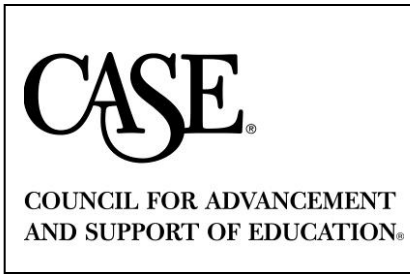




COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

**REQUEST FOR PROPOSAL
GENERAL SERVICES CONTRACTOR**

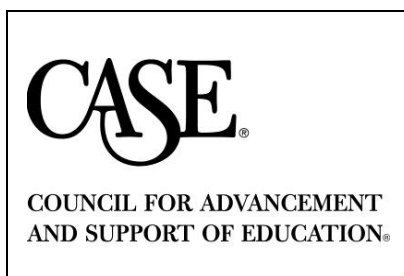
Council for Advancement and Support of Education
1307 New York Avenue, NW. Suite 1000, Washington, DC 20005
202-478-5636



REQUEST FOR PROPOSAL
GENERAL SERVICES CONTRACTOR
Council for Advancement and Support of Education

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REQUEST FOR PROPOSAL GENERAL SERVICES CONTRACTOR Council for Advancement and Support of Education

The Council for Advancement and Support of Education (CASE) seeks to award a multi-year agreement for its General Services Contract for its 2011-2013 Annual Summit for Advancement Leaders and Annual CASE-NAIS conferences. The Council for Advancement and Support of Education is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education. Visit www.case.org for more information.

EVENT INFORMATION

The (2) Annual Meetings are Summit for Advancement Leaders and CASE-NAIS.

Summit for Advancement Leaders has approximately 45 connection booths, 500 attendees, 50 educational sessions, approximately 12,000 net square feet of exhibit floor space, Connection booths approximately 1,200 pounds of freight, 15 meeting rooms and function spaces, and approximately 1 registration counter. Exhibitors represent fundraising consultants, internet alumni consultants, printing/publishing, donor recognition, branding, and software publishers that provide products and services to the attendees.

Exhibition dates: See Addendum C for dates and times of move-in and move-out

July 10-11, 2011	Chicago, IL	Chicago Marriott Downtown
July 15-16, 2012	Washington, DC	Gaylord National Harbor
July 14-15, 2013	San Francisco, CA	Hyatt Regency Embarcadero

CASE-NAIS has approximately 70 connection booths, 1000 attendees, 70 educational sessions, an excess of approximately 15,000 net square feet of exhibit floor space Connection booths approximately 2,400 pounds of freight, 27 meeting rooms and function spaces, and approximately 1 registration counter. Exhibitors represent donor recognition and branding; web development, executive search firms, fund-raising consultants, social media, internet alumni consultants, printing/publishing, and marketing professionals that provide products and services to the attendees.

Exhibition dates:

February 5-7, 2012	San Francisco, CA	Hilton San Francisco
January 13-14, 2013	Washington, DC	Gaylord National Harbor
January 12-14, 2014	Orlando, FL	Omni Orlando Resort at Champions Gate

SUPPORTING EFFORTS (awarded contractor shall)

- Provide all general contracting services requested within this Request for Proposal, if awarded.
- Supplement and enhance all equipment and accessories as well as, provide competent labor for installation, operation and dismantle.
- Be prepared for changes or substitutions of equipment in the event that requested items are unavailable. The requested equipment and services are in no way to be considered final.
- Provide all equipment (see Addenda A and B) and setup/teardown services to show management at a discount. All bids must show labor rates and advance and on-site discounts/prices see Scope of Service section.
- Cross renting of any equipment not in contractor inventory will be provided to show management at cost.
- Provide **two** post-show reports each contracted year. Reports should cover equipment usage of the Contractor's services by AAA's Annual Meeting Exhibitors and Show Management. Each report should cover: total sales, volume rented, location and type(s) of equipment used, total freight (specialty and crated), and labor* (*a labor breakout needs to be included in the Show Management report and references the portion of labor attributed to locations i.e., exhibit hall 75%; registration 2% etc. Total man-hours for show management and exhibitors should be referenced. Invoices should be submitted along with the Show Management report.
- Designate one liaison to work directly with show management for all shows. The assigned team leader must be available for site visits, meetings, conference calls or travel related needs. Contractor shall be responsible for all travel related costs, air, car, meals, housing, taxes and incidentals. All contractor personnel assigned to the show must be available during setup and teardown. While onsite, the assigned liaison must maintain contact with all contractor personnel, their central command post and show management contact.

Request for Proposal

General Services Contractor

SCOPE OF SERVICE

Please be sure to respond to each question explicitly when asked for information requested within this Request for Proposal. For purposes of submission, **answer questions according to the numerical order listed below.** Submissions not formatted correctly will not be considered. The submission of a boilerplate collateral piece will result in your bid being disregarded.

