

REQUEST FOR PROPOSAL

Date: November 10, 2023

Closing Date: December 11, 2023

Decision Date: January 15, 2023

Subject: **Request for Proposal ICMA Annual Conference Exhibit Sales/2025-2028**

The International City/County Management Association (ICMA) is seeking proposals from eligible Respondents for Exhibit Sales services for the 2025-2028 ICMA Annual Conferences. The contract will be awarded for a period of four years.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes. ICMA appreciates your responsiveness and looks forward to a mutually beneficial business relationship.

Sincerely,

Judy Day, CMP
Senior Manager, Conferences and Events



PURPOSE

ICMA seeks a qualified firm to manage its exposition sales for the ICMA Annual Conference.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people’s lives worldwide. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 11,000 city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of [services to its members](#) and the local government community. The organization is an internationally recognized [publisher](#) of information resources ranging from textbooks and survey data to topical newsletters and [e-publications](#). ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both [in the U.S.](#) and [internationally](#), which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA’s programs and services, please go to www.icma.org. ICMA’s Dun and Bradstreet number is 072631831.

ICMA ANNUAL CONFERENCE

The ICMA Annual Conference is the largest gathering of local government professionals in the world. The Annual Conference consists of five (5) official conference days.

- Attendees: 4,500-5,500
- Companies: 180-220
- # Booths: 275-350 (10’x10’ booths)

Annual Conference Educational Exhibit Sales History				
Year	Location	Exhibitor Sales Revenue	Number of 10’x10’ Booths Sold (includes comps)	Number of Exhibiting Companies (includes comps)
2023	Austin, TX	\$947,994	329	208
2022	Columbus, OH	\$892,045	313	199

2021	Portland, OR (post-COVID)	\$464,050	175	119
2020	Digital Conference	N/A	N/A	N/A
2019	Nashville, TN	\$701,829	328	228

Future ICMA Annual Conferences

Year	Dates	Location
2025	October 25-29	Tampa, FL
2026	October 17-21	Long Beach, CA
2027	September 25-29	Toronto, Canada
2028	TBD	TBD

SCOPE OF WORK

1. TASK 1: Exhibit Hall Sales and Management:

- Exhibit Hall design for future years.
- Show office on show floor from move-in to move-out to provide customer service to exhibitors with questions or concerns.
- Manage and enforce show rules on the show floor including backwall height, noise regulation, staying within the booth and out of the aisles, etc.
- Onsite sales beginning one month prior to conference, during the conference onsite and continuing until the next year's conference dates.
- Monthly newsletters to current exhibitors with important deadlines, dates, how to order services, housing, reg, etc.
- Monthly newsletters promoting sales to potential exhibitors as well as sponsors.
- Bi-weekly/weekly meetings with the ICMA team.
- Site visits approximately 2x a year to current year's location.

2. Task 2: Web-based Exhibit Hall Registration/Reservation and Collection of Fees:

- The contractor shall work with ICMA to create a web-based Exhibit Hall sales reservation system. This system must be integrated into the ICMA conference website.
- The contractor will be responsible for the collection of fees and no balance dues are allowed onto the show floor.

3. Task 3: **Weekly/Monthly Reports/Final Report**

- ❑ ICMA will receive a weekly report with an update on the sales process including number of current companies, number of booths, revenue, balance dues, and new exhibitors who purchased booths.
- ❑ Monthly reports should include all financial transactions for the month including exhibiting company and revenues collected and/or credits issued.
- ❑ A final report is due 30 days after the conclusion of the conference. This report will document (1) all aspects of activities undertaken, (2) detailed financial reporting of expenditures, (3) detailed financial reporting of fees or revenues collected, (4) any budgets or misc. expense reports.

SUBMISSION REQUIREMENTS:

<p>Section 1. Company profile:</p>	<p>Please limit to no more than two pages.</p> <ol style="list-style-type: none"> 1. Provide a description of your business. 2. Provide the year established in the current business for the services requested in this request for proposal. 3. Please provide information on company size and number of employees. 4. CV's or resumes of key personnel- in a leading paragraph, please indicate how much time each person(s) will devote to this project and what other projects this person (s) undertake at the same time.
<p>Section 2: Exhibit Space</p>	<ol style="list-style-type: none"> 1. Describe your approach to exhibit space sales including how leads and prospects are developed, your sales approach and techniques, and how sales are closed. 2. Please outline a typical marketing plan and calendar for a show. 3. How are sales goals established? 4. How many representatives handle sales for a particular client? Is there a dedicated team for each client? How are the representatives supervised? Are sales teams maintained from year to year? What is the turnover rate among sales staff? 5. On average: <ul style="list-style-type: none"> ❑ What percentage of your booth sales are repeat customers? ❑ What is your annual growth rate in new customer sales? ❑ What is your pre-sell percentage? ❑ How are customer communications and complaints handled and relayed to the client?
<p>Section 3: Show Management</p>	<ol style="list-style-type: none"> 1. Describe the show management services that your organization provides. 2. How are show managers assigned? Is there a dedicated team for each client? What is the level of experience of the staff who would handle the ICMA show? 3. Please provide samples of recent show surveys that document customer ratings of your services. 4. Describe your capabilities in dealing with unions.
<p>Section 4. Administration:</p>	<ol style="list-style-type: none"> 1. Please provide sample reports for sales, collections, booth activity, and other similar management reports you offer. Include the frequency with which these reports are generated. Are they available on-line?

	2. Describe your budgeting process for each show.
Section 5. Pricing:	1. Please provide a pricing for services including commissions, management fees, site inspection costs, onsite costs, per diems, etc. ICMA will reimburse for necessary and applicable expenses. Please be advised that ICMA is cost-conscious about procuring outside services.
Section 6: References:	<ol style="list-style-type: none"> 1. A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered. 2. Respondents should provide references as follows: <ul style="list-style-type: none"> <input type="checkbox"/> At least three (3) examples of relevant work; <input type="checkbox"/> At least two (2) organizations to which you recently submitted unawarded bids. <input type="checkbox"/> The contact information should include the contact's name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process

CONTRACT TERM AND DELIVERY DATES

ICMA expects to award a four-year term. Final delivery dates will be negotiated upon award.

EVALUATION AND AWARD PROCESS

Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
 - a. section 1 (5%)
 - b. section 2 (20%)
 - c. section 3 (25%)
 - d. section 4 (15%)
 - e. section 5 (30%)
 - f. section 6 (5%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

INSTRUCTIONS TO THE RESPONDENTS

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP. Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 20 pages excluding CV's or resumes and required forms.

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org. Place "ICMAHO/ICMA Annual Conference Exhibit Hall Sales 2025-2028" in the subject line. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

GENERAL CONDITIONS

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent.

Proprietary Information - Careful consideration should be given before confidential information is submitted to ICMA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. Information submitted to ICMA that the Respondent wishes to have treated as proprietary and confidential trade secret information, should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to exempt it from disclosure, including a written statement of the reasons why the information should be exempted. However, ICMA cannot guarantee the confidentiality of any information submitted.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately two months from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the vendor from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SDBs. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.