



REQUEST FOR PROPOSAL

("RFP") for

Full Service Trade Show Booth Development and Management Services

Release Date: March 26, 2019

Proposals Due: April 23, 2019

Overview:

Visit San Antonio (VSA) is seeking a qualified full service tradeshow 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.

Background:

Visit San Antonio (VSA) is charged with promoting and marketing San Antonio as a premier convention and meetings destination and a domestic and international visitor destination, for the purpose of positively affecting the City's economy. VSA employs a variety of strategies that include convention and group sales efforts, as well as a leisure marketing campaign that includes various media, digital strategies, communications, and tourism efforts. VSA is the key economic driver that supports San Antonio's \$15.2 billion visitor industry and 37.0 million annual visitors.

The Convention and Group Sales Division of VSA works with industry partners to increase San Antonio's share of the group meeting market. Revenue from group meetings contributes to the Hotel Occupancy Tax (HOT) Fund and the success of the visitor industry.

The division has established these specific booking goals for 2019:

- Achieve 920,000 definite group room nights
- Generate 1,800 group sales leads
- Fulfill short and long term booking strategies

VSA Vision Statement - To elevate San Antonio as a must experience destination where Texas culture and history begins.

VSA Mission Statement - Bringing the World to San Antonio

VSA Sales Brand - Few destinations provide a sense of place like San Antonio. San Antonio's River Walk, Spanish colonial architecture and parks and plazas make it one of America's most picturesque cities. As one of the fastest growing cities in the nation and the 7th largest, San Antonio offers modern convenience in the middle of a historic city with diverse culture, unique cuisine and exciting attractions.

Meeting in San Antonio provides an unforgettable experience that stretches far beyond the conference room. As a top travel destination in Texas, San Antonio is a big draw for meeting attendees thanks to its accessibility of location, downtown walkability, affordability and variety of options. It's a great destination to meet, learn and play.

A new, custom tradeshow booth must showcase San Antonio's unique personality: historic, modern, authentic, and welcoming. It must be eye-catching, functional and leave a lasting impression. High-quality graphics must highlight the destination, both the cultural/historic aspects and the modern/future aspects. The design should be innovative and creative. It should include multi-media, A/V elements and experiential

opportunities. As well as drawing people in, the booth must be comfortable for visitors to remain and have a discussion while building relationships with Visit San Antonio.

Overall branding of the new tradeshow booth must reflect the Visit San Antonio brand, including the appropriate logo and color palette.

[Brand guidelines and logos may be found here.](#)

General Information and Resources - The marketing efforts of VSA are integrated with, and enhanced by, the VSA website visitsanantonio.com, which includes the management of the following:

The Leisure website – visitsanantonio.com (recently updated)

The Meetings section - meetings.visitsanantonio.com (will be updated in the near future)

Scope of Services

The selected Respondent will assist Visit San Antonio in the design, build and the first year storage fee of the customized trade show booth. The all-inclusive estimated current base budget for this trade show booth design, build and first year storage fee is approximately \$150,000. Future storage and maintenance costs will be budgeted on annual basis. The requested services shall include but is not limited to the following services:

- **Exhibit Design** – incorporates San Antonio’s strength and highly visible overall image
- **Exhibit Fabrication and Display** – utilizing latest display materials, lighting and digital media
- **Trade Show Graphic Design** – professional graphic designer to work with our existing logos, images and copy to create visual story and image of VSA
- **Trade Show Services** – shipping, transportation, install & dismantle and on-site coordination
- **Project Management** - experienced project manager oversees project from beginning to end
- **Exhibit Warehousing and Storage** - provide flexible storage options
- **A/V** – to be readily available
- **Other** – respondent to share pending deliverables

Design Requirements:

Flexible booth design that can accommodate a range of configurations:

- From a 10X10 sq. ft. space up to a 30X30 space
- Accommodate in-line, peninsula, and island booth placements
- Incorporate comfortable sitting and meeting areas within the booth
- A secure storage area(s) is needed for collateral and personal belongings