1. Describe offices or additional labor/support in cities cited in the multiyear show schedule. What is the distance of your company's closest office and/or warehouse to the Hotel or Convention Center?
2. How long has your company been in operation? Number of full-time employees.
3. Describe the services your company offers as it relates to General Services equipment and support functions.
4. Describe duties and roles of assigned staff/team.
5. Describe the number of graphics, CAD and production personnel (includes floor plan support) to be assigned and the number of events each team is concurrently assigned.
6. Indicate any special charges or fees that apply such as: account executive/coordinator/supervisor/ manager fees; delivery and pick-up fees, shipping and drayage fees and minimum order fees.
7. Provide for QTY and labor pricing for each item listed in Addenda A and B page __. Indicate show management areas that are discounted or complimentary. Include setup & teardown, labor rates and OT rates.
8. Describe all labor and service support, city locations and number of pooling members to draw from — list applicable union contracts in these cities.
9. Provide complete labor, drayage, and equipment rate list to include labor rates. Labor rates should include the following considerations and definitions for each:
 - Straight, discount, overtime (indicate if OT rates are 1 ½ double time or flat rate)
 - Show management rates
 - Hourly parameters for each rate schedule
 - If daily rate applies, specify the daily time parameters
10. State if your company will provide complimentary equipment and services and be specific in the conditions that apply. Such as items that are not in stock and available, specialty items and labor support services – see also Addenda A and B.

11. State discounts on management services, based on net square feet of exhibit space. Provide for discount/price structure for items not included in the agreement – see also Addendum A.
12. Submit three references that most accurately reflect the size event listed in the Event Information section of this proposal.
13. Indicate the types and levels of insurance that your company carries including USD dollar amounts. (Certificates evidencing such insurance coverage should accompany Contractor's proposal to provide service)
14. Describe your worst experience with an event you produced and be specific as to the conditions, resolutions and outcomes.
15. Describe any particular features of your organization that have not been addressed or you would like to elaborate upon.

CASE'S CONSIDERATIONS

1. Select the Contractor as the official General Services Contractor/Supplier for its 2011, 2012, & 2013 Annual Summit for Advancement Leaders and CASE-NAIS conferences. As such, CASE will formally recognize the Contractor at all Annual Meeting events in which their equipment and services are utilized. As the official supplier, Contractor will supply and provide equipment, products and services to show management and exhibitors.
2. Provide Contractor with contact information of all current exhibitors to enable the contractor to market and provide their services and support to all exhibitors. CASE will not be liable for any exhibitor order.
3. Provide floor space during the CASE Annual Summit for Advancement Leaders and Annual CASE-NAIS conferences for an information and service counter for exhibitors.
4. Designate one liaison through whom communications between the selected contractor and CASE may be conducted prior to and during the event.
5. Promote and recommend Contractor's services through the Exhibitor Manual as the Official General Services Contractor.

SUBMISSIONS

All information provided in this RFP is proprietary for this purpose only. Information cannot be released without written permission from the Council for Advancement and Support of Education. Direct all questions and requests for additional information regarding this RFP to the contact person designated on the next page.

Request for Proposal General Services Contractor

PREPARATION OF PROPOSAL

1. Each contractor responding to this RFP **must include** the information requested in numerical order listed under the **SCOPE OF SERVICE** section. Feel free to expand upon any answer.
2. It is highly recommended that bidders submit samples of graphic renderings or photographs of key areas: Connection booths, book store, registration, meter boards, entrance units, signage – anything that will show the creative aspects of your designers.
3. The proposal with the lowest dollar amount will not necessarily be considered the best proposal.
4. Late responses will not be considered – no exceptions.
5. Missing or incomplete information will render your bid void.
6. Expenses related to the preparation and completion of a response to this RFP is the sole responsibility of the bidder.
7. Bidders must **submit two (2)** original bid packages via mail.

Submit bids no later than 13 September 2010 to:

Wanda Freeman
Senior Exhibits Coordinator
Council for Advancement and Support
of Education
1307 New York Avenue, NW
Suite 1000
Washington, DC 20005
Phone: 202-328-5900 ext 5636
Fax: 202-332-1964
freeman@case.org

AWARD OF CONTRACT TIMELINE

13 September 2010 – Proposals Due
4 October 2010 – 1st Review Completed, Finalists Contacted for Second Review
18 October 2010 – Award of Contract Notification
29 October 2010 – Contract Countersigned by CASE and Contractor

Request for Proposal

General Services Contractor

ADDENDUM A - SUMMIT

Show Management Service Areas

The following list is not inclusive of all needs or areas of Summit for Advancement Leaders. However, each area does require products or services from the General Services Contractor. A brief description of type, qty, and design is provided to aid in answering any questions. This list is not to be considered final. This list is directly referenced to Question #8 under SCOPE OF SERVICE.

