



REQUEST FOR PROPOSALS

**Trade Show Services for Florida Governor's
Conference on Tourism, Florida Encounter,
and Florida Huddle**

Issue Date: January 30, 2019

1.0 Objective

The objective of this Request for Proposal (“RFP”) is to solicit proposals/responses from a qualified vendor for trade show services, specified in detail below, for the Florida Governor’s Conference on Tourism, Florida Encounter, and Florida Huddle.

In the event that negotiations fail to result in a binding contract, VISIT FLORIDA retains the right to re-open negotiations with other ranking proposer(s) until a contract is secured. VISIT FLORIDA reserves the right to contract with more than one vendor if so doing would be in VISIT FLORIDA’s financial or other interest.

2.0 VISIT FLORIDA Overview

VISIT FLORIDA is a public-private partnership established by the State of Florida that provides services to more than 12,000 Florida tourism industry partners (“partners”). It receives funding from the state each year which is matched dollar-for-dollar by partners through a combination of contributions, membership and service fees, and cooperative advertising participation.

To review our 2017-2018 Annual Report, please click [here](#).

To review our 2018-2019 Marketing Plan, please click [here](#).

To review our 2020 Strategic Plan, please click [here](#).

To view our consumer website, please click [here](#).

To view our business to business website, please click [here](#).

2.1 About the Florida Governor’s Conference on Tourism

Dates: September 4-6, 2019

Location: Boca Raton Resort & Club, Boca Raton, FL

The Florida Governor’s Conference on Tourism provides an opportunity for all members of the Florida tourism industry to network with fellow travel professionals, learn more about participating in VISIT FLORIDA’s wide range of programs, obtain the latest tourism research data and hear from industry experts and keynote speakers about their proven strategies for increasing business.

Please visit www.FloridaTourismConference.com for more information.

2.2 About Florida Encounter

Dates: November 20-22, 2019

Location: Sheraton Bay Point Resort, Panama City Beach, FL

Florida Encounter has been in existence since 1980 and is one of the longest running appointment trade shows in the M&C industry. The program features appointments between qualified planners who plan meetings in Florida and Florida suppliers. Meeting professionals are invited to participate in this event from (primarily) the United States and (secondarily) Canada.

A well-rounded program, Florida Encounter promotes one-stop shopping for planners to become familiar with Florida’s premier meetings and event destinations, hotels and services. This program is further designed to showcase the host property and host destination.

As a barter for a discounted rate, VISIT FLORIDA will offer a Gold Level sponsorship. This sponsorship includes:

- Opportunity to place collateral in the attendee registration folder
- A booth on the show floor. If desired, one appointment book for one-on-one appointments with the attending meeting professionals can be included.
- Website exposure on conference website.

Please include in your proposal if you want to take advantage of this sponsorship. Visit <http://www.floridaencounter.com/> for more information.

2.3 About Florida Huddle

Dates: January 29-31, 2020

Location: The Prime F. Osborn III Convention Center, Jacksonville, FL

Florida Huddle hosts tour operators and wholesalers from around the globe. These buyers conduct thousands of one-on-one appointments with hundreds of Florida tourism professionals representing tourism bureaus (CVBs, TDCs and Chambers), hoteliers and attractions over a two day period.

A well-rounded program, Florida Huddle promotes one-stop shopping for buyers to become familiar with Florida's premier destinations, hotels and services, all in one place. This program is further designed to showcase the host destination.

Please visit <http://www.floridahuddle.com/> for more information.

3.0 Required Services

The following section addresses the services that will be required from the selected vendor for each of the three events.

