**Agriculture and Horticulture Development Board**

**Specification for stand build for SIAL 2022.**

**Introduction**

This document is an invitation to tender for the provision of a stand design and build for the Agriculture and Horticulture Development Board (AHDB) to attend the food exhibition SIAL Paris in France.

The purpose of the stand is for AHDB to showcase and exhibit meat products, and to act as a networking and meeting place for clients.

AHDB are looking for a supplier to provide the design, production, build, dismantling and disposal of a stand that is 396.75sqm 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. The use of an interpreter is not permitted.

**Background**

AHDB is a statutory levy board, funded by farmers, growers, and others in the food supply chain. It exists to make British agriculture industries more competitive and sustainable through factual, evidence-based advice, information, and activity. We want to create a world-class food and farming industry, inspired by and competing with the best.

For further information, please visit – [www.ahdb.org.uk](http://www.ahdb.org.uk)

**Scope**

The main objective of the stand is to highlight the quality of British meat supplied by our exporters/co-exhibitors. Giving the audience the opportunity to see and taste the product and our co-exhibitors the opportunity to meet with 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 SIAL Paris 2022. SIAL is a biannual event held in Paris, France October. It is the worlds’ largest food innovation exhibition with over 7,000 exhibitors from 119 countries, attracting more than 310,000 trade visitors worldwide.

Taking place on 15 - 19 OCTOBER 2022, the venue for the event is - Parc des Expositions de Paris-Nord Villepinte, 82 Avenue des Nations, 93420 Villepinte, France

For further information, please visit – [www.sialparis.com](http://www.sialparis.com)

1. **Stand management.**

The successful supplier will be required to contact the organiser for further details and to make any specific arrangements.

The exhibitor guide can be found in Appendix one

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 SIAL. Language skills will be assessed via a Teams call, required on the call for assessment must be a member of the project team that will be attending the build in Paris.

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 must 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 as outlined in the exhibitor guide (Appendix one)

Transportation, maintenance, and disposal of stand 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**

The stand space has been split into two areas as outlined below

* Hall 6, E214 (Island Stand) 350sqm (20m x 17.5m)
* Hall 6, F230 (open on 2 sides) 46.75sqm (8.5m x 5.5m)

Both stand spaces can be found on the below floorplan extract.

Diagram

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The design should be light, modern, and welcoming.

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 multiple graphic opportunities.

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

AHDB may need to make alterations to the designs submitted by the winning bidder suppliers must take this eventuality into account with their quote.

1. **Covid-19 specifications**

The design needs to meet the health protocol outlined by the event organiser to ensure the stand is compliant with the rules set out by the French government.

This includes but is not limited to matters such as social distancing requirements, visitor flow requirements, hygiene requirements.

Full details of all requirements can be found at

* [SIAL Exhibiting health protocol](https://www.sialparis.com/Practical-info/Visiter-et-exposer-en-toute-serenite/Health-protocol-exhibit-with-full-peace-of-mind-at-our-show)

1. **Elements of the stand**

The responsibility of applying for the provision of electricity, water, waste, 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.

The successful supplier is responsible for maintenance, upkeep, and cleaning of the stand daily, including the cleaning of floors throughout the stand, cleaning of all furniture and surfaces, and emptying of bins.

Electricity should be booked on a 24hr basis as all refrigeration is to be constantly on for the duration of the event and must be tested and running before the stand goes live. Sign off documents acknowledging working order must be completed by both supplier and AHDB.

The successful supplier will be responsible for providing security for the stand from when the stand build is complete until when the stand dismantling commences for the hours of which the event is closed to visitors.

Wi-Fi is required for the use of AHDB and its co-exhibitors for the duration of the live show. Signal strength should support multiple users for business use.

1. **Branding and logos**

The following logos are to be included on the stand.

* GREAT

Logo, company name

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* AHDB

Logo

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The overarching brand on the stand will be GREAT this is to be top level and should be easy to see from all angles and from a distance at the maximum height for structures of advertising material as authorised by the organisers.

The AHDB branding is secondary and should be used minimally on items such as reception desks, and way finders

The stand design should reflect our British identity.

