



2020 Audiovisual Services Request for “Partnership”

Meeting name: ‘the EVENT’

Location: The Westin Prince Toronto, 900 York Mills Road, Toronto ON M3B 3H2

Date: April 2-4, 2020

Estimated attendance: 350- 400 participants

Proposal due date: Friday, November 1, 2019

Decision date: Friday, November 22, 2019

About MPI & the EVENT

Meeting Professionals International (MPI) is celebrating more than 40 years as a strong and diverse community of meeting and business event professionals. As the industry has grown and gained prominence, MPI has been at the forefront of providing content, research and business connections, enhancing the performance of its members. MPI celebrates its community of planners, suppliers, students, faculty and various professionals whose leadership, camaraderie and connections are the backbone of the organization. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience.

For the third time, three MPI Chapters (MPI Toronto, MPI Montréal/Québec, MPI Ottawa) have joined together to offer their members an opportunity to attain cutting edge innovative business and meetings industry education. Bringing together the Canadian MPI community gives event participants the chance to expand their network circles and create new business relationships, all while strengthening existing ones.

The EVENT will push the boundaries of traditional conferences and provide new and innovative experiences for attendees and all stakeholders involved, which includes our Partners (aka sponsors). So, this mindset must also be supported by the audiovisual provider selected.

Event Background: 2020 marks the third edition of the EVENT, an education event jointly organized and executed by the Ottawa, Toronto, and Montréal/Québec Chapters. In 2019, there were 297 attendees, with a 40/60% planner to supplier ratio. The goal for 2020 is to push this ratio closer to 50/50 with the INITIATIVE Program.

Event Objective: Simply put, our goal is to do things differently. We want to challenge the "typical" conference format. We are not oblivious to the fact that there are many education and networking choices for meeting & event professionals to invest their resources. The EVENT will utilize peer to peer learning techniques and technology, creative meeting room designs, unique and tried and true session formats, all with the intent of fostering participant collaboration on existing ideas, the cultivation of new ideas, and the elevation of the meetings industry.

Attendee Profile: Open to all MPI members as well as non-members. Registration is available across Canada, the US and countries abroad, however we expect the majority of attendance to come from the three host Chapters, which alone combine close to 1,000 members. We also expect to have numerous destination and hotel partners from across Canada. All those attending will be part of the meeting industry. The goal is to obtain a 50/50 planner/supplier ratio.

2020 Theme and Scope

Every year, a new theme will guide the EVENT, with each chapter providing their unique input and resources. For 2020, the EVENT is structured and revolves around three important Pillars: Collaborate, Cultivate and Elevate (Collaborer, Realiser, Inspirer); putting an emphasis on the people who create, mobilize and evolve our industry. The power of three, the power of people, and the power of exchange will be explored throughout the Event. This year's event takes on the theme "**Chapter 3: Dare To Share**". This concept shall be incorporated into format, session style and stepping outside of one's comfort zone, be it in learning style, what they are learning or perhaps even being the one that is providing the learning to fellow attendees.

Locations for Future Year (venue yet to be selected)

2021: Ottawa

Overview of the onsite EVENT needs & format:

- Plenary room for the full group (350-400)
- 4-5 breakout rooms (50-75 pax each)
- 1 Braindate lounge
- 1 meal room
- Opening reception Thursday
- INITIATIVE Program reception Friday
- Comfortable lounge areas for informal networking
- State of the art audiovisual equipment and creative onsite technicians, and storage space
- Speaker ready room for out-of-town presenters
- Any AV technology suggestions to encourage engagement with speakers and participants

the EVENT Schedule (subject to change)

Time	Activity	Space Needs
Day 1 - Thursday, April 2, 2020		
24 hour hold	<i>Set-up of the plenary, breakout rooms, meal room, & braindate lounge</i>	All spaces
24 hr hold	Office	
24 hr hold	Storage (AV, décor)	
24 hr hold	Speaker room	
13:00 – 24 hr hold	Registration	Foyer - tables, telephone line, power, hardwired internet
13:00 - 17:00	Braindates	Braindate lounge
18:00 – 20:00	Opening Reception	200-250
Day 2 - Friday, April 3, 2020		
7:00 – 14:00	Registration	Foyer
7:00 – 18:00	Braindate Lounge	Creative, quiet space, not far from the plenary/ breakouts
7:30 – 9:00	Networking breakfast	Foyer, 300 pax
9:00 - 17:00	Plenary – keynote speakers & various other sessions throughout the day	350 – 400 pax, unique room layout with mix of seating + stage
10:00 - 11:30	Ongoing break	Foyer, 300 pax
10:30 – 12:30	Breakout sessions	5 rooms – 50-75 pax each Unique set-ups may require

