



Request for Proposal
IEC Audiovisual Services
IEC Convention & Expo 2021
October 6-9, 2021
Denver, CO

ORGANIZATIONAL INFORMATION:

Name: Independent Electrical Contractors
Contact: Lauren McIntyre-Gibson, CMP, Events Manager
Independent Electrical Contractors
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ISSUE DATE: March 15, 2021

SUBMISSION DATE: Proposals must be submitted no later than 5:00 p.m. EST on March 25, 2021.

THE PROJECT:

Overview

Independent Electrical Contractors (IEC) seeks proposals from qualified persons or agencies to provide Audiovisual Services at IEC Convention & Expo 2021 in Denver, CO. Audiovisual services include in-person support and implementation of hybrid platform for live-streaming of education sessions & special events. This RFP establishes minimum requirements a bidder must meet to be eligible for consideration. It also contains a request for information to be included in the Agency/Individual bid response. The selection of an Agency/Individual will be made based on evaluation and determination of the relative ability of each to deliver quality service in a cost-effective manner.

About

Founded in 1957 as the Associated Independent Electrical Contractors of America (IEC), the primary goal of the group was to consider and deal by all lawful means with common problems of management, distribution, employment, and financial functions of the electrical construction industry; to foster cooperative action in advancing the common purposes of its members; and promote activities that enable the industry to be conducted with the greatest economy and efficiency.

The association's first offices were in Texas. In 1962, IEC was granted a certificate of incorporation. IEC convinced the U.S. Department of Labor to adopt national pattern standards

of Apprenticeship and Training. And for the first time, registered apprenticeship was recognized across the country for those adopting the "Open Shop" philosophy.

IEC has now grown into an influential 52-chapter association representing more than 3,000 company members and nearly 80,000 electrical workers. IEC has expanded its alliance to include nearly 12,000 apprentices who are in the process of learning to become prominent and productive electricians.

IEC will continue to expand its services to its members as well as be a strong voice for independent electrical and systems contractors on the many issues affecting the industry.

Why Now?

As IEC's premier event, the IEC Convention & Expo is the nation's go-to experience to explore products, solutions, networking, and advanced industry education for all electrical and systems segments. Bringing together leading industry professionals from around the country and representing a broad range of organizations, skill sets, industries, experience levels, and interests, IEC attendees come together with one thing in common: to advance the merit shop philosophy in electrical and systems contracting. This event fosters an environment of thought leadership, best practices and innovative solutions for show organizers to apply in real time for effective results. No other trade show in the industry brings such a diverse group of buyers and sellers together for face-to-face interaction.

We invite you to partner with us to bring superior AV services and attendee experience to our members. Understanding the current state of events, we find it necessary incorporate a hybrid model. This model will allow our attendees to enjoy elements of IEC Convention & Expo from the comforts of their home or workplace.

Recent Convention/Show History

Year	Dates	Location	Site/Platform
2017	October 25-28, 2017	Phoenix, AZ	Phoenix Convention Center & Hyatt Regency Phoenix
2018	September 19-22, 2018	Indianapolis, IN	Indiana Convention Center and The Westin Indianapolis
2019	October 2-5, 2019	St. Louis, MO	America's Convention Center Complex and Marriott St. Louis Grand
2020	October 28-30, 2020	Virtual	Big Marker Platform

Attendees & Exhibitors

Number of Attendees: 2,000

Number of Exhibiting Companies Expected: Over 100

Number of Product Categories That Exhibitor Represent: Over 60

[2019 Show Photos](#)

[2021 Exhibitor Prospectus](#)

Awards & Media

Total Number of Award Categories – 6 categories with subcategories

[2020 Awards Show Video](#)

Education Sessions

Total Number of Education Sessions – 4 tracks, 25 sessions

Apprenticeship of the Year Competition

[Meet the Competitors](#)

[2020 Competition Highlights](#)

Scope of Work

IEC seeks a partner with a proven track record for audiovisual services excellence to support the implementation of IEC Convention & Expo 2021 in Denver, CO on October 6-9, 2021. The selected vendor will be responsible for providing audiovisual needs for AOY Competition livestream, committee meetings, education sessions, expo hall soundstage, awards gala and other special events.

