**Agriculture and Horticulture Development Board**

**Specification for stand build for SIRHA 2023.**

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**Company Name:** AHDB **Website:** [www.ahdb.org.uk](http://www.ahdb.org.uk)

**Address**: Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TL, United Kingdom

**Show Name:** Sirha 2023 **Show Dates:** 19 – 23 January 2023

**Hall:** 2.2 **Stand Number:** 2.2E80

**Stand Size:** 54m² **Open Sides:** 2

**Budget:** £45,000 inc. VAT

**Show Venue:** Eurexpo Lyon, France

**Deadlines:** Latest date forquestions/clarifications : 23 November 2022

Date quotation to be received by : 25 November 2022

Award notification date : 1 December 2022

**Contract Period:** 1 December 2022 – 3 February 2023

**Introduction**

This document is an invitation to tender for the provision of a stand build for AHDB Exports to exhibit at SIRHA 2023 held in Lyon, France.

AHDB Exports are part of AHDB (Agriculture and Horticulture Development Board) based in Warwickshire, England. For further information, please visit – [www.ahdb.org.uk](http://www.ahdb.org.uk)

We are a non-departmental Government public body working to promote English Beef and Lamb both at home and abroad.

AHDB are looking for a supplier to provide the design, production, build and dismantling of a 54 sqm stand, to include all equipment hire and associated services.

The scope of this procurement does not include exhibition space.

All suppliers must show understanding of the task and be innovative and creative whilst offering good value for money and attention to detail. Suppliers must be fluent in English and French to support and communicate with AHDB staff, other suppliers and the show organisers, both before during and after the event.

**Scope**

The purpose of the stand is for AHDB to highlight and showcase the quality of British meat products, providing an opportunity for visitors to see and taste the products and for the stand to act as a networking and meeting place for new and existing clients.

The successful supplier will be responsible for the design, production, construction, dismantling and disposal of the stand, along with any AV requirements and any other associated production services.

1. **Event**

The stand is required for AHDB’s attendance at SIRHA 2023, which takes place on the 19 – 23 January 2023, the exhibition will be held at Eurexpo, 69680 Chassieu, Lyon, France.

For further information, please visit – <https://www.sirha.com/en>

1. **Stand management**

The successful supplier will be required to contact the organiser ([services@eurexpo.com](mailto:services@eurexpo.com)) for further details and to make any specific arrangements.

It is essential for the successful supplier to be able to communicate in English to key members of AHDB staff and co-exhibitors on site, and fluent French to communicate with the show organisers and services suppliers (technicians) working on SIRHA.

The Project Manager of the successful suppliers’ team must be available for the duration of this project, from design and construction, through to dismantling of the stand and must be capable of dealing with any eventuality. A nominated deputy shall be available during any absence of the Project Manager.

Please note: It is the successful supplier’s responsibility to submit all designs and paperwork in a timely manner to avoid any penalties/restrictions that the exhibition organisers may impose. Any such penalties/restriction imposed by the exhibition organisers shall be borne by the successful supplier.

1. **Stand build and breakdown**

All construction and dismantling of the stand must be within the time frames indicated by the event organisers. Please contact the exhibition organizer - [services@eurexpo.com](mailto:services@eurexpo.com) for the confirmed stand build and breakdown dates, it is your responsibility to make yourself aware of these details and abide by the timings provided.

Transportation, maintenance, and disposal of stand rest with the supplier and are not the responsibility of AHDB. Shipping and delivery, including costs, of the stand and associated products are the contactor’s responsibility.

The contractor must ensure they have all relevant licenses and documentation to travel and work in the EU if they are UK based. – Further details on your individual circumstances can be found at - <https://www.gov.uk/transition>

1. **Structure of the stand**

**Stand number:** Hall 2.2 Stand 2.2E80

**Stand space & dimensions:** A total floor space of 54sqm with 2 open sides.



AHDB Stand

The look and feel of our stand is important and must portray the quality of British meat and be clearly British. The stand will need to be seen from a distance and be visually appealing whilst being light, modern and welcoming, thinking about the visitor flow throughout the stand.

The stand design must provide ample networking space, a cookery and butchery counter and a lockable store room.

A lampshade (see Appendix One) for our GREAT branding is required to clearly distinguish who we are, which can be seen from a distance and draw people to our stand.

Flooring should offer wheelchair access, be consistent with the design and easy to maintain (avoiding white and light colours as these easily mark).

Lighting should be low heat creating, and the stand design should offer various graphic opportunities.

All furniture is to be hired and must be available and interchangeable to meet AHDB needs.

AHDB may need to make alterations to the designs submitted by the winning bidder, therefore suppliers must take this eventuality into account when quoting.

