



ADDENDUM I

SUBJECT: Request for Proposals (RFP) for Full Service Trade Show Booth Development and Management Services, dated March 26, 2019

FROM: Javier Tamez, Research Manager
Visit San Antonio

Date: April 12, 2019

THIS NOTICE SHALL SERVE AS ADDENDUM NO. I TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS

A. QUESTIONS RECEIVED BY VISIT SAN ANTONIO STAFF ARE ANSWERED AS FOLLOWS:

Question 1: What are the booth sizes for the four anticipated shows outlined in the RFP?

Response: **Connect – 20x20; ASAE – 10x20; IMEX – 20x20; PCMA – TBD; Southwest Showcase – 10X20**

Question 2: What size storage do you need for the booth?

Response: **Open for recommended size storage option from Respondent that works well with build for a destination management organization. Typical items placed in storage are purses, bags, collateral, etc.**

Question 3: Do you want a semi-private or total private room?

Response: **Open for suggestions on both options, specifically seeking building strategies that are effective for destination management organizations.**

Question 4: With the budget, is this inclusive of all services for all show?

Response: **The all-inclusive estimated current base budget for this trade show booth design, build and first year storage fee is approximately \$150,000.**

Question 5: Within the first twelve months of the contract being awarded, how many exhibit booths are expected to be 20'x20' or bigger?

Response: **3 to 4 exhibit booths.**

Question 6: Does the provisional budget include all show services and installation costs for the four anticipated shows?

Response: The all-inclusive budget for this solicitation includes tradeshow booth design, build and first year storage for approximately \$150,000. Future storage and maintenance costs will be budgeted on annual basis from VSA.

Question 7: Does the budget include any interactive features?

Answer: Respondent is recommended to submit any and all features in the build within the all-inclusive budget amount of \$150,000.

Question 8: Is it intended to have clients of VSA in the booth with their own unique branded and meeting area. If so how many. Please indicate numbers of tourism versus business clients?

Answer: The booth is to be branded as San Antonio. While we will have partners join the booth, it would still maintain San Antonio branding. The booth is for convention and meetings clients/tradeshows.

Question 9: Will there be a different area for the business destination clients versus the tourist destination clients.

Answer: The booth is for convention and meetings clients/tradeshows.

Question 10: How does the booth break down into client areas versus service areas (storage, reception)?

Answer: Open for strategic recommendations on the build regarding client areas versus services areas.

Question 11: Will meetings take place at/in the client areas, or will there be general meeting areas.

Answer: Open for suggestions on both options, specifically seeking building strategies that are effective for destination management organizations. We anticipate conducting meetings and networking with clients in all areas of the booth.

Question 12: The link in the PDF to the brand guidelines does not work. Can you please supply.

Answer:

http://partners.visitsanantonio.com/VisitSanAntonio-Partners/media/VSA-Partners/Toolkits/BrandGuidelines_2.pdf

Question 13: Can you supply images of a number of previous booth builds?

We currently don't have a tradeshow booth that travels with us from show to show. We have been creating them show by show. Booths we've used in the past are not reflective of what we are currently looking for.

Question 14: Do you have a list of specific do's and don't's? For example, features in previous exhibits that you liked and worked really well for you, or features that didn't and should not be included.

Answer: VSA is looking forward to reviewing the recommended build design based on the Respondent's experience in building the latest Trade Booth that can compete with the latest effective trends in booth design.

Question 15: What has been your greatest challenge in the past in driving higher ROI from your booth expenditure?

Answer: We are looking for a best in class tradeshow booth that delivers on the authentic San Antonio experience. A booth that clients visit while walking the tradeshow floor and provides an atmosphere that once they've finished walking the tradeshow floor, they will want to re-visit and spend time in. This would help deliver increased ROI as it provides more client engagement opportunities.

Question 16: Is there any design feature or service level that is a driving force in your decision making?

Answer: VSA is looking for booth company that can deliver booth design, fabrication build, set-up and management services at upcoming shows which will provide VSA with a highly visible, innovative and creative trade show presence.

Question 17: Marketing Material - Are we responsible for creating artwork and printing collateral or will we be provided with artwork created by a VSA staff member for us to then print?

Answer: The 'San Antonio Logos' link is under the San Antonio Branding Tools column:
<http://www.meetings.visitsanantonio.com/Contact/Planning-Assistance>

Question 18: Budget – Should the budget include sponsorship costs for a booth at each of the 4 events? Or are the sponsorship fees covered separately?

Answer: Sponsorship fees covered separately.