**REQUEST FOR PROPOSAL**

Proposal Date: March 21, 2025

Questions Due Date: April 11, 2025

Due Date: May 16, 2025

Presentations by Finalists: June 2025

Conference Dates: October 25-29, 2025

Decision Date: November 2025

Subject: **Request for Proposal No**. **ICMAHO/General Service Contractor/2026-2028**

The International City/County Management Association (ICMA) is seeking proposals from eligible Respondents for General Service Contractor for the ICMA Annual Conference. ICMA anticipates awarding one (1) single award a result of this Solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical and contractual questions concerning this solicitation should be directed to Judy Day, CMP, Senior Manager, Conferences and Events at jday@icma.org with a copy to [workwithus@icma.org](mailto:sagarunova@icma.org).

All communications must include the solicitation title, **ICMAHO/General Service Contractor/2026-2028,** 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 looks forward to a mutually beneficial business relationship.

Sincerely,

Jeremy Figoten, CAE

Managing Director, Conferences and Events

**PURPOSE**

We are currently seeking proposals for a general service contractor to handle show decoration and design, exhibitor services, drayage and other convention services. Responses should address, but not be limited to, the information included in this RFP and attached information.

**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 10,000 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](http://icma.org/en/icma/members/benefits) and the local government community. The organization is an internationally recognized [publisher](http://icma.org/en/press/home) of information resources ranging from textbooks and survey data to topical newsletters and [e-publications](http://icma.org/en/icma/members/benefits/newsletters). 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.](http://icma.org/resultsnetworks) and [internationally](http://icma.org/international), 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](http://www.icma.org).

ICMA’s Dun and Bradstreet number is 072631831.

**About the ICMA Annual Conference**

The ICMA Annual Conference is the largest gathering of local government professionals in the world. The Annual Conference consists of 5 official conference days, 3 days of exhibits, 2 days of pre-conference workshops, and a number of networking opportunities.

2023 10x10s Sold: 327 (Booth sizes range from 10x10 to 40x40)  
 2023 Exhibiting Companies: 206

2024 10x10s Sold: 358 (Booth sizes ranging from 10x10 to 30x30)

2024 Exhibiting Companies: 212

2025 10x10s Sold as of 2/11/25: 267 (Booth sizes range from 10x10 to 30x30)

2025 Exhibit Companies as of 2/11/25: 147

2021 Drayage: 33,055 lbs.

2022 Drayage: 66,626 lbs.

2023 Drayage: 76,784 lbs.

2024 Drayage: 96,000 lbs.

**Future ICMA Annual Conferences**

2026:

Long Beach Convention & Entertainment Center

Long Beach, CA

October 17-21, 2026

2027:

Metro Toronto Convention Centre

Toronto, ON, Canada

September 25-29, 2027

2028:

Georgia World Congress Center

Atlanta, GA

October 21-25, 2028

**SCOPE OF WORK**

**Floorplan**

All utilities and columns should be clearly marked. A scale bar and directional arrows/symbols should be included in each floorplan indicating North, South, East and West. All floorplans submitted must be fire-marshal pre-approved. Contractor required to distribute plans to all necessary parties. Multiple revisions of the floorplan will take place throughout the year. ICMA currently partners with A2Z.

**Floor Marking**

General Service Contractor will be responsible for marking the floor and taping the front edges of all booth spaces.

**Cleaning**

Cleaning, including waste disposal and vacuuming, will need to be done Saturday through Wednesday in the following areas:

Exhibit Hall aisles, Relaxation Lounge, Puppy Playpen, ICMA booth

Registration, Host Committee Lounge, Headshot Lounge, CVB Lounge, outdoor lounge, ICMA Lounge

If the convention center does not have a dumpster, one will need to be rented.

**Exhibit Booths**

All booths will be set in accordance with the final floor plan. Booth background drapes will be 8’ high and side dividers will be 3’ high. All fabrics are to be factory flame-retardant and supported by steel framework. Two raffle drums are also needed for prize drawings.