I. SPECIFICATIONS

SCHEDULE	
AV Contractor Move-In	October 4, 2021 at 8 a.m.
Staff Office	October 4-9, 2021
Apprentice of the Year Competition - Go Pro Set Up for Time Lapse Video	October 5, 2021 at 8 a.m.

1 st Day of Committee Meetings	October 5, 2021 from 8:00 a.m.-5:00 p.m.
1 st Day of Pre-Conference Class	October 5, 2021 at 8 a.m.
Chapter Day	October 5, 2021 from 12-5 p.m.
2 nd Day of Pre-Conference Class	October 6, 2021 at 8 a.m.
Apprentice of the Year Competition Livestream	October 6-8, 2021 at 8:30 a.m.
Opening Keynote Session – <i>hybrid component needed</i>	October 7, 2021 from 7:30-8:30 a.m.
1 st Day of Education Sessions (5 per timeslot) – <i>hybrid component needed</i>	October 7, 2021 from 8:45-9:45 a.m. October 7, 2021 from 10-11a.m. October 7, 2021 from 11:15 a.m. -12:15 p.m.
1 st Day of Expo Hall Soundstage	October 7, 2021 from 12:30-6:30 p.m.
Expo Happy Hour and IECF Raffle	October 7, 2021 from 4:00-5:15 p.m.
Apprenticeship Safety Class	October 7, 2021 from 4:30-5:30 p.m.
2 nd Day of Committee Meetings	October 8, 2021 from 7:30-8:30 a.m.
2 nd Day of Expo Hall Soundstage	October 8, 2021 from 8-11 a.m.
Showcase for Future Electricians	October 8, 2021 from 8:30-10:30 a.m.
Amped Up Rehearsal and Luncheon – <i>hybrid component needed</i>	October 8, 2021 from 10:15 a.m-12:15 p.m.
2 nd Day of Education Sessions (5 per timeslot) – <i>hybrid component needed</i>	October 8, 2021 from 1:15-2:15 p.m. October 8, 2021 from 2:30-3:30 p.m.
Closing Keynote Rehearsal and Program – <i>hybrid component needed</i>	October 8, 2021 from 3:15-5:15 p.m.
Regional Caucuses (5 during this timeslot)	October 8, 2021 from 5:30-6:15 p.m.
Platinum Partner Party	October 8, 2021 from 7:00-10:00 p.m.
3 rd Day of Committee Meetings	October 9, 2021 from 7:00 a.m.-12:45 p.m.
Board of Directors Meeting	October 9, 2021 from 1-2:30 p.m.
House of Delegates/Annual Membership Meeting	October 9, 2021 from 3:15-4:00 p.m.
Gala Rehearsal/President’s Reception & Awards Gala – <i>hybrid component needed</i>	October 9, 2021 from 3:15-9:00 p.m.
FACILITIES	
Colorado Convention Center	Event Location: October 5-8. 2021
Hyatt Regency Denver at the Colorado Convention Center	Event Location: October 9, 2021 Host hotel
AUDIO REQUIREMENTS	
<i>Contractor proposal shall outline the components necessary to achieve the following:</i>	
Staff Office	Power strip(s)

