

Open Tender

MIPIM 2020

**Event Production Services & Stand
Building Services**

Ref: 2019-WMGC-MIPIM2020

August 2019

West Midlands Growth Company Ltd

Ground floor, Baskerville House

2 Centenary Square

Birmingham

B1 2ND

United Kingdom

T: +44 (0) 121 202 5115

W: www.wmgrowth.com

W: www.midlandsukmipim.com

CONTENTS

SECTION ONE - Tender information	
	1.1 Background
	1.2 Project aims
SECTION TWO - Tender specification	
	2.1 Description of requirement
	2.2 Project management
	2.3 Confidentiality
	2.4 Freedom of information
	2.5 Sub Contracting
	2.6 Conflict of Interest
SECTION THREE – Tender process and evaluation	
	3.1 Response requirements
	3.2 How do we select from the response received?
	3.3 Process and timescales
	3.4 Tender Queries
	3.5 Extensions to deadlines
	3.6 Period of validity
	3.7 Failure to Proceed
	3.8 Error in pricing
	3.9 Tender return documents
Appendix A	Supplier information
Appendix B	Financial Information
Appendix C	Technical and professional ability
Appendix D	Marking Schedule

SECTION ONE – tender information

This document contains:

(1) Contract information - for reference only

- Project aim

(2) Tender specifications

- Project briefing

(3) Tender process and evaluation

- You will need to respond to the requirements listed, considering the evaluation criteria specified and
- You will need to respond via the process and within the timelines as indicated

1.1 Background

The West Midlands Growth Company (WMGC) will be coordinating the Midlands UK presence at MIPIM 2020.

About MIPIM

MIPIM is a four-day real estate event that was established in 1990 and is held in Cannes, France, to meet the most influential players from all sectors of the international real estate industry. The event attracts international industry decision makers, professionals and employers from the property and construction sector, including real estate developers, investors, brokers and lawyers.

It brings the entire value chain together and gives unrivalled access to the greatest number of development projects and sources of capital worldwide.

MIPIM is a unique exhibition and networking platform to forge deals and is attended by:

- 26,800 participants
- 3,800 exhibiting countries
- 100 countries
- 6,380 investors
- 4,100 CEO's and C-Level professionals

In 2020 MIPIM will run from 10th – 13th March. For additional information regarding MIPIM please visit www.mipim.com

About Midlands UK

The Midlands UK is the campaign banner endorsed by the Midlands Engine and comprised of destination partners who have committed to the project in principle including: Birmingham City Council, Solihull Metropolitan Borough Council and GBSELP; City of Wolverhampton Council; Coventry City Council, Warwickshire County Council and Coventry & Warwickshire LEP; Marketing Derby and Derbyshire Economic Partnership; Dudley Metropolitan Borough Council; Invest in Nottingham and Nottinghamshire; Greater Lincolnshire LEP; Leicester City Council and Leicester & Leicestershire LEP; Stoke-on-Trent & Staffordshire; The Marches; West Midlands Combined Authority; and Worcestershire.

The project has funding sources including: (i) the private sector – 37%, (ii) local sources such as LA, LEPS etc – 31%, (iii) the Midlands Engine 20% and (iv) DIT 12%

About the WMGC

The West Midlands Growth Company (WMGC) helps to create new jobs, expand existing businesses and attract new businesses and investment to the region, aligned to the ambitions set out in the West Midlands Combined Authority (WMCA) Strategic Economic Plan.

WMGC was established in April 2017. It continues to operate leisure and business tourism programmes, an inward investment programme and its partnership programme.

The WMGC has been established in partnership with Local Enterprise Partnerships, local authorities, Growth Hubs, universities and a wide range of businesses across the private sector. It focuses its core activities across Greater Birmingham and Solihull, Coventry and Warwickshire and the Black Country, with the potential and scope to deliver services in a wider Midlands context.

The WMGC is owned by the WMCA and its Constituent Members, with governance that heavily involves the private sector in the majority. Its core WMCA and local authority funding will be used to attract significant additional funding from the private sector and other sources, such as future Devolution Deals.

Results

Please see Appendix F for results WMGC achieved coordinating the Midlands UK 2019 presence at MIPIM.

1.2 Project Aims for Midlands UK at MIPIM

1.2.1 Overall project aim

The primary objective of attending MIPIM 2020 is to build on global awareness and business development activity undertaken in previous years by the various strategic partners that joined the Midlands UK MIPIM 2019 partnership.

The aim of activity undertaken at MIPIM 2020 will:

1. Secure inward investment to the Midlands UK
2. Build awareness of the Midlands UK proposition and projects being a key catalyst for investor engagement and conversion

Midlands UK will use MIPIM 2020 to:

- Raise the profile of the Midlands region and the associated sub-regions/destinations with international investors, end users and suppliers
- Increase media coverage for the region and its constituent destinations
- Demonstrate the region's credentials as a place to do business
- Highlight the region's ability to attract and support investors
- Generate potential investment prospects
- Develop relationships into projects that will create private sector jobs
- Showcase specific development projects and create the platform for their promotion by our Midlands Commercial Partners

The key funding partners are:

1. Midlands Engine
2. LEPs and local authorities
3. Private sector companies
4. Department for International Trade

The Midlands UK is keen to demonstrate a partnership approach with private sector businesses which we believe is essential to delivering success for the city region. Companies can become partners at either a Midlands level (including brand exposure within the pavilion and associated communications) or at local level (with one or more LEPs/local authorities). As such, they will play a major part in our success at this event by becoming a sponsor or partner, putting the city region and their own brand on the world stage. We anticipate approximately 100 destination and commercial partners may join us at MIPIIM 2020.

Objectives

The ultimate aim of this public-private project is to secure capital investment into the region, which is usually measured in 10-15 year cycles. As such, this project will use more immediate metrics related to exhibiting at MIPIIM such as: engagement and profile. Suggested measures of success include:

Engagement

(i) Lead Generation meetings undertaken by Midlands destination partners
Target – 1,230 (uplift on 2019 - approx. 10%)

(ii) Actual engagement (event footfall)
Target – 3,900 (uplift on 2019 - approx. 10%)

(li) Digital engagement (engagement, followers)
Targets 0.5% performance uplift across platforms

Profile

Impact of awareness to be measured by (i) overall reach; (ii) geographic reach; (iii) sentiment; (iv) key messaging and representation analysis across;

- Owned channels, such as digital assets
- Earned Channels, including media outreach

Pavilion

During MIPIIM the Midlands UK will have a 200m² pavilion located close to the London Pavilion with a 72 m² terrace. In order to increase interest in the Midlands, a large focus will be placed on engaging existing and potential investors and media through an event programme consisting of panel discussions and presentations held inside the pavilion throughout the show. WMGC will curate and organise the events programme.