AHDB will co-ordinate the artwork of the stand graphics and the successful supplier will be responsible for the printing and production.

1. **Areas of the stand**

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

* Co-exhibitor booths (approx. 18)
* Hospitality Area - (Kitchen, Service area/Bar and restaurant seating)
* Butchery demonstration platform
* Storage/office area
* Welcome reception area
* Private meeting space
  1. **Co-exhibitor booths**

The stand should offer approx.18 individual booths to be used by exporters, to promote their products and conduct meetings. The final number co-exhibitor booths required will be dependent upon the number of exporters that take up the opportunity. Therefore, the proposal should identify a package price for an individual booth, indicating any discounts for packages of 4 booths or more.

All booths should be of identical design and format offering an area with space to display meat products, brochures, and have informal meetings for up to 4 people: whilst also visually showcasing their company.

The design of the booths should allow for

* Space for up to 4 people
* Multiple standard graphic space for each co-exhibitor to display images / company branding.
* Table and chairs for meetings
* One lockable cupboard
* One free standing literature display
* Two electrical sockets (UK 3-pin or adaptor included)
* One display chiller with a display area of at least 0.83m² – (to be sourced and provided by the supplier)
* One plasma screen (minimum 42”) with USB facility

Although this is a standard package offered to exporters, the successful supplier will need to be flexible to respond to co-exhibitors’ individual specific needs. The supplier is also responsible for producing all graphic material for each co-exhibitor. (Final artwork will be supplied by AHDB)

* 1. **Hospitality area - (Kitchen, Service area / Bar and restaurant seating)**

The main objective of the stand is to highlight the quality of British meat and hence the hospitality area is key to aid sampling of our products. The stand design should create a restaurant within the stand that will be used to offer hospitality and serviced sampling to all visitors.

**Kitchen area**

The kitchen will function as a fully operational professional kitchen, expected to be extremely busy for the duration of the show and therefore the area needs to be spacious and comfortable to work in.

The functional design of the kitchen needs to flow, assisting the Chef’s performance, therefore the successful supplier will be expected to work with the chef (appointed by AHDB) on the functional layout of appliances and equipment required in the kitchen.

The chef must be visible to visitors from the main hospitality area to showcase the high standards and strict procedures we follow when showcasing our quality meat.

Access to the kitchen should be via two doors, one serving as entry to the kitchen and the other as exit from the kitchen.

Thought should also be given to how food orders will be managed either manually via waiting staff or electronically and then how the plates will be served from the kitchen.

The kitchen requires the following areas:

*Appliances Area* - to include

* long work surfaces,
* plenty of reachable wall shelves
* lower cupboards with shelves
* A plumbed double sink with hot and cold water
* Small hand-wash sink.
* Preparation table - A long table, in the middle of the kitchen (the island), to be used to cut and prepare the meat and dishes.

The below equipment specification will need to be agreed in conjunction with the Chef (appointed by AHDB) and as such the successful supplier should allow a budget of   
£5,000 (taken from the overall budget) to cover these requirements. Anything additional to this requires approval from AHDB.

Please specify itemised costs for each of the below within the pricing schedule.

* Two planchas (1 for Halal meat and one for non-Halal meat
* Two hot plates
* Oven
* Microwave
* One extractor
* One kettle
* Large garbage bins (including bin liners)
* Paper roll dispenser and replacement rolls

The successful supplier is responsible for ensuring all connection services such as electricity, water, and waste are in place and in working order.

*Cleaning, refrigeration, and storage area* - to include.

* work surfaces
* dishwasher
* double sink (hot and cold-water supply)
* shelves
* Four tall chillers for the refrigeration of Halal meat, non-halal meat and other food ingredients.
* storage for all the kitchen cases, crockery, and glass wear
* kitchen cleaning supplies

**Serving area / Bar**

* Bar with all facilities to serve drinks and food.
* Shelves for storage of approx. 100 half pint glasses, 100 water/juice glasses, 90 wine glasses 100 cups and saucers and cutlery
* Pumps and connection systems for two types of draught beer
* A free-standing professional multi-service coffee machine.
* One plumbed double sink with hot and cold-water supply
* Two under counter chillers for drinks
* One fast glasswasher
* Garbage bins

The provision of coffee and draught beer supplies and all glassware, crockery and cutlery will be provided by a separate chef services supplier that AHDB will appoint, the successful supplier will need to work with them.