For the architectural rules and regulations for the stand design, please view Appendix Two

1. **Elements of the stand**

The responsibility of applying for the provision of electricity, water, waste, WiFi and any rigging requirements will lay with the successful supplier who will need to coordinate with the exhibition organisers. All related costs, excluding water and electricity costs consumed by AHDB during the exhibition, shall be borne by the successful contractor, and reclaimed upon the presentation of invoices. (This should be budgeted for in the overall budget). These costs must be in accordance with the technical manual, and costs cannot be inflated for contractors own economic gain.

Electricity for all refrigeration is to be constantly on for the duration of the event and must be tested and operational by Wednesday 18 January 2023, ready to receive all edible consumables. Sign off documents acknowledging working order must be completed by both supplier and AHDB.

The successful supplier will be responsible for booking daily cleaning of the stand and providing all sundry supply cleaning materials and cloths for the stand. The successful supplier will also be responsible for arranging night security for the stand.

These costs must be in accordance with the technical manual, and costs cannot be inflated for contractors own economic gain. Exhibitor space information can be found here <https://www.eurexpo.com/en/exhibitor-space>

1. **Graphics**

AHDB will provide full and print ready artwork for all graphics panels, you will not be required to provide artwork for production - this will be produced by our design team.

As a guide our design hierarchy is:

- First (high) level: Food Is GREAT (FIG) branding.

- Second level: Quality message.

- Third level: AHDB and partner logos.

Diagram

Description automatically generated

Note that AHDB will produce and provide all print ready artwork, you are not required to undertake

this work. The above information is a guide for laying out panels and providing visual renders.

Although the AHDB Design Team will be providing all the print-ready artwork for their AHDB-Export-branded design, please bear in mind the hierarchy shown in the graphic above and provide adequate, usable spaces/facets/panels for the Design team to brand the stand. Please refer to the AHDB Export Guidelines, where you will find examples of previous stand designs.

1. **Areas of the stand**

The concept of the stand needs to include the following key areas.

* Cookery and butchery demonstration platform
* Networking space for our exporters to host meetings
* Lockable storeroom
  1. **Butchery demonstration**

This must include the following elements

* Counter (at least 1.8m H) with a low safety glass across the counter facing the visitors
* 1x Induction hob
* 3x Induction pans
* X1 H9 electric hot plate (Lowe Refrigeration or equivalent)
* 1x undercounter fridge
* Surface/food hygiene cleaning equipment
* Red resin cutting board approx. 600x450mm – raw products
* Yellow resin cutting board approx. 600x450mm - cooked product
* Anti-slip matt for cutting boards
* 2x blue roll
* 300x cocktail sticks
* Tin foil
* X2 plates – standard white plates for resting meat
* Waste bin and bags (for waste product from cutting table)
* Counter to have underneath lockable storage cupboards with shelves for cooking pans/ingredients and graphics on the front
* There should be electric power points for appliances in the kitchen/prep area, and cable extensions where needed
  1. **Networking spaces**

The networking space must include

* 2 x A1 display chiller with display grass (Lowe Refrigeration or equivalent) with 24 hour power
* 2 x Chiller wrap
* Multiples of low tables with 3 chairs each to provide meeting points. Please note the number of tables and chairs is dependent on visitors being able to walk around the stand freely and without obstruction
* Bin
* A reception desk to include;
  + Electrical sockets for charging items (UK & Europe sockets)
  + Space to display literature
  1. **Lockable storeroom**
* Lockable door
* Preparation area containing 1 large sink with both hot and cold water for food prep and washing utensils
* One small hand basin with hot and cold water for hand washing
* Countertop work services for food preparation, shelving for kitchen utensils
* 2 x H3A fridge underneath the counter (Lowe refrigeration or equivalent) for meat and drinks – 24 hour power
* Wall shelving for literature storage
* Additional double electrical socket
* Coat hooks / rack
* Coffee machine – facilities to make a tea and coffee for those on the stand (approx. 150 servings per day)
* Space for storing luggage/valuables/laptops etc.
* Power for recharging mobile/cell phones (UK adaptors)
* Water dispenser with hot and cold water.
* Waste bin
* Cleaning equipment
  + Hand sanitiser for each table/reception desk
  + Box of disposable latex gloves
  + Box of disposable masks
  + Cloths and teatowels for cleaning the surfaces
  + Cleaning fluids for washing equipment
  + Anti-bacterial spray
  + Waste bins and bags
  + Soap for handwashing
* Disposable cutlery, plates and napkins (approx.100 each per day)
  1. **General**
* Plasma tv to be located on the stand

1. **Measurement of visitor numbers**

The stand requires the incorporation of stand analytics software that can provide live data on visitor numbers, dwell time, visitor flow and heat mapping on the stand. This should be budgeted in the overall £45k inc. VAT budget.