Please see Appendix G for location of Midlands UK pavilion at Palais des Festival, Cannes.

Audience

Capital investors represent varying locations such as China, US, Qatar and the UAE. Investors will be looking at large multi-million pound projects for long term investment, namely in the areas of commercial and residential property. In some cases, assigned third-party wealth-management consultants will be sourcing lucrative deals on behalf of investors from these locations.

Please see Appendix H for further detail regarding audience profiles.

1.2.2 Contract Duration

The contract duration is from 4th October 2019 until 30th May 2020.

1.2.3 Value

Contract value is between:

For event production services up to £40,000 excluding VAT.

For stand building services and audio visual (AV) up to £270,000 excluding VAT. Please note that the pavilion interior, exterior, terrace & AV must be achieved within the £270,000 budget.

For freight up to £4,500 excluding VAT.

For coach transfer for scheduled return flight up to £3,500 excluding VAT.

Therefore, the anticipated maximum total value of this contract is £318,000 excluding VAT.

Any bid in excess of £318,000 will be disregarded.

All bids for this contract must be made in Sterling.

If you are required to charge VAT, we will be unable to accept VAT invoices in any currency other than Sterling. We will accept a separate VAT only invoice where applicable to facilitate this.

N.B Catering services will be required for the pavilion, however, these costs and the supplier are controlled by the event organisers REED Midem. As the catering requirements and prices are not available at this time please do not include the catering cost as part of your bid submission.

1.2.4 Payment Schedule

A payment schedule will be agreed at the inception meeting and will form part of the contract

Please note, there will be NO upfront payment in respect of delegate passes.

SECTION TWO – tender specification

2.1 Description of requirement

The project is seeking to appoint an organisation who can provide event production support, stand building, AV, and catering services prior to, during and post the Midlands UK's attendance at MIPIM 2020. The successful supplier will need to manage all elements and provide co-ordination between them.

2.1.1 Event production

The areas of work and responsibility for the appointed agency will comprise of pre, during and post event elements as outlined below:

Element	Description	Pre-event	During Event	Post-event
1. Event Management	Event management of the Midlands UK Pavilion as well as any off-site events (if undertaken)	✓	✓	✓
2. Audience Recruitment	Audience recruitment/lead generation and follow up for Midlands UK events	✓	✓	
3. Concierge Service	Concierge service for the Midlands UK delegation (Destination & Commercial partners)	✓	✓	
4. Administration Support	To assist the Midlands UK project team wherever necessary with the administrative tasks and monitoring associated with the project	✓	✓	✓
5. Meeting Booking System	To provide a solution in the creation and management of one to one meetings within the Midlands UK Pavilion	✓	✓	
6. Reporting	To provide regular reports on the progress of the various event production elements	✓	✓	✓

For further details on requirements and deliverables for each of the above elements please see below.

1. Event management

The appointed agency will be required to support the WMGC and by proxy the Midlands UK by:

Activity	Pre-event	During Event	Post-event
Attending planning meetings as required	✓		
Scheduling of & participation in weekly conference calls	✓		
Supporting the planning and execution of logistical and technical aspects of the event and any additional events at off-site locations (if undertaken)	✓	✓	
Providing on-site event management of the Midlands UK Pavilion throughout MIPIM 2020 including:		✓	

<ul style="list-style-type: none"> • Providing host staff for the duration of the show (must be proficient in French and English) to scan badges, manage the meetings lounge/bookings and meet and greet guests in a polite and enthusiastic manner. Core number of pavilion staff x7 with scalability to increase during busier periods (e.g. catered events). Costs of all staff required are part of the contract value. Any costs for additional staff to service the pavilion space will be borne by the supplier and not WMGC. For information purposes, 7 members of host staff was the maximum number required for MIPIM 2019. • Assisting in the organisation, procurement and hosting of all catering • Keeping the pavilion and associated areas presentable to the highest standard at all times • Assisting pavilion visitors if the WMGC - Midlands UK project team is not available to do so • Concierge service for the Midlands UK delegation (approx. 350 people) during the course of the event 			
Providing a post-event evaluation report and a comprehensive attendance data list			✓
Attending post-event de-brief meeting			✓

Costs for the following items are outside the scope of this contract:

- **Venue hire (Both the MIPIM Event space, which has now been secured & any external event hosted by WMGC)**
- **Host service at off-site locations outside the Midlands UK Pavilion**
- **'Local' events organised by individual Destination and Commercial Partners**

WMGC will expect the successful supplier to follow its procurement policy when securing 3rd party services as listed above. This will be provided at the inception meeting.

WMGC must sign off all costs outside this contract prior to commissioning any 3rd party services.

2. Audience recruitment/Lead generation and follow up

Audience recruitment for the Midlands UK Pavilion events is of key importance to ensure we maximise the event attendance and raise our profile at MIPIM 2020. The supplier is to assist with audience recruitment for on-site and off-site events pre and during the exhibition. Please note, the main target market for the Pavilion is the investment community, so we are seeking an agency who can effectively target this global market.

We will be aiming for a core audience of out of region attendees for each Midlands UK event and the production supplier will be responsible for monitoring visitor numbers and accurately recording attendees to the Pavilion and individual events.

Midlands UK anticipates the events programme to consist of approximately 35 or more events/presentations throughout the duration of MIPIM 2020. Further details on the events and a final event schedule will be supplied once confirmed.

Please see Appendix I to view the Midlands UK 2019 event programme.

The appointed agency will be required to target suitable attendees to the Midlands UK events using the MIPIM delegate database (or suitable alternative) and keep a record of those approached and the

responses received so progress can be monitored and follow up can be carried out. Access to the database and any “owned data” that can add to this list is essential to our audience recruitment programme and must be considered as a cost and requirement within the value of this contract.

