



## **REQUEST FOR PROPOSAL**

### **BEACON SERVICES**

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

11-13 December, 2018  
New Orleans Morial Convention Center  
New Orleans, LA

3-5 December, 2019  
MGM Mandalay Bay  
Las Vegas, NV

#### **INTRODUCTION**

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

#### **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.

## **I. 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**

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
2017	28-30 November	San Antonio	Henry B. Gonzalez Convention Center

### **Attendees & Exhibitors**

[2017 Annual Meeting Audit](#) (Attendance History and Demographics Profile)

Number of Exhibiting Companies Expected: 300

Number of Product Categories That Exhibitor Represent: Over 60

[2017 Show Photos](#)

[2017 Exhibitor Brochure](#)

[2017 Floor Plan](#)

### **Awards and Media**

2014 Trade Show Executive Fastest 50

2015 Trade Show News Network Fastest 50

2016 Trade Show News Network Top 25 Fastest Growing Attendance

[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 in exchange for sponsorship benefits and in-kind marketing opportunities. 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.*

**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 estimated value of products and services offered.
- 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:	2/23/2018
RFP Questions Due:	3/1/2018
RFP Questions Answered:	3/8/2018
Proposal Due Date:	3/22/2018
Outstanding Issues Addressed:	3/29/2018
Decision Date:	4/6/2018
Contract Complete:	5/1/2018

**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:**

Scott Craighead, CEM

Vice President of Exhibitions & Events

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**RFP SPECIFICATIONS**

11-13 December, 2018

New Orleans Morial Convention Center

New Orleans, LA

3-5 December, 2019

MGM Mandalay Bay

Las Vegas, NV

**OVERALL INTEGRATION REQUIREMENTS**

IAEE technology contractors must actively support IAEE to ensure the smooth operation and execution of third party services that require synchronization and support from contractor's systems. Third party event services contracted by IAEE on an annual or a per event basis that require active participation and support from contractor may include, but are not limited to RFID, Lead Retrieval, Mobile Phone Applications, Social Networking Services, Scheduling Tools, Audience Polling, Audience Response Systems, Web services, Data Management Systems, Beacon Services, and Exhibitor Marketing Tools. Contractor's labor and expense to support these potential third-party services will be considered inclusive of contractor agreements.

## **2018 Technology Contracts for Possible Integration**

Registration and Lead Retrieval: Streampoint Solutions

Mobile App: Core Apps

Exhibitor Data/Online Floor Plan: a2z Inc.

Session Data/Online Schedule: Cadmium CD

### **IAEE Business Objectives for Beacon Use:**

1. To enhance the attendee and exhibitor experience through more meaningful engagement
2. To provide greater intelligence and insight to exhibitors
3. To build a use case to show the power of beacon technology to the IAEE community
4. To learn more about attendee and exhibitor behavior to improve future show experiences

### **Services Requested from Beacon Provider:**

Exhibit floor attendee tracking (50,000 Net Square Feet)

Exhibitor traffic/visits tracking (270 exhibitors)

Exhibitor lead engagement solution packages (in cooperation with the Lead Retrieval provider)

Beacon should facilitate networking, navigation, program selection, and/or communication for attendees in designated networking areas (Up to 5 areas)

Education session tracking (for up to 6 education rooms with up to 50 sessions)

Onsite support for deployment and monitoring

Displaying live data to attendees to display as a live use case for attendees

Reporting of all data to IAEE and its exhibitors (per opted in) within 30 days of show close

Customized attendee journey reports to attendees within 30 days of show close (incentive to attendees to return beacons)

Integration is required with mobile app company. The beacon technology attendee experience must be delivered via show mobile app for a streamlined attendee experience.

### **Security and Privacy**

To adhere to IAEE's current data privacy and security policies, including existing and forthcoming policies related to issues like PII and GDPR. Reference: <https://www.iaee.com/resources/data-security/>