REGISTRATION SERVICES 2017-2018
REQUEST FOR PROPOSAL OVERVIEW

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I. CONTACT INFORMATION

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II. EVENT PROFILE

Organizational Background

IAEE is a 501 (c) (6) not-for-profit association that represents 9,500 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.

Overview of IAEE Member Demographics:

- Over 1,300 members (organizations)
- IAEE members produce over 20,000 exhibitions and meetings annually
- 9,500 member representatives (individuals) in 50 countries

  Members by Position Held
  - Owner, President, CEO, Executive Director, Senior Executive (23%)
  - Event/Education Management (VP, Director, Manager) (17%)
  - Exhibition Management (VP, Director, Manager) (18%)
  - Marketing/Sales Management (VP, Director, Manager) (22%)
  - Education/Event/Exhibition Staff (Coordinator, Assistant) (9%)
  - Sales/Marketing Staff (Coordinator, Assistant) (2%)

- Consultant/Student/Other (9%)

Types of events produced
- Business-to-Business Exhibitions
- Board Meetings
- Consumer-to-Business Exhibitions
- Committee Meetings
- Hosted Buyer Events
- Propriety/Corporate Exhibitions
- Sales or Incentive Meetings
- Hybrid Exhibitions

Size of shows produced
- 0 to 50,000 net square feet (28%)
- 50,001 to 250,000 net square feet (31%)
- 250,001 to 750,000 net square feet (29%)
- Over 750,000 net square feet (12%)

Source: ***2015 IAEE's Annual Meeting & Exhibition Expo! Expo! Attendance Audit***

Expo! Expo! is the gateway to the decision-makers for the $70 billion exhibitions and events industry. Expo! Expo! is the primary annual event organized by the International Association of Events and Exhibitions™ (IAEE). As such, it attracts the owners, executives, directors and managers from companies and associations that organize a wide variety of events, including many of the largest exhibitions in North America. Expo! Expo! earned a ranking on the Trade Show Executive Magazine's Fastest 50 Class of 2014.

Expo! Expo! Attendee Profile

Expo! Expo! averages 2200 - 2,750 exhibition professionals

Attendee Demographics Profile: **2015 Annual Meeting Audit**

Number of Exhibiting Companies Expected: 300

Exhibitor Demographics Profile: **Exhibitor Brochure**

Net Square Footage: 45,000

Exhibitor Kit Provided to Exhibitors: Online

Expo! Expo! Recent Dates/Locations

2008	9-11 December	Miami Beach	Miami Beach Convention Center
2009	8-10 December	Atlanta	Georgia World Congress Center
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

Expo! Expo! Key Contracts

General Service Contractor (2015 – 2017) - Global Experience Specialists

Audio Visual (2015 – 2017) - Global Experience Specialists

Mobile APP Provider (2017-2018) TBD – RFP to be issued in December 2016

Association membership data system – Clear Vantage by Euclid

Exhibit Floor Plan Management - (2015-2017) a2z Inc.

Exhibitor to Attendee Matchmaking – (2015-2017) a2z Inc.

Event Website - (2015-2017) a2z Inc.

Session Data, Session Scheduler and Call for Presentations – (2015-2017) Cadmium CD

SEE SECTION C for Third Party Services Requirements

III. REQUIREMENTS OVERVIEW

A. Events

IAEE requires a service provider who has experience in developing and managing registration services per specifications below for the following events and programs:

IAEE's Annual Meeting & Exhibition Expo! Expo!
San Antonio, TX
28-30 November 2017

IAEE's Annual Meeting & Exhibition Expo! Expo!
New Orleans, LA
11-13 December 2018

IAEE Women's Leadership Forum
2017, 2018 (One event per year)

IAEE Exhibitions Day
2017, 2018 (One event per year)

*CEM (Certified in Exhibition Management) Courses
Location and Dates TBD
2017, 2018 (Average of 18-22 courses per year)

*Krakoff Leadership Institute
2017, 2018 (One event per year)

*Krakoff Advanced Leadership Institute
2017, 2018 (One event per year)

*Events that will not require onsite management by the registration company. Events are subject to change. Additional events may be added or substituted.

Contracted company and IAEE will have the option to renew the contract for 2019 based on mutual agreement.