**Restaurant seating**

This area should function as the key hospitality area with tables and chairs for approx. 50 people. It will be used as a restaurant space throughout the day, so should be able to seat multiple covers on a quick turn around

This area should also offer multiple electricity sockets for charging of mobile devices/laptops

* 1. **Butchery demonstration platform**

This should be a raised platform for our Butcher to demonstrate different techniques and meat cuts and should include the following.

* Counter space for butchery demonstrations (approx. 100cm long x 70cm deep in size)
* Counter to have underneath lockable storage cupboards.
* There should be a clear protective partition at the front of the demonstration area.
* Plasma screen
* 2 x Angled cameras covering demonstration counter.
* 2 x Headset microphones & speakers
* A small, plumbed hand sink with hot and cold-water supply
* Bin

This area should be outward facing to attract a crowd to the stand and proximity to the kitchen should be considered for the practicality of meat storage and the washing of equipment.

* 1. **Storage area/Office**
* Open cupboard with a rail and x50 coat hangers
* 50 x individual lockers
* Area to store suitcases (approx. 5 metres long)
* Shelves to store boxes and literature.
  + - Access to the storage area must be visible from the welcome reception. This must not be through any of the co-exhibitor areas nor close to the kitchen/bar area, to avoid disruption of service, nor facing main aisles. All doors must have a coded lock to avoid keys.
    - Space for a desk
    - Electrical sockets for a laptop, printer, and telephone charger (English 3-pin or include adaptor)
  1. **Welcome reception area.**

The reception area will be used to meet and greet visitors to the stand, answer queries and direct people to co-exhibitors on the stand. The successful supplier will provide:

* A counter wide enough to display brochures, with shelving at the back and knee recess.
* Two high stools
* A large Plasma screen – to showcase AHDB digital material.
  1. **Private meeting space**

The private meeting room area should include:

* A board table and chairs for ten people
* A long lockable cabinet for storage
* A small freestanding coffee machine with refills
* Electrical sockets for a laptop, printer, and telephone charger
* Lockable door

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.

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.

1. **Pricing**

The budget for 2022 is approx. £140,000

The quote should be itemised using the pricing schedule in Appendix Three

1. **Technical Materials and Equipment**

The successful supplier is responsible for supplying all materials, equipment, and ancillary’s, except for the following.

* AHDB will provide artwork files for graphics on the stand - (production is the responsibility of the supplier)
* AHDB will appoint a chef services supplier that will provide.
  + all glass wear, crockery, and cutlery,
  + kitchen and waiting staff.
  + Bar, coffee, and food supplies

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 / Gantt chart including key milestones (taking into consideration time restraints imposed by the event organiser)
* Completed pricing schedule
* Methodology for consulting 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.
* Language skills assessment

Suppliers to Respond to procurement @ahdb.org.uk no later than Noon on the 24th June 2022

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| --- | --- |
| Supplier Timetable | |
| Release of opportunity | 10th June 2022 |
| Responses returned by | Noon: 24th June 2022 |
| Evaluation | 27th-28th June 2022 |
| Suppliers notified | 1st July 2022 |
| Contract commence | 8th July 2022 |

You must also submit any information that is requested within the specification and the Award Criteria (i.e., policies etc).

1. **Evaluation of the tender process**

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

Pass or Fail question – Who on the project team can fluently communicate in both English and French?

Price: the ability to deliver the brief cost effectively 15%

Quality: the ability to provide a quality service and product 40%

Innovative thinking: showing innovation and creativity 45%

**Award Criteria (Appendix Two)**

|  |  |  |  |
| --- | --- | --- | --- |
| 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. | 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 a principal 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 Teams conference 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 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 kitchen/bar/hospitality 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 |
|  | **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. | 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%** |

1. **Appendix**

**All appendix are on Contracts Finder along with the Pricing Schedule for completion**