	Printer
Registration Desk Area	Power strips
Expo Hall	Set monitors at expo hall entrance
Apprentice of the Year Competition	Equipment for Livestream, GoPro camera for time lapse.
Pre-Conference Class	LCD Projector Package, easel, flip chart and markers
Chapter Day	LCD Projector Package, easel, flip chart and markers
Committee Meetings	LCD Projector Package
Opening Keynote	LCD Projection Package, sound system, lavalier mic, extension cord with two outlets, small table for demo and equipment, back up laptop, IEC/Home Depot Gobo
Education Sessions	16:9 Aspect Ratio for Screen and projector, Data projector, AV stand for projector, Audio speakers, clicker, podium mic, lavalier mic, Plug in capability on podium
Expo Hall Soundstage	One standard mic/DI package for the live band
Apprenticeship Safety Class	LCD Projector Package
Showcase for Future Electricians	LCD Projector Package, video presentation capabilities.
Amped Up Luncheon	Podium, lavalier mic, 2 handheld mics, gobo
Closing Keynote	LCD Projector Package, sound system, lavalier mic, extension cord with two outlets, small table for demo and equipment, back up laptop, IEC/Home Depot Gobo
Regional Caucuses	Podium Microphone
Platinum Partner Party	Sound system, gobo, handheld mics, Video toggle – Colorado/outdoors theme clips two side screens, slide show of Platinum Partner logos
Board of Directors Meeting	8 push-to-talk wired mics, 2 table top mics, 12 channel mixer, podium mic, LCD Projector Package
President's Reception & Awards Gala	LCD Projector Package, sound system, lavalier mics, IEC/Home Depot Gobo

VIDEO REQUIREMENTS

Contractor proposal shall outline the components necessary to achieve the following:

Public Relations/Marketing Efforts	Short promo videos leading up to the event; highlighting the organization and host city.
Apprentice of the Year Competition	Composition video of 2021 Competitors
Opening & Closing Keynote	Intro videos, PowerPoint installed for presentation materials.
Amped Luncheon	Intro video, PowerPoint installed for presentation materials.
President's Reception & Awards Gala	Video compilation of each award category with voice over. Up to 40 videos with an estimated timeframe of 90 minutes. IEC will provide all images and content to vendor.

LIGHTING AND STAGE REQUIREMENTS

Contractor proposal shall outline the components necessary to achieve the following:

Convention Center Ballroom	Truss lighting to provide adequate light on presenters
Convention Center Ballroom	Stage lights to display IEC's color scheme or event color scheme on stage background.
Convention Center & Host Hotel Ballrooms	Stage and Podium will be provided by IEC's general show contractor and/or the venue

TECHNICIANS

Convention Center & Host Hotel	No less than two (2) technicians to assist with AV needs
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SETUP AND TEAR DOWN

Contractor is responsible for	Providing all necessary cables for the audio, video and lighting systems
Contractor is responsible for	Delivery and setup of all AV equipment
Contractor is responsible for	Operation of all AV equipment
Contractor is responsible for	Tear down and removal of all AV Equipment

HYBRID MODEL/PLATFORM

Apprentice of the Year Competition	Livestream of competition
Education Sessions	Livestream of sessions, chat functionality, Q&A, post session survey submission
Opening & Closing Keynotes	Livestream of events

Amped Up Luncheon	Livestream of event
President's Reception & Awards Gala	Livestream of event

PROPOSAL REQUIREMENTS

- **Company Overview, History, and Organization** Please provide a brief agency or professional history, organizational summary, and portfolio (or direction to an online portfolio) of past work. The ability to provide evidence of past performance will be critical in the evaluation process. Provide the following for your company:
 - Office registered name (corporate, DBA, partnership, etc.)
 - Dun & Bradstreet number (if available)
 - Primary and secondary SIC numbers (if available)
 - Address
 - Telephone number
 - Contact person
 - Title
 - Direct telephone / mobile phone
 - Person authorized to contractually bind the organization for any proposal against this RFP.
 - Year established and number of years your company and any joint proposal partner have been offering graphic design, advertising, public relations, or website design.

- **Project Summary** - Vendors should provide a brief overview of the engagement and their approach to the scope of work.