1. Floor plan to include (Exhibit Hall, Awards Gallery, Bookstore, Conversation Circles)
2. Consultation
3. Connection Booths (est. 46) **Note:** Rate per booth should be inclusive of overtime
8' X 4' X 15' quadrant, min. 10,000-15,000 sq ft. 48" high panels (all black), 45° angled shelves with a 2" lip, (2) cushioned chairs, (1) wastebasket, 1 (6') draped table, (1) Standard ID Sign, (1) 22" X 28" foam core sign with graphic, (2) 16" X 28" foam core signs with graphic; and (1) standard overhead light (electricity included)
4. Poster Boards – individual (est. 25)
3/16 inch 22x28 foam core signs
5. Banners (4)
Double sided vinyl banners, 30"x 94"
6. Podium signs (est. 2)
Single sided foam core, 24"x32"
7. Registration (est. 1 counter)
Separate Advanced (pre) Registration and On-site Registration areas. To include: header copy, 2 chairs behind each counter, wastebaskets, installation and removal, "closed" signs for counters.
8. Show Management Signs
Direction & informational - \$ per meter (one/two sided), 4'x8' Aisle signs, other standard signage (include flat rates, if applicable)
To include: production, installation & removal.
9. Show Management Furnishings
10. Exhibits Entrance Unit
11. Meter boards
12. Labor
13. Lounges – Exhibitor No Show & Space Availability
14. Aisle Carpet – standard colors
15. Show Management Material Handling
16. Janitorial (pre/post)
17. Servicenter
18. Exhibitor Service Manuals/Electronic link

Request for Proposal General Services Contractor

ADDENDUM B – CASE-NAIS Show Management Service Areas

The following list is not inclusive of all needs or areas of CASE-NAIS conference. However, each area does require products or services from the General Services Contractor. A brief description of type, qty, and design is provided to aid in answering any questions. This list is not to be considered final. This list is directly referenced to Question #8 under SCOPE OF SERVICE.

1. Floor plan to include (Exhibit Hall, Literature Exchange, Bookstore, NAIS area)
2. Consultation
3. Connection Booths (est. 46) **Note:** Rate per booth should be inclusive of overtime
8' X 4' X 15' quadrant, min. 10,000-15,000 sq ft. 48" high panels (all black), 45° angled shelves with a 2" lip, (2) cushioned chairs, (1) wastebasket, 1 (6') draped table, (1) Standard ID Sign, (1) 22" X 28" foam core sign with graphic, (2) 16" X 28" foam core signs with graphic; and (1) standard overhead light (electricity included)
4. Poster Boards – individual (est. 35)
3/16 inch 22x28 foam core signs
5. Banners (4)
Double sided vinyl banners 30"x94"
6. Podium signs (est. 2)
Single sided foam core, 24"x32"
7. Registration (est. 1 counter)
Separate Advanced (pre) Registration and On-site Registration areas. To include: header copy, 2 chairs behind each counter, wastebaskets, installation and removal, "closed" signs for counters.
8. Show Management Signs
Direction & informational - \$ per meter (one/two sided), 4'x8' Aisle signs, other standard signage (include flat rates, if applicable)
To include: production, installation & removal.
9. Show Management Furnishings
10. Exhibits Entrance Unit
11. Meter boards
12. Labor
13. Lounges – Exhibitor No Show & Space Availability
14. Aisle Carpet – standard colors
15. Show Management Material Handling
16. Janitorial (pre/post)
17. Servicer
18. Exhibitor Service Manuals/Electronic link

Request for Proposal General Services Contractor

ADDENDUM C – Summit Show Management Service Areas

Date:

July 10-11, 2011

Host Hotel:

Chicago Marriott Downtown
540 North Michigan Avenue
Chicago, IL 60611

www.marriott.com

Contact: Willie Clay

Phone: (312) 836-0100

Fax: (312) 836-6137

willie.clay@marriott.com

Exhibit Hall:

Grand Ballroom

Number of Booths/Quads:

44 CB's/11 Quads

Size of Hall:

19,000 square feet

Exhibit Schedule:

Contractor Move in:

- Saturday, July 9, 1:00 – 9:00 PM

Exhibitor Move in:

- Sunday, July 10, 8:00 AM - Noon

Exhibition Hours:

- Sunday, July 10, 1:00 – 7:00 PM
- Monday, July 11, 7:30 AM – 7:00 PM

Exhibitor Move out:

- Monday, July 11, 7:00 – 9:00 PM

Date:

July 15-16, 2012

Host Hotel:

Gaylord National Resort & Convention Center
204 Waterfront Street, NW
National Harbor, MD 20745

Contact:

