



**REQUEST FOR PROPOSALS – PHOTOGRAPHY SERVICES FOR THE
NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS, INC.**

Issued Date: February 22, 2017

Due Date: 5:00 PM on Tuesday, March 7, 2017

National Association of Black Accountants, Inc.
Contact: Darell Scott – Manager, Marketing & Communications

Email: dscott@nabainc.org

[RFP Response Via Survey Gizmo](#)

INTENT OF SERVICE

The National Association of Black Accountants (“NABA”) is seeking a professional photography vendor (“vendor”) to capture photos and/or videos during the 2017 NABA National Convention & Expo in New Orleans, LA, June 6-10, 2017. The vendor will capture images for use on all media channels including, but not limited to NABA's website, social media accounts, promotional publications and advertisements of both candid and art directed photographs. The successful vendor is required to have extensive experience in convention photography, preferably for conventions between 1,000 – 5000 people.

PROJECT BACKGROUND AND OVERVIEW

NABA will use these images and videos (as needed) primarily for NABA related materials including print ads, social media campaigns, and brochures.

These outlets require prominent and captivating images that help tell the story of the NABA convention's theme – [DARE to LEAD](#) – and feature the elements that will bring members and non-members to future conventions while capturing the "moments" of the current convention. Images captured by the selected vendor will be added to the NABA picture and video repository that will be used for several years.

EVENT / ATTENDEE PROFILE

Expected Total Event Attendance: 2,000

Sessions: 50-60 NABA events (including sessions)

Signature Programs: Opening Session, Opening Reception, National Scholarship Luncheon, Annual Awards Gala

SCOPE OF WORK

Images will highlight the aspects of the convention that makes it appealing to attendees, NABA members, non-members, and corporate sponsors. Staff will work with the vendor on the specific images and locations that will be required for this project. Those may include:

- Leadership Development Institute
- CPA Examination Review
- CPE Sessions
- Students Sessions
- LDI & Leadership Luncheon
- Student Opening Session
- Opening General Session
- Opening Reception
- C-Suite Power Breakfast
- National Scholarship Luncheon
- Exhibit Hall Ribbon Cutting
- Career Expo
- Women of NABA Luncheon
- Annual Awards Gala
- “The After Party” Celebration
- NABA Day of Service

ESTIMATED HOURS

The estimated times needed for photography services are detailed below. This includes general session/keynote, breakouts, registration, social events, off-site events, Board headshots, and other photography as required.

ACTIVITY	DESCRIPTION
Photography	4 – 5 day Photography Shoot for Multiple Convention Events
	<u>Tues, June 6, 2017</u> : Cover events 8:30a – 1:00p & 6:00p - 7p (6.5 hours)
	<u>Wed, June 7, 2017</u> : Cover events 10a – 3:30 p & 4p – 6p & & 8:30p – 10:30p (9.5 hours)
	<u>Thurs, June 8, 2017</u> : Cover events 9a - 12p & 1:15p - 4:15p (6 hours)
	<u>Fri, June 9, 2017</u> : Cover events 9a-10a, 11p-2p, 5:00 pm - 9:00 pm (8 hours)
	* <u>Sat, June 10, 2017</u> : Cover event – NABA Day of Service 7a – 10a (3 hours)

* Saturday may be optional and added to production

** Times subject to change by mutual consent of NABA Management and Photographer

Photo Requirements

NABA will receive all raw image files and one edited uncompressed jpeg format for each photograph. NABA retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses.

The selected vendor will not add or embed photos with branding captions or watermark signature on image files provided to NABA. The selected vendor will be allowed to use approved images captured for this project for demo purposes only.

1. Deliverables - Full resolution digital images uploaded to Dropbox/Google with full usage rights and ownership by Tuesday following close of Convention and then shipment of final images via one (1) TB Hard drive. PC compatible within 15 days of the closing of convention.
2. Convention montage video – due Friday afternoon of convention (this is used during the Gala that evening)
3. Convention Wrap Up montage video – Tuesday following the close of convention. This video includes Gala highlights and NABA Day of Service.
4. All sponsored events signage should be captured with sponsor logos
5. Provide all photos in organized folders by day and event.

