

IAEE Expo!
Annual Meeting
& Exhibition
2020 **Expo!**

LOUISVILLE, KENTUCKY
8-10 DECEMBER | 2020

VIRTUAL EVENT TECHNOLOGY SOLUTIONS

REQUEST FOR PROPOSALS

I. OVERVIEW

INTRODUCTION

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide virtual event services for Expo! Expo!, IAEE's Annual Meeting & Exhibitions as outlined below.

IAEE will seek a mix of virtual event solutions for conference capture, live and recorded video streaming, and marketplace (buyer-seller) experiences. This, in order to deliver marketplace, community, and content value for IAEE stakeholders through year-round Expo! Expo! branded digital offerings.

Qualified supplier companies may submit proposals for any, some, or all of the services enclosed here.

Expo! Expo! IAEE's Annual Meeting & Exhibition
8-10 December 2020
Kentucky International Convention Center
Louisville, KY

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 \$101 billion (2019) 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.

Expo! Expo! Strategy Guiding Objectives

COMMUNITY

Networking opportunities and customized experiences including new technology and personalization for attendee. 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.

Showcase existing and new resources and products geared toward the exhibition and event organizer.

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! Digital References:

www.myexpoexpo.com

[2020 Schedule of Events](#)

[2020 Floor Plan](#)

[2020 Expo! Expo! Graphics](#)

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

[2019 Show Photos](#)

[2019 Highlight Videos](#)

[2019 Exhibitor Brochure](#)

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.

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 assigned staff from company; if outsourced, please indicate
- 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

Proposal Due Date:	5/8/2020
Finalists Determined:	5/15/2020
Proposal Presentation Dates for Finalists:	5/18-5/22, 2020
Decision Date:	6/1/2020
Contracted:	6/12/2020

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™. If not a current member, membership information can be found [here](#)

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.

CURRENT IAEE TECHNOLOGY CONTRACTORS:

Association Wide:

Clear Vantage-

Association Management System/Member & Prospect database housing and reporting

Higher Logic-

Member Communities online (Member Directory, forums, groups)

Elevate-

Learning Management System

Informz-

Email campaigns

Expo! Expo!:

A2z Events by Personify –

Online Floor Plan/Exhibitor Data Management/Matchmaking/Exhibitor Appointments

Streampoint Solutions-

Online and onsite registration services/exhibitor lead retrieval services

Cadmium CD-

Education session data management/speaker presentations management/call for presentations management/attendee scheduling platform/show mobile app

Convention News Television-

Video production/on-site news interviews/highlight footage

Smart Source-

On-site audio-visual production

Resiada-

Online housing reservations

Conferences i/o-

Audience response and live polling

Event Technologies-

Exhibitor to attendee email campaign management

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:

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II. VIRTUAL BUSINESS PLAN OBJECTIVES & EXPERIENCE REQUIREMENTS



Overall objective:

Deliver marketplace, community, and content value for IAEE stakeholders through year-round Expo! Expo! branded digital experiences.

Experience Requirements – Strategic Areas for online/virtual delivery:

1. COMMUNITY

Networking opportunities and customized experiences including new technology and attendee customized/personalized networking.

Initiative: Create Value for IAEE Member Communities

Virtual experience:

Account for short attention spans

Carefully schedule breaks
Various mediums for stimulation
Provide small, in depth chances to connect
Stay meaningfully connected
Well-being - human connection (the science behind being connected)
Virtual happy hours & celebration
Exclusive networking opportunities for member peer communities (example: Young Professionals, Summit Club, First Timers, Hosted Buyers)
Social Giving - Give back to local charity virtually
Virtual Mentoring
Gamification - Incentive to stay engaged within the virtual environment - networking tool
Chapter engagement (virtual happy hours in place of the receptions)
Virtual check-in/concierge

Tech Platform type (s) required:

Live streaming services with interactive tools (chat)

Current Contracted Tech applications for integration considerations:

Show app by Cadmium CD
IAEE social media accounts (Facebook, Linked In)
Member Link communities by Higher Logic
Registration by Streampoint Solutions
Member database by Clear Vantage

2. MARKETPLACE

Unique settings designed to showcase technology disruptors and attendee experiences.

