

## EVENT TECHNOLOGY

# REQUEST FOR PROPOSALS

### CONTENTS:

Section I: OVERVIEW	(Page 2)
Section II: REGISTRATION	(Page 7)
Section III: ONLINE HOUSING RESERVATION MANAGEMENT SERVICE	(Page 11)
Section IV: ONLINE FLOOR PLAN/EXHIBITOR/SPEAKER MANAGEMENT	(Page 14)
Section V: BEACON SERVICES	(Page 17)
Section VI: MOBILE APP	(Page 18)

## I. OVERVIEW

### INTRODUCTION

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide services at Expo! Expo!, IAEE's Annual Meeting & Exhibitions as outlined in the follow sections. Registration services requested include other IAEE produced events as outlined in that section of the RFP. **Qualified supplier companies may submit proposals for any, some, or all of the services enclosed here.**

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

7-9 December 2021

Pennsylvania Convention Center  
Philadelphia, PA

6-8 December, 2022

Los Angeles Convention Center  
Los Angeles, CA

5-7 December, 2023

Kay Bailey Hutchison Convention Center  
Dallas, TX

#### a) **ORGANIZATIONAL BACKGROUND**

IAEE is a 501 (c) (6) not-for-profit association that represents over 12,000 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.

## b) 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 \$97 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**

#### **COMMUNITY**

Networking opportunities and customized experiences including new technology and attendee customized/personalized networking. Create Value for IAEE Member Communities.

#### **MARKETPLACE**

Unique settings to showcase technology disruptors and attendee experiences.

Establish Expo! Expo! As the leading industry market platform and learning lab for emerging and disruptive technology in promoting innovation in the industry. (BE a TECH ACCELERATOR)

Collaboration and perspective on the various ways that show organizers conduct business in different parts of the world. Create a marketplace for global buyers/sellers.

## **CONTENT**

Outside thought leadership and peer to peer learning through specially designed education, as well as an emphasis on case studies, crowdsourcing and micro learning opportunities.  
Develop talent across the industry. Creating Value and Operational Efficiencies.

### **c) 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
2017	28-30 November	San Antonio	Henry B. Gonzalez Convention Center
2018	10-12 December	New Orleans	New Orleans Morial Convention Center
2019	3-5 December	Las Vegas	Mandalay Bay Resort
2020	8-10 December	Louisville	Kentucky International Convention Center

#### **Expo! Expo! Media resources:**

[2019 Annual Meeting Audit \(Attendance History and Demographics Profile\)](#)

[2019 Show Photos](#)

[2019 Highlight Videos](#)

[2019 Exhibitor Brochure](#)

[2020 Floor Plan](#)

[2020 Expo! Expo! Graphics](#)

#### **Awards and Media**

2015 Trade Show News Network Fastest 50

2016 Trade Show News Network Top 25 Fastest Growing Attendance

2017 Trade Show News Network Top Trade Show List

2018 Trade Show Executive Next 50

2019 Trade Show Executive Fastest 50

[Press Releases](#)

[Video](#)

**d) 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:

**Strategic Partnership \$50,000 value**

- 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) complimentary 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 (except those attendees who requested to opt-out of exhibitor communications)

**Visionary Partnership \$20,000+ value**

- Recognition sign to be displayed in your booth
- Recognition in the mobile app
- Link from the Expo! Expo! event site to the sponsor’s Web page
- Two (2) Invitations to the Partner Reception hosted by IAEE Board of Directors
- Two (2) complimentary meeting registration passes
- Logo in all branded Expo! Expo! email communications to promote the event
- 20% discount on IAEE advertising opportunities
- Post Show attendee email list (except those attendees who requested to opt-out of exhibitor communications)

**e) 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.*

**f) PROCESS TIMELINE**

RFP Questions Due:	4/17/2020
RFP Questions Answered:	4/24/2020
Proposal Due Date:	5/1/2020
Finalists Determined:	5/15/2020

Proposal Presentation Dates for Finalists:	July-August 2020 (Dates TBD)
Proposal Presentation Location:	IAEE Headquarters, Dallas TX
Outstanding Issues Addressed:	8/21/2020
Decision Date:	9/4/2020
Contracted:	10/2/2020
Formal Partnership Announcement	1/1/2021

