



NEGOTIATED REQUEST FOR PROPOSAL (“NRFP”) ADDENDUM #01

NRFP DC-2017-JW-08 Europe and U.S. Trade Show Display Booth Design and Build

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<u>Issue Date:</u>	June 9, 2017	<u>From:</u>	DC Procurement
<u>To:</u>	All Vendors	<u>E-mail:</u>	procurement@destinationcanada.com

Below are answers to questions submitted in regards to the above noted NRFP DC-2017-JW-08 Europe and U.S. Trade Show Display Booth Design and Build.

Q1. Section C.4.1 states: “The Contractor will design a booth for each of the events”. Is DC requesting that proponents to provide a design for the following events: Europe - ITB, IMEX, Top Resa, WTM and IBTM and USA – ASAE and IMEX America?

Answer: That is correct. The services provided by the Contractor upon execution of an agreement may include designing a trade show booth for each event: ITB, IMEX, WTM, Top Resa and IBTM for the Europe agreement and ASAE and IMEX America for the USA agreement. See the response to Question 2 for further explanation.

Q2. Section E.1.1 states: “Please submit a computerized model in full colour that illustrates your firm’s design, from various angles, of a sample display booth for WTM based on the information provided below that satisfies all the design requirements outlined in Section C of this NRFP”.

Section E.2.1 states: “Please submit a full colour computerized model that illustrates your firm’s design, from various angles, of a sample display booth for IMEX America based on the information provided below that satisfies all the design requirements outlined in Section C of this NRFP.”

Please clarify whether proponents should be preparing to deliver the two (2) designs specified with briefs in Scope of Work A and B, or alternatively, provide a design for each of the shows that DC and BEC will be visiting during the course of the year, seven (7) in total?

Answer: Proponents of Scope of Work A (Europe) need only respond to Desirable Criteria found in Section E.1, which includes providing a computerized model of their design for WTM. Proponents of Scope of Work B (U.S.) need only respond to Desirable Criteria found in Section E.2, which includes providing a computerized model of their design for IMEX America. Proponents who wish to compete for both Scope of Work A and B will need to respond to both Desirable Criteria Sections E.1 and E.2 respectively. The proposals for each should be clearly separated.

Q3. Sections F.1 requires that proponents provide a price for each show. Without receiving the brief for each of the shows, with exception to WTM (Europe) and IMEX America (U.S.), what are proponents to base these costs on? Whilst the NRFP specifies the stand sizes, please provide information on meeting stations, cloakrooms, registration desks, bars, seating outside of meeting pods, meeting rooms and the requirements of these, presentation areas, audiovisual requirements, refreshment/catering requirements etc.

Answer: Please see the below stand requirements for shows included in **Scope of Work A: Europe Trade Show Display Booth Design and Build:**

*Note that the space has increased from what was originally specified within the NRFP.

- ITB*
 - 332.5 m² Ground Level
 - 29 small meeting stations
 - 7 larger booths
 - Cloakroom/storage area
 - DC registration desk
 - 107 m² Second Level
 - Lounge area with a meeting room, bar, kitchen, sofas and small tables
- IMEX:
 - 144 m² (one level only)
 - 15* small meeting stations (*varies)
 - 15* small locked cabinets (*varies)
 - Cloakroom/storage area, preferably with a staff locker for personal items
 - BEC registration desk
 - Group presentation area with 12 chairs and headsets, a monitor, and a small locked cabinet
 - Bar and kitchen with fridge and running water to wash dishes
- Top Resa*
 - 231 m² (one level only)
 - 30 small meeting stations
 - Cloakroom/storage area
 - 2 larger booths
 - Lounge area with a meeting room, bar, kitchen, sofas and small tables
- WTM:
 - 288 m² Ground Level
 - 24 small meeting stations
 - Cloakroom/storage area
 - DC registration desk
 - 99 m² Second Level
 - 6 larger booths
 - Lounge area with a meeting room, bar, kitchen, sofas and/or small tables
- IBTM:
 - 170.25 m² (one level only)
 - 15 small meeting stations (typically small round table with four chairs) with a waste basket in each
 - Company identification signage
 - Carpet (red) or wood flooring throughout stand
 - Approximately 15 small locked cabinets
 - Cloakroom/storage area, preferably with a staff locker for personal items
 - BEC registration desk
 - Group presentation area with 12 chairs and headsets, a monitor, and a small locked cabinet
 - Bar and kitchen with fridge and running water to wash dishes
 - Wireless internet access (if available)