1. **AHDB Key Personal**

The winning supplier will be notified of details after the award.

1. **Account / Contract management**

AHDB’s operational lead can order reasonable additions or reduce from the service specified. These amendments (and any additional/reduction to costings) shall be requested in writing and agreed by both parties, where a quote will be requested to agree pricing.

1. **Pricing**

The budget is £45k inc. VAT.

1. **Technical Materials and Equipment**

The successful supplier is responsible for supplying all materials, equipment, and ancillary’s, except for the artwork for graphics on the stand - (production is the responsibility of the supplier).

1. **Format and content of Submission**

All submissions must be written in English and should contain the following.

* Full proposal based on brief, including methods on ensuring delivery within stated budget and within the regulations outlined by the event organiser.
* To scale designs / drawings (CAD and 3D).
* Proposed timetable including key milestones (taking into consideration time restraints imposed by the event organiser)
* Completion of the Pricing Schedule, itemised by area
* Methodology for liaising with AHDB staff, other suppliers, and event organisers
* Proposals and solutions to any unforeseen challenges
* Project plans/checklists to ensure full delivery of service.
* Risk assessments/Method statements in relation to this project
* Health & Safety policy and details of any key issues for this project
* Details of licenses and documentation in place ensuring transport to and from the EU and the right to work in the EU if the contractor is UK based.
* Overview of the proposed project team including key skills and experience.
* Confirmation of a French speaking project team member (which will be assessed via a phone/Skype call)

1. **Evaluation of the tender process**

The evaluation of tenders will be assessed using the following award evaluation criteria:

**SIRHA 2021 – Award Criteria**

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Sub Criteria |  | Weighting |
|  | Language | **Who on the project team can fluently communicate in both English and French?**  **Outline how you can facilitate the requirement to fluently communicate in English and French throughout the project to enable communication between AHDB staff/co-exhibitors and the event organisers.**  Suppliers will be tested on their language skills via a conference call/Skype call. | **Pass/Fail** |
| Price | Pricing Schedule | Complete pricing schedule | 15% |
|  | TOTAL AVAILABLE SCORE FOR PRICE |  | 15% |
| Quality | Brief response | Your brief response must include:   * Demonstrate your ability to meet the requirements of the brief, provide an outlined evaluation of the brief and how you can support AHDB’s overall objectives. * How you would engage with key staff during the planning and implementation stage; and how you would maintain strong relationships for the duration of the event and contract term. * How you would manage the logistics of this project   Please be aware that attention to detail will be judged within your proposal, as this is an important factor for the evaluation of this project | 10% |
|  | Project Management and Key skills | Detail your project management for this project, before, during and after, demonstrating your ability to meet the requirements set out within the brief. Including key skills and experience of the project team particularly highlighting the ability to meet and understand the language requirements.  Suppliers will be tested on their language skills via a conference call/Skype call. Suppliers will need to be able to communicate in English and French throughout the project to enable communication between AHDB staff/co-exhibitors and the event organisers. | 10% |
|  | Gantt charts/timescales | Provide a detailed Gantt chart or timetable of project planning – identifying key project milestones. | 10% |
|  | Experience | Provide details of similar projects where you have delivered to the brief specification and to budget. If possible, include a project build showing your ability to design and build a stand with a cookery area | 5% |
|  | Business Continuity | Please provide details of your business continuity arrangements to support the delivery of events i.e., COVID-19 restrictions, failure of systems, resource, supply chain, logistics etc | 5% |
|  | Sustainability Policies and Procedures | Describe your approach to sustainability, providing details of your environmental policy and procedures | INFO ONLY |
|  | Risks | Please detail medium to high level risks associated with this type of event by providing a risk assessment | INFO ONLY |
|  | Health & Safety | Provide your Health & Safety policy | INFO ONLY |
|  | Stand Analytics | Please detail how the stand analytics will be delivered during and post event | INFO  ONLY |
|  | TOTAL AVAILABLE SCORE FOR QUALITY |  | **40%** |
| Innovative thinking | Design and drawings | Originality and innovation of the proposed design.  Must include:   * CAD 3D images that showcase how the design fulfils the requirements set out within the brief. * A drawing of how the design complies with social distancing rules including the total number of people allowed on the stand at any one time. * A description of how the design meets the Coronavirus Protection rules outlined by the organiser. | 40% |
|  | Unforeseen challenges | Proposals and solutions to any unforeseen challenges identified from the brief. | 5% |
|  | TOTAL AVAILABLE SCORE FOR INNOVATIVE THINKING |  | **45%** |
|  | TOTAL OVERALL SCORE AVAILABLE |  | **100%** |