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

**g) 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
- Samples of creative work
- Involvement as an IAEE member

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

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

**h) 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.

**i) 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/>

**j) CONTRACT INFORMATION**

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

**Direct proposals and questions to:**  
 Scott Craighead, CEM  
 Vice President of Exhibitions & Events  
 International Association of Exhibitions and Events (IAEE)  
 12700 Park Central Drive, Suite 308

Dallas, TX 75251  
P: +1 (972) 687-9227  
M: +1 (469) 826-2741  
E: scraighead@iaee.com

## II. REGISTRATION

### 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!  
Philadelphia, PA  
7-9 December 2021

IAEE's Annual Meeting & Exhibition Expo! Expo!  
Los Angeles, CA  
6-8 December 2022

IAEE's Annual Meeting & Exhibition Expo! Expo!  
Dallas, TX  
5-7 December 2022

IAEE Women's Leadership Forum  
2021, 2022, 2023 (One event per year)

\*Women's Leadership Regional Events  
2021, 2022, 2023 (Three events per year)

IAEE Exhibitions Day  
2021, 2022, 2023 (One event per year)

\*Krakoff Leadership Institute  
2021, 2022, 2023 (One event per year)

CEIR Predict  
2021, 2022, 2023 (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.*

### 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 synthetic badge stock or hard plastic badges
  - Provide badge sample to IAEE staff for their approval at least 120 days prior to Expo! Expo!
  - Badge 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
  - Facial Recognition technology for onsite badge pick up
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

**\*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. 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
Any effort the provider can show towards industry sustainability will be considered. IAEE Sustainability Initiatives can be found <a href="#">HERE</a> .
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

### III. ONLINE HOUSING RESERVATION MANAGEMENT SERVICE

#### a) RECENT CONFERENCE/HOUSING HISTORY

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

Show Dates	Attendance Totals (Exhibitors & Attendees)	# Exhibiting Companies	Total Room Nights	Peak Room Nights
2016	2,301	261	4,380	1,277
2017	2,083	278	3,465	1,065
2018	2,360	298	3,907	1,082
2019	2,432	278	3,537	1,047

#### b) SPECIFICATIONS - FORMAT OF YOUR PROPOSAL

IAEE is seeking a housing reservation system to:

1. Better serve its attendees by providing a convenient and secure way to book a hotel room at Expo! Expo!
2. Streamline internal processes for IAEE staff in managing the block through better reporting and management tools
3. Create consistent and easy to comprehend reporting in displaying Expo! Expo!'s positive economic/business impact to prospective future host cities and host hotels.

Please provide us with your company's ability to provide housing reservation services and support, including overall background, philosophy, history, goals, and financial strength. Also, please provide answers to the following questions:

##### 1. Reservation Process

- How will reservations be processed (via phone, the Internet, or a combination)?
  - What information is required from the attendee to make a reservation?
- How will you handle reservation requests that are received after the cutoff date?
- When and how will reservations be transmitted to the hotel(s)?
- Describe how you work with hotels after cutoff?
- How will you manage reservations for guest speakers, VIP's, Board Members?

##### 2. General Questions

- How will suites be sold and confirmed?
- How are changes, cancellations, and substitutions handled?

##### 3. Confirmation/Acknowledgement Process

- What is the timeframe for acknowledgments/confirmations?
- Please provide samples of actual confirmation form, identifying a space in which IAEE can provide a message, such as advertisements or instructions.
- Will confirmations be made by the housing provider only or also by the hotel(s)?

##### 4. Deposits and Refunds

- How are payments/deposits managed and processed?
- What credit cards are accepted?
- Is your site secured? If so, by whom?
- Are you PCI Compliant, if so please provide a current certificate?

**5. Changes and Cancellations**

- How will changes/cancellations be handled?
- How will replacements for cancellations be processed?

**6. Reports**

- Describe your reporting procedure and capabilities prior to the event. Please provide sample reports (including alpha lists, pickup reports, and post-show reports)?
- What is the housing software or database management software used in reservation processing, management, and report generation?

**7. Contacts and On-site Needs**

- Will either an account executive or housing manager be appointed to act as the key contact?
- What services do you provide on-site? How are you staffed and what hours?

**8. Post-Event Follow-up**

- Please provide samples and/or descriptions of the final report (if any) that you submit to us, after the event. When can we expect to receive this report?