Please see the below stand requirements for shows included in **Scope of Work B: U.S. Trade Show Display Booth Design and Build:**

- **ASAE:**
 - 2,500 ft² (one level only)
 - 15 small booths (approximately 3 feet wide) with an approximate 3' x 3' wall for image and company identification signage
 - 1 waste basket per meeting station
 - Red carpet or wood flooring throughout stand
 - BEC registration desk
 - Wireless internet access (if available)
 - Video tower able to mount large-screen monitor
 - Cloakroom/storage area
 - Wireless internet access (if available)
 - Hospitality counter, approximately 8' long table for food and beverages, with locked storage

- **IMEX America:**
 - 2500 ft² (one level only)
 - 25 small booths (approximately 3 feet wide) with an approximate 3' x 3' wall for image and company identification signage
 - 1 waste basket per meeting station
 - Red carpet or wood flooring throughout stand
 - Approximately 15 lockable counters with storage
 - Cloakroom/storage area, preferably with a staff locker for personal items
 - BEC registration desk
 - Small lounge area adjacent to BEC registration desk with a love seat, 2 lounge chairs and a coffee table
 - Group presentation area with 12 chairs and headsets, a monitor, and a small locked cabinet
 - Wireless internet access (if available)
 - Hospitality counter, approximately 8' long table for food and beverages, with locked storage

Q4. What is DC's budget or budget range for each trade show?

Answer: Please see the below budget range for shows included in **Scope of Work A: Europe Trade Show Display Booth Design and Build.** The ranges provided are for reference and guideline purposes only. Please note that these include all costs associated with the event, not only fees that would pass through to the Contractor.

ITB:	\$500,000-\$600,000 CAD
IMEX:	\$195,000-\$295,000 CAD
Top Resa:	\$350,000-\$450,000 CAD
WTM:	\$550,000-\$650,000 CAD
IBTM:	\$225,000-\$325,000 CAD

Please see the below budget range for shows included in **Scope of Work B: U.S. Trade Show Display Booth Design and Build.** The ranges provided are for reference and guideline purposes only. Please note that these include all costs associated with the event, not only fees that would pass through to the Contractor.

ASAE:	\$300,000-400,000 CAD
IMEX America:	\$300,000-400,000 CAD

Q5. What is/was the spend for the most recent occurrences of each show?

Answer: DC is not at liberty to disclose this information at this point in time.

Q6. Are there any hanging requirements at any of the shows?

Answer: Hanging banners have been used in the past at DC/BEC shows; however they are not a mandatory requirement.

Q7. Is there a water and wastage requirement at any of the shows?

Answer: A small kitchen area to the rear of the lounge bars as specified in Q3.

Q8. Are proponents allowed to partner with another company and submit a joint proposal? Or, alternatively, does one company have to claim to have the other as a sub-contractor?

Answer: Joint proposals are acceptable in order to create greater synergies and cost savings, so long as the relationship is transparent.

Q9. Section C.4.3 Logistics, with regards to drayage, rigging, and lighting, please provide the show service guides or exact logistic information in order to calculate an accurate pricing. Alternatively, since this would be a direct pass through charge to DC, can proponents omit pricing for these items from their proposal?

Answer: Correct, these costs would be passed through to, if not directly paid by, DC. Therefore, these costs should be omitted from proponent pricing proposals.

Q10. The NRFP specifies a number of European trade shows and two U.S. trade shows. Are these all for 2018?

Answer: The NRFP lists trade shows that DC currently envisages for 2018 through 2020, however DC may decide to reduce or increase the number of events in any given year.