- **Project Management** -Vendor must include the methodology and recommended approach used to manage the overall project, timelines, milestones, billing, and invoicing. Briefly describe how the engagement will unfold from beginning to end. Please include a timeline for completion and an estimate of the time required of staff and stakeholders in the process. Both are of critical importance.

- **Itemized Pricing** – IEC desires an all-inclusive price/cost quote that covers all costs related to the project including a kick off meeting with staff, a brief review of competitor assets, interviews or surveys with stakeholders to assess the impact as outlined above. Please include a fee breakdown by project phase. Costs should be broken out by individual line items including hybrid event platform design, project management, equipment and materials, staff travel, etc.

- **Project Staffing** - Include relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the individuals that would be assigned to this project by providing biographies for those staff members. References Provide two current corporate references for which you have performed work similar in

size and scope. Experience in branding work for a national non-profit or professional membership organization is preferred.

REFERENCE REQUIREMENTS

For each reference, including the following information:

- Organization name
- Address
- Type of organization
- User contact(s) (two if possible)
- Title(s) of user contact(s)
- Telephone number(s) and email address(es) of user contact(s)
- Description of project
- Branding guidelines

PROPOSAL EVALUATION AND SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to IEC in terms of brand awareness as specified in this RFP. However, IEC reserves the right in its sole discretion and at any time to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent;
- Accept other than the lowest price offered;
- Award a contract based on initial offers received, without discussion or requests for best and final offers; and
- Award to more than one respondent.

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to requirements. Evaluation offers will be based upon the vendor's responsiveness to the RFP, experience and work samples, and the total price quoted for all items covered by the RFP. The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a vendor or vendors:

- 1) Submission of all the requested information.
- 2) The extent to which vendor's proposed solution fulfills IEC's stated requirements as set out in this RFP.
- 3) An assessment of the vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
- 4) The vendor's stability, experience and record of past performance in delivering such services.
- 5) Availability of high-quality personnel with the required skills and experience for the specified approach proposed.
- 6) Overall cost of vendor's proposal.

Proposals may be emailed to:

Lauren McIntyre-Gibson
IEC National Events Manager
lmgibson@ieci.org

cc: Raeshawn Crosson
IEC National CEO/EVP
rcrosson@ieci.org

Schedule of Events

Milestones	Date
RFP Distribution to Prospective Vendors	March 15, 2021
Proposal Due Date	March 25, 2021
Target Date for Review of Proposals and Discussion with Finalist	March 25 - 27, 2021
Internal Review of Finalist(s) with Executive Committee of Board	March 27 - 31, 2021
Anticipated Decision and Selection of Vendor	April 5, 2021
Target Start Date	May 3, 2021
Desired Completion Date	TBD

Evaluation Criteria

Terms of Agreement

IEC reserves the right, in its sole discretion and without incurring any liability to any respondent, to modify or terminate this RFP at any time prior to the execution of a contract, and, at its sole option, to accept or reject any proposal for any reason. All expenses for respondent's preparation and participation in the RFP process, including, but not limited to, site visits, document preparation, communications, presentations and demonstrations, are entirely the responsibility of the respondent and will not be billable to IEC. The rejection of any or all proposals, or the termination of the RFP process at any time, will not render IEC liable to any Respondent for any reason. Respondents of any responsibility or obligation required for the complete and satisfactory proposal that would ensure adequate delivery, operation and support of any and all equipment, software or services proposed. In the event multiple vendors submit a joint response to this RFP, a single vendor shall be identified as the prime vendor.

If selected, prime vendor responsibilities shall include:

- I. performing overall project administration,
- II. serving as the coordinator of all secondary vendor activity,
- III. integrating and monitoring plans and schedules,
- IV. managing changes as required,

- V. presiding over other vendors participating in IEC meetings and
- VI. overseeing project reporting and presentations. Prime vendor shall be expected to prepare and present a consolidated, detailed invoice for products and services delivered by multiple vendors. IEC shall issue only (1) check for each consolidated invoice.