3.1 Requirements for Florida Governor's Conference Services

- Pipe and drape for up to seventy (70) booths. Booth sizes may be 8' x 10' or 10' x 10'. Please provide a quote for both and include some islands.
- All booths should be equipped with ID sign, one skirted 6 ft. table, two (2) chairs and a waste basket.
- Some miscellaneous drape may be necessary. Please indicate how much will be included in the cost estimate.
- Entrance unit set-up (artwork, etc. will be supplied by VISIT FLORIDA).
- Decorator to provide carpet, floral, electricity, furniture rental, material handling, etc. to exhibitors as needed, at the exhibitor's cost.
- VISIT FLORIDA may order miscellaneous furniture/décor such as tables, registration desks, ottomans, chairs, entrance units, plants, additional carpet, etc. Please indicate the discount you are able to extend.
- Creation and management of Exhibitor Kit.
- Creation of creative Marketplace floor plan/layout.
- Direct communication with hotel or convention center on move in/move out requirements to include dock space, security/dock personnel, etc. with final move in/move out schedule/plan submitted to the VISIT FLORIDA meeting planner one (1) week prior to move in.

- Direct communication/coordination with VISIT FLORIDA booth vendor. Vendor (TBD).
- Submission of all additional fees for service delivery (hotel, convention center imposed) three (3) weeks prior to move in.

Tentative Timeline for Florida Governor’s Conference

Tuesday, September 3rd

PM Set-up if desired

Wednesday, September 4th

AM Exhibit Move-In (decorator)

12 pm Exhibitor Move-In

5:30 pm Reception on the trade show floor

Thursday, September 5th

All day Trade show

Friday, September 6th

8 am – 12 noon Trade show

12 noon onwards Exhibitor Move-Out and Strike

3.2 Requirements for Florida Encounter Services

- Pipe and drape for up to 75 booths. Booth sizes may be 8’ x 8’ or 8’ x 10’. Please provide a quote for both and include some islands.
- All booths should be equipped with ID sign, one skirted 6 ft. table, 3 chairs and a waste basket.
- Possible large lounge area on show floor or in pre-function space with lounge seating, high boys, and cocktail rounds. Room for F&B stations. TBD at final event design.
- Possibly 3 – 4 booths or non-appointment tables on show floor or in the foyer area. TBD at final event design.
- Some miscellaneous drape may be necessary. Please include how much will be included in the cost.
- Entrance unit set-up (artwork, etc. will be supplied by VISIT FLORIDA).
- Decorator to provide floral, electricity, furniture rental, material handling, etc. to exhibitors as needed, at the exhibitor’s cost
- VISIT FLORIDA may order miscellaneous furniture/décor such as tables, registration desks, ottomans, chairs, entrance units, plants, additional carpet, etc. Please indicate the discount you are able to extend.
- Creation and management of Exhibitor Kit.
- Creation of creative trade show floor plan/layout.
- Direct communication with hotel or convention center on move in/move out requirements to include dock space, security/dock personnel, etc. with final move in/move out schedule/plan submitted to the VISIT FLORIDA meeting planner one (1) week prior to move in.
- Submission of all additional fees for service delivery (hotel, convention center imposed) three (3) weeks prior to move in.

Tentative Timeline for Florida Encounter

Monday, November 18, 2019

Registration desk and lounge furniture may be used for both Florida Tourism Leadership Summit and Florida Encounter- if so, this may require a Sunday set-up

AM Registration & Information Desk Set Up
AM Set-Up #MEETFL letters near registration desk

Tuesday, November 19, 2019

All Day Exhibit Move-In (decorator)
AM Registration & Information Desk Set Up – *if applicable*
Lounge set up – *if applicable*

