



Request for Proposal
Event Registration 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
2900 S Quincy St, Suite 720
Arlington, VA 22206
lmgibson@ieci.org

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 Event Registration Services at IEC Convention & Expo 2021 in Denver, CO. Registration services include in-person support, design and implementation registration portal, customer service for both attendees and exhibitors. 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 Event Registration services and attendee experience to our members. Understanding the current state of events, we find it necessary incorporate a hybrid model and will need registration options for that as well. 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](#)

Education Sessions

Total Number of Education Sessions – 4 tracks, 25 sessions

Special Events

[2020 Awards Show Video](#)

Apprenticeship of the Year Competition

[2020 Competition Highlights](#)

Scope of Work

IEC seeks a partner with a proven track record in event registration service to support the implementation of IEC Convention & Expo 2021 in Denver, CO on October 6-9, 2021. The selected vendor is will be responsible for providing event registration services prior to and during the event.

I. SPECIFICATIONS

SCHEDULE	
Event Registration Contractor Move-In/Setup	October 4, 2021 at 8 a.m.
Registration Setup Cont'd	October 5, 2021 at 8 a.m.

Registration Desk Open	October 5, 2021 from 12 – 5:30 p.m.
Registration Desk Open	October 6, 2021 from 12 – 5:30 p.m.
Registration Desk Open	October 7, 2021 from 7 a.m. – 7 p.m.
Registration Desk Open	October 8, 2021 from 7 a.m. – 5:30 p.m.
Registration Desk Breakdown/Contractor Move-Out	October 9, 2021 starts at 5:30 p.m., must be complete before 9 p.m.
FACILITY	
Colorado Convention Center	Event Location: October 4-8, 2021
SERVICE REQUIREMENTS	
<i>Contractor proposal shall outline the components necessary to achieve the following:</i>	
<i>Registration Platform</i>	Create a preliminary budget for development and implementation of registration platform; mobile and user-friendly experience (one credit card; one confirmation)
	Work with IEC to determine member verification method and pre-populate demographic information
	Post Event – vendor clean and deliver all up-to-date registration data; preferably in an Excel file.
	Platform will include validation of membership, real time shopping cart, demographic information, survey questions, a la carte/merchandise selections, payment processing and registration confirmation
	Virtual badge – not just for our hybrid attendees but our in-person attendees as well with the ability to edit if need be.
	Exhibitor Registration Platform Buildout
<i>Registration Services Management</i>	On-site registration management staff
	Online web reports and custom accounting reports
	Call center interface – phone, fax, email, chat
	Automated credit card processing system – pre and during event
	Onsite equipment – computers, printers, cabling, hubs and switches. IEC to provide internet access.
	Printing of badges and tickets
	Lead retrieval services – user friendly reporting devices

Registration Accounting	Reporting function of platform provides reports which reflect data in various configurations
	Contractor will follow IEC's refund and cancellation rules. Processing the credit card refunds with PayPal/processor and IEC will issue refund checks. Refunds and cancellations will be processed on an ongoing basis, IEC show management team monitor.
	Financial reporting will be sent to IEC monthly.
Onsite Registration	Provide at two staff members to manage the overall registration flow.
	Provide the equipment needed to handle onsite registration for over 2,500.
	Provide daily onsite reports, the registration website will remain open during.
SETUP AND TEAR DOWN	
Contractor is responsible for	Providing all necessary equipment for on-site registration
Contractor is responsible for	Delivery and setup of registration equipment
Contractor is responsible for	Operation of all registration equipment
Contractor is responsible for	Tear down and removal of all registration equipment

HYBRID MODEL/PLATFORM	
Apprentice of the Year Competition	A la carte virtual registration ticket option
Education Sessions	A la carte virtual registration ticket option
Opening & Closing Keynotes	A la carte virtual registration ticket option
Amped Up Luncheon	A la carte virtual registration ticket option
President's Reception & Awards Gala	A la carte virtual registration ticket option

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

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 insure 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 invoices.