Tentative Dates and Locations of Anticipated Future Shows for 2019/2020:

Date	Location	Event Name	Website of Event
August 2019	Louisville	Connect	Connectmeetings.com
August 2019	Columbus	ASAE	Annual.asaecenter.org
September 2019	Las Vegas	IMEX	Imexamerica.com
January 2020	San Francisco	PCMA	Conveningleaders.org
January 2020	Austin	Southwest Showcase	Southwestshowcase.org

Restriction on Communications

Respondents are prohibited from communicating with VSA employees or VSA Board members regarding the RFP or proposals from the time the RFP has been released until the contract is awarded. However, Respondents may submit written questions concerning this RFP to VisitSanAntonioRFP@visitsanantonio.com until 1 p.m. (CST) on April 5, 2019.

RFP Timeline (subject to change)

Description	Date
RFP Issue Date	March 26, 2019
Deadline for Questions	April 5, 2019
Proposals Due	April 23, 2019
Interviews: Shortlisted firm/s are interviewed (if necessary)	Week of May 6, 2019
Select & Hire Successful Respondent	May/June 2019

Written Questions

Respondents may submit written questions concerning this RFP to VisitSanAntonioRFP@visitsanantonio.com until 1 p.m. (CST) on April 5, 2019. Questions received after the stated deadline will not be accepted.

Also, please go to <http://partners.visitsanantonio.com/rfp> for updates/attachments/addendums (including written responses to questions) regarding this solicitation.

Evaluation Criteria

VSA will conduct a comprehensive, fair and impartial evaluation of all proposals received in response to this RFP. VSA will appoint a selection committee to perform the evaluation. Each proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. Criteria to be evaluated includes the items listed below.

CRITERIA	POINTS
Experience and Qualifications	30
Creativity and Overall Booth Design	30
Ability to Provide Full-Service Trade Show Booth Services	30
Cost	10
Total Points	100

Submission Requirements

Proposals shall include the following:

1. A one-page Executive Summary of Respondent's Background and Experience
2. Respondent General Questionnaire (Attachment A)
3. Responses to Overview/Qualifications Questionnaire (Attachment B)
4. The total project cost for Trade Show Booth Build and Management Services (Attachment C)
5. Renderings/Visual Representation of Concept Booth Design

The deadline for responding to this solicitation is **3:00 pm, Central Time, April 23, 2019** at the address below in a box or envelop clearly marked "Full Service Trade Show Booth Development and Management Services".

Submission of your proposal shall consist of delivering five (5) copies to the mailing address below, plus an electronic version of the proposal. Electronic version of the proposal must be in PDF format and emailed to VisitSanAntonioRFP@visitsanantonio.com

Proposals must be signed by an officer(s) or principal(s) having legal authority to bind the Respondent and should include company address, telephone number, and the name of the contact person.

The envelope containing the proposals should be addressed as follows:

MAIL or DELIVER TO: Visit San Antonio
Attn: Javier Tamez, Research Manager
International Center Building, Suite 200
203 S. St. Mary's
San Antonio, TX 78205

ATTACHMENT A

RESPONDENT GENERAL QUESTIONNAIRE

GENERAL INFORMATION

1. **Company Information:** Provide the following information regarding your company.

Name/Name of Agency/Company: _____

Address _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

2. **Contact Information:** List the person who the City may contact concerning your proposal or setting dates for meetings.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Email: _____

3. Does your Company anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months that may affect the organization's ability to carry out its proposal?

Yes _____ No _____

4. Is your Company authorized and/or licensed to do business in Texas?

Yes _____ No _____

5. Where is the Company's corporate headquarters located? _____

6. **Local Operation:** Does the Company have an office located in San Antonio, Texas?

Yes _____ No _____

a. If the answer to the previous question is "yes", how long has the Company conducted business from its San Antonio office?

Years _____ Months _____

b. State the number of full-time employees at the San Antonio office. _____

7. **Debarment/Suspension Information:** Has the Company or any of its principals been debarred or suspended from contracting with any public entity?

