to compliment the overall theme of the meeting. Provide the required furniture, accessories and signage. Approx. 1500 sq. ft.
Hosted Buyers Lounge	The contractor will design to compliment the overall theme of the meeting. Provide the required furniture, masking, accessories and signage. Approx 1000 sq. ft
Linked In Corner	The contractor will design deco structure and environment to compliment the overall theme of the meeting. Provide the required furniture, accessories and signage. Approx. 2000 sq. ft. Approx 1500 square ft.
Lobby/General	Banners, signage, lounge furniture and other design options
Masking Drape	Include all areas as needed.
Material Handling	The contractor will select the material handling organization and must submit assurance that they will provide labor/material handling for the following: Registration Equipment Charging Station Equipment Wayfinding Equipment Computer Vendor Equipment Show Directories Show Management supplies and freight IAEE association supplies and freight, to include Bookstore, Member Services, TradeshowStore.com
Member Services & International Concierge Desk	The contractor will design to compliment the overall theme of the meeting. Structure will consist of a counter and a back drop with chairs. Provide the required furniture, accessories and signage.
Persona Activation	Interactive structure for attendees to engage with
Publication Bin	The contractor will design to compliment the overall theme of the meeting. Structure to hold industry publications. Approx 6-8 bins.
Recycle Badge Bins	The contractor will design to compliment the overall theme of the meeting. Structure to hold recycled badges. Approx 4-6 bins.

Registration	Work with IAEE to design Registration area that will compliment the theme of the meeting. Areas included, but not limited to, are: Advance Registration Onsite Registration Self-Registration Fill-In Counters Badgeholder/Ribbon Pick-Up Registration desks with electrical Headers back-lit with copy Carpeting Pipe and drape and other design elements 10' x 20" hardwall office with locking doors Furniture for registration staff Ropes and stanchions
Ring of Honor	The contractor will design to compliment the overall theme of the meeting. Structure display to recognize IAEE Award Winners
Show App Help Desk	The contractor will design to compliment the overall theme of the meeting. Structure will consist of a counter and a back drop with chairs. Provide the required furniture, accessories and signage.
Show Office	The contractor will provide upscale furniture, lighting, conference table, chairs and desks, as requested. Also, MIS/GEM walls, if needed.
Signs	(200) 22x28 Signs (50) 1 Meter Signs (250) Easel Backs (100) Floor Stickers/Window Clings Copy to be provided by IAEE.
Sign Holders	(50) Chrome Sign Holders (30) Tripod Easels (30) Pole Easels Quantities are an approximation and subject to change by IAEE.
Summit Club	The contractor will design to compliment the overall theme of the meeting. Provide upscale furniture, lighting, conference tables, chairs and desks, as requested. Approx 1500 sq ft.
Sponsor Spotlight	The contractor will design to compliment the overall theme of the meeting. Panel structure of banner with all show sponsor logos be located in a highly visible traffic area of the facility.
Speaker Lounge (Speaker Check-in)	The contractor will provide upscale furniture, lighting, conference table, chairs and desks, as requested. Also, MIS/GEM walls, if needed. Approx 1500 sq ft.
Swim Up Education Sessions & Expo! Expo! Tech Partner Learning Center	The contractor will to compliment the overall theme of the meeting. Provide unique audience seating, lighting, and surrounding structure. Show Tech partners (6-8) will each have an information kiosk. Approx 1500 sq ft
Wellness Area	The contractor will design to compliment the overall theme of the meeting. Provide upscale lounge furniture as requested. Approx 1500 sq ft.



RFP SPECIFICATIONS

Krakoff Leadership Institute

2018, 2019, 2020 and 2021 Locations and Dates TBD

Women’s Leadership Forum

2018, 2019, 2020 and 2021 Locations and Dates TBD

CEM Week

2018, 2019, 2020 and 2021 Locations and Dates TBD

Board Retreat

2018, 2019, 2020 and 2021 Locations and Dates TBD

Exhibitions Day

2018, 2019, 2020 and 2021 Locations and Dates TBD

Domestic Small Regional Event (up to 4 per year)

2018, 2019, 2020 and 2021 Locations and Dates TBD

International Small Regional Event (up to 2 per year)

2018, 2019, 2020 and 2021 Locations and Dates TBD

<p>Directional Signs</p>	<p>Up to (5) 22 x 28 signs and up to (3) one meter directional panels, designed to compliment the overall theme of the meeting. Copy to be provided by IAEE.</p>
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EXHIBITOR SERVICE COSTS

(Contractor - please complete)

Material Handling

	Advance Price New Orleans	Onsite Price New Orleans	Advance Price Las Vegas	Onsite Price Las Vegas	Advance Price Louisville	Onsite Price Louisville	Advance Price Philadelphia	Onsite Price Philadelphia
Common Carrier								
S/T – Roundtrip								
O/T – One-way								
O/T – Roundtrip								
Van Line – crated								
S/T – Roundtrip								
O/T – One-way								
O/T – Roundtrip								
Van Line – uncrated								
S/T – Roundtrip								
O/T – One-way								
O/T – Roundtrip								
Small Package								

Furniture

	Advance Price New Orleans	Onsite Price New Orleans	Advance Price Las Vegas	Onsite Price Las Vegas	Advance Price Louisville	Onsite Price Louisville	Advance Price Philadelphia	Onsite Price Philadelphia
8' Draped Table								
6' Draped Table								
Side Chair								
Carpet (9'x10')								
Wastebasket								
22"x28" Showcard								
Package pricing for a standard 10 x 10 booth, including carpet, (1) 6' draped table, (2) chairs, (1) standard electrical outlet, booth ID sign and waste basket								
Package pricing for a standard 10 x 20 booth, including carpet, (1) 6' draped table, (2) chairs, (1) standard electrical outlet, booth ID sign and waste basket								

Labor

	Advance Price New Orleans	Onsite Price New Orleans	Advance Price Las Vegas	Onsite Price Las Vegas	Advance Price Louisville	Onsite Price Louisville	Advance Price Philadelphia	Onsite Price Philadelphia
Straight Time								
Overtime								
Double Time								

Show Management Costs Over & Above Prices

	New Orleans	Las Vegas	Louisville	Philadelphia
Carpet				
Labor				
Signs				