Initiative: 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.

Initiative: Create a marketplace for global buyers/sellers

Virtual experience:

Connecting buyers and sellers
Delivering product info
Delivering/measuring ROI for exhibitors
Ability for one on one interactions
Appointment scheduling
Matchmaking
Navigation by product category
Product presentations/demos
Global marketplace
Start Up Pavilion

International Pavilion
Virtual Event Pavilion
Independent consultant/small business operator pavilion

Tech Platform type (s) required:

Virtual trade show/marketplace
Streaming

Current Contracted Tech applications for integration considerations:

Floor plan/exhibitor data management by a2z events by Personify
Industry Resource Buyers Guide – Rebrand and position as Expo! Expo! 365?
Registration by Streampoint Solutions
Member database by Clear Vantage

3. CONTENT

Content during Expo! Expo! has been previously delivered in a number of traditional face-to-face settings including: workshops led by single presenters, multiple presenters or panel discussions. Presenters are from both inside and outside the industry. Other sessions are formatted as roundtable type sharing opportunities that foster peer to peer discussions. Most led by a facilitator. Other sessions are association led instructional sessions for volunteer leaders, CEM faculty, hosted buyers, first timers or 20 Under 30 recipients. There are two formal produced general sessions. One with a formal keynote presenter and one with an interactive presentation and peer to peer discussions. Association awards and business items are infused within the sessions.

Based on potential social distancing requirements for future face to face events, it is necessary to consider expanding more sessions online and in an on-demand formats than scheduled and delivered on site. It is not clear at this time what restrictions could be in place that limit the number of in person learners. It is also unclear how many paid presenters would contract to allow video on demand, so this is a consideration in the design of conference education. On-demand content will be housed on IAEE’s Learning Management System (Elevate); however, content may also be housed in the show app or on a virtual event website.

Virtual, Live and On-Demand experience needs:

- Deliver workshops that can be house online and on-demand, syncing video with slides.
- Deliver panel discussions that can be housed online and on-demand, syncing videos with slides.
- Deliver association led instructional sessions that can be housed online and on-demand, syncing videos with slides.
- Deliver targeted association led instructional sessions that could be live and virtual and housed online and on-demand.
- Create live and virtual learning experiences with virtual participation for those wanting to view and participate in the two general sessions that would be housed online and on-demand.
- Create live and virtual learning experiences for any roundtable type formats that would be housed online and on-demand.

Other Considerations:

- Ensure any resources are available online as they are in-person (handouts, speaker collateral, etc.)
- Virtual whiteboards for collaboration

- How to integrate evaluation and polling systems for live and virtual programs
- How to integrate sponsor recognition for education partners
- Continuation of key sessions through post event Q &
- Post event webinars for unanswered audience questions

Current Contracted Tech applications for integration considerations:

Show Mobile App by Cadmium CD
 Live video streaming production by onsite AV production company
 LMS system by Elevate
 Registration by Streampoint Solutions
 Member database by Clear Vantage

Pricing Considerations:

Conference only
 Trade show only
 Member vs non-member
 Comparison to physical show pricing
 Compressed schedule/offerings
 A la carte or packaged
 365 access
 Paywall Security (Credential sharing)

Sponsorship/Revenue Considerations for Opportunity:

Directory listing of exhibitors
 Interactive booths
 Content Areas
 Marketplace/Pavilions
 Matchmaking
 Advertising opportunities
 Displaying their logos on your virtual event homepage and/or in a sponsor section on your website
 Offer individual session sponsorship where they could have lobby slides, a brief video, and a shout out from the presenter
 For a higher price, allows those session sponsors to continue being the sponsor of the on-demand session, allowing them visibility throughout the year
 Create a virtual exhibit hall with marketing materials and option for attendees to contact sponsors
 Provide the attendee list to all sponsors
 Allow for other perks such as banner ads in email blasts, on webpages, and guest blog posts