



USA

VisitTheUSA.com

Brand USA



REQUEST FOR PROPOSAL

Event Management System

February 28, 2017



Request for Proposal

INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase international visitation to the USA in order to fuel the U.S. economy and enhance the image of the United States worldwide. Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Brand USA works in close partnership with more than 600 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences available in the United States of America. According to studies by Oxford Economics, over the past three years Brand USA's marketing initiatives have helped welcome more than three million incremental visitors to the USA, benefiting the U.S. economy with nearly \$21 billion in total economic impact, which has supported, on average, 50,000 incremental jobs a year.

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.



Request for Proposal

WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the USA—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

International visitation helps local communities.

On average, overseas visitors spend nearly \$4,500 per trip and generate tax revenue in communities across the USA without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

International visitation supports American jobs and economic growth.

When international visitors come to the USA, the money they spend directly supports more than 1 million American jobs and added \$181 billion to the U.S. economy. (Source: US Travel Association and NTTO 2013 Data)

International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.



Request for Proposal

Who Pays for It?

International visitors and private contributions fund the work of Brand USA - with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These markets are designated as visa - waiver countries. As a result, U.S. taxpayers contribute \$0 toward Brand USA's marketing efforts.

BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

In 2015, Brand USA generated \$3.0 billion in incremental visitor spending to the United States. Including indirect and induced impacts, a total of \$6.6 billion in economic activity was generated by Brand USA. Economic activity generated by Brand USA sustained 44,533 jobs earning \$1.9 billion in personal income. At \$457 million, Brand USA generated more than double its funding in incremental Federal taxes and another \$410 million in state and local taxes. Across all markets, each dollar of Brand USA marketing generated \$21.20 dollars of visitor spending.



Request for Proposal

PURPOSE

The purpose of this RFP is to identify a vendor capable of providing the best cloud-based management system to support all Brand USA events. The goal of this RFP is to streamline our event management process, by moving to an online process. The Event Management system will support activities such as online event registration, housing and travel management, on-site support, and event planning. The system must be cloud-based and integrate with other software, such as Salesforce.

SCOPE OF WORK AND MINIMUM REQUIREMENTS

Brand USA seeks proposals for a cloud-based event management system for all company and industry-wide events. Please be aware that the requirements are not reduced to the list specified below and vendors who are invited to present and give a demonstration will be provided with more thorough business requirements at the time.

Event Management System Requirements:

(Please be aware that the requirements are not reduced to the list specified below and vendors who are invited to present and give a demonstration will be provided with more thorough business requirements at that time.)

- Attendee Management
 - Provides guest list management (name, title, organization, phone number, email address, etc.)
 - Ability to create seating arrangements.
- Registration Management
 - Allows attendees to accept or decline registration for sessions, networking meetings, special events, etc. which can be plugged into a personal itinerary or conference planner.
 - Streams all meeting logistics and other essential information to Salesforce.
 - Enables online registration and attendee self-service of registration (PCI and ADA compliant).
- Venue Management
 - Allows users to identify potential venues and prepares a detailed floor plan or layout.
 - Ability to allocated meeting and booth space.
 - Provides solutions to manage event logistics, catering, and other venue resources.
- On-site Management
 - Capability to manage event-related activities at the venue including on-the-spot registrations, checking in attendees, and printing attendee lists, individual name badges and event sign-in sheets.
 - Provide up-to-the-minute changes to event schedules, etc.
- Event Analytics and Reporting
 - Collect data before, during, and after the event to support continual improvement of events (attendee contact info, sessions attended, post-survey results, etc.)
 - Generates customizable reports such as budget and venue utilization, etc.
 - Ability to distribute and calculate post-survey results.



Request for Proposal

- Communications/Messaging
 - Generate and send customized event-based notifications to attendees (i.e. email messages, text messages, push notifications, etc.)
 - Capability to translate and function in different languages (English, Spanish, Portuguese, German, Japanese, Korean, and Chinese).
 - Provide emergency technical support 24/7 for issues and be easily accessible to answer product questions during normal business hours.
- Housing/Travel Management
 - Allow attendees to view housing options and book rooms online while registering.
 - Provide a one-stop process for registrants to sign-up, pay for hotel rooms, and receive all relevant follow-up communications.
 - Personalize itineraries, directions, and confirmations.
- Mobile
 - Build a customizable for use via a customized mobile application for iOS and Android.
 - Ability to view event schedule, speakers, hotels and convention floor plans, maps and other vital information.

TYPES OF BRAND USA EVENTS & TRADE SHOWS

Please find below, a sample of the type of events Brand USA typically holds. Attendance varies, depending on type of event:

- Brand USA Film Premieres: 200-400 attendees (20-30 per year)
- Brand USA Marketing RoundtableS: 15-25 attendees (annually)
- Brand USA IPW Education Sessions & Events: 10 - 400 attendees (annually)
- In-market Sales Missions (example; India, Japan, Australia, China): 50-70 attendees per event (3-4 per year)
- Familiarization (fam) trips: 100+ attendees (3-4 per year)
- Trade Shows: 550-600 attendees per event (5-6 per year)

PROPOSAL FORMAT AND SPECS

Please submit five printed copies of your response to be distributed to the RFP review committee.

