

REQUEST FOR PROPOSAL

Original Date Issued: Monday, March 25, 2019, 12:00 pm EST

Deadline for Questions: Monday, April 8, 5:00 pm EST

Closing Date: Monday, April 15, 5:00 pm EST

Anticipated Award Date: Monday, May 6, 5:00 pm EST

Reference: ICMA Washington, DC

Subject: **Request for Proposal No. ICMAHO/Exhibit Hall/2020**

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for exposition sales and management of the ICMA Annual Conference exhibition hall. 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 questions concerning this solicitation should be directed to ICMA's Assistant Director of Conferences and Events, Julie Butler at jbutler@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org.

All communications must include the solicitation title, **ICMAHO/Exhibit Hall/2020**, 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,

Julie Butler

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

PURPOSE

ICMA seeks a qualified firm to manage its exposition sales and hall management for the ICMA Annual 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 12,000 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

SCOPE OF WORK

I. **BACKGROUND**

The following information chronicles the history of ICMA's annual conference exposition.

II. The following information chronicles the history of our annual conference exposition.

Annual Conference Educational Exhibit Sales History				
<u>Year</u>	<u>Location</u>	<u>Exhibit Revenue</u>	<u>Square Footage</u>	<u>Total Attendance</u>
2003	Minneapolis, MN	\$289,400	17,800	3,167
2004	San Antonio, TX	\$336,400	19,700	3,865
2005	Pittsburgh, PA	\$335,560	20,500	3,311
2008	Richmond, VA	\$369,050	21,200	3,244
2009	Montreal, QC, Canada	\$218,525	11,900	2,171

2010	San Jose, California	\$296,650	17,200	2,471
2011	Milwaukee, Wisconsin	\$285,512	16,700	2,661
2012	Phoenix, Arizona	\$335,788	18,800	2,986
2013	Boston, Massachusetts	\$406,013	20,900	2,560
2014	Charlotte, North Carolina	\$462,700	23,500	3,581
2015	Seattle, Washington	\$534,000	27,500	3,812
2016	Kansas City, Missouri	\$620,053	30,700	3,510
2017	San Antonio, Texas	\$670,100	32,600	3,984
2018	Baltimore, Maryland	\$665,074	32,380	3,413

ICMA anticipates a minimum show size of 33,000 square feet for future events. We expect to generate a six-figure net income from this sales level.

III. SCOPE OF WORK

1. **TASK 1: Exhibit Hall Sales and Management:** Following the contract award, the Contractor shall work with ICMA to review previous conference exhibit hall designs and discuss the proposed exhibit hall design for the next conference. The Contractor shall coordinate with ICMA and develop an appropriate theme for the exhibit halls, including the layout of key events at the conferences which will be held in the exhibit hall. The contractor will be responsible for on-site management of the trade show elements of the conferences including the organization of several high-profile social and networking events which will be held in the exhibit hall.
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 registration and reservation system. This system must be integrated into the conference website. Additionally, the contractor will be responsible for the collection of fees and management of deliverables from sponsorships and exhibit hall sales.
3. **Task 3: Final Report:** A final report to be delivered to ICMA at the end of the contract term is required. This report is due 30 days following the end of the contract period or thirty days after the conference ends, whichever comes first. 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

Section	1.	Please limit to no more than two pages.
Company profile:	1.	Provide a description of your business

	<ol style="list-style-type: none"> 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.
Section 2: Exhibit Space	<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? 6. Describe your marketing capabilities and resources. Provide samples of marketing brochures you have developed.
Section 3. Show Management:	<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. 5. Describe your capabilities in working with service providers and contractors. Do you bring special competitive or price advantages in this area? If so, please describe them.
Section 4. Administration:	<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. Provide examples of how you have reduced client expenses.

Section 5. Pricing:	<ol style="list-style-type: none"> 1. 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. Do not include overhead factors or multipliers. 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"> • At least three (3) examples of relevant work; • At least two (2) organizations to which you recently submitted unawarded bids; • 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

TYPE OF CONTRACT TO BE AWARDED

TBD

CONTRACT TERM AND DELIVERY DATES

ICMA anticipates issuing a single 1-year award with an option to extend for up to two additional years. 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
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with a subject line of "ICMAHO/Exhibit Hall/2020" in the subject line. No phone calls please.

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

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.