Standard booth packages for exhibitors should include complimentary identification sign, draped backwall and side rails. **A package for exhibitors at a discounted price also including carpet (no padding), draped and skirted table, 2 chairs without arms and a wastebasket is a plus.**

**Entrance Units**

ICMA will require two (2) double-sided entrance units to include logo, graphics, and welcome/salutation signage.

**Carpet**

ICMA will require wall-to-wall aisle carpet throughout the Exhibit Hall as well as the General Session room. Price should include installation, daily maintenance and removal. Depending on location of the event, ICMA may also require carpet in the Registration Area and lounges, etc. All carpet must be new each year.

Exhibitors who purchase carpet from General Service Contractor receive a one-time complimentary vacuum.

**Aisle Signs**

The number of aisle signs needed is TBD dependent upon location and the configuration of the Exhibit Hall floorplan. Currently, approximately 16 aisle signs are needed. In addition, rigging for six (6) overhead signs is needed (ICMA Pavilion identifier, seating area, Puppy Park, etc.)

**Perimeter and Masking Drape**

Masking of perimeter and unsightly areas as required.

**Service Center**

The General Service Contractor will provide a 20’ x 30’ service center adjacent to the exhibit floor. The service center should be staffed with competent, experienced personnel before, during, and after the event. The General Service Contractor will provide counters for facility services and Lead Retrieval.

In addition, an exhibit sales office needs to be built adjacent to the service center. That consists of a 20’ x 20’ structure with carpeting/padding.

**Product Theatre**

Design and build on the show floor, the Product Theatre is approximately 20’ x 30’ with seating for approximately 75 people. The Convention Center will provide the majority of seating, but the General Service Contractor provides carpeting, specialty counters and chairs.

**Exhibitor Service Kit**

General Service Contractor to provide services as ordered by exhibitors. The contractor will be responsible for the preparation of the web-based exhibitor service kit with the assistance of ICMA.

**Cleaning**

Please indicate who will be providing cleaning services at each facility and the scope of services. All carpet should include a complimentary one-time pre-conference cleaning.

**Registration**

General Service Contractor to assist in the design of a functional registration area. Registration area decorations to include back wall design, storage area and office behind the back wall, back drape, counters, 7 draped worktables, 10 high back chairs, 4 lanyard racks, 10 wastebaskets, 20 Tensa stanchions, carpet/upgraded padding, and masking drape.

**Ribbon Wall**

General Service Contractor to design and build a ribbon wall containing approximately 50 ribbon sized plastic bins that adhere to the wall.

**DJ Booth**

Design and build a curved glow bar counter for the DJ in the registration area. Includes graphics and tall bar stool.

**Information Counters**

Two counter structures with graphics, tall, padded bar stools, and 2 wastebaskets.

**Materials Pickup Wall**

Design and build a wall to hold registration bags which resemble a recyclable grocery store tote. Twenty four (24) hours of labor is needed to help restock the wall during conference hours and eight (8) hours of labor is needed during the bag stuffing process to take them to the storage office located behind registration.

**Shuttle Stop**

The Convention Center will provide the tables and chairs. General Service Contractor will provide 4 custom graphic sandwich boards.

**ICMA Lounges**

The ICMA Lounge consists of a lounge outside of the Exhibit Hall, custom design and build, 20’ x 30’, carpeting, padding, 2 charging tables, and custom furniture including branded pillows.

The Outdoor Lounge consists of a lounge on a covered deck, balcony or patio, custom design and build, 20’ x 30’, no carpeting or padding is necessary, custom furniture, “greenery”, and branded pillows.

Headshot Lounge includes 10’ graphic backwall, 1 counter with graphics, 30 linear feet of masking drape, 4 Tensa stanchions, 1 skirted/draped table, 2 tall, padded bar stools, 1-30” pedestal table.

Host Committee Lounge includes custom backwall design and build, 20’ x 50’ (approximate size dependent upon location), leather couches and chairs, end tables, cocktail table, cubbies for storage for give aways, carpeting and padding.