Jeff Lindeblad

Phone: (301) 306-5077

Fax: (301) 918-2621

jlindeblad@gaylordhotels.com

ADDENDUM C – Summit (cont'd)
Show Management Service Areas

Exhibit Hall:

Maryland BD/4-6

Number of Booths:

48 CB/12 Quads

Size of Hall:

15,563 gross square feet

Exhibit Schedule:

Contractor Move in:

- Saturday, July 14, 5:00 – 11:45 PM

Exhibitor Move in:

- Sunday, July 15 8:00 AM - Noon

Show Hours:

- Sunday, July 15, 1:00 – 7:00 PM
- Monday, July 16, 7:30 AM – 7:00 PM

Exhibitor Move out:

- Monday, July 16, 7:00 – 9:00 PM
-

Date:

July 14-15, 2013

Host Hotel:

Hyatt Regency Embarcadero

5 Embarcadero Center

San Francisco, CA 94111

www.sanfranciscoregency.hyatt.com

Contact:

Amanda Butz

Phone: (415) 788-1234

Fax: (415) 981-3638

abutz@hyatt.com

Exhibit Hall:

Pacific West (D-K)

Number of Booths/Quads:

40 CB/10 Quads

Size of Hall:

15,000 square feet

Exhibit Schedule:

Contractor Move-in

- Saturday, July 13, 2013, 7:00 AM – 5:00 PM

Exhibitor Move in:

- Sunday, July 14, 2013, 8:00 AM - Noon

Show Hours:

- Sunday, July 14, 2013, 1:00 – 7:00 PM
- Monday, July 15, 2013, 7:30 AM – 7:00 PM

Exhibitor Move out:

Monday, July 15, 2013, 7:00 – 11:00 PM

Request for Proposal General Services Contractor

ADDENDUM D –CASE-NAIS **Show Management Service Areas**

Date:

February 5-7, 2012

Host Hotel

Hilton San Francisco
333 O'Farrell Street
San Francisco, CA 94012

Contact:

Paul Cahill
Phone: 305-412-0228
Fax: 305-412-0229
paul.cahill@hilton.com

Exhibit Hall:

Grand Ballroom/Salon B

Number of Booths/Quads:

68 CB/17 Quads

Size of Hall:

19,980 square feet

Exhibit Schedule:

Contractor Move-in

- Saturday, February 4, 2012, 8:00 AM – 5:00 PM

Exhibitor Move in:

- Sunday, February 5, 2012, 8:00 AM - Noon

Show Hours:

- Sunday, February 5, 2012, 1:00 – 7:00 PM
- Monday, February 6, 2012, 7:30 AM – 7:00 PM

Exhibitor Move out:

- Tuesday, February 7, 2012, 9:00 – 11:00 AM

Date:

January 13-14, 2013

Host Hotel:

Gaylord National Resort & Convention Center
204 Waterfront Street, NW
National Harbor, MD 20745
www.gaylordnational.com

Contact:

Jeff Lindeblad
Phone: (301) 306-
Fax: (301) 749-0085
jlindeblad@gaylordhotels.com

ADDENDUM D –CASE-NAIS (cont'd)
Show Management Service Areas

Exhibit Hall:

Maryland BD/4-6

Number of Connection Booths/Quads

72 CBs/18 Quads

Exhibit Schedule

Contractor Move-in

- Saturday, January 12, 2013, 8:00 AM – 5:00 PM

Exhibitor Move-in

- Sunday, January 13, 2013, 8:00 AM - NOON

Show Hours:

- Sunday, January 13, 2013, 1:00 – 5:00
- Monday, January 14, 2013, 7:30 AM – 6:30 PM

Exhibitor Move-Out

- Monday, January 14, 2013, 6:30 – 8:30 PM
-

Date:

January 12-14, 2014

Host Hotel

Omni Orlando Resort at Champions Gate

1500 Masters Blvd.

Champions Gate, FL 33896

Contact:

Doris O'Neill

Phone: 407-997-1265/407-238-6521

Fax: 407-238-6525

doneill@omnihotels.com

Exhibit Hall:

National Ballroom ABC

Number of Booths/Quads:

72 CB/18 Quads

Size of Hall:

18,700 square feet

Exhibit Schedule:

Contractor Move-in

- Saturday, January 11, 2014, 8:00 AM – 5:00 PM

Exhibitor Move in:

- Sunday, January 12, 2014, 8:00 AM - Noon

Show Hours:

- Sunday, January 12, 2014, 1:00 – 7:00 PM
- Monday, January 13, 2014, 7:30 AM – 5:00 PM
- Tuesday, January 14, 2014, 7:30 – 10:30 AM

Exhibitor Move out:

Tuesday, January 14, 2014, 10:30 AM – 1:30 PM

PLEASE NOTE: The exhibit schedule hours are subject to change.