



## **REQUEST FOR PROPOSAL (RFP)** **Meeting Professionals International Northern California Chapter** **23rd Annual Conference & Expo**

**Group:** Meeting Professionals International Northern California Chapter (MPINCC)

**Contact:** Diane Schneiderman, CMP  
Executive Director & Show Manager  
MPINCC  
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**Due:** Friday, August 6, 2010

**Event:** **MPINCC 23<sup>rd</sup> Annual Conference & Expo**  
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### **GROUP OVERVIEW**

**Meeting Professionals International**, the world's largest association for meeting professionals, is the global authority and resource for the meetings and events industry. The 1,000+ member Northern California Chapter (MPINCC), established in 1979, empowers its members to increase their strategic value with education, professional development and business growth opportunities. Meeting professionals in our association represent corporations, non-profit associations, independent businesses, hotels and other event venues as well as a host of suppliers of goods and services to the hospitality industry. MPINCC's mission is to make our members successful by building connections to Knowledge/Ideas, Relationships and Marketplaces. We accomplish this mission by creating professional development pathways and resources that enable members to evolve their careers toward positions or perspectives of strategic understanding and influence; aggressively pursuing opportunities to influence executives about the value meetings bring to their organizations; and intensifying business opportunities for supplier members.

### **EVENT OVERVIEW**

A one (1) day meetings industry event with multiple morning educational workshops and an afternoon 4-hour Expo for 220+ booths and more than 500 meeting planners from the Bay Area and beyond. This event provides high visibility for the vendor that elects to showcase its services to Expo attendees who plan meetings and events for corporations, associations, government agencies and other entities requiring their services.

### **SPECIAL CONSIDERATIONS - CREATIVITY**

Changing times, the longevity of the event and our tenure at the same venue call for extra care and consideration to be given to refreshing the look of the event, creating unexpected solutions to typical set-ups that will surprise and delight attendees AND exhibitors while

incorporating/showcasing/promoting current industry best practices. This is the year to toss out the cookie cutter!

### **SPECIAL CONSIDERATIONS – EXHIBITORS**

MPINCC's philosophy is to retain reasonable booth pricing appropriate for a regional show. Pricing has not increased significantly since 2007 and for 2011, booth and table top pricing will remain at the same levels as the last three years. The goal is to satisfy exhibitors in every way – the event experience, their booth space, pricing and pool of prospective customers.

### **SPECIAL CONSIDERATIONS – ATTENDEES**

Instantaneous recognition that they have reached the location of the MPINCC 23<sup>rd</sup> Annual Conference & Expo. Obvious and clear instructions on reaching the Registration Desk and beyond. Easy to navigate floor plan, step-saving layout. Theme specific/appropriate graphics, entrance units, signage, décor/equipment that impresses and delights.

### **THEME**

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Your ideas on ways to support and enhance the theme are welcome and should be part of your response to this RFP.

### **DATES:**

February 9, 2011	-	8:00am - 5:00pm	Move-in
		2:00pm - 5:00pm	Exhibitor Registration and set-up
February 10, 2011	-	8:00am - 11:00am	Exhibitor Registration and set-up
		8:00am - 8:30am	Coffee
		8:30am - 9:30am	Morning Workshops – Session 1
		9:45am - 10:45am	Morning Workshops – Session 2
		11:00am – 12:00am	Morning Workshops – Session 3
		12:00pm - 2:00pm	Lunch on Expo Floor
		12:00pm - 4:00pm	Expo
		2:30pm – 3:30pm	Dessert on Expo Floor
		4:00pm - 6:00pm	Dismantle Exhibits
		4:00pm – 5:30pm	Reception
		6:00pm - Midnight	Move-out

### **FURNITURE/EQUIPMENT (alternative suggestions welcome)**

#### **Registration/Lounge**

- Nine (9) registration counters with illuminated headers or an alternative suggestion
- Nine (9) 6' skirted tables (behind registration counters)
- Two (2) Chairs for each reg counter (total of 18 chairs)
- One (1) Wastebasket for each reg counter (total of 9 wastebaskets)
- Electricity for computers & printers
  