N.B We will require a clear proposal on how you would approach audience recruitment and follow up prior to, during and post MIPIM to enable us to achieve our goals. Your proposal should include targeting methods, communication channels, timelines and anticipated outputs.

3. Concierge service

The booking service is related to sourcing and arranging the following for the Midlands UK delegation/partners via a dedicated portal or similar:

▪ Delegate passes

- Register, timely and correctly, the relevant Midlands UK delegates with REED Midem from the allocation of passes provided with the stand
- Arrange and secure additional delegate passes upon request (Destination, Commercial & Local Partners)
- Make payment immediately to REED Midem for all passes to secure delegates attendance
- Weekly report to be generated and provided to WMGC on status of registrations
- WMGC to receive monthly invoice at cost, in Euros, for the fully registered passes that have been processed by the appointed agency

*There were 364 delegate registrations in 2019.

▪ Transfers

General

- Source a selection of transfer options to suit a range of budgets
- Negotiate the best possible rates
- Secure the transfers and invoice directly to the relevant party (Destination or Commercial Partner)
- Source coach transfers for applicable events if required, demonstrating best value for money

Airport

- Source coach transfers for scheduled return flight, demonstrating best value for money;
 - 3 x Coaches
 - 1 x Drop-off/collection point (with option to add an additional drop-off/collection point if there is demand for the service)
- Responsibility for scheduled flight passenger logistics in its entirety, including luggage transfers both on arrival to/departure from Cannes

▪ Accommodation

- Source a selection of hotels/apartments to suit the location and a range of budgets
- Negotiate the best possible rates
- Liaise with the hotels on rooming lists and last-minute changes
- Produce, after agreement, a confirmation document providing details of accommodation and pricing
- Secure the accommodation and invoice directly to the relevant party (Destination or Commercial Partner)

N.B. The budget of the appointed agency is to cover their time in providing the above services for Midlands UK partners.

The 3rd party cost of accommodation and transfers is to be invoiced by the event management company directly to the relevant party (Destination and Commercial Partners).

The 3rd party cost of delegate passes is to be invoiced as follows;

- Destination Partners – Appointed Agency & WMGC
- Commercial Partners – WMGC
- Local Partners – Appointed Agency

Costs for the following items are outside the value of this contract:

- **Accommodation**
- **General Transfers (with the exception of coach transfer to and from Nice airport for scheduled flight – this must be included within the value of the contract)**
- **Delegate Passes**

4. Administrative support

This will involve managing and updating all relevant details relating to the booking and registration of passes, supporting on administration of payments for passes as outlined above and any additional items where necessary.

All payments for associated costs connected with the project outside the contract value will be invoiced by the appointed agency monthly on a set date. Invoice must be emailed directly to the finance department. All costs invoiced will be in the original currency they were procured in e.g. Euros, Sterling etc.

As event evolves, there will be a requirement to support, where necessary, in any of the administration and monitoring required for any of the above areas of work, with a focus on budgets and costs.

5. Meeting Booking System

There is a requirement to develop a meeting booking system for the meeting booths and exterior seating, this system will need to be accessed in advance by all Destination and Commercial Partners to book based on their allocated time. The system will also need to be used live at the event and operated by event staff.

6. Reporting

There is a requirement to provide regular reports on the progress of the various event production elements, including but not limited to, delegate registrations, event acceptances, close of business events, audience recruitment/lead generation and post-event audience insights.

2.1.2 Stand build & AV

The project is seeking to appoint an organisation who can provide stand builder services prior to, during and post the Midlands UK's attendance at MIPIM 2020 and to provide all AV staff and equipment for the event.

The stand build and AV element of the tender has two components;

- i. 200sqm pavilion
- ii. 72 sqm terrace area

Item 1: 200sqm pavilion – This should include the following spaces and functions:

- a) Reception desk
- b) Meeting area
- c) Events theatre area
- d) Bar

Item 2: 72sqm terrace –which will provide an additional approx. 50 sqm of meeting space.

The stand design should allow for a business lounge feel whilst offering flexibility of use.

Please note the Midlands UK brand will remain the same as MIPIM 2019.

Based on the success and response to the 2019 stand we would like to keep the layout and elements broadly the same.

Structural elements from 2019 have been held in storage in France and are suitable for re-use. These include the bar, large rectangular table, 7 x meeting booths, reception desk and acoustic ceiling baffles. Safety assessments will need to be carried out to ensure they meet the specifications for the 2020 event.

Please see Appendix J to view the Midlands UK MIPIM 2019 Brand Guidelines

Please see Appendix K for internal/external 3D visuals of Midlands UK pavilion at MIPIM 2019

Please see appendix L for technical drawing of Midlands UK pavilion at MIPIM 2019

The areas of work and responsibility for the appointed agency will comprise of pre, during and post event elements as outlined below:

Element	Description	Pre-event	During Event	Post-event
1. Project Management	To construct and manufacture the physical space within the Midlands Pavilion, reporting directly on site	✓	✓	
2. Design & Construction Materials	Working with WMGC and the appointed Creative Agency to produce a high finish internal fit-out working to strict brand guidelines	✓	✓	
3. Audio Visual	To provide, install and manage-onsite all technical requirements.	✓	✓	
4. Health & Safety	To produce all safety documentation as required by REED Midem in relation to the build, any fixtures and fittings, and use of the structure	✓	✓	✓
5. Snagging	Ability to resolve any issues that might arise on site; either pre-event or during relating to the build and finish		✓	
6. Transport, Workshop Facilities & Logistics	Transport of items required for the pavilion build to Palais des Festivals, Cannes, France	✓	✓	✓
7. Breakdown, storage & stand disposal	Dismantling, storage and disposal of the stand.			✓

For further details on requirements and deliverables for each of the above elements and networking area please see the following:

Outputs:

1. Project Management:

- To advise on, manufacture and construct the physical space within the Midlands UK Pavilion, working in conjunction with WMGC team and the appointed Creative Agency
- Reporting directly to REED Midem whilst on site

2. Design, Construction & Materials:

- Working in collaboration with WMGC team and appointed Creative Agency to generate a finished design that includes layout, interior/exterior walls, style and treatment of the pavilion interior
- To inject personality into the design/build of the pavilion, that engages with existing and potential investors, along with the media
- Produce a high finish, internal fit-out, working to strict brand guidelines
- Installation of AV as required
- To ensure build is completed within identified timescales and signed-off by REED Midem

N.B The tender response must consider the internal and external decoration of the pavilion and include all fixtures and fittings, including but not limited to power, lighting, flooring, Wi-Fi, refrigeration and plumbing.

