



## **REQUEST FOR PROPOSAL**

### **MOBILE APPLICATION CONTRACTOR**

#### **Expo! Expo! IAEE's Annual Meeting & Exhibition**

28-30 November, 2017

Henry B. Gonzales Convention Center  
San Antonio, TX

11-13 December, 2018

Ernest Morial New Orleans Convention Center  
New Orleans, LA

### **INTRODUCTION**

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide mobile application 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. 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
App Launch:	October 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**

- Responsiveness to the items listed in the RFP
  - Credentials of service provider. A minimum of three references (including example applications) on projects similar in nature
  - Samples of creative work
  - Capability of service provider
  - Proposal should include market value of service on an annual basis
  - Involvement as an IAEE Member
- Contractor must be a member in good standing with the International Association of Exhibitions and Events™.

### **The application should accomplish the following for the user:**

- Be intuitive and easy to use
- Enhance the attendee experience through networking and navigation
- Continue conversations post event and throughout the year
- Maintain as proprietary and confidential all information concerning IAEE, its exhibitors and its affiliated groups

## **VIII. CONTRACT INFORMATION**

**Contracting Agency:** The International Association of Exhibitions and Events

### **Direct proposals and questions to:**

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Vice President of Exhibitions & Events  
International Association of Exhibitions and Events (IAEE)  
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# **IAEE Expo! Expo!**

## **Annual Meeting & Exhibition**

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

### **RFP SPECIFICATIONS**

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

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## **OBJECTIVES AND FEATURES OF THE MOBILE APPLICATION**

The *native*-based application, available for iOS and Android users, will be a complete show navigation tool with robust networking features, mapping tools, and directories. The application should include the following:

### **Personal Sign On**

- Must be able to integrate with registration company via API.
- User may use their registration ID to sign on for a customized experience.
- Sign in will not be required for app access and usage

*Data source – Streampoint Solutions (Registration data)*

### **Schedule**

- Must be able to integrate with content management company via API.
- The event schedule will include event title, event date, event time, and event location. It will also enable users to mark/unmark favorite events
- The event detail view will include the event title, session track, event date, event time, event location, and the ability for users to mark/unmark favorite events, take digital notes, and the ability to rate each event or session.
- Users will be able to add their own items to the event schedule and add events to their personal Outlook calendar
- Users scheduled appointments with exhibitors can be layered into the schedule
- Diary appointments – itinerary/schedule builder
- Live Audience Polling for pre-selected sessions
- The capability of submitting pre-event questions on the application
- Session evaluations for all education sessions, programs, and events. can integrate with research company to provide necessary file formats.
- Speaker bios and head shots, speaker preview videos and PowerPoint presentations

*Data source – Cadmium CD (Session Content), Exhibit Surveys (Session Evaluations), a2z Network Now (Diary appointments)*

### **Exhibitors**

- Must be able to integrate with the floor plan management company via API.
- Exhibitor summary includes company name, booth number, and will enable users to mark/unmark favorites
- The exhibitor detail tab includes company name, booth number, company description, link to exhibitor web site, address, phone and fax numbers, and the ability for users to mark/unmark favorites and take digital notes
- Enables users to export exhibitor contact information and their digital notes into their contacts
- Exhibitor Logo and PDF upload for all exhibitor handouts
- Lead Retrieval using iBeacon Technology (See supplement below)

*Data source – a2z Floor Plan Management & Access Database Exports,*

### **Navigator**

- Interactive map of the show floor
- Interactive map of conference areas (education areas) outside of the show floor
- Specific exhibitors/sponsors will be able to be highlighted and featured
- Interactive map of surrounding area of the convention center, with customized points of interest (official hotels, off site event venues)
- The map will be searchable by company name and booth number
- The user will be able to zoom in and zoom out on the map. User will be able to utilize point to point mapping feature on show floor
- Add GPS tracking (Wayfinding) capabilities if the facilities infrastructure allows for the technology

*Data source – a2z Floor Plan Management – DWG File*

## **Networking**

- Must be able to integrate with registration company via API.
  - Match making capability – Sub groups for certain demographics (Women, Young Professionals, First Time Attendees, International Business, Hosted Buyers etc.)
  - Private attendee to attendee messaging and invitations
- Data source – IAEE social networking sites, Streampoint Solutions (Registration) & a2z Network Now (Matchmaking)*

## **Social**

- User Interface with Twitter, Facebook, Instagram, and LinkedIn accounts
  - Pre-programmed social media feeds from IAEE
  - Community photo taking where users can capture photos during the show and upload to be viewed in a live feed
- Data source – IAEE social networking sites, Tradeable Bits*

## **Gaming**

- Gamification of education and exhibition with scavenger hunt check-in points for designated areas on and off the show floor.
- Built in pedometer to create a competition for most steps walked at Expo! Expo!

## **Sponsor**

- Sponsor logos, descriptions, product/service categories, sponsor level and booth location with access to the floor plan within the sponsor listing.

## **Speakers**

- Speaker bios and head shots, speaker preview videos and PowerPoint presentations
- Data source – Cadmium CD (Session Content),*

## **Other**

- Push alerts before, during, and after the show with a web portal for show staff to schedule and add alerts
- RSS News Feed – RSS news, Video – TV world wide
- Tip Sheets for phones/devices to be included in app

## **Advertising and Sponsorship Program**

- Comprehensive advertising and sponsorship program with advertisement opportunities for Expo! Expo! Exhibitors built into all tabs, including video and other multi-media packages.

## **Importing Data/Content with Third Parties**

- Application Program Interface (API) with other parties for real time data updates is preferred for all data sources and will be required with some third parties. API development is required for registration data, exhibitor data, and speaker data.
- Work with IAEE contractors to transfer data related to show floor plan management, session evaluations, speaker management systems, registration, member database management system and web services.

## **Web/Admin Portals**

- Exhibitor Web portal to upload handouts, logo, get leads and stats from usage of app (leads/stats option)
- Admin portal for setup and maintain alerts/messages, publish news/show dailies, update exhibitor/session/speaker's info, app usage stats

## **Back End Metrics**

- Number of downloads by operating system and device platform
- Number of unique visitors
- Usage for banner ads, video, overall impressions, ads shown



- Number of clicks on exhibitor- profile views, information, handouts downloaded, added to schedule
- Number of times schedule tab used
- Usage for events/sessions – added to schedule, viewed

### **EXPO! EXPO! MOBILE APP USAGE HISTORY**

Total Native Downloads (iOS All devices – excludes web views) and percentage of attendee downloads with overall attendance.

2009: <100 Downloads. <5%  
 2010: 189 Downloads. 9%  
 2011: 358 Downloads. 16%  
 2012: 1622 Downloads. 73%  
 2013: 1822 Downloads. 94%  
 2014: 2035 Downloads. 91%  
 2015: 1338 Downloads, 56%  
 2016 : 1466 Unique Visitors, 66%

### **SUPPLEMENTAL**

**IAEE Requests supplemental information on provider's ability to provide solutions for the following.**

- iBeacon Technology
- Exhibitor Lead Retrieval Applications
- Way finding technology on large touch screens to search and map sessions and exhibitors