Puppy Playpen includes custom design and build, 20’ x 30’, 12 pieces of 6’ fencing, 8 ottomans, 600 s.f. vinyl flooring, 600 s.f. vinyl padding.

The Relaxation Lounge includes custom design and build, 20’ x 30’, 600 s.f. vinyl flooring, cabana, and 6 Hemmingway chairs.

The CVB Lounge is for the following year host city. It includes custom design and build, 20’ x 20’ approximate size, carpeting and padding, graphic counter, charging table, couch, 2 leather chairs, and coffee table.

**Signs/Branding**

ICMA uses a variety of signage to identify program sessions and general directional signage. Most signs are 22’ x 28’ (approximately 150 each) which requires 130 chrome sign holders and “skinny” meter boards (approximately 200) which are placed outside of each session room each day and foyer areas.

Branding is also an important aspect of the conference on the interior and exterior of the convention center as well as the interior of the primary host hotel. Design is needed for banners, clings and digital signage and estimated at 55 hours.

In addition, the following is needed:

2 each 20’ x 15’ graphics walls

ICMA letter prop

ICMA themed “photo opp prop”

**Sponsorships**

ICMA plans to offer an extensive sponsorship program and many opportunities have signage and other requirements from the General Service Contractor that include signage and props.

**Evening Social Events (ICMA Annual Conference)**

During the conference, ICMA holds networking events ranging from 800 to 1,000 attendees. The event requires labor, signage and other props provided by the General Service Contractor.

**General Sessions**

ICMA general sessions require four (4) Green Rooms. Only one (1) Green Room is furnished by the General Contractor with couches, chairs, tables, and lamps. The approximate size is 10x20.

**Show Management Freight**

ICMA will ship a large number of cartons (approximately 120) from ICMA headquarters in Washington, DC to the contractor’s warehouse. Outside shipments such as registration bags, volunteer apparel, etc. will be sent to the warehouse. The contractor will be responsible for pick-up, shipment, and delivery of cartons to multiple locations within the convention center and local hotels. The return shipment is to Washington, DC.

**Material Handling**

General Service Contractor is responsible for exhibit drayage and freight handling requirements. This includes receiving and storing shipments, delivering exhibit materials and placing them in the exhibitor’s booths, providing empty stickers, removing empty crates and cartons from the booths and placing them in protected storage areas and returning empty crates and cartons to the booths at the close of the show.

**Warehouse Shipments**

* Unload delivery vehicles and provide up to 30 days storage of exhibit materials prior to event opening
* Deliver exhibit materials from warehouse to booth
* Provide empty sticker labels
* Removal and safe storage of crates and cartons
* Loading of exhibit materials onto outbound carriers

**Show Site Shipments**

* Onsite delivery of shipments should be allowed one day prior to move-in
* Unload delivery of vehicles at facility dock
* Delivery of exhibit material from dock to booth
* Provide empty sticker labels
* Removal and safe storage of crates and cartons
* Loading of exhibit materials onto outbound carriers

General Service Contractor to provide a vehicle check-in point at which drivers of vehicles must present bills of lading or delivery of receipts which indicate number of units, item description and weight of shipment being delivered.

**Equipment and Services**

General Service Contractor is to list exhibitor services under your direct contract as well as

services that are provided by an outside contractor.

**Local Government Reimagined Conferences/2 per year**

Signage is required for these events and is expected to be on a complimentary basis OR up to $15,000 in credits.

**Miscellaneous**

ICMA holds other meetings throughout the year that may require signage to be provided by the General Service Contractor. Please provide pricing for a standard 22” x 28” sign.

**Union Labor Requirements**

For each city, please list applicable unions. Include hourly rates and if quoted rates are firm or approximate.