3. Health & Safety:

- To produce/collate all safety documentation as required by REED Midem in relation to the project
- To ensure all French legal requirements are identified and met in relation to the project build
- Ensure all fire safety targets set by REED Midem are met
- Management of all Health & Safety elements whilst on-site

4. Audio Visual:

- To supply and build into the design all technical elements to include:
 - Mega auditorium electronic screen (2m x 4m minimum)
 - Large individual screens minimum of 4 (75 inch minimum)
 - PA system with 8 speakers to address background noise overspill into auditorium area
 - 7 x lapel mics
 - 8 x handheld wireless mics
 - Facility to play PowerPoint presentations
 - Vision mixer (video)
 - 2 x high spec laptops (capable of video editing/post production on the fly)
 - PC Bal Box (audio)
 - Lectern with gooseneck mic
 - All necessary cabling
 - Minimum 2 x technicians (to manage all sound / lighting / presentation elements)

5. Snagging:

- Ability to resolve any issues that might arise on site; either pre-event or during relating to the build and finish of the pavilion

6. Transport, Workshop Facilities & Logistics:

- Transport of items required for the pavilion build to Palais des Festivals, Cannes, France
- Sourcing and paying for all passes and parking permits as required
- Ensuring that all materials as agreed previously with WMGC is transported to the venue and erected in time
- Likewise; to dismantle displays and organise return of materials after the event
- Disposal of materials after the event
- Sourcing off-site storage/workshop in Cannes (if required)
- To include all staffing, vehicle, fuel, shipping and storage costs as required

7. Breakdown, storage and stand disposal

- The cost of dismantling of the stand at the Palais des Festivals, Cannes, France must be considered within the value of the tender
- Disposal of all items on site must be undertaken within the guidelines and regulations of the Palais des Festival
- Sourcing of off-site storage options for pavilion items to be retained after the event. We anticipate that we will require storage of these items in France

Costs for the following items are outside the scope of this contract:

- **Pavilion shell – this is provided by the event organiser REED Midem**
- **Disposal/Storage of items - WMGC will advise separately on disposal or storage of retained items for future years**

Specific areas of the pavilion design/build that require consideration are;

Noise Management:

- Following 3rd Party consultation, acoustic ceiling baffles were purchased and erected in the pavilion at MIPIM 2019 to assist with sound dampening. These were put into storage after the event and we intend to reuse these at MIPIM 2020. Additional suggestions on noise management will be required as part of your proposal. Any costs must be considered in the overall budget.

Meeting area/terrace:

- Not all guests to the pavilion will have access to the meeting area and terrace. A small concierge desk is required along with signage detailing the meeting area and conditions of use.
- In order to make use of the terrace in all weather conditions, we require adequate covering for the terrace.

Storage/Back stage access:

- Storage options and access to storage and backstage areas are required.

2.1.3 Catering

The catering requirements will potentially consist of a continental breakfast, then lunchtime and evening canapés service, there will also be a café/bar inside the pavilion open for service throughout the day.

The catering suppliers and the exact requirements are not available at present and therefore this will not be required in the tender response, other than to demonstrate capability.

Destination partners will make recommendations for locally sourced products to be included in the catering offer.

Please do not include a cost of catering in your bid submission.

2.1.4 Project milestones and deadlines

The project will have three delivery phases (i) pre – from now until March 2020; (ii) During – the MIPIM event, which is scheduled for 10-13 March 2020 and (iii-) Post – evaluation and lead generation follow up.

The activity will need to be completed to the strict deadlines below. All deadlines are subject to change at the discretion of WMGC.

Milestone	Date	Attendees
Inception meeting	October 2019	Supplier, WMGC Project Team
Weekly catch-up calls	Weekly throughout	Supplier, WMGC Project Team
Initial production meeting	October 2019	Supplier, WMGC team
Following monthly production meeting	October 2019 – March 2020	Supplier, WMGC team
Debrief meeting	March 2020	WMGC team, Supplier to lead
Final report	By 31 st May 2020	Supplier

Other critical milestones will become apparent as the project progresses.

2.2 Project Management

The project will be managed by Tom Clift, Senior Programme Manager, Special Projects & Major Events and supported by Jess Murphy, Project Executive. The contractor(s) will be required to meet frequently throughout the project as per a schedule to be agreed by both parties at the inception meeting.

2.3 Confidentiality

The West Midlands Growth Company would expect to all intellectual property rights to the deliverables produced and assigned to West Midlands Growth Company. The outputs of this project must be kept strictly confidential and they cannot be shared with any third party without written permission from West Midlands Growth Company.

The tender documentation is commercially sensitive and will be kept strictly confidential. Under no circumstances can information be passed on to any third party without permission from West Midlands Growth Company.

2.4 Freedom of Information

Tenderers should note that the Employer may be required to disclose information that Tenderers provide to the Employer under the Freedom of Information Act 2000 unless the Employer can establish either that the information is subject to a duty of confidence or that it is both commercially sensitive and the public interest in maintaining its confidentiality is greater than the public interest in disclosing it.

2.5 Sub-contracting

The Supplier may sub-contract delivery of the Services, with a view to securing the best possible value for money from suppliers.

2.6 Conflicts of Interest

Should at any point during the duration of this contract, the winning supplier(s) become a representative of another core UK City/Capital then the supplier **MUST** inform WMGC and provide a methodology detailing how any possible conflicts of interest will be managed. If the submitted methodology does not convince WMGC that any possible conflicts of interest can be managed, then clause 8 Termination of the contract will be evoked.

SECTION THREE – tender process and evaluation

3.1 Response requirements

A proposal is required that includes the following:

Completion of Appendix A;

- Organisation identity
- Bidding model
- Grounds for mandatory exclusion

Completion of Appendix B;

- Financial viability questionnaire

Appendix A Supplier information and Appendix B Financial information **MUST** be completed for all consortia partners.

