



REQUEST FOR PROPOSAL

ONLINE HOUSING RESERVATION MANAGEMENT SERVICE

Expo! Expo! IAEE's Annual Meeting & Exhibition

11-13 December, 2018

Ernest N. Morial Convention Center
New Orleans, LA

3-5 December, 2019

Mandalay Bay Hotel & Resort
Las Vegas, NV

INTRODUCTION

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide online housing management reservation 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. 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
2014	2,225	265	3740	1087
2015	2,382	269	3977	1196
2016	2,223	261	4671	1150
2017	1,932	278	3467	887

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 status, 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. 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:

a. 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?

b. General Questions

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

c. 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)?

d. 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?

e. Changes and Cancellations

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

f. 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?

g. 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?

h. 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?

i. 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.

j. Valuation

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

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.

2018 and 2019 CONTRACTED HOTEL BLOCKS & GROUP RATES:**2018****Headquarter Hotel - Hilton New Orleans Riverside – Group Rate of \$229.**

	Wed, 12/5/ 18	Thu, 12/6/ 18	Fri, 12/0 7/18	Sat, 12/08/18	Sun, 12/09/18	Mon, 12/10/18	Tue, 12/11/18	Wed, 12/12/18	Thu, 12/13/18	Fri, 12/14/18
Run of House			20	150	200	586	586	536	286	10
Executive Level Upgrades					15	15	15	15	15	
Large Executive Suites				0	4	4	4	4	4	
Staff	5	5	20	30	45	45	45	45	45	5
Total	5	5	40	180	264	650	650	600	350	15

New Orleans Marriott – Group Rate of \$214

NEW ORLEANS MARRIOTT										
Date (2018)	12/8	12/9	12/10	12/11	12/12	12/13	12/14	12/15	12/16	TOTAL
Day of Week	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Sun	
Percentage Room Flow	9.5%	25%	83.7%	100%	89.5%	31.5%	1.4%	0	0	
TOTAL	38	100	335	400	358	126	6	4	0	1367

New Orleans Marriott at the Convention Center – Group Rate of \$224

NEW ORLEANS DOWNTOWN MARRIOTT AT THE CONVENTION CENTER									
Date (2018)	12/8	12/9	12/10	12/11	12/12	12/13	12/14	12/15	TOTAL
Day of Week	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
Percentage Room flow	9.5%	25%	83.7%	100%	89.5%	31.5%	1.4%	0	
TOTAL	5	13	42	50	45	16	1	0	172

2019

Mandalay Bay Hotel & Resort – Group Rate of \$135

Delano Las Vegas – Group Rate of \$160

Property	Sub Block	Room Type	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Totals
			11/30/19	12/01/19	12/02/19	12/03/19	12/04/19	12/05/19	12/06/19	
Delano Las Vegas	Main	Delano Suite	18	45	190	235	235	145	20	888
		Subtotal	18	45	190	235	235	145	20	888
Mandalay Bay Resort & Casino	Main	Deluxe Room	32	115	540	695	695	410	40	2527
		Elite King	10	10	10	10	10	10	10	70
		Mandalay Bay 1 Bedroom Suite	2	2	2	2	2	2	2	14
		Panoramic 2 Bedroom King Suite	4	4	4	4	4	4	4	28
		Sky View King Suite	4	4	4	4	4	4	4	28
	Speaker	Deluxe Room	20	20	20	20	20	20	20	140
	Staff	Deluxe Room	45	45	45	45	45	45	45	315
		Subtotal	117	200	625	780	780	495	125	3122
		Total Both Hotels	135	245	815	1015	1015	640	145	4010

VI. PROCESS TIMELINE

RFP Published Date:	2/22/2018
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
Reservation Site Launched with Registration	6/1/2018

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

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