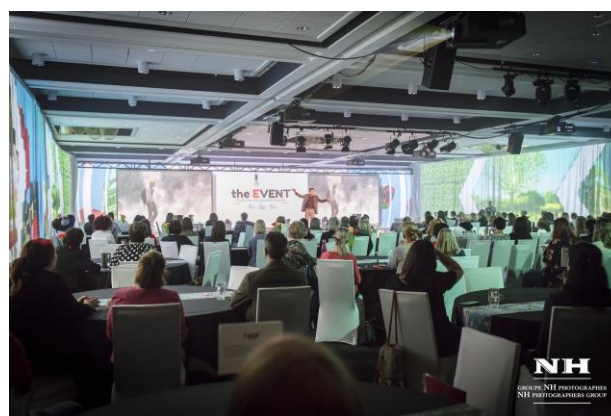
		more space than usual
12:00 – 13:30	Networking lunch	Foyer, 350-400 pax
13:30 – 16:00	Breakout sessions	5 rooms – 50-75 pax each
14:00 – 15:30	Ongoing break	Foyer
17:00 – 18:00	INITIATIVE Reception	100 pax, private space
19:00 - 22:00	Night out in Toronto	300 pax, offsite venue
Day 3 - Saturday, April 4, 2020		
7:30 – 9:00	Networking breakfast	Foyer, 300 pax
7:30 – 9:00	INITIATIVE breakfast	100 pax, private space
9:00 – 14:00	Plenary	350 - 400 pax
10:00 – 12:00	Breakout sessions	5 rooms – 50-75 pax each
10:00 – 11:30	Ongoing break	Foyer, 300 pax
12:00 – 13:45	Lunch	Foyer, 350 pax
13:45	Closing Remarks	Departures

Audiovisual Requirements

Plenary room (350 – 400 pax)

Edmonton Tourism has stepped up to be our lead Architect Partner which includes their creative input and branding of the plenary room, which will be in the Prince Ballroom (7,400 sq ft, no rigging points). The selected audiovisual company (Visionary Partner) will work with the EVENT committee and Architect Partner to achieve an engaging and interactive setup that highlights Edmonton and the creative set-ups that the EVENT is known for.

In collaboration with the Architect Partner, we are open to all suggestions from our AV Partner to ensure we're creating a WOW factor for the attendees and a showcase opportunity for our Visionary Partner. Pictures from the 2018 and 2019 plenary rooms are below:



- **Visuals:** enough screens to accommodate a full experience for an audience of 350-400 people, presentations, videos, cameras, recording for archives and promotional materials.
- **Audio:** a total of at least 5 headset microphones, question microphone must be wireless, catchbox or other technologies that enable participants to be active are welcome. Walk-in/walk-out music will be required.
- **Lighting:** stage wash and ambiance lighting should be considered in this room.

4-5 Breakout rooms (50-75 pax)

All breakouts will have various unique seating formats which are designed by our Designer (breakout room) Partners which will potentially include lounge style seating, staging, lots of décor, and room to move around. Breakout room sizes will vary in size from 500-1,300 sq ft, and ceilings heights from 10' to 12', some rooms also have windows.

- **Visuals:** every breakout needs to have screens, projection and data systems.
- **Audio:** 2 wireless headset microphones + 1 question microphone per breakout are required
- **Translation:** 1-2 breakouts may require translation

Braindate Lounge

Braindates, the EVENT's peer-to-peer learning program, is one of the best (and most popular) tools at the disposal of event participants for making the most of their experience at the EVENT. Our Collaborator Partner this year is once again Winnipeg Tourism. This lounge will be set-up in the Continental space on the ground floor and will likely require a couple of screens and additional lighting enhancements as requested by Winnipeg. This space has lots of windows.

Meal Room

Details will be provided closer to the event, but meals will most likely be spread out across the foyer.

Speaker Ready Room

This room will be used by speakers to rehearse their presentation

- **Visuals:** screen/projector/laptop /cable for laptop (in case speakers bring their own laptops)
- **Audio:** Laptop speakers

Other

Our creative spaces are still in the design stage, and audiovisual requirements are not known at this time. However, we may call upon our selected AV provider to enhance these spaces which could include other small meeting spaces, foyers, F&B outlets, hospitality suites, or even the green space around our host Hotel.