Two Relevant case studies to demonstrate your expertise in delivering similar projects – please complete at Appendix C

- Experience in the delivery of MIPIM for a similar organisation or any events of a similar size and scope. Please note we will not accept a case study that is based around MIPIM Cannes for WMGC
- Evidence of problem solving and how you overcame difficulties encountered for the specific project
- Identify and detail successful evaluation of client outputs
- Evidence working on a multi-language international project and the provision and management of local staff
- Demonstrate experience managing an international B2B project
- Expertise in delivering similar sized projects. Include original remit and how these elements were addressed
- Detail challenges arising and how you successfully overcame these
- Include images of work on completion / in situ
- Reflects a creative approach

Response requirements for Selection Criteria:

a) Completion of:

- Organisation identity (Appendix A)
- Financial viability (Appendix B)
- Financial and Technical capability (Appendix C)

Response Requirements for written proposal for Award Criteria:

1. An overview of your strategic and logistical approach regarding:
 - a. **Event management** of the Midlands UK Pavilion stand as well as off-site events (if undertaken)
 - b. **Audience recruitment/lead generation** and follow up for Midlands UK events.
 - We require a clear proposal on how you would approach audience recruitment and follow up prior to and during MIPIM to enable us to achieve our goals. Your proposal should include targeting methods, communication channels, timelines and anticipated outputs.
 - c. **Concierge service** for Midlands UK Partners; Delegate passes, transfers & accommodation.
 - d. **Administrative support:** To assist the Midlands UK project team with the administrative tasks and monitoring associated with the project.
 - e. **Meeting booking system:** To provide a solution in the creation and management of one to one meetings within the Midlands UK Pavilion.
 - f. **Reporting:** To provide regular reports on the progress of the various event production elements.
 - g. **Stand build** management of stand builder
 - h. **Project Management:** Construct and manufacture the physical space within the Midlands UK Pavilion.
 - i. **Design, Construction & Materials:** High-finish, internal fit-out working to strict brand guidelines.
 - j. **Audio Visual:** To install and manage-onsite all technical requirements.
 - As part of your proposal please include recommendations for additional noise management/sound dampening.
 - k. **Health & Safety:** Produce all safety documentation as required and management of all Health & Safety elements whilst on-site.
 - l. **Snagging:** Ability to resolve any issues arising on site within a reasonable timeframe
 - m. **Transport, Workshop Facilities & Logistics:** Transport to/from and storage of items in Cannes
 - n. **Other:**
 - Details of proposed management structure and personnel
 - Outline of the project management timeframe
 - Management of conflict of interest – please advise how you would manage any potential conflicts e.g. building a competitor’s stand
2. Total cost broken down as per the below – please complete at Appendix E;
 - a. **Event Production**
 - Event Production
 - Audience Recruitment
 - Concierge Service
 - Meeting Booking System
 - Administrative Support

* Please include a breakdown of the number of days and daily rates for each member (specifying level of staff member) on the project team including and highlighting any subcontractors. Total cost should include any forecasted expenses.

b. Stand Build

- General Stand Build Costs
- Reception & Storage Area
- Presentation Area
- Meeting Area
- Bar Area
- Main Seating Area
- Palais de Festival Costs (Wi-Fi, power, water & exterior vinyl banners)
- Sound Proofing
- Project Management
- AV
- Terrace

* Please include a breakdown of the number of days and daily rates for each member (specifying level of staff member) on the project team including and highlighting any subcontractors. Total cost should include any forecasted expenses

All information to be supplied in English.

Please note the award of this tender will be based solely on bid submission. There will be no additional interviews taking place.

3.2 How do we select from the responses received?

We will check and evaluate each submission and rank contractors according to the following criteria, with the tenderer receiving the highest overall score being awarded the contract:

3.2.1 Selection Criteria

- a) Grounds for mandatory exclusion – you will be excluded from the procurement process if there is evidence of convictions relating to specific criminal offences – please complete Appendix A.
- b) Financial Stability – **marked pass or fail** based on company accounts and information provided – please complete Appendix A & B. Financial stability is evaluated by looking at the following:
 - a. Current ratio – Solvency
 - b. Gearing ratio – Equity-Debt ratio
 - c. Interest cover – Ability to fulfil short-term obligations to borrowers
 - d. Adequacy of the reserves – Looking at Profitability versus the depletion of reserves
 - e. Credit scoring – Experian
- c) Technical and professional ability required – marked pass or fail based on ability to demonstrate experience relating to the event management and stand build for an international event – please complete Appendix C below - provide min of 2 relevant case studies. **A total score of 12 is required to pass.**

If submitting as a business consortium, please provide 1 case study demonstrating previous work as a consortium (can be with a different partner than the one you're partnering with in this bid submission), additionally provide 1 case study from each partner in this business

consortium demonstrating experience relating to the event management and stand build for an international event

If submitting a bid including sub-contracted delivery please provide 1 case study demonstrating previous work with the subcontractor (can be with a different sub-contractor than the one you will be using in this bid submission), additionally provide 1 case study demonstrating experience relating to the event management and stand build for an international event.

The evaluation panel will approach each Tenderer consistently, and will make a decision based not on one but all of the above criteria / information. Therefore, this does not necessarily mean that failing one of the above criteria will result in a “fail”.

- d) Technical and professional ability required – **marked pass or fail** based on your ability to demonstrate expertise and experience relating to undertaking and delivering similar projects in the last three years. **A total score of 12 is required to pass. See Appendix C.** The following areas will be evaluated:
- i. Focus of work – methodology and approach
 - ii. Relevant skills and expertise
 - iii. Outputs

Only those suppliers passing the above selection criteria will proceed to having their bid proposal evaluated against the below award criteria response requirements

3.2.2 Award Criteria – see Appendix D for marking schedule for Methodology and Approach

- a) Methodology & Approach - weighted **70%** and assessed against the below:
Overview of your strategic and logistical approach regarding;
- Event Management
 - Audience Recruitment/Lead Generation
 - Concierge Service
 - Administration Support
 - Meeting Booking System
 - Reporting
 - Management of Stand Builder
 - Project Management
 - Design, Construction & Materials
 - Audio Visual
 - Health & Safety
 - Snagging
 - Transport, Workshop Facilities & Logistics
- b) Resources & Expertise - weighted **20%** and assessed against the following:
Please provide information on what permanent staff resources you will put into the project, including the mix of senior and junior staff and how you will manage these to meet the project deadlines. Please also provide a breakdown of all direct staff costs, including daily rates for senior and junior members of staff including overheads.
- c) Price weighted **10%** and evaluated as follows:

- Total fixed cost price for undertaking the work set out in the pricing return (P1) shall be scored by comparing this with the lowest fixed cost price submitted by any tender (Z1) as follows

$$\text{Score} = Z1/P1 \times 10$$

The quote should include all direct staff costs including breakdowns of senior and junior members of staff's daily rate and overheads. General costs related to projects will be expected to be absorbed within the rates quoted e.g. photocopying, travel to meetings, computing resources. Please itemise any costs that you consider to be outside of these rates.