B. Requirements
IAEE requires a sophisticated system showcasing the latest technology of registration data processing and services. Based on requests from attendees at our meetings, we are looking for a service provider who can provide this service. IAEE Membership must remain in good standing throughout the term of a partnership agreement.

Registration System
The entire registration process will be online and seamless for attendees and exhibitors. A single system that fully integrates both attendee and exhibitor registration is required.

Please complete the **IAEE RFP Requirements Excel Spreadsheet**.

Overview

1. Show Organizer Internet Database Access
   - Database Manager
   - Interactive Drill-down Reporting
   - Data Download

2. Internet Registration – Attendee and **Exhibitor and **Booth Personnel

3. Pre-Show Registration Services
   - Account Service team
   - Batching and Data Entry
   - Membership Verification
   - Exhibitor Allotment
   - Session and Ticket Allotment
   - Payment and Refund Processing and Financial Reconciliation Confirmations
   - Registration and Badge Layout Confirmation
   - Attendance Promotion
   - Call-Center Customer Service
   - Customized Reporting
   - Integration with IAEE Member Database (Clear Vantage)
   - Online Attendee Look-Up Service by name, company, alpha, and entire list

4. *Onsite Registration Services
   - Computer Equipment and Registration System
   - Computer Equipment and Registration System Set-up
   - Registration Personnel
   - Education Session Attendance Tracking
   - Floor plan and layouts showing utility requirements
   - Credential Production – includes 4-color badge stock or hard plastic badges

- Provide badge and badge holder sample to IAEE staff for their approval at least 120 days prior to Expo! Expo!
- Supply Badge Holders to fit specifications of badge stock.
- Badge and badge holder to be approved by IAEE staff
- Payment Processing and Balancing
- RFID Entrance Tracking (if requested by IAEE at least 120 days in advance of each event))
- Self Service and Full Service Badge Pick-up
- Remote Registration Service (away from main registration area) as needed
- Customized Reporting

5. Post-Show Registration Services
- Provide a full statistical and financial customized report within 30 days of the show closing, along with data required to complete the annual audit
- Refund Processing
- Electronic Copy of Database

6. **Exhibitor Lead Management Services
- Mobile App – provide one complimentary download per 10x10 booth
- Lead Recording Devices
- Pre-Show Services including exhibitor manual forms and directly contacting each exhibitor
- Real-time Internet list rental marketing software

*Indicates requirements for events requiring onsite service (refer to Section A.)
**Indicates requirements exclusively for IAEE's Annual Meeting & Exhibition Expo! Expo!.

C. Third Party Services:

Actively support IAEE to ensure the smooth operation and execution of third party services that require synchronization and support from the registration system. IAEE requires that event partners share data through the use of an Application Program Interface (API) if available. Third party event services contracted by IAEE on an annual or a per event basis that require active participation and support from registration provider may include, but are not limited to RFID, Lead Retrieval, Mobile Phone Applications, Social Networking Services, Web services, Data Management Systems and Exhibitor Marketing Tools. Registration service provider will be responsible for labor and expense to support these potential third party services.

D. Insurance Requirements:

In order to host this event, what are your specific insurance requirements of my organization**?**

Commercial General Liability Certificates of Insurance must show the following: Combined Single Limit of liability in the amounts of $1,000,000 per occurrence/$2,000,000 general aggregate. The Certificate of Insurance must include on-site data loss protection, by naming IAEE the loss payee. The Additional Insured should be listed as IAEE and the event facility with respect to their vicarious liability.

Chosen provider shall have its carrier provide IAEE with a certificate evidencing the required insurance coverage prior to commencing services under this Agreement. Also warrants that it will have in full force at all times during the term of this Agreement a policy of workers compensation insurance which meets all federal and state requirements.

E. Supplemental Request for Technology Solutions:
IAEE requests additional Information about other technology solutions related to registration, including, but not limited to; housing tools, beacons, mobile app lead solutions, and exhibitor to attendee matchmaking. Please include any supplemental information about additional technology that your organization may develop or provide, and describe third party integration capabilities of additional technologies.

