

REQUEST FOR PROPOSAL

Tradeshow Booth

Date Issued: June 12, 2023

Submission Deadline: June 26, 2023 by 4:00 pm AST



Introduction

Discover Halifax is issuing this request for proposal to secure the services of a qualified company to consult, design, build, and potentially manage tradeshow booth(s). The primary purpose of this tradeshow booth will be to fulfill the needs of the Group Sales program, which attends several tradeshows and events throughout the year. The booth will also be utilized by both our corporate and leisure visitation programs.

Current Situation

The Group Sales program currently owns a tradeshow booth that, when fully built, is 40' long. The booth is made of high-quality materials and presents very well when used. The booth is also modular and can break down into 10' sections which can be used on their own or in combo with each other.

Please see *Appendix A for photos of the current booth.*

The Ask

Discover Halifax is soliciting proposals from companies to collaboratively develop and build a new Trade Show booth that addresses the following needs:

1. **Size & Scalability:** We would like to maintain the current largest size but with modular ability to allow it to be used in smaller segments or different arrangements.
2. **Flexibility and Manageability:**
 - a. Different programs at Discover Halifax may use the booth (or sections of it). We want the booth to change creative easily to maximize its use. We are open to vendors providing solutions that may include more than one booth (for example, A larger tradeshow booth + smaller booth) and digital components.
 - b. DH would like a booth that can be managed by its staff (set up and tear down). We would also like to have options for the company that builds the booth to work for us if there is that need.
 - c. We would also like to have the booth either stored with Discover Halifax or in Halifax to access it quickly.
3. **Creativity:** We are looking for a company that will work with us to provide a booth that looks aesthetically pleasing, appropriately represents the destination, and, where possible, offers innovative booth management or presentation opportunities. Creativity would include all aspects of the booth, including structure, design, technology, lighting, and other considerations brought forth by your company. Discover Halifax would provide creative/brand guidance

Considerations

1. Discover Halifax is open to creative options not outlined in this RFP that the proposing company feels may meet the desired needs outlined.
2. We are also open to components of our current booth if they can offer value to the project.
3. Discover Halifax would like to have the project fully completed and delivered before year-end 2023.

4. Our budget for the design and build of this new booth is \$50,000.

Company Overview

Discover Halifax is the Destination Marketing Organization of the Halifax Regional Municipality. It is a partnership between the Halifax Regional Municipality, the Hotel Association of Nova Scotia, and participating industry members. It aims to increase visitor yield to the Halifax region year-round. The organization is responsible for promoting both business and leisure travel.

Discover Halifax's Group Sales division positions and promotes Halifax as the premier Meetings and Conventions destination in Atlantic Canada. Discover Halifax works closely with relevant organizations, third-party suppliers, and in-market ambassadors to bring meetings and conventions to the city.

Our leisure marketing strategy works to strategically position and promote Halifax as a vibrant, urban city with lots to see, do and experience in the maritime market.

Proposal Requirements

Your proposal should include the following information:

- Company overview
- Response to items listed in 'The Ask' section of this RFP
- Approach to the project and how we work collaboratively on the design, implementation, and completion of this project
- Examples of work that you feel demonstrates your organization's ability to complete and deliver this project successfully
- Minimum of 2-client references
- Process and timing: Please explain your proposed process we'd go through and a schedule for the development and delivery of the final product (*note: Discover Halifax would like to have the booth complete in full before the end of December 2023*)
- Pricing (*details to follow*)

Pricing Details

Discover Halifax understands that it may be easier to provide final pricing once a fully agreed upon design and scope are agreed upon. We are open to vendors providing modular pricing (*for example, separate pricing for different offered items*), price ranges, or pricing on specific ideas/deliverables.

Pricing should also include fees associated with managing the booth for Discover Halifax. This can include but not be limited to:

1. Storage
2. Management fees: Fees associated with setting up and tearing down the booth, associated per diems, travel costs, etc.

Submissions

Please email in pdf form your proposal to to: jnearing@discoverhalifaxns.com before 4 pm AST on June 30th

Evaluation

All responses will be rated from 1-10 using the following weighted criteria:

- Pricing – 25%
- Creative Offering – 25%
- Approach – 15%
- Manageability – 25%
- Client references – 10%

RFP Schedule

Date	Deliverable
June 12, 2023	RFP Issued
June 26, 2023	Deadline for Questions
June 30, 2023, by 4:00 pm AST	RFP Responses Due
July 21, 2023	Award of Project *

**Meetings may be conducted with potential partners following submissions and before the project is awarded.*

Although our goal is to find a strategic partner to develop our next tradeshow booth, Discover Halifax reserves the right not to select no vendor through this RFP process if so chosen.

Point of Contact & Submission

All inquiries and submissions related to this RFP are to be directed to the following person:
Jeff Nearing, Vice President of Sales, jnearing@discoverhalifaxns.com.



Discover Halifax
1809 Barrington Street, Suite 1004
Halifax, Nova Scotia, Canada, B3J 3J8

www.businesseventshalifax.com
www.discoverhalifaxns.com
www.discoverhalifaxdmo.com

APPENDIX A

Current Discover Halifax Booth