If a Tender appears to be abnormally low WMGC will follow the process in Regulation 69 of the Regulations. A failure to provide a satisfactory explanation for a low price may lead to disqualification of the Tenderer.

NB - WMGC shall rely on the information provided by the quoting provider. A material misrepresentation contained therein shall constitute a material breach of contract.

3.3 Process and timescales

This timetable is indicative only. WMGC reserves the right to change it at its discretion.

Milestone	Deadline and process
Brief stage	
Brief & task	WMGC to issue open tender brief via appropriate invitation to tender websites by Friday 2nd August 2019
Response deadline	Companies must respond to tender brief requirements and submit their proposal to be with WMGC no later than 12:00 noon BST on Friday 13th September 2019
Questions regarding the tender brief	<p>Please submit any questions to WMGC via its In-Tend system by no later than 12:00 noon BST on Friday 16th August 2019. This should be done as a correspondence message on the system.</p> <p>To ensure a fair and transparent process, any questions sent past this deadline will not be answered. The company will endeavour to answer all questions by the end of Wednesday 21st August 2019. Responses will be shared with all prospective Tenderer's via the Clarifications Tab on In-tend.</p>
Submitting your tender	<p>Deadline: The tender should be received by the deadline as stated above, after which the system will not allow tenders to be submitted.</p> <p>Once you have expressed interest, the tender bid will be available to download from the "Brief Stage" tab. We recommend that you are logged on and familiar with the submission process on the website. If you are experiencing any technical difficulties or require any help in submission ONLY, you should contact WMGC at the earliest possible point prior to the deadline to be able to resolve any issues. Failure to communicate with us prior to the deadline will result in your company being removed from the procurement process.</p> <p>Telephone 0121 202 5115</p> <p>Access: All suppliers MUST visit our e-Procurement system to register and access the tender brief</p> <p>Receipt: The tender MUST be submitted via our e-Procurement system.</p> <p>E-Procurement https://in-tendhost.co.uk/wmgrowth/asp/Home</p> <p>Tenderers should note that there is a maximum file upload size of 5mb per document to the 'In-tend' website and where you have a large number of documents or documents which are close to the 5mb file size limit, you MUST ensure you allow plenty of time to upload your submission prior to the deadline for tender submission.</p> <p>Tenderers may submit an <u>additional</u> hard copy via post. Please send x 1 copy in a neutral envelope to:</p> <p>West Midlands Growth Company Ltd Attn: 2019-WMGC-MIPIM2020 Baskerville House Centenary Square Broad St Birmingham B1 2ND</p> <p><i>Marked:</i> TENDER not to be opened before 12:00 noon BST on Friday 13th September 2019</p>

Evaluation stage	
Expected date of evaluation and clarification issues by WMGC	All responses will be evaluated against pre-identified criteria by the project management team by Friday 20th September 2019 . If required , clarification regarding bids submitted will take place via In-tend correspondence. Only if required, clarification through face to face meetings with companies passing the selection criteria will take place at the offices of WMGC via a small panel comprising the project management team. Companies will be notified of this decision at the earliest point.
Expected date of notification of successful tender	Notification of successful tender will be made and the successful company will be notified by Friday 20th September 2019 .
Cooling off period	To comply with European Regulations, notification of appointment and cooling off period, where suppliers can contest decision is provided. The contract can only be appointed after this 10 day period.
Expected date of appointment and project initiation	Friday 4th October 2019 . A project initiation meeting will be held as soon as possible after this date

3.4 Tender Queries

Tender queries must be submitted via the InTend system at the website specified above before the deadline specified above. The tender manager will coordinate any responses. WMGC will issue response to any tender queries to all tenderers through InTend. In the interests of fair and open tendering no reference will be made to the identity of the tenderer raising the individual query or queries.

3.5 Extensions to Deadlines

No extensions will be given to the tender deadlines set out above.

3.6 Period of Validity

Tenders must remain open for consideration (unless previously withdrawn) for not less than [10] weeks from the date for return of tenders.

3.7 Failure to Proceed

Should WMGC and the chosen tenderer fail to enter into a contract for any reason, the chosen tenderer (and all other tenderers) shall not be reimbursed for any tendering, design, mobilisation and/or management costs (or those of any proposed subcontractors, suppliers or consultants). The chosen tenderer will be required to return to WMGC (at its request) all tender documentation received (including specifications, this invitation to tender, the draft contract etc) or to destroy these. Tenderers may not retain any documentation for their own use, or their use by third parties.

3.8 Errors in Pricing

If WMGC discovers arithmetical errors in any tender WMGC will give the detail of those errors to the tenderer. The tenderer will be given the opportunity to either:

- to confirm the offer, in which case all rates or prices are to be treated as being reduced in the same proportion as the corrected total of priced items exceeds or falls short of the tendered total or such items; or
- to correct their tender, in which case the corrected figures will be used in the evaluation.