- Two (2) 6' skirted 36" high tables for game card drums
- Two (2) Drums
- High boys or 36" high tables for form completion near registration
- Stanchions and cords for crowd management in the registration area
- Easels for workshop and directional signs or replace signs with monitors
- Lounge area and lounge furniture for Expo floor
- High boys, cocktail rounds & 6' skirted tables for Reception

## **Entrance Units/Area Demarcations**

First, second and third floors

### **Booth Package**

Require up to 220 10'x10' booths with no minimum

- 8' high back drape
- 3' high side drape
- Two (2) chairs
- One (1) waste basket
- One (1) 7"x44" identification sign with company name and booth number listed
- One (1) 6' skirted table
- Cartload rate (1-way comp, any additional is charged to the exhibitor)
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### **Tabletop Package**

Require up to 38 6' tabletops with no minimum

- One (1) 6' table draped
- One (1) chairs
- One (1) wastebasket
- One (1) 7"x44" identification sign with company name and booth number listed
- Cartload rate (1-way comp, any additional is charged to the exhibitor)

### **Carpeting**

Mosccone Center West is carpeted on Floors 2 and 3. Provide booth carpet pricing for exhibitors.

## **FLOOR PLANS – MOSCONE CENTER WEST**

Design and produce floor plans in accordance with the local fire regulations and as approved by MPINCC. Create innovative methods for welcoming attendees, moving people and creating formalized networking areas. Consider innovative/alternative floor plan on expo floor.

- Welcome – First Floor Lobby
- Registration – Second Floor Lobby
- Entrance – Second Floor
- Expo/Lunch – Second Floor Exhibit Hall
- Entrance – Third Floor Workshop Hallway
- Reception – Third Floor Lobby

## **OTHER SERVICES/COSTS**

### **Exhibitor Kit**

Full service decorating services & pricing for exhibitors, including Exhibitor Service Manual. Customize to local market by allowing local vendors to provide order forms for photography, florals, catering (SMG), etc. Make Service Manual available online and supply a pdf for MPINCC.

### **Freight Handling**

Please provide pricing for freight handling. Include charge for inbound material.

### **Labor**

Include labor fees for freight and décor. Include likely overtime charges.

### **Signage**

Include pricing for adequate signage throughout the conference/Expo. Require adequate signage posted on all three floors: directional signs, workshop sessions and sponsor acknowledgement. Conventional and/or electronic signage.

### **Concessions**

- 50% discount for all additional furniture and/or props ordered by Show Management after the contract is signed
- Complimentary stanchions & cords for crowd management
- Complimentary freight handling for Show Management in and out of Moscone West
- 50% discount on pipe & drape
- Complimentary masking drape
- One-way cart service for exhibitors
- Electrical discount for exhibitors
- A/V discount for exhibitors
- Package pricing for exhibitors

### **PROPOSAL REQUIREMENTS**

#### **All Proposals Must Address**

- Breakdown of costs and/or level of partnership with MPINCC for equipment and services, including show management drayage.
- Provision for a multi-year contract.
- Your recycling/environmentally friendly program.
- Differentiate between local capabilities and supplies/equipment/personnel coming from outside the Bay Area.
- Ability to provide additional services/equipment such as A/V, electrical, furniture.
- Outline methods used to mitigate labor charges.
- Consideration of a sponsorship commitment.
- Your ability to assist with marketing, including prospective exhibitors and attendees.
- Timeline with your deadlines for information required.

#### **Proposal Deadline**

Proposals should be received no later than Friday, August 6, 2010. Please include proposed floor plans and special considerations requested above. Please send proposals via fax or email to: Diane Schneiderman, CMP, [dianes@mpincc.org](mailto:dianes@mpincc.org) or fax to (925) 355-1912.

#### **Decision Date**

Decision date is expected to be August 27 and will be made on recommendation by the Annual Conference & Expo Chairs and Executive Director of MPINCC with approval from the Board of Directors. Contract will be signed by:

Diane Schneiderman, CMP  
Executive Director  
Meeting Professionals International Northern California Chapter  
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San Ramon, CA 94583