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**Project Title: International Trade Shows**

**Supplier Name: XXXXXXX**

# Technical Competence Questionnaire:

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| **Cost effectiveness** |
| **Q1)** | *Please demonstrate how your response provides a highly cost-effective solution to include all design, construction, graphics, service supplies, consumption, labour, transportation, and additional expenses. We currently have several properties in both UK and US which we own, which are available for use. (Please refer to Appendix 8)**(Maximum word count 2,500)* | **Weighting****25%** |
| *Enter response here:*  |

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| **Sustainability** |
| **Q2)** | *As one of our core values, we will be placing a large focus on sustainability in our assessments and evaluation. RFP respondents should demonstrate how they propose to fulfil our sustainability goals and address the challenges we face in exhibiting internationally.* *This is not limited to recycling or, using recycled or sustainably sourced materials, but RFP respondents should also consider what will be done with the items we already have, and durability of any replacement or new items. RFP respondents should also consider their carbon emissions and impact of transportation, as well as energy resources used both on and off site.**As we aim to support the Mayor of London directive to be zero carbon city by 2030, we will be reducing the use of collateral and merchandise on the stand. RFP respondents should demonstrate how their designs will address this and provide potential solutions.**RFP respondents will be expected to share their environmental sustainability policy and show how this would be applied to this RFP. Testimonials and case studies should be submitted to support their case.**Applicants should outline their measurement tools and any reports that would be submitted to support their work and prove their reduction in carbon footprint. This could include, but is not limited to labour, transportation, materials, waste, and provision of services* *(Maximum word count 2,500)* | **Weighting****20%** |
| *Enter response here:*  |

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| **Design** |
| **Q3)** | *For this question, RFP respondents would need to ensure that submissions reflect the London brand: City of Creative Energy – Full details including our brand guidelines and assets are in* ***Appendix 7.****Designs should be striking, unique, eye-catching, and impactful as well as welcoming, and provide an open space to encourage attendees to visit and discover more within the stand area. This may include the use of designated zones and layers of interest increase footfall. The stand design should be visually appealing, highlighting to meeting & event planners how an event would succeed and flourish in London.**RFP respondents must ensure the following instructions are included in submissions:** *The London Convention Bureau logo must be featured as the top brand on the design.*
* *Our brand identity must strongly appear on your design proposal*
* *RFP respondents must use our brand red (#E0001B), which may feature alongside our secondary colours to make the stand feel less corporate.*
* *RFP respondents must use Proxima Nova font for all text*
* *It is likely that messaging themes will be used each year (e.g., Collaborate, Innovate & Inspire) However, these may change over the years. RFP respondents must visually depict and explain how these messages will be used on the stand, whether through graphics or digital assets or any other means.*
* *The stand should position London as an ever-changing city full of opportunity for business events*

*Lighting of the stand has been emphasised as a specific focus, particularly for our European shows. RFP respondents should demonstrate how they would ensure the stand is provided with bright, attractive lighting to help drive traffic to the booth, whilst remaining sustainable.* *Integration of technology and audio-visual solutions which showcase our brand are also important criteria for success. The use of digital graphics, creative and imaginative properties such as lightboxes, mapping are welcomed but must be cost effective. (Maximum word count 2,500)* | **Weighting****30%** |
| *Enter response here:*  |

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| **Flexibility** |
| **Q4)** | *It is vital that the proposal is flexible to changes in participation beyond our control.**Contracts will need to reflect mitigated risks. RFP respondents will need to demonstrate how their designs are easily adaptable for different show requirements (differing floor space, varying number of partners on stand), different budgets and diverse show markets) as well as the ever-changing tradeshow calendar.**Our requirements for each show will vary and we will need our stand contractor to be able to adapt to our changing requirements per show. A schedule of our shows, sizes and estimated number of partners exhibiting at each show is in Appendix 6**(Maximum word count 1,000)* | **Weighting****10%** |
| *Enter response here:*  |

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| **Functionality** |
| **Q5)** | *For this question, RFP respondents will need to ensure their proposal includes space/allowances for** *partners*
* *catering*
* *meetings (potentially a second floor), we have multiple concurrent meeting diaries open for our staff*
* *presentations (to seat at least 12 people)*
* *experiential activity (or incorporation into overall design)*
* *storage*

*Space for our partners– the number of partners varies for each show.* *Space for our sales team – the number of representatives varies but is usually 5 - 7**Each full partner would require as a minimum:** *Space to meet with clients*
* *Name/ logo exposure/branding (open to discussion)*
* *Small storage space*
* *Access to power (device charging)*

*Each sharing pod would need* * *Space to meet clients in a more hot-desking environment.*
* *They would still need access to power but, other items and location could be compromised.*

*(Maximum word count 1,500)* | **Weighting****15%** |
| *Enter response here:*  |