



## **Request for Proposals**

Event Management Services for  
Martime Arctic Safety & Security (MASS) Conference 2017

Client:	Atlantic Canada Aerospace & Defence Association (ACADA)
RFP#:	ACADA-001
Release Date:	3 March 2017
Closing Date:	31 March 2017

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## 1. INTRODUCTION

The Atlantic Canada Aerospace and Defence Association (ACADA) is a collaborative SME-focused organization representing the interests of the aerospace, defence, marine and security industries in Atlantic Canada. ACADA is comprised of approximately 200 industry members and organizations across Atlantic Canada whom are delivering products and services to global marketplace in land, marine, and air/space domains for both commercial and defence applications.

For more that 11 years, there has been a partnership with partner provincial associations, industry members, government and other key stakeholders to facilitate strategic industry development on behalf of the region while promoting the Atlantic Canada brand locally nationally, and internationally.

The ACADA Corporate Office is located in Halifax, Nova Scotia and satellite offices exist in major city centres across the region, including Charlottetown, PEI; Fredericton, NB and St. John's, NL.

## 2. STATEMENT OF WORK

ACADA is requesting responses to the enclosed Request for Proposal (RFP) for **Event Management Services** for the coordination and and execution of Maritime Arctic Safety and Security (MASS) Conference in St. John's, Newfoundland in October 2017. This major industry event which will draw provincial, national and international participation from approximately 300 attendees.

The 2-day event will consist of:

- Conference sessions, workshops, and keynote speeches
- Bilateral one-on one meeting program (conference participants will be able to request a short meeting with another participant)
- Networking and social activities
- Trade show

The successful bidder will be responsible for the delivery of the following key services and functions:

<b>Logistics</b>	<ul style="list-style-type: none"><li>• In collaboration with the client, attend a site visit as required, review proposals for venues and catering (Note: site selection is not required)</li><li>• Review hotel and/or convention centre contracts and act as main liaison with hotel</li><li>• Allocate, coordinate and arrange meeting space to effectively accommodate conference program requirements</li><li>• Coordinate all accommodation requirements for staff, speakers, VIPs, etc.</li><li>• Coordinate all meal selections</li><li>• Provide a conference organizing bureau/desk at the conference in cooperation with staff</li></ul>
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	<ul style="list-style-type: none"> <li>• Receive registrations and payments and send to client as received</li> <li>• Establish and develop a detailed registration database, allowing for publication on the website and requests for face-to-face meetings</li> </ul>
<p><b>Speaker Program Coordination</b></p>	<ul style="list-style-type: none"> <li>• Serve as the prime point of contact for speakers</li> <li>• Together with staff, provide VIP service to selected speakers and guests such as transportation, meet and greet, hotel and conference check-in; etc.</li> <li>• Ensure all speakers, moderators and monitors are adequately prepared and informed for participation in the conference</li> <li>• Ensure all speakers have all needed requirements on-site</li> <li>• Collect bios, speeches and presentations from all speakers prior to the conference</li> <li>• Liaise with speakers on an ongoing basis and as needed</li> </ul>
<p><b>Marketing &amp; Communications</b></p>	<ul style="list-style-type: none"> <li>• Design and communicate event email campaigns such as ‘save the date’, ‘early bird registration’, ‘become a sponsor’, ‘display my products/services at the conference’ and ‘become a speaker’, ‘registration reminders’; etc.</li> <li>• Coordinate all printing, graphics development and marketing materials</li> <li>• Manage the website and online registration system</li> <li>• Meet regularly with client staff to advise on progress</li> <li>• Respond to any and all client enquiries on a timely basis</li> <li>• Develop/maintain overall program/schedule</li> <li>• Develop a detailed conference script for all conference stakeholders three weeks prior to conference</li> <li>• Develop, distribute and manage conference evaluation form and session evaluation forms</li> </ul>
<p><b>Trade Exhibit Coordination</b></p>	<ul style="list-style-type: none"> <li>• Coordinate layout for exhibit area</li> <li>• In collaboration with client; <ul style="list-style-type: none"> <li>○ identify potential exhibitor and target list</li> <li>○ develop/distribute exhibitor information package and registration form</li> </ul> </li> <li>• Where determined necessary, make preliminary exhibit interest phone calls and enquiries</li> <li>• Follow-up with potential exhibitors</li> <li>• Establish and maintain exhibitor database with all required information</li> <li>• Liaise with exhibitors as required and have all exhibitors approved by the client</li> <li>• Manage collection of exhibitor fees</li> <li>• Coordinate on-site exhibit logistics (including all electrical, AV, and other requirements)</li> </ul>