Additionally, an electronic copy is also required (instructions for submission are provided below). If you have example webinar material, this is highly encouraged. Proposal format is open to presentation style and delivery of the proposing team.

BUDGET

Based on the RFP requirements, the vendor must submit a detailed, realistic budget with an estimated execution timeline. Please itemize the budget based on program cost. For example, a budget cost for each individual module should be funneled into an overall project budget estimate.



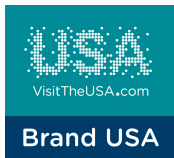
MINIMUM REQUIREMENTS

Proposals must address each item listed in Scope of Work, giving specific details of techniques to be used in achieving each of these requirements. Proposals may be rejected if minimum requirements are not met.

All proposers wishing clarification of this RFP must submit questions in writing to Brand USA no later than **March 6, 2017 (due by 5:00 PM EST)**, and sent by email to **RFPAdmin@TheBrandUSA.com**.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid (Attachment 1)** must be received by **March 14, 2017 due by 5:00pm EST**.
The notice shall be emailed to **RFPAdmin@TheBrandUSA.com** at the Brand USA Office. The NOTICE OF INTENT TO BID is nonbinding; however, it ensures the receipt to fall addenda related to this RFP. Proposal will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
2. **RFP Responses** must contain the following information:
 - a. Executive Summary
 - b. Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. Address how you will have the necessary personnel, experience, skill, and financial resources to perform the work in a satisfactory and timely manner. Provide at least four examples of events managed that include registration modules, data reporting, customized mobile application, and other works relevant to the events listed above. Provide temporary demo providing access to exam user interface.
 - c. No Conflict of Interest: Read and complete the Conflict of Interest Form. Client relationships that could potentially be considered a Conflict of Interest must be listed.
 - d. Contract Manager/Team: Identify one individual on the proposer's account team who will manage the contract work. Identify the role of each team member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
3. **References**: Provide at least three references who can assert that you have a satisfactory record of performance.
4. **License Fee**
5. **Certification Form (Attachment 2)** must be signed and accompany all RFP Response submission.



Request for Proposal

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	February 28, 2017
B. Written Questions (due by 5:00 PM EST)	March 6, 2017
C. Written Questions Answered and posted to Brand USA Website	March 9, 2017
D. Notice of Intent To Bid Due (due by 5:00 PM EST)	March 14, 2017
E. Proposal Due (due by 3:00 PM EST)	March 16, 2017
F. Proposal Evaluation by scoring committee	March 21, 2017
G. Notification and Scheduling of Finalist Interviews	March 23, 2017
H. Finalist Presentation/Interviews	March 29, 2017
I. Notice of Intent to Award Contract and Public Posting	April 5, 2017

DELIVERY OF PROPOSAL

Each bidder is required to deliver ten printed copies of the proposal to Brand USA, c/o RFP Admin, 1725 Eye Street NW, Eighth Floor, Washington, DC 20006, as well as an emailed PDF version of its proposal to Brand USA's RFP Admin (**RFPAdmin@TheBrandUSA.com**), no later than **March 16, 2017 (3:00 PM EST)**. The PDF should be no more than three separate files. The proposal may not exceed 15 pages, double spaced at 12-point font, not including examples and case studies (and not to exceed 30 pages total). Please submit written examples and case studies separately.

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



Request for Proposal

ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: **March 14, 2017, 5:00 PM EST**

SEND TO:

Brand USA Headquarters
c/o RFP Administrator
1725 Eye Street NW, Eighth Floor
Washington, D.C. 20006
ATTN: RFP - Event Management System
Email: RFPAdmin@TheBrandUSA.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



Request for Proposal

ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal.

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

- He/she has read and understands all commitments and terms of this Proposal.
- The information contained in this Proposal is accurate.
- Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
- Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



Request for Proposal

ATTACHMENT 3

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
1. Ability to meet scope of work and minimum requirements: examples of past work and relevant material	55	
2. Ability to provide 24/7 support	20	
3. Cost effectiveness	15	
4. Intuitive user interface experience	10	
TOTAL POINTS	100	



Request for Proposal

ATTACHMENT 4

FOR BRAND USA USE ONLY

ORAL INTERVIEW / DEMONSTRATION CRITERIA

The evaluation committee may, if it deems necessary, select certain proposers for oral interviews and/or demonstrations. Interviews/demonstrations apply only to the top finalist(s), as determined by the evaluation committee. The oral interviews/demonstrations will allow finalists to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the oral interviews/demonstrations via teleconference, at the Brand USA office, at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews/ demonstrations, if needed, so that grading of oral interviews/demonstrations may be done by fewer than the entire committee.

If interviews/demonstrations are not required, the maximum number of points is 100. If interviews/ demonstrations are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview/demonstration date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview/demonstration:

	MAX.	SCORE
1. Demonstration of product development success	50	