IV. PARTNERSHIP BENEFITS

Showcasing your service before this select group of potential customers provides prime marketing exposure that may result in new business to your company. Based on the approximate value of the service, IAEE will extend the following sponsorship level and benefits at Expo! Expo! in 2017:

A.   Platinum Sponsorship status that includes the following:
1. Platinum recognition sign to de displayed in your booth
2. Recognition in the printed Onsite Program and/or Mobile App
3. Complimentary 10x10 exhibit space
4. Link from Expo! Expo! event site to your web page
5. Four (4) invitations to the Chairman's Private Reception at Expo! Expo!
6. Four (4) complimentary full meeting registrations

B. Service desk space at Expo! Expo! in the general services area of the trade show floor, including access to one (1) 500 watt electrical outlet.

C. One (1) mailing list of Exhibition/Event Member Representatives for promotional purposes (primary contacts only).

D. Provide your company with a list of exhibitors and contact information to market and secure service contracts

E. 25% discount on IAEE advertising opportunities.

F. Arrange shipping of equipment to and from each event through IAEE's Official Carrier at no charge to service provider.

G. Provide (2) two complimentary hotel rooms for up to six nights at each Expo! Expo! IAEE's Annual Meeting and Exhibition. (Room and tax only)

H. Provide your company with a lead retrieval distribution service desk at Expo! Expo! located in the Exhibitor Services Center

I. Promote your company through the Exhibitor Service Manual and Exhibitor communications as the Official Lead Retrieval provider

Additional partnership benefits, sponsorship recognition, and registration personnel housing will be extended based on the value and scope of services provided on a per event basis for Women's Leadership Forum, Exhibitions Day Krakoff Leadership Institute and other events that are added or substituted to these listed.

V. PROPOSAL SPECIFICATIONS

The RFP issuer expects that all work will be performed in a professional manner. All information provided in this RFP is proprietary for this purpose only. Information cannot be released without written permission from the contact person named in Section I.

Questions

Direct all questions and requests for additional information regarding this RFP to the contact person designated in Section I (Contact Information).

Process Timeline

There will be a preliminary cut with a second review of finalists:

- RFP Published/Distribution Date: 2/16/2016
- RFP Questions Due: 2/25/2016
- RFP Questions Answered: 3/3/2016
- Proposal Due Date: 3/24/2016
- Finalists Determined: 3/31/2016
- Proposal Presentation Dates: 2 – 6 May
- Proposal Presentation Location: IAEE Headquarters, Dallas TX
- Outstanding Issues Addressed: 5/13/2016
- Decision Date: 5/27/2016
- Contract By: 7/30/2016
- Platform Development   9/5/2016
- CEM and Other Event Registration Live: 11/21/2016
- Expo! Expo! 2017 Registration Live: 7/15/2017
- All expenses associated with proposal presentations are the responsibility of the service provider.

Decision Notification Method:

√ Telephone Call   √ Email

Key Decision Factors

Selection is based on the following criteria in order of importance.

Decision Factor
Technological Capabilities
Ability of service provider to provide high level of service
Ability of service provider to integrate with other IAEE event partners, like mobile app and web partners , etc.
Information provided in the response to the RFP
Age and types of equipment to be provided
Availability of required equipment
Creativity showing forward thinking that demonstrates an investment in new technologies to enhance the exhibitor/attendee experience
Staffing Levels and Experience
Proposal in the response to the RFP is in the proper sequence
Recommendations from previous and existing clients
Contractor must be in good standing with IAEE (International Association of Exhibitions & Events and ESCA (Exhibition Services and Contractors Association)

Amount of equipment owned by the service provider

Instructions for Responding:

- Complete and submit the IAEE RFP Registration Re
- Submit cover letter containing information listed in Section VI of this document
- Expenses related to the preparation and completion of a response to this RFP is the sole responsibility of the service provider.
- Incomplete and/or late responses will not be considered.

VI. PROPOSAL CONTENT

Each proposal reponding to this RFP must include a cover letter with the following information (in the order presented here).

Company Name:

Mailing Address Line 1:

Mailing Address Line 2:

City:

State/Province:

Zip/Postal Code:

Country:

Web Site:

Required Attachments:

- Standard sales kit for the company
- A critical path timeline outlining deadlines for implementation
- Listing of all services and related costs that the company can provide
- Leal retrieval sales kit with pricing
- Completed **IAEE RFP Requirements Excel Spreadsheet**