<p><b>Sponsorship Program Coordination</b></p>	<ul style="list-style-type: none"> <li>• In collaboration with client: ; <ul style="list-style-type: none"> <li>○ research and identify potential conference sponsors, develop conference sponsor target list and develop/distribute sponsorship packages</li> <li>○ secure and manage all sponsorships</li> </ul> </li> <li>• Where determined necessary, make preliminary sponsorship interest phone calls and enquiries</li> <li>• Follow-up with potential sponsors</li> <li>• Ensure that sponsorship benefits are provided as advertised</li> <li>• Ensure all sponsor requirements are met on site and liaise with sponsors as required</li> <li>• Establish and maintain sponsorship database with all required information</li> </ul>
<p><b>Post-Event Wrap Up</b></p>	<ul style="list-style-type: none"> <li>• Prepare and distribute all necessary post-conference correspondence (thank you letters etc.) no later than two weeks after conference</li> <li>• No later than three weeks following the conference, deliver a post-conference package to the client including: <ul style="list-style-type: none"> <li>○ Budget reconciled with actual expenses and revenues showing profit</li> <li>○ All marketing details including materials, dates distributed and target list</li> <li>○ Final registration lists detailing no shows and walk-ins</li> <li>○ Final exhibit and sponsorship information</li> <li>○ Final program and speakers list</li> <li>○ Report on conference evaluations</li> </ul> </li> <li>• No later than three weeks following the conference, deliver to client (in electronic form) all databases developed including registrantion, speakers, exhibits and sponsorship and any other materials/data pertaining to the event.</li> </ul>
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Other services as deemed necessary to fulfill successful coordination and delivery of the event.</li> </ul>

ACADA reserves the right to outsource or internalize portions of the statement of work referenced above and the right to re-negotiate the overall cost(s) as a result.

## 3. PROPOSALS

### 3.1 Proposal Content

Proposal content shall include;

- Cover Page - Proposals shall be clearly addressed to the client and reference RFP#: ACADA-001.
- Table of Contents - Proposals shall include a table of contents properly indicating the section and page of numbers of the information included.
- Executive Summary – Responses shall include an abstract not exceeding one (1) page on the information presented in the proposal and demonstrating the proposed benefits to ACADA.
- Approach/Experience - Responses submitted for this RFP shall clearly outline the approach and experience in delivering successful events of a similar scale.
- Price – Quotes shall be supplied as a firm/fixed price for the delivery of the services and functions described in the statement of work. Respondents will provide prices for each of the functions/services in the statement of work separately as well as a total for all functions/services. Prices shall include professional services fees and any related fees for travel/expenses to carry out the statement of work. Quotes to be supplied in Canadian dollars, with applicable taxes.
- Proposal Contact – Responses shall include detailed contact information for members of the proposal team who will be responsible for answering inquiries pertaining to the proposal.
- Client References – a minimum of two (2) client references for comparable scope of work delivered by the bidder.
- Any additional information deemed to be necessary to support the proposal.

All costs associated with the preparation and submission of proposals to this RFP are at the proponents own expense. These costs include but are not limited to, consumables, travel charges, courier charges, overhead, or any other cost incurred to provide a response that meets the objectives of this RFP.

### 3.2 Submission Instructions

One (1) electronic Acrobat PDF format of the proposal must be submitted via email addressed to Mr. Chris Bourque with subject line “Event Coordination Services – MASS 2017” on or before 1400 hrs AST, 31 March, 2017.

**Mr. Chris Bourque**

Manager, Marketing & Events

Atlantic Canada Aerospace & Defence Association (ACADA)

1801 Hollis Street, Suite 230

Halifax, NS B3J 3N4

E: [chris@ac-ada.ca](mailto:chris@ac-ada.ca) | T: 902.425.0070

ACADA reserves the right to amend this RFP and/or the response deadline. Any such amendments shall be published to the ACADA website, at: <https://ac-ada.ca/news>

### 3.3 Validity

Proposals/quotes must remain valid for a period of 90 days after the date of closing noted in 3.2 above. After the closing time and date, all proposals received by the ACADA become the property of the ACADA.

ACADA reserves the right to reject or accept and or all proposals submitted in response to this RFP. This RFP neither expresses or implies any obligation on the part of issuing authority to enter into a contact with any of the bidding parties.

### 3.4 Evaluation & Selection

Evaluation of the responses to the RFP will be carried out by an evaluation committee as designated by the ACADA. The Evaluation Committee reserves the right to conduct pre-selection meetings with bidders, which may include a review of the proposal submission.

Bidders will be evaluated on their ability and experience to adequately address the proposed statement of work and successful coordination and delivery of MASS 2017.

## 4. INQUIRIES

Questions pertaining to this RFP should be submitted in writing to:

**Mr. Chris Bourque**

Manager, Marketing & Events  
Atlantic Canada Aerospace & Defence Association (ACADA)  
1801 Hollis Street, Suite 230  
Halifax, NS B3J 3N4  
E: [chris@ac-ada.ca](mailto:chris@ac-ada.ca) | T: 902.425.0070

**Mr. Jim House**

Provincial Director, Newfoundland & Labrador  
Atlantic Canada Aerospace & Defence Association (ACADA)  
90 O'Leary Avenue, Suite 207  
St John's, NL A1B 2C7  
E: [jim@ac-ada.ca](mailto:jim@ac-ada.ca) | T: 709.689.7492

Mr. Jim House will have overall responsibility for delivering the MASS event.