

REQUEST FOR PROPOSAL

Original Date Issued: September 27, 2024

Closing Date: October 14, 2024

Decision Date: October 24, 2024

Subject: **Request for Proposal No. ICMAHO/Sponsorship and Exhibit Hall/2025-2029**

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for services for ICMA. ICMA seeks to award one (1) contract as a result of this solicitation. However, ICMA reserves the right to award more or fewer contracts than anticipated above, to achieve the goals of this Request for Proposal.

Technical questions concerning this solicitation should be directed to Benjamin Powell at bpowell@icma.org with copies to workwithus@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org with a copy to Benjamin Powell at bpowell@icma.org. All communications must include the solicitation title, **ICMAHO/Sponsorship and Exhibit Hall/2025-2029**, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

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 look forward to a mutually beneficial business relationship.

Sincerely,

Emily Sparks

Brownfields Conference Director

A decorative graphic in the bottom right corner of the page, consisting of several overlapping, semi-transparent squares in various shades of blue and grey, arranged in a grid-like pattern that tapers off towards the right.

PURPOSE

ICMA seeks a qualified firm to manage its exposition and sponsorship sales for the National Brownfields Training Conference.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to more than 11,000 ICMA members, 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.

ABOUT THE NATIONAL BROWNFIELDS TRAINING CONFERENCE

ICMA and the U.S. Environmental Protection Agency have been working together to produce the National Brownfields Training Conference for the past two decades. Offered every two years, the conference is the largest gathering of stakeholders focused on cleaning up and reusing formerly utilized commercial and industrial properties. It is a premier venue for stakeholders and ICMA members to learn, network and grow. A typical Brownfields Conference hosts between 2,000 and 2,500 attendees, including 1,200-1,500 main attendees and 800-1,000 speakers, exhibitors, sponsors, and staff.

ICMA is the lead non-federal co-sponsor of the conference tasked with managing the logistics, educational content and marketing of the conference.

Exhibit Sales and Sponsorship History					
Year	Location	Exhibitor Sales Revenue	Number of Booths Sold	Number of Exhibiting Companies	Sponsorship
2023	Detroit, MI	\$292,900	124	107	\$220,500
2022	Oklahoma, OK	\$238,200	106	86	\$235,700
2019	Los Angeles	\$205,300	95	82	\$113,495

Future Brownfield Conferences:

2025	August 5 – 8	McCormick Place Chicago
2027	TBD	TBD
2029	TBD	TBD

SCOPE OF WORK

Background:

ICMA seeks a single provider in order to manage its exposition and sponsorship sales for a series of three (3) the National Brownfields Training Conferences to take place in 2025, 2027, and 2029.

Upcoming Event Information:

Event Name: 2025 National Brownfields Training Conference (Brownfields 2025)

Date of Event: August 5-8, 2025

Location: McCormick Place, (2301 S Martin Luther King Dr, Chicago, IL 60616)

Registration Opens: April – May, 2025

SCOPE OF WORK

1. TASK 1: Exhibit Hall and Sponsorship Sales and Management:

- Development of Exhibit Hall Prospectus and Sponsorship Prospectus for each conference
- Exhibit Hall design for current and 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, including the Local Planning Committee.
- Conduct approximately two site visits per conference

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.
- The contractor will be responsible for the collection of fees.

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

- ICMA will receive a monthly report with an update on the sales process including number of current companies, number of booths, number of sponsorships, 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 each 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. CV's or resumes will not count toward the page limit.</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 a copy of your annual report and include information on company size, number of employees and annual revenue. 4. CV's or resumes of key personnel- in a leading paragraph, please indicate how much time each person(s) will devote to this contract 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. 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. 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? <p>Describe your budgeting process for each show.</p>
<p>Section 5: pricing</p>	<p>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.</p>
<p>Section 6: References</p>	<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"> • At least three (3) examples of relevant work

APPENDICES (REQUIRED FORMS)

W-9
New Vendor Form

CONTRACT TERM AND DELIVERY DATES

ICMA expects to award a five-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. Company Profile (5%)
 - b. Exhibit Space (10%)
 - c. Show Management (15%)
 - d. Administration(15%)
 - e. Pricing (50%)
 - f. References (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 30 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with copies to bpowell@icma.org and esparks@icma.org with **"ICMAHO/Sponsorship and Exhibit Hall/2025-2029"** in the subject line. No phone calls please.

GENERAL CONDITIONS

Proposal Submission - proposals lacking the appropriate completed forms will not be considered. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email addresses above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

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 one month 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 Respondent 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 SDB's. 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.