Photography Shots to Include*:

Group Shots
Sponsor Shots
Motion Shots
Candid shots
Crowd and overall Shots
Locations Shots
Program and event collateral
Award winners and presenters

** A more extensive shot list will be provided to selected vendor no later than two weeks prior to the event*

SPECIFICATIONS FOR RESPONSE

Qualifying proposals require the information below. However, submitting vendors may choose to include additional materials as appropriate within the page limits specified under Proposal Format.

Proposal Format

- Proposals must be submitted through Survey Gizmo RFP Portal.
- Survey Gizmo Link: [2017 NABA Convention Photography RFP](#)

Information within the proposal should be clear and in the format requested for each section:

1. **Executive Summary:** Provide an overview of the proposed services, your organization and its ability to be able to provide the services proposed.
2. **Examples/Past Project:** Include a summary describing three (3) relevant past projects. These examples should include a brief summary of each project and a sample of images as used in the final product. Should the vendor have an online portfolio, please provide the proper link to view.
3. **Additional Considerations to be Addressed:**
 - i. Number of photographers to fulfill assignment (minimum of 2 required)
 - ii. Term of Service: Submit one-year and two-year pricing and options. Multi-year agreements must include a 90-day-out no-fault termination clause.
4. **References:** (max 1 page) Provide a minimum of three (3) references including the name of person(s) who may be contacted, title of the person, email address and phone number.
5. **Cost Summary:** (max 1 page) A detailed cost for your services broken into product and service costs including anticipated travel expenses.
6. **Travel Expenses -** Please indicate if your pricing is inclusive of travel expenses or if reimbursement will be required. If requesting reimbursement please specify needs (i.e. travel, lodging, food, number of photographers, etc.)

7. **Appendix/Portfolio:** Applicants may provide a portfolio of work, either as an upload or via weblink to highlight the vendor's past work as applies to this proposed project. Applications may also use this section to provide any additional information regarding the applicant's qualifications or methods relevant to this project.

EVALUATION AND SELECTION PROCESS

All applications will be evaluated and rated based on applicant's demonstrated capability and experience in providing professional photography services to an organization, preferably for associations. Applicant's qualifications will be evaluated and graded by NABA staff and leadership. NABA reserves the right to find any applicant qualified or unqualified to perform the duties outlined in the Scope of Work section.

TENTATIVE SELECTION SCHEDULE

The following timetable is tentative and subject to change:

February 22, 2017	Request for Proposal is released
March 7, 2017	Proposals due by 5:00 PM
March 14 - 21, 2017	Interviews with top candidates
March 24, 2017	NABA awards Professional Service Agreement
June 6-10, 2017	Vendor Start Date

Questions concerning Proposal Requirements

All questions regarding this RFP should be addressed to:

Darell Scott, Manager, Marketing & Communications
Phone: 240-630-3563
E-Mail: dscott@nabainc.org

Questions must be submitted at least three (3) business days prior to the RFP submission deadline.

NOTICE TO CANDIDATES

This Request for Proposal does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of NABA.

NABA reserves the right to:

- Make the selection based on its sole discretion
- Reject any and all proposals
- Issue subsequent Request for Proposals
- Postpone opening proposals if necessary for any reason
- Remedy errors in the Request for Proposal process
- Approve or disapprove the use of particular subcontractors
- Negotiate with any, all, or none of the vendors
- Accept other than the lowest offer
- Waive informalities and irregularities in the proposals
- Enter into an agreement with another vendor in the event the originally selected Vendor defaults or fails to execute an agreement with NABA
- Elements and/or tasks may be added or deleted at the discretion of NABA pending negotiation of the Scope of Work and compensation
- Cancel this RFP in its entirety at any time prior to final agreement award

NABA assumes no responsibility for "late proposals" and it is the sole responsibility of the consultant to ensure that the proposal is received at NABA prior to the due date. No faxes will be accepted. Late response, including responses postmarked before but not received until after proposal due date, will not be accepted.