**SUBMISSION REQUIREMENTS:**

|  |  |
| --- | --- |
| **Section 1.** Company profile: | Please limit to no more than two pages. CV’s or résumés will not count toward the page limit.   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. Overview of key personnel involved in the account. 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. 5. List the company’s scope of services and notate what services are at no cost to the association. |

|  |  |
| --- | --- |
| **Section 2:** References: | Respondents should provide references as follows:   1. At least three (3) organizations that are current clients along with show size; 2. At least two (2) organizations to which you recently submitted unawarded bids; 3. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process |
| **Section 3:**  Approach | 1. Do you have strong presence in any of the future cities?    1. If yes, which cities? 2. Will you require the use of a sub-contractor?    1. If yes, name of company for each city. 3. How many shows have you serviced at the locations listed below in the past five years?    1. Long Beach Convention & Entertainment Center/Hyatt Regency primary hotel    2. Metro Toronto Convention Centre/Fairmont Royal York primary hotel    3. Georgia World Congress Center/Omni primary hotel 4. Do you currently serve as the preferred or approved General Contractor for any of the above properties?   If yes, Which cities?   1. How do you assist clients with staying within budget? 2. What other types of services/products do you provide that may be of interest to ICMA? 3. Website capabilities, including online exhibitor orders. 4. Describe your company’s design, special decorating and signage services. **Please provide sample conceptual renderings of what your company would provide for the overall design of the show for at least one of the convention centers and primary hotel.** 5. How is the proofing process for signage and graphics done? Online portal? PDF submissions? 6. Who would accompany the event organizer on site visits? Provide names and titles. 7. Who would be responsible for travel costs to a location for planning purposes prior to the event? ICMA normally conducts 2-3 planning visits per conference. 8. Please describe special considerations (i.e., discounts, complimentary concessions) you are willing to provide to ICMA based on the volume of business that ICMA and its ancillary partners will require at the annual conference.   Costs & Services:   1. Exhibitor Pricing – Please provide an estimate of charges to exhibitors for services in Long Beach, Toronto and Atlanta. 2. Describe the company’s payment policy, including any deposits required   **Labor:**   1. Describe the source of labor for each facility housing the Annual Conference    1. Long Beach Convention & Entertainment Center    2. Metro Toronto Convention Centre    3. Georgia World Congress Center   **Current Labor rates for the following:**  ***Project Manager, Technical Staff, Etc., (all that apply)***   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Project Manager  *Hourly Rates* | Title  *Hourly Rates* | Title  *Hourly Rates* | | Straight Time | a. |  |  |  | |  | b. |  |  |  | |  | c. |  |  |  | |  |  |  |  |  | | Overtime | a. |  |  |  | |  | b. |  |  |  | |  | c. |  |  |  | |  |  |  |  |  | | Double Time | a. |  |  |  | |  | b. |  |  |  | |  | c. |  |  |  | |  |  |  |  |  | | Minimum Call | a. |  |  |  | |  | b. |  |  |  | |  | c. |  |  |  | |  |  |  |  |  |  1. Describe the type of work (jurisdiction) to be performed by each union (if applicable).   Insurance Coverage:   1. Indicate the types and levels of insurance the company carries:   Errors & Omissions Insurance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Workers Compensation Insurance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Commercial Liability Insurance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Commercial Automobile Liability Insurance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Section 4.** Pricing | Please provide a price list for all services described above and for those services that you believe may be of value to the success of our exposition. Where volume assumptions are used, please provide the details and any related incremental pricing information.  In addition, please provide details, where necessary, of all products and services that are included in a given charge. Please be advised that ICMA is cost-conscious about procuring outside services. Please define the period for which pricing is valid. |

**CONTRACT TERM AND DELIVERY DATES**

The contract will be in effect commencing December 1, 2025 through December 1, 2028. ICMA reserves the right to postpone this decision if deemed necessary. 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
   1. section 1 (5%)
   2. section 2 (5%)
   3. section 3 (45%)
   4. section 4 (45%)

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](mailto:tjohnson@icma.org) with a copy to [jday@icma.org](mailto:jday@icma.org). Place “**ICMAHO/General Service Contractor/2026-2028”** in the subject line. No phone calls please.

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

Top finalists will be invited to attend the 2025 ICMA Annual Conference in Tampa, Florida.

**APPENDICES** **(REQUIRED FORMS)**

W-9

New Vendor Form

**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. 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 SBD’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.