3.9 Tender Return Documents

The following documents are required in response to this invitation to tender:

- Completed Supplier Information (Appendix A)
- Completed Financial Information (Appendix B)
- Completed Technical and Professional Ability Information (Appendix C)
- Marking Schedule (Appendix D)

APPENDIX A – SUPPLIER TO COMPLETE

Supplier information - Please complete the following form:

a. Name of the company (Prime or single contractor) in whose name the tender would be submitted:	
b. Contact name:	
c. Address:	
d. Telephone number:	
e. Fax number:	
f. E-mail Address:	
g. Company Registration number:	
h. Date of Registration:	
i. Registered address (if different from above):	
j. VAT registration number:	
k. Website address:	

Bidding Model

Please mark 'X' in the relevant box to indicate whether you are;	
<p>a) Bidding as a Prime Contractor and will deliver 100% of the key contract deliverables yourself.</p>	<input type="checkbox"/> Yes
<p>b) Bidding as a Prime Contractor and will use third parties to deliver <u>some</u> of the services.</p> <p>If yes, please provide details of your proposed bidding model in your submission, that includes members of the supply chain, the percentage of work being delivered by each sub-contractor and the key contract deliverables each sub-contractor will be responsible for.</p>	<input type="checkbox"/> Yes
<p>c) Bidding as Prime Contractor but will operate as a Managing Agent and will use third parties to deliver <u>all</u> of the services.</p> <p>If yes, please provide details of your proposed bidding model in your submission that includes members of the supply chain, the percentage of work being delivered by each subcontractor and the key contract deliverables each sub-contract will be responsible for.</p>	<input type="checkbox"/> Yes
<p>d) Bidding as a consortium but not proposing to create a new legal entity.</p> <p>If yes, please include details of your consortium in the next column and use a separate Appendix to explain the alternative arrangements i.e. why a new legal entity is not being created.</p> <p>Please note that the authority may require the consortium to assume a specific legal form if awarded the contract, to the extent that it is necessary for the satisfactory performance of the contract.</p>	<input type="checkbox"/> Yes <u>Consortium members</u> <u>Lead member</u>
<p>e) Bidding as a consortium and intend to create a Special Purpose Vehicle (SPV).</p> <p>If yes, please include details of your consortium, current lead member and intended SPV in the next column and provide full details of the bidding model using a separate Appendix.</p>	<input type="checkbox"/> Yes <u>Consortium members</u> <u>Current lead member</u> <u>Name of Special Purpose Vehicle</u>

Grounds for mandatory exclusion

You will be excluded from the procurement process if there is evidence of convictions relating to specific criminal offences including, but not limited to, bribery, corruption, conspiracy, terrorism, fraud and money laundering, or if you have been the subject of a binding legal decision which found a breach of legal obligations to pay tax or social security obligations (except where this is disproportionate e.g. only minor amounts involved).

If you have answered “yes” to question 1.2 on the non-payment of taxes or social security contributions, and have not paid or entered into a binding arrangement to pay the full amount, you may still avoid exclusion if only minor tax or social security contributions are unpaid or if you have not yet had time to fulfil your obligations since learning of the exact amount due. If your organisation is in that position, please provide details using a separate Appendix. You may contact the authority for advice before completing this form.

2.1 Within the past five years, has your organisation (or any member of your proposed consortium, if applicable), Directors or partner or any other person who has powers of representation, decision or control been convicted of any of the following offences?	Please indicate your answer by marking 'X' in the relevant box.	
	Yes	No
(a) conspiracy within the meaning of section 1 or 1A of the Criminal Law Act 1977 or article 9 or 9A of the Criminal Attempts and Conspiracy (Northern Ireland) Order 1983 where that conspiracy relates to participation in a criminal organisation as defined in Article 2 of Council Framework Decision 2008/841/JHA on the fight against organised crime;		
(b) corruption within the meaning of section 1(2) of the Public Bodies Corrupt Practices Act 1889 or section 1 of the Prevention of Corruption Act 1906;		
(c) the common law offence of bribery;		
(d) bribery within the meaning of sections 1, 2 or 6 of the Bribery Act 2010; or section 113 of the Representation of the People Act 1983;		
(e) any of the following offences, where the offence relates to fraud affecting the European Communities' financial interests as defined by Article 1 of the Convention on the protection of the financial interests of the European Communities:		
(i) the offence of cheating the Revenue;		
(ii) the offence of conspiracy to defraud;		

(iii) fraud or theft within the meaning of the Theft Act 1968, the Theft Act (Northern Ireland) 1969, the Theft Act 1978 or the Theft (Northern Ireland) Order 1978;		
(iv) fraudulent trading within the meaning of section 458 of the Companies Act 1985, article 451 of the Companies (Northern Ireland) Order 1986 or section 993 of the Companies Act 2006;		
(v) fraudulent evasion within the meaning of section 170 of the Customs and Excise Management Act 1979 or section 72 of the Value Added Tax Act 1994;		
(vi) an offence in connection with taxation in the European Union within the meaning of section 71 of the Criminal Justice Act 1993;		
(vii) destroying, defacing or concealing of documents or procuring the execution of a valuable security within the meaning of section 20 of the Theft Act 1968 or section 19 of the Theft Act (Northern Ireland) 1969;		
(viii) fraud within the meaning of section 2, 3 or 4 of the Fraud Act 2006; or		
(ix) the possession of articles for use in frauds within the meaning of section 6 of the Fraud Act 2006, or the making, adapting, supplying or offering to supply articles for use in frauds within the meaning of section 7 of that Act;		
(f) any offence listed—		
(i) in section 41 of the Counter Terrorism Act 2008; or		
(ii) in Schedule 2 to that Act where the court has determined that there is a terrorist connection;		
(g) any offence under sections 44 to 46 of the Serious Crime Act 2007 which relates to an offence covered by subparagraph (f);		
(h) money laundering within the meaning of sections 340(11) and 415 of the Proceeds of Crime Act 2002;		
(i) an offence in connection with the proceeds of criminal conduct within the meaning of section 93A, 93B or 93C of the Criminal Justice Act 1988 or article 45, 46 or 47 of the Proceeds of Crime (Northern Ireland) Order 1996;		
(j) an offence under section 4 of the Asylum and Immigration (Treatment of Claimants etc.) Act 2004;		