Wednesday, November 20, 2019

8 am – 12 noon Exhibit Move-In (decorator)
12 noon – 4 pm Exhibitor Move-In

Thursday, November 21, 2019

9:30 am - 5 pm Appointments

Friday, November 22, 2019

9:30 am - 12 noon Appointments
1:30 onwards Exhibitor Move-Out and Strike

3.3 Requirements for Florida Huddle Services

- Pipe and drape for approximately 200 booths, the booths should be 10' x 10's, if possible. If not possible, 8' x 10'. Please provide cost estimates for both sizes. Some islands.
- All booths should be equipped with ID sign, one skirted 6 ft. table, 4 chairs and a waste basket.
- Some miscellaneous drape may be necessary. Please include how much will be included in the cost.
- Large lounge area with lounge seating, high boys, and cocktail rounds. Room for F&B stations. Size and location TBD at final event design.
- Two entrance units (artwork, etc. will be supplied by VISIT FLORIDA).
- Decorator to provide floral, electricity, furniture rental, material handling, etc. to exhibitors as needed, at the exhibitor's cost.
- VISIT FLORIDA will order aisle carpet for the exhibit floor.
- VISIT FLORIDA may order miscellaneous furniture/décor such as tables, registrations desks, ottomans, chairs, entrance units, plants, additional carpet, etc. Please indicate the discount you are able to extend.
- Creation and management of Exhibitor Kit.
- Creation of creative trade show floor plan/layout.
- Direct communication/coordination with VISIT FLORIDA booth vendor. Vendor (TBD).
- Direct communication with hotel or convention center on move in/move out requirements to include dock space, security/dock personnel, etc. with final move in/move out schedule/plan submitted to the VISIT FLORIDA meeting planner one (1) week prior to move in.
- Submission of all additional fees for service delivery (hotel, convention center imposed) three (3) weeks prior to move in.

Tentative Timeline for Florida Huddle

Tuesday, January 28, 2020

All Day Exhibit Hall Move-In (decorator)
AM Registration & Information Desk Set Up

Wednesday, January 29, 2020

8 am – 12 noon Exhibit Hall Move-In (decorator)
12 noon – 5 pm Exhibitor Move-In

Thursday, January 30, 2020

9:30 am - 5 pm Appointments

Friday, January 31, 2020

10 am – 5 pm Appointments
5 pm onwards Exhibitor Move-Out and Strike

4.0 RFP Schedule and Process

The following schedule provides you with the key events and associated completion dates:

RFP Activity	Dates
RFP Issued	January 30, 2019
Proposal Due	February 20, 2019

4.1 Questions to VISIT FLORIDA

Vendors may submit written questions via email to contractsteam@visitflorida.org. Please include “Trade Show Services RFP” in the subject line and be as clear and specific as possible when wording the question. Additionally, please be sure to include contact information – Company Name, Name, Title, Telephone, and E-mail address. VISIT FLORIDA may contact the vendor to ensure clarity in VISIT FLORIDA’s response based on the question.

VISIT FLORIDA will respond to questions timely and will post a copy of each question and response [here](#).

The question and answer process is “blind.” The identity of the person and/or vendor submitting a question will be kept confidential while the question and answer process is ongoing (even from VISIT FLORIDA team members) and will be known only to VISIT FLORIDA’s purchasing coordinator who will work with the VISIT FLORIDA team to gather information and post answers.

4.2 Proposal Submission

Proposals must be submitted no later than close of business (5 PM EST) on the date specified in the Schedule. Proposals submitted beyond that deadline may be rejected.

Proposals should be submitted electronically via email to:

Sheila Helton, Contracts Coordinator
contractsteam@visitflorida.org
Subject Line: Trade Show Services RFP

Please note, vendors submitting confidential information should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (see RFP terms below).

VISIT FLORIDA will notify each vendor that the proposal has been received via email within one business day. Please be sure to include your email address with your proposal.

5.0 Requirements for Proposal

5.1 Vendor Information

The proposal must be completed in its entirety. Any relevant supplemental information should be included as attachments.

1. **Corporate Information:** Legal name, address and phone number; office location that will primarily service VISIT FLORIDA's account; primary contact for RFP purposes; and company history information. Provide most recent audited financials, annual report and Dun & Bradstreet credit report.
2. **Team:** Provide details on the staff that will be used to manage VISIT FLORIDA's account, including whether vendor will offer a dedicated account representative and what staff will be on location the dates of the events.
3. **References:** Provide contact information for at least two current clients and two former clients that VISIT FLORIDA may contact. Please include current or former destination marketing organization clients, if any. For each reference, indicate the following:
 - a. Client Name;
 - b. Contact Name and Title;
 - c. Contact Phone Number;
 - d. Industry of Client;
 - e. Service Description;
 - f. Length of Relationship; and
 - g. Brief explanation regarding the end of the business relationship, if applicable.
4. **Capabilities:** Discuss ability to provide services as outlined in Section 3.0. Include information that makes your business qualified for this project. Provide specific examples of similar projects. Describe commitment and procedures in delivering excellent service to your clients. Describe company's crisis plan to carry on business in the event of natural or manmade disaster.

