

IMPERIAL VALLEY JOINT CHAMBERS OF COMMERCE
Request for Proposal
Event Management Services

Deadline for Response July 23, 2010
5:00 p.m.

Proposals must be received no later than 5:00 p.m. on Friday, July 23, 2010. Proposals must be sent electronically to joann@elcentrochamber.com accordance with instructions below.

Structure of Request for Proposal:

- I. Overview of Business Showcase**
- II. Overview of Services**
- III. Event Management Services**
- IV. Deliverables Schedule**
- V. Management Fee**
- VI. Selection Criteria**
- VII. Proposal Format**
- VIII. Additional Information for Consideration**

I. Overview of Business Showcase 2011

The 13th Annual Business Showcase (Showcase) will be held on January 13, 2011 from 3:00 p.m. – 7:00 p.m. at the Imperial Valley Expo's Preble Building. The Showcase is a business-to-business and community tradeshow put on by the Imperial Valley Joint Chambers of Commerce (Joint Chambers).

II. Overview of Services

In fulfilling the responsibility of the execution of the Showcase, the Joint Chambers will obtain the services of a firm and/or individuals to provide overall management of the event. The Joint Chambers will consider separate RFP's for media promotion and exhibitor/venue logistics. Specific deliverables are listed in III.

III. Event Management Services

- i. Media Promotion:** Create and implement, keeping within a budget approved by the Joint Chambers, a multi-media campaign for the Showcase (print, television, radio, billboards, social media sites).
- ii. Exhibitors:** Sell a minimum of \$16,000 in chamber member vendor booths. Selling the event includes updating, printing and mailing promotional materials to potential vendors; updating Joint Chambers website with event applications, and contacting past and potential vendors.
- iii. Exhibitor Logistics:** Manage all logistics related to vendors, which include, but not limited to, booth layouts and assignments, ensuring vendors comply with all the rules and regulations established for the Showcase, and coordinating all communications with the vendors including the distribution of collateral material and On the day of the event act as troubleshooter for vendors and provide staff to oversee the check-in of vendors.
- iv. Exhibitor Restaurant Logistics:** Recruit participation from at least eight chamber-member restaurants. Work with the Imperial County Health Dept. and participating restaurants to ensure all proper paperwork is completed for required health permits and ensure every restaurant is in compliance with all regulations.
- v. Venue Logistics:** Managing all the logistics needed to ensure a successful Showcase including, but limited to, ordering all needed equipment and supplies, meeting with fairground officials on Joint Chambers' behalf to ensure all details are reviewed and understood (layout, concessionaire, banners, signs, parking lots, security, etc.)

IV. Deliverables Schedule

The winning bidder will be required to provide the following services and deliverables according to schedule:

October 1, 2010:	Deadline for updating materials/website
October 1, 2010:	Start of Exhibitor booths
October 1, 2010:	Submit media campaign plan
November 30, 2010:	Promotional materials (posters, postcards) delivered
December 15, 2010:	Deadline to sellout the Showcase
December 15, 2010:	Deadline to recruit restaurants
January 13, 2011:	Business Showcase event

V. Management Fee

Proposals must include a detailed management fee that would be inclusive of all labor costs such as mileage, office supplies, and telephone. Will consider proposals that include incentive-based sales targets.

VI. Selection Criteria

Proposals will be selected on the following criteria:

- i. **Management Team-** Experience in managing event projects?
- ii. **Ability to Deliver-** Has the firm/individual delivered event projects before? Are they including performance guarantees?
- iii. **Effectively-** How is the management team organized? How thoroughly thought out is the proposal?

VII. Proposal Format & Bidding Process

Firms/individuals interested in submitting Proposals are required to follow the recommended instructions contained in the Request for Proposal (RFP) and must submit the following to satisfy RFP requirements:

- i. **Company profile-** include main services, types of Clients/examples, brief history and how long in business.
- ii. **Capabilities statement- Event-** include history of firm's/individual experience providing Event Management Services.
- iii. **Event-** Discuss how the event will be managed and include a plan for contingencies.
- iv. **Management Team & Staffing Plan** – include brief bios for manager/s who will be involved in the project.
- v. **Management Fee-** Include total management fee proposed for carrying out the deliverables
- vi. **Proposal Submission-** Proposals must be sent to joann@elcentrochamber.com by **5:00 p.m. on July 23, 2010.**

VIII. Additional Information for Consideration

- i. **Subcontracting arrangements** - If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name and address of the sub-contractor.
- ii. **Employee Expenses** – Any employee related transportation, meals, or lodging expenses are the responsibility of the contractor and should be reflected in quote, if relevant.
- iii. **Validity** - The offer shall remain valid for thirty (30) days after submission.
- iv. **Obligation** - The issuance of this RFP, the submission of a response by any firm/individual, and the acceptance of such response by the Joint Chambers does not obligate the Joint Chambers in any manner. Legal obligations will only arise on the execution of a formal contract by the Joint Chambers and the firm/individuals selected.