Q11. How much space will be allocated to the smaller individual booth and will they require monitors? How much space will be allocated to the larger booths and will they require monitors?

Answer: Smaller booths would be approximately 4 m², unless otherwise stated, to incorporate a small round table and four (4) chairs (no monitor). Larger booths would be tailored to meet partner requirements and greater than four (4) m².

Q12. Will DC/BEC be hosting parties?

Answer: Yes, DC and/or our partners may host receptions in the lounge areas only. These would typically occur at lunchtime and/or towards the end of the day/show.

Q13. With regards to the bar required at WTM, as specified in Scope of Work A of the NRFP, how would DC like it stocked?

Answer: The bar required at WTM typically includes light refreshments and canapes.

Q14. Do the storage areas have any special requirements, such as shelving, lockers, coffee areas, fridges, etc.?

Answer: The storage areas should consist of shelving, lockers, and a coat rail.

Q15. Section C.4.2 states: “The booth module elements must be capable of being used as single or independent displays. Images on such displays need to be easily created and changed as required.” Is this in reference specifically to the ‘small meeting stations’ required as per Section E.1.1 WTM London and Section E.2.1 IMEX America, or alternatively does DC require a modular solution in general?

Answer: DC requires a modular solution in general. This applies across the entire list of trade shows for both Scope of Work A and B.

Q16. Should the meeting stations required as per Section E.1.1 and E.2.1 be considered as individual exhibitor spaces? Are there any specific technical requirements for each booth, such as monitor, internet, power, number of chairs/tools, etc.? Please provide further information with regards to the ‘Seven (7) larger booths’ required for WTM, as specified in Section E.1.1., such as footprint and function of each.

Answer: Yes, the meeting stations (smaller booths) are for single exhibitors only. Larger booths are for multiple partners or single companies who desire an enhanced presence. Examples would be an airline. Technical requirements vary in scope, however, examples are provided below for reference and guidance.

Meeting Stations – Features

- Approx. 4 m² footprint
- 1 round table with optional graphic (production ready graphic file to be supplied by exhibitor)
- 4 chairs
- Privacy divider panel(s) between meeting stations
- Company identification sign
- Carpet or wood lock flooring, depending on location within stand
- 1 dedicated literature pocket (or similar)
- Waste basket (one waste basket for every three meeting stations)
- Limited access to storage room. Limit of 2 boxes per meeting station
- 1 lockable counter with storage
- Wireless internet access (if available)

Larger booths – Features:

- Space dimensions vary each year according to partner demand. For guidance assume mix of 6-8 booths between 8 m² and 12 m²
- Functionality requirements vary each year depending on partner needs but standard requirements include 1 larger meeting table with 4-8 chairs and/or 1 counter with high chairs. Also the following are standard features for the larger booths

- Company identification sign
- Carpet or wood lock flooring, depending on location within stand
- 1 dedicated literature pocket (or similar)
- Waste basket
- Limited access to storage room. Limit of 2 boxes per meeting station
- 1 lockable counter with storage
- Wireless internet access (if available)

Q17. Please provide a floor plan for each event.

Answer: Floor plans will not be provided. It is up to Proponents to develop a floor plan for each event based upon the specifications provided.

Q18. It is unclear whether DC wishes to own the trade show booths and store them, or alternatively modifications will be required for each venue that might necessitate a rental solution. Please clarify.

Answer: DC does not currently own any of the trade show booths. However, DC is open to owning the booths should it be a cost efficient solution.

Q19. Will DC pay any service fees directly, such as for general contractor and organizer services at the trade shows or should proponents include these fees within their proposal?

Answer: Proponents are instructed to include service fees in their proposals. If not, excluded costs should be clearly identified. To clarify, DC pays the floor-hire space fees directly to the exhibition company.

Q20. Are there any branding documents or style guidelines that can be provided to proponents

Answer: Please refer to our website for Destination Canada's Brand Guidelines:
<https://www.destinationcanada.com/en/archive/brand-guidelines>