5.2 Pricing Information

VISIT FLORIDA requests detailed pricing for products and services outlined in this RFP. Pricing must be fully comprehensive and complete. Note: VISIT FLORIDA is not tax exempt. Pricing schedules must be itemized as fully as possible and prices broken down by service and feature.

6.0 Evaluation Criteria

Proposals will be evaluated with the following criteria in mind:

Criteria	Weight
Quality of Reference Feedback	Light
Experience/Capabilities	Heavy
Pricing	Moderate

7.0 RFP Terms

VISIT FLORIDA may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VISIT FLORIDA to contract, but rather represents a definition of the specific services being sought and invites vendors to submit proposals. Issuance of this RFP, the vendors' preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VISIT FLORIDA does not commit VISIT FLORIDA to award a contract to any vendor. Vendors, by submitting a proposal, agree that any cost incurred by it in responding to this RFP or participating in the RFP process, is to be borne solely by the vendor. VISIT FLORIDA shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with a vendor related to one or more services described herein will obligate VISIT FLORIDA and then only in accordance with the terms and conditions contained in such agreement.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing agencies to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected agency relating to the services covered by this RFP. No action or communication of VISIT FLORIDA other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VISIT FLORIDA only in accordance with the terms and conditions contained in the written contract.

VISIT FLORIDA reserves the right to enter into discussions and/or negotiations with more than one agency at the same time. VISIT FLORIDA may contract with one or more agencies at the same time, with no agencies, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VISIT FLORIDA reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the agency or agencies of its choosing without explanation. VISIT FLORIDA will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to:

Sheila Helton, Contracts Coordinator
contractsteam@visitflorida.org

Ms. Helton is the sole contact for agencies. All other VISIT FLORIDA team members, including evaluators, are prohibited from discussing the RFP with agencies outside of the scheduled process.

Proposals must state that the agency will execute a contract containing VISIT FLORIDA's standard terms and conditions which have been published alongside this RFP (and may be reviewed [here](#)), or include a mark-up of those terms with specific language changes that the agency would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Requiring substantive changes to the published terms may place a proposal at a significant disadvantage. Many of the terms contained in VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA (e.g., contingent liability, indemnification, assignment, public records, termination, conflict of interest, non-solicitation, legal requirements, non-discrimination, contract eligibility, record maintenance, E-verify, minority vendors).

Confidentiality: VISIT FLORIDA adheres to the State of Florida's broad open records law. That means records sent or received by VISIT FLORIDA in connection with its business must be provided upon request unless specifically made confidential or exempt from such requirement by Florida law. This requirement includes materials you submit to VISIT FLORIDA in connection with this RFP. Vendors may mark information submitted to VISIT FLORIDA that qualifies as a trade secret, proprietary confidential business information, or some other exemption under Florida law ([LINK](#)) as "CONFIDENTIAL." Vendors should only mark information "CONFIDENTIAL" if they believe that it satisfies a specific Florida public records exemption and should state the specific legal exemption relied upon. Vendors should ensure confidential information is appropriately marked at the time it is initially delivered to VISIT FLORIDA, as failure to do so may destroy the confidential nature of the information. Vendors submitting proposals containing confidential information should submit two versions, a clean version for VISIT FLORIDA review and a version with all the confidential information redacted. Should VISIT FLORIDA receive a public records request once the RFP has concluded and VISIT FLORIDA has issued an award it will provide the redacted version and notify the vendor (note: VISIT FLORIDA will not disclose RFP materials while the RFP is ongoing). Should the requestor dispute the applicability of the asserted public records exemption, VISIT FLORIDA will notify the vendor which must then take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the "Sunshine Manual" at [Sunshine Manual](#) (www.myfloridalegal.com/sun.nsf/sunmanual). Finally, please note that the final contract terms awarded to the winning vendor or vendors will be a public record and will be posted on VISIT FLORIDA's .org website as required by law and VISIT FLORIDA's standard contract terms (which must be agreed to upon submission of a proposal).