Yes _____ No _____

If yes, identify the public entity and the name and current phone number of a representative of the public entity familiar with the debarment or suspension, and state the reason for or circumstances surrounding the debarment or suspension, including but not limited to the period of time for such debarment or suspension.

8. **Bankruptcy Information:** Have you or the Company ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

Yes _____ No _____

If yes, state the date, court, jurisdiction, cause number, amount of liabilities and amount of assets.

9. Provide any other names under which your business has operated within the last 10 years.

ATTACHMENT B

RESPONDENT BACKGROUND & QUALIFICATIONS QUESTIONNAIRE

1. **Visit San Antonio's Primary Contact:** Provide the name of the individual who will be the primary contact for VSA's account. The individual must have sufficient authority to solve routine problems, command the resources necessary to address complex problems, and be accessible twenty-four hours per day, seven days per week, including holidays, if necessary. Please provide his or her relevant experience on accounts of similar size and scope and include the following information:
 - a. Name, Title, Phone Number, Office Location, Mailing Address, and Email Address
 - b. Brief resume including years of experience with Respondent firm and years of experience in Trade Show Booth Exhibit Design and Build
 - c. Role on VSA's account
 - d. Availability during normal business hours, after hours, weekends, and holidays

2. **Other Key Personnel:** List any other key personnel to be assigned to VSA's account and each person's relevant experience on accounts of similar size and scope. Include the following information:
 - a. Name, Title, Phone Number, Office Location, and Email Address
 - b. Brief resume including years of experience with Respondent firm and years of experience in Trade Show Booth Exhibit Design and Build
 - c. Role on the VSA account
 - d. Availability during normal business hours, after hours, weekends, and holidays

3. **Experience, Background, and Qualifications:** Prepare and submit narrative responses to address the following items.
 - a. In a narrative form, describe your experience in providing the services referenced within the Scope of Services - Full Service Trade Show Booth Design and Build.
 - b. Describe Respondent's experience relevant to the scope of services for Full Service Trade Show Booth Design and Build services. List and describe experience in

providing services to Destination Management Organizations (DMOs) of similar size and with similar scope over the past four (4) years.

- c. **Additional Information.** Identify any additional skills, experiences, qualifications, and/or other relevant information about the Respondent's qualifications.
 - d. Explain material changes, if any, that have occurred within Respondent's firm over the last six (6) months associated to:
 - i. Staffing
 - ii. Capital
 - iii. Organizational Structure
 - iv. Other
 - e. Provide any other information that Respondent may deem applicable to the Full Service Trade Show Booth Design and Build that VSA may utilize but has not been directly requested in this RFP, as well as ideas and suggestions for changes or modifications that could be implemented to make VSA's Trade Show Booth Exhibit Design and Build more effective and efficient.
4. **References:** Provide three (3) references from current/historical clients, preferably Destination Management Organizations (DMOs or CVBs), non-profits and/or other public entities who can provide a reference to VSA for the Respondent. The contact person named should be familiar with the day-to-day management of the contract for services from the Respondent and be able to respond to questions regarding the type, level, and quality of service provided by the Respondent.
5. **Booth Configuration:** Provide three (3) examples of booths you have created that can be configured from a 10 x 10 to 30 x 30.
6. **Multi-Media:** What is your experience with incorporating multi-media into booth design? Please provide three (3) examples.
7. **DMO Brand:** Describe your process for integrating DMO brand into booth design.

ATTACHMENT C

PRICING SCHEDULE

Complete the chart below. If possible, indicate the Proposed Fee for the scope of services that have been identified in this solicitation. Proposed Fees shall be inclusive of all time and all expenses, including any travel costs, related to each task. *(Note: Please indicate if costs are one-time costs and/or recurring costs. Additional line items may be added or deleted as needed.)*

Description of Service/Scope of Services	Proposed Fee	
	One-time	Recurring
Exhibit Design		
Exhibit Fabrication and Display		
Trade Show Graphic Design		
Trade Show Services		
Project Management		
Exhibit Warehousing and Storage		
A/V		
Shipping and Set Up		
Other		
Total Cost		