

Specification

Objectives

For over the past four years, we have used a similar stand design. In line with our governance and procurement policy, we are now seeking to update our contract and review the services provided in order that we may remain compliant and competitive.

Organisational Objectives

It is imperative that the new stand contract reflects our current company mission and values. London & Partners' mission is to create economic growth that is resilient, sustainable and inclusive. Our values reflect our passion about London, inclusivity and being enterprising through creativity and resilience.

More specifically, exhibiting at international trade shows fits into our organisational objectives by:

- Generating appointments, interest and leads from meeting and event planners
- Providing a route-to-market for our partners, enabling them to showcase their services to international meeting planners.
- Enhancing our reputation as a world leading promotional agency that incorporates London's Convention Bureau

Applicants will need to visibly demonstrate in their responses.

Requirements

Companies wishing to tender for this opportunity should include in their response a separate design concept and budget for the two shows highlighted in **Appendix 6**. Companies may choose to tender for Part 1, Part 2 or both parts of this RFP.

Part 1 – IMEX Frankfurt & IBTM world

Part 2 – IMEX America

Please ensure the designs reflect the figures in the highlighted shows in **Appendix 6** including size, number of partners and maximum budget. These figures are for the purposes of the RFP and may change closer to the show dates. Designs should reflect the relevant trade show environments.

Please include a line-item budget schedule as per **Appendix 2** that includes all design and build costs including design, project management, stand build, stand installation, and dismantle, staff logistics, electrics, graphics, AV and rigging. For Part 2, all costs associated with using union labour in the USA should be included.

Further brand details including our logo and colour palette are available in the London & Partners Brand and Marketing Guidelines provided in **Appendix 7**.

We are looking for the most cost-effective solution for three years.

The two parts of this RFP will be assessed separately and the contract for each section may be awarded separately

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The appointed contract will be for the entire design, build and installation of our exhibition stand. This should include:

- initial design,
- construction,
- in-house graphics production,
- turnkey services,
- transport to and from the exhibition site,
- on-site supervision by your account executive or construction supervisor,
- material handling while in the exhibit house's warehouse,
- rental of ancillary furnishings, and
- exhibit-property inventory control and storage.

The contractor will be expected to construct and manage all the technical aspects of the exhibition stand and place all orders including, but not limited to, labour, electricity, internet, and water as appropriate. The contractor would be expected to supervise the installation at the show, as well as the dismantling of the stand. At large shows, we would also require a member of staff to be onsite throughout the show, to assist with technical issues immediately should they arise. We may also need storage of some current stand items that will be useful in the future. Space required would be for discussion. Our current storage capacity is approximately 30-40 cubic metres.

Please note that we have an itinerary of assets held in stock both in the UK and North America. These items are owned by London & Partners and maybe repurposed and/ or reused any tradeshow activities we participate in. Please refer to **Appendix 8 and 9**.

The team

The project team for this tender is led by Donna Abberley, Corporate Events Manager at London & Partners, working in collaboration with the procurement team. Key decisions will be made by a committee including stakeholders from each of the trade show budget holders and representatives from our marketing department, under the direction of our procurement manger.

Critical Success Factors

Critical success factors for exhibition stand include:

- It is impactful and, generates significant interest and visitors at the trade shows
- It accurately portrays the London brand to the global market
- Stand design and build delivered on time & on budget with exceptional throughout
- It needs to be sustainable and durable.
- It is a comfortable and functional space for staff, partners, and our guests

Dependencies

The core dependencies which have been identified for our stand design include:

- **Cost effectiveness.**

We are looking for a highly cost-effective solution to include all design, construction, graphics, service supplies, consumption, labour, transportation, and expenses. We currently have several properties in both UK and US which we own. Please refer to **Appendix 8 and 9**.

- **Sustainability.**

As one of our core values, we will be placing a large focus on sustainability in our assessments and evaluation. Applicants 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 applicants should also consider what will be done with items we already have and durability of any replacement or new items. Applicants should also consider their carbon emissions and impact of transportation and 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. Submissions should demonstrate how their designs will address this and provide potential solutions.

Applicants will be expected to share their environmental sustainability policy and show 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

- **Design**

Submissions would need to reflect the London brand: City of Creative Energy – Full details including our brand guidelines and assets are in **Appendix 7**.

Designs should be striking, original and unique, eye-catching, and impactful as well as welcoming, and provide an open space to encourage attendees to visit 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.

Lighting of the stand has been emphasised as a specific focus, particularly for our European shows. Submissions 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

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imaginative properties such as lightboxes, mapping are welcomed but must be cost effective.

- **Flexibility**

It is vital that the proposal is flexible to changes in participation beyond our control. Applicants will need to reflect mitigated risks within their contracts. Designs will need to be easily adaptable and versatile for different show requirements (differing floor space, varying number of partners on stand), different budgets and diverse show markets

The appointed stand contractor must 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**

- **Functionality**

The proposal must include space/allowances for

- exhibiting partners (detailed below)
- 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 but for tender responses, please refer to the numbers in **Appendix 6**.

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
- Small storage space
- Access to power (device charging)

Related Projects & Dependencies

Our participation at trade shows varies on a yearly basis as does the size of space we take and the number of partners. The attached schedule in **Appendix 6** may vary over forthcoming years.

Assumptions

The awarded contractor/contractors will coordinate the entire design, production, logistics, build and dismantling of the exhibition stand.

We assume that the appointed contractor/contractors have the ability and willingness to complete all aspects of the project. They will have the necessary health & safety notifications and will liaise directly with exhibition organisers regarding build times and logistics.

Storage of some existing exhibition material may be required.

Qualifications/Experience

Experience at the trade shows we exhibit at and, in the tourism sector would be favourable. Details of related experience will be requested during the clarification presentations.

References where available, should also be included.