- **Visuals:** a couple of screens to display the schedule of events INITIATIVE reception, information about sessions in the foyer. A touchscreen or 2 would be a bonus.
- **Audio:** Speakers in the main foyer to play music during breaks and meals

Video production

In order to keep a record of the 2020 EVENT and create material for future marketing of the EVENT, it is requested to have short recap videos of each day. We would like to record sessions in main rooms (plenary), breakout rooms, and creative spaces and utilize 'Vox Pop' to create a post-production of the best moments of the EVENT and rebroadcast each morning.

Production Manager/Show Caller

We would like to see the technical team requirements to help facilitate the technical management side of the EVENT. Additional onsite needs or resources for which the EVENT should provide must be mentioned at the time of the proposal.

Green Initiatives

The EVENT encourages your proposal to list any and all green initiatives supported by your organization. We will publicize these throughout the event.

Financial & Contractual Considerations

We request direct billing to be invoiced upon completion of the EVENT. The selected audiovisual company will be required to provide an insurance certificate with coverage of \$2M.

Additional Info

Showcase yourself! Please let us know if you have new technologies or ideas unique to your company. Our planner member community looks for new experiences at industry events such as the EVENT. Be Innovative! Non-traditional service offerings are welcome and encouraged.

Go Local! If your team has ideas about how to promote the EVENT not only to our MPI members, but also to your own clients and local planning community, please add these ideas to your proposal.

Visionary (AV) Partnership Benefits

The selected audiovisual provider will receive the following benefits as our Visionary Partner:

- Opportunity to showcase your new technologies and services in all meeting spaces where AV is required, including the main Plenary room
- Public acknowledgment of support by Emcee
- 1 complimentary registration for every \$7,500 of in-kind value, up to a maximum of 4. Please note that anyone present during the EVENT will need a full registration. This does not apply for help coming in strictly for setup or teardown.
- Logo included on all applicable signage and displayed on screens outside the function space (if applicable)
- Logo on the EVENT home page and Strategic Partner page, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mentions on the EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on the EVENT Facebook page, with bonus exposure (shares) on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages
- Partnership acknowledgement on attendee identification (if name badges are used)
- the EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation

Please note that although the selected audiovisual provider will be recognized as the official AV EVENT Partner, the EVENT committee may explore additional audiovisual related in-kind offerings should it offer additional benefit over and above what is already being offered, or should the Visionary Partner not be able to offer the same services. Regardless, the EVENT will consult with the Visionary Partner before accepting other services.

The EVENT recognizes the value and significant costs (including labour) associated with our Visionary Partnership, and as such we are willing to be transparent that we have a budget of \$25,000 for all AV equipment and services, including rigging, translation equipment, and power (main Plenary only). The Visionary Partner will have additional revenue opportunities with other Strategic Partners should they choose to go above and beyond basic AV set-ups offered to them on the EVENT's behalf (i.e. projector/screen, laptop, 1 handheld & 1 Lav mic) in their specific meeting spaces

Submission Guidelines

All audiovisual proposals should be submitted to leslie@the-event.ca, no later than **Friday, November 1, 2019**.

- RFP is open to both MPI members and non-members
- RFPs will be sent by e-blast to all 3 Chapters' members, posted on all 3 Chapter websites, and the EVENT website (www.the-event.ca).
- All proposals will be acknowledged upon receipt.
- Proposals will be reviewed by the EVENT Executive committee which includes 1 representative from each of the 3 Chapters.
- The successful quote will be selected by **Friday, November 22, 2019**. Unsuccessful bidders will be notified by email.

Evaluation of the Proposals

Here's how we will evaluate all proposals:

1. Price/In-Kind Offerings: 0-50 points

All costs and additional options must be clearly identified; however, the price will not necessarily be the determining factor. Services offered without charge will be taken into account, and must be clearly identified in your proposal with an estimate of the amounts saved.

2. Services/Items Offered: 0-40 points,

The number of services and items offered, including extras that were not mentioned in the proposal.

3. Reactivity: 0-10 points

Based on the submission time of the submitted proposal, the timely response to inquiries, the vendor's openness to the issues and different aspects of the proposal, and the reaction time until the contract is signed.

4. Membership: 10 points

MPI members are not awarded default contracts. Membership will nevertheless be a determining factor in all remaining criteria if 2 bidders are equal in their proposals.

Total points available: 110 points

***All 3 Chapters thank you in advance for
your interest in partnering with the EVENT***