**9. References**

- Please provide at least three references from groups similar in size and scope to IAEE’s Expo! Expo! who have used your services in the last 6 months.

**10. Valuation**

- Provide a statement detailing the estimated value of products and services offered.

**11. 2021-2023 CONTRACTED HOTEL BLOCKS & GROUP RATES:**

**2021**

---

**Headquarters Hotel: Philadelphia Marriott Downtown – Group Rate of \$235**

Date	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Day	12/1/21	12/2/21	12/3/21	12/4/21	12/5/21	12/6/21	12/7/21	12/8/21	12/9/21	12/10/21	12/11/21
<b>Standard Rooms</b>			10	25	23	408	648	648	198	53	13
<b>Staff Rooms</b>	5	5	10	10	10	20	20	20	20	10	10
<b>Staff Rooms</b>				5	15	40	40	40	40	10	
<b>Pres. Suite Comp</b>					1	1	1	1	1		
<b>Vice Pres. Suite Comp</b>					1	1	1	1	1		

Marquis Suite					10	10	10	10	10		
Executive King Suite					10	10	10	10	10		
2Bay Hosp. inch connector					10	10	10	10	10		
Concierge King Rooms					20	20	20	20	20		
<b>Total</b>			<b>20</b>	<b>40</b>	<b>100</b>	<b>510</b>	<b>750</b>	<b>750</b>	<b>300</b>	<b>73</b>	<b>23</b>

**Courtyard Philadelphia Downtown – Group Rate of \$214**

Date	Sun	Mon	Tue	Wed	Thu
Day	12/5/21	12/6/21	12/7/21	12/8/21	12/9/21
Standard Rooms	19	94	144	144	94
Suites	3	3	3	3	3
Staff	3	3	3	3	3
<b>Total</b>	<b>25</b>	<b>100</b>	<b>150</b>	<b>150</b>	<b>100</b>

**Residence Inn Philadelphia Center City – Group Rate of \$229**

Date	Sun	Mon	Tue	Wed	Thu
Day	12/5/21	12/6/21	12/7/21	12/8/21	12/9/21
Standard Studio Rooms	25	50	50	50	25
<b>Total</b>	<b>25</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>25</b>

**2022**

---

**Headquarters Hotel: JW Marriott Los Angeles L.A. LIVE – Group Rate of \$279 (ROH)**

Date	12/2	12/3	12/4	12/5	12/6	12/7	12/8	12/9	12/10
Day	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
JW Marriott (ROH)	9	20	86	341	506	506	198	35	9
JW Marriott Executive King - \$309	1	2	8	35	50	50	22	4	1
JW Marriott Concierge Kings - \$319	1	2	8	35	50	50	22	4	1
JW Marriott Junior Suites - \$329	1	2	8	35	50	50	22	4	1
Chairman Suite (One)	0	0	0	2	2	2	2	0	0

<b>Bedroom)</b>									
<b>Griffin Suite (One Bedroom)</b>	0	0	0	2	2	2	2	0	0
<b>Speaker/Staff (ROH)</b>	2	2	2	40	40	40	40	2	2
<b>TOTAL</b>	14	28	112	490	700	700	308	49	14

**Residence Inn Los Angeles L.A. LIVE – Group Rate of \$269**

<b>Date</b>	12/2/22	12/3/22	12/4/22	12/5/22	12/6/22	12/7/22	12/8/22	12/9/22	12/10/22
<b>Day</b>	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>Run of House</b>	2	3	12	53	75	75	33	6	2

**Courtyard Los Angeles L.A. LIVE – Group Rate of \$259**

<b>Date</b>	12/2/22	12/3/22	12/4/22	12/5/22	12/6/22	12/7/22	12/8/22	12/9/22	12/10/22
<b>Day</b>	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>Run of House</b>	2	3	12	53	75	75	33	6	2

**2023**

**Headquarters Hotel: Omni Dallas Hotel – Group Rate of \$229**

2023	Fri, 12/1	Sat, 12/2	Sun, 12/3	Mon, 12/4	Tue, 12/5	Wed, 12/6	Thu, 12/7	Fri, 12/8	Sat, 12/9
Run of House Guestroom	2	11	92	481	691	691	309	36	4
Run of House Suites	0	1	4	20	30	30	13	2	0
Presidential Suites	0	0	0	1	1	1	1	0	0
Hospitality Suites	0	0	1	2	3	3	2	1	0
Speaker Guestrooms (Deluxe)	0	1	4	20	30	30	13	2	0
Staff Guestrooms (Deluxe)	15	20	25	31	45	45	20	20	15
<b>TOTAL</b>	17	33	126	555	800	800	358	61	19

