



REQUEST FOR PROPOSAL

ONLINE FLOOR PLAN/EXHIBITOR/SPEAKER DATA MANAGEMENT SERVICES

With Supplemental Components for:

Buyer/Seller Matchmaking
Education Content Data Management

Expo! Expo! IAEE's Annual Meeting & Exhibition

3-5 December, 2019

MGM Mandalay Bay
Las Vegas, NV

8-10 December, 2020

Kentucky International Convention Center
Louisville, KY

7-9 December, 2021

Pennsylvania Convention Center
Philadelphia, PA

INTRODUCTION

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide various technology services at Expo! Expo!, IAEE's Annual Meeting & Exhibitions as outlined under Specifications. Each of the technology solutions listed below may be proposed individually or combined. Proposals will be accepted for any of the following solutions, as a stand-alone solution or as a packaged solution.

Primary Service:

Exhibitor Data & Floor Plan Management

Supplemental Services:

Buyer/Seller Matchmaking
Education Content Data Management

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/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 or reduced fees, in exchange for sponsorship benefits and in-kind marketing opportunities. The benefits of sponsorship include:

Emerald Sponsor \$20,000-\$49,000

- Emerald recognition sign to be displayed in your booth
- Recognition in the mobile app
- Link from the Expo! Expo! events tie to the sponsor's web page
- Two (2) invitations to the Partner Reception hosted by IAEE Board of Directors
- Two (2) free meeting registration passes
- Logo in all branded Expo! Expo! email communications to promote the event
- 20% discount on IAEE advertising
- Post Show attendee email list

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: 2/22/2018
RFP Questions Due: 3/9/2018

RFP Questions Answered:	3/23/2018
Proposal Due Date:	3/30/2018
Finalists Determined:	4/6/2018
Proposal Presentation Dates for Finalists:	21 May – 23 May 2018
Proposal Presentation Location:	IAEE Headquarters, Dallas TX
Outstanding Issues Addressed:	6/2/2018
Decision Date:	6/8/2018
Contracted:	6/30/2018

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

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)

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IAEE Expo! Expo!

Annual Meeting & Exhibition

RFP SPECIFICATIONS

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MGM Mandalay Bay
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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.

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 2019, 2020, and 2021. 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)

SUPPLEMENTAL

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

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

Education Content Data Management

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