(k) an offence under section 59A of the Sexual Offences Act 2003;		
(l) an offence under section 71 of the Coroners and Justice Act 2009		
(m) an offence in connection with the proceeds of drug trafficking within the meaning of section 49, 50 or 51 of the Drug Trafficking Act 1994; or		
(n) any other offence within the meaning of Article 57(1) of the Public Contracts Directive—		
(i) as defined by the law of any jurisdiction outside England and Wales and Northern Ireland; or		
(ii) created, after the day on which these Regulations were made, in the law of England and Wales or Northern Ireland.		
(o) Committed an offence under section 1, 2 or 4 of the Modern Slavery Act 2015		
<p><u>Non-payment of taxes</u></p> <p>1.2 Has it been established by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part of the United Kingdom or the legal provisions of the country in which your organisation is established (if outside the UK), that your organisation is in breach of obligations related to the payment of tax or social security contributions?</p> <p>If you have answered Yes to this question, please use a separate Appendix to provide further details. Please also use this Appendix to confirm whether you have paid, or have entered into a binding arrangement with a view to paying, including, where applicable, any accrued interest and/or fines?</p>		

APPENDIX B – SUPPLIER TO COMPLETE

Financial information - Please complete the following financial form and ensure you provide the requested information as part of your submission:

<p>a)</p> <ul style="list-style-type: none"> i. A copy of the most recent audited accounts for your organisation that cover the last two years of trading or for the period that is available if trading for less than two years. Provided that your company qualifies for an audit exemption, then unaudited accounts can be submitted. ii. If the company has been trading for less than a year management accounts to date are required. iii. In addition to (ii) forecasted management accounts are also required. <p>NB. If you have been trading for less than a year and are therefore unable to provide point i and ii, please ensure that you submit point iii, as no information will result in an automatic fail All information to be supplied in English.</p>	
<p>b) If the organisation is a subsidiary of a group, the above information is required for both the subsidiary and the ultimate parent.</p>	
<p>c) Where appropriate it may be necessary to request inter-company guarantees. Please provide consent.</p>	
<p>d) The name and address of your banker.</p>	
<p>e) Please note that following clause 7.5 of the contract the Supplier will be expected to maintain appropriate and comprehensive insurance cover for its liabilities under the contract. <i>Please confirm whether you already have, or can commit to obtain such insurance cover prior to the commencement of the contract.</i></p>	

APPENDIX C - SUPPLIER TO COMPLETE

Technical and Professional Ability

Responses to this Form will be used to undertake an assessment of your organisation's technical and professional ability to provide the works.

EXPERIENCE AND CONTRACT EXAMPLES				
Please provide details of min 2 and up to 3 contracts (from either or both the public or private sector) that are relevant to the tender requirement. Contracts should have been performed during the past five years. (The customer contact should be prepared to speak to WMGC to confirm the accuracy of the information provided below if we wish to contact them).				
		Contract 1	Contract 2	Contract 3
1	Customer Organisation (name):			
2	Customer contact name, phone & email:			
3	Contract start date:			
	Contract completion date:			
	Contract Value:			
4	Description of contract, including evidence as to your technical capability in this market. Please use further sheets for detailing this section			
If you cannot provide at least two examples, please briefly explain why (100 words max) –				

APPENDIX C (Continued)

The following marking schedule will be used to evaluate the professional and technical ability criteria:

	Description	Score	Evaluator Notes	Comments
1	Focus of Work – methodology and approach (maximum 5 marks)			We are looking for examples of past projects where the work undertaken has a focus on, and demonstrates a good knowledge of, a similar project methodology.
2	Relevant skills and expertise (maximum 5 marks)			We are evaluating the extent to which the tenderer demonstrates that it has the specific skills and expertise needed to meet the project requirements as detailed in section 3.1
3	Outputs (maximum 5 marks)			We are evaluating the extent to which the tenderer demonstrates that it has the specific skills and expertise needed to meet the project requirements. Were the client's success criteria met – how?

A total score of 12 is required to pass.

Scoring system for selection criteria

Score	Interpretation
0	Either no answer is given or the answer provides no evidence that the Organisation meets any of the Contracting Authority's requirements.
1	The answer provides some evidence that the Organisation meets some of the Contracting Authority's requirements but only in a minimal way.
2	The answer provides satisfactory (or better) evidence that the Organisation partially meets the Contracting Authority's requirements.
3	The answer provides good (or better) evidence that the Organisation meets a majority of the Contracting Authority's requirements.
4	The answer provides good (or better) evidence that the Organisation meets nearly all of the Contracting Authority's requirements.
5	The answer provides excellent evidence that the Organisation fully meets of the Contracting Authority's requirements.

APPENDIX D. Marking Schedule

The following marking schedule will be used to evaluate the award criteria:

Score	Classification	Definition
0	No response (complete noncompliance)	No response at all or insufficient information provided in the response such that the solution is impossible to assess and/or incomprehensible.
1-2	Unsatisfactory response (potential for some compliance but very major areas of weakness)	Substantially unacceptable submission which fails in several significant areas to set out a solution that addresses and meets the requirements: little or no detail may (and, where evidence is required or necessary, no evidence) have been provided to support and demonstrate that the tenderer will be able to provide the services and/or considerable reservations as to the tenderer's proposals in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. Would represent a very high risk solution for the contracting authority
3-4	Partially acceptable response (one or more areas of major weakness)	Weak submission which does not set out a solution that fully addresses and meets the requirements: response may be basic/ minimal with little or no detail (and, where evidence is required or necessary, with insufficient evidence) provided to support the solution and demonstrate that the tenderer will be able to provide the services and/or some reservations as to the tenderer's solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. May represent a high risk solution for the contracting authority.

Score	Classification	Definition
5-6	Satisfactory and acceptable response (substantial compliance with no major concerns)	<p>Submission sets out a solution that largely addresses and meets the requirements, with some detail (or, where evidence is required or necessary, some relevant evidence) provided to support the solution; minor reservations or weakness in a few areas of the solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Medium, acceptable risk solution to the contracting authority.</p>
7-8	Fully satisfactory /very good response (fully compliant with requirements).	<p>Submission sets out a robust solution that fully addresses and meets the requirements, with full details (and, where evidence is required or necessary, full and relevant evidence) provided to support the solution; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Low/No risk solution for the contracting authority.</p>
9-10	Outstanding response (fully compliant, with some areas exceeding requirements)	<p>Submission sets out a robust solution (as for a 7-8 score – above) and, in addition, provides or proposes additional value and/or elements of the solution which exceed the requirements in substance and outcomes in a manner acceptable to the contracting authority; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources not only to deliver the requirements, but also exceed it as described.</p> <p>Low/No risk solution for the contracting authority.</p>