**Hyatt Regency Dallas – Group Rate of \$189**

2023	Fri, 12/1	Sat, 12/2	Sun, 12/3	Mon, 12/4	Tue, 12/5	Wed, 12/6	Thu, 12/7	Fri, 12/8	Sat, 12/9
<b>Run of House</b>	4	8	80	136	200	200	90	16	4

**IMPORTANT NOTES:**

Please do not include information about hotel contracting or negotiating services. IAEE contracts directly with hotels through its member network of hotel companies.

IAEE will only extend group rates to attendees as contracted, on a non-commissionable basis.

### III. ONLINE FLOOR PLAN/EXHIBITOR/SPEAKER MANAGEMENT

#### a) Exhibitor Data & Floor Plan Management

1. Customize and configure Real-time online floor plan and exhibitor database by 1 September
  - a. Specify any limitations in customization
2. Web-based Floor Plan Management
3. Floor plan interfaces with General Service Contractor
4. Floor plan manipulated and updated by IAEE staff
5. Floor plan print/export
6. Online exhibit space contracting beginning 1 November
  - a. Automated Payment Processing
  - b. Pricing levels, triggered by date
  - c. Ability to manage payments
7. Exhibitor Confirmation and Invoice
8. Exhibitor database pre-populated with contact information from previous year
9. Exhibitor Search by company name
10. Exhibitor Search by Products/Services categories
11. Exhibitor Self Service updating of company information
12. Exhibitor Database Management
13. Integration with Expo! Expo! registration system and event mobile app
14. Reports: Standard and Custom
15. IAEE Staff Training
16. Technical Support by email and phone.
  - a. Technical support staff onsite at Expo! Expo! during show hours for contract submissions.
17. Attendee/Exhibitor Matchmaking services
18. Online, real-time space selection for 2021 2022, and 2023. Vendor to be on site at IAEE Headquarters in Dallas, TX for the site-selection which is conducted mid-February. (Travel expenses related to the space selection process are the sole responsibility of the vendor)

#### b) Buyer/Seller Matchmaking Solution

- A software program that matches the buyers and sellers of Expo! Expo! based on purchasing needs and key business demographics as collected in the show registration platform.
- Capability for 2-way messages between the matches buyers and sellers
- Capability of automatic and manual appointment scheduling
- API required with online floor plan management company and registration company

#### c) Speaker Data Management Services

- Call for Submissions and Submission Review
- Speaker Data Management
- Session/Event Scheduler
- Onsite Speaker Ready Room Management
- Live Polling
- Session Evaluations
- Session Capture



## **IV. BEACON SERVICES**

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

1. To enhance the attendee and exhibitor experience through more meaningful engagement
2. To provider 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

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

1. Exhibit floor attendee tracking (50,000 Net Square Feet)
2. Exhibitor traffic/visits tracking (270 exhibitors)
3. Exhibitor traffic/visits tracking (270 exhibitors)
4. Exhibitor lead engagement solution packages (in cooperation with the Lead Retrieval provider)
5. Beacon should facilitate networking, navigation, program selection, and/or communication for attendees in designated networking areas (Up to 5 areas)
6. Education session tracking (for up to 6 education rooms with up to 50 sessions)
7. Onsite support for deployment and monitoring
8. Displaying live data to attendees to display as a live use case for attendees
9. Reporting of all data to IAEE and its exhibitors (per opted in) within 30 days of show close
10. Customized attendee journey reports to attendees within 30 days of show close (incentive to attendees to return beacons)
11. Integration is required with mobile app company. The beacon technology attendee experience must be delivered via show mobile app for a streamlined attendee experience.

## V. MOBILE APP

### a) 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

### b) 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:

#### 1. 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

#### 2. 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

#### 3. 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)

#### **4. 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

#### **5. 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

#### **6. 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*

#### **7. 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!

#### **8. Sponsor**

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

#### **9. Speakers**

- Speaker bios and head shots, speaker preview videos and PowerPoint presentations

#### **10. 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

#### **11. 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.

## **12. 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.

## **13. 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

## **14. 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