



BRAND  
**USA**

Brand USA  
**REQUEST FOR PROPOSAL**

Booth Design & Build for IPW 2026

December 11, 2025

## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA 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 communicate U.S. visa and 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 1.2 million American jobs\* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal 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 and partner information about Brand USA, please visit [TheBrandUSA.com](http://TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).

## PROJECT OVERVIEW

Brand USA invites proposals from experienced exhibit design and build vendors to create a show-stopping, immersive Brand USA booth experience for IPW 2026 in Fort Lauderdale, Florida. Scope includes full on-site logistics management—installation, show support, and dismantle—in accordance with IPW rules and regulations.

The booth should bring to life the spirit of “America the Beautiful” ([www.americathebeautiful.com](http://www.americathebeautiful.com))—capturing the diversity, scale, and emotional richness of the United States. We are seeking a design that is modern, inspirational, and welcoming, using cutting-edge elements like large-format LED screens, dynamic lighting, and open architecture to draw attendees in and create an environment where international delegates can connect, collaborate, and dream big.

At the same time, cost-efficiency and budget discipline are essential. We are looking for partners who can deliver high visual and functional impact while maximizing value—bringing forward smart, scalable solutions that reflect your understanding of IPW logistics, Freeman services, and real-world cost drivers.

## SPECIFICATIONS

**Booth dimensions:** 60' x 60' (island booth)

**Theme:** *America the Beautiful* ([www.americathebeautiful.com](http://www.americathebeautiful.com))

**Estimated Budget Range:** \$500,000 – \$600,000

### **Required Features:**

- 15 trade and partnership round tables (3 seats each)
- Open-air theater for 20 (for AI training sessions)
- Private enclosed meeting room (accommodating up to 6 people)
- Check-in counter
- Small Lounge area
- Secure storage space
- LED screens or digital signage
- Open, accessible layout that encourages exploration and flow
- Include a photo opportunity area with a branded backdrop or interactive element that encourages attendee engagement and social sharing

**The Ideal Design Will:**

- Inspire a sense of wonder and possibility
- Celebrate the diversity of the United States
- Balance storytelling with trade functionality
- Stay within budget without compromising creativity

**Vendor Requirements:**

- Proven experience building booths at IPW or similar scale event
- Familiarity with Freeman services and the IPW Exhibitor Manual
- Ability to manage timelines, budgets, and on-site logistics efficiently
- Final scope and specifications will be subject to the IPW 2026 Exhibitor Manual and Freeman service guidelines when released (anticipated February 2026)

**Additional Guidance & Deliverables**

- Vendor must be responsible for full booth installation (set-up), on-site support during show hours, and post-show dismantle (tear-down), including labor coordination and scheduling, in accordance with IPW rules and regulations
- Brand USA will provide final content and creative direction; vendor is expected to format and deploy assets for LED display and signage
- Include any post-show storage, refurbishment, or disposal considerations (depending on rental or ownership structure)
- Describe any sustainability practices related to materials, transport, or production
- Provide a team structure/org chart outlining project management, design, and on-site roles
- Proposals may include up to 3 conceptual renderings and/or floor plans to support your proposal



## MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than **January 9, 2026**, and sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

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** must be received by **December 19, 2025** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals 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. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
  - c. Contract Manager/Team: identify one individual on the proposer's account team who will manage the event. Include resumes, or descriptions of anyone to be involved with [PROJECT NAME].
  - d. Case Studies.
  - e. Direct answers from the "Questions for You" section. Include the question and your answer. Do not assume we will locate answers to these questions spread throughout your proposal. Failure to provide direct answers may negatively impact your submission.
  - f. Specific Monthly/Annual Budget.
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.

## 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.

<b><i>Milestone</i></b>	<b><i>Date</i></b>
Proposal Released	<b>Thursday, December 11, 2025</b>
Intent to Respond Due	<b>Friday, December 19, 2025</b>
Vendor Q&A Period	<b>January 5–9, 2026</b>
Proposals Due	<b>Monday, January 12, 2026</b>
Finalist Notifications Sent	<b>Friday, January 16, 2026</b>
Finalist Presentations (Virtual)	<b>Wednesday–Friday, January 28–30, 2026</b>
Award Notification	<b>Monday, February 2, 2026</b>

**Note:** All dates are subject to change at Brand USA's discretion.

## PROPOSAL QUESTIONS

Please address the following in your proposal:

### 1. Relevant Experience

How many IPW clients have you supported as a booth designer/builder in the past 3 years? Provide 3 references from recent IPW or similar-scale travel trade shows.

### 2. Ownership vs. Rental Strategy

Based on Brand USA's footprint and reuse potential: What are the pros/cons of renting vs. owning booth components? Which elements do you recommend owning? Can you support hybrid models (owned + rented)? Do you offer inventory management or storage for owned components? What are the long-term cost implications (e.g., storage, maintenance)?

### 3. Timeline & Production Workflow

Provide a proposed project timeline with key milestones (based on a May 17, 2026 show open). What are your typical lead times for artwork and approvals? How do you manage revisions and proofing?

### 4. Structure Reuse & Materials

If Brand USA provides a reused structure: Can you receive, store, and integrate it? What are the cost/logistical implications vs. rebuilding?

### 5. Labor & Travel

Provide an inclusive estimate for on-site installation and dismantle, including assumptions (e.g., union labor). Estimate travel-related expenses (airfare, hotel, per diem) and clarify: Whether travel is shared across multiple clients; if costs are itemized or included in a general services fee.

### 6. Storage, Freight & Handling

How are storage and drayage fees calculated (pre-, during, and post-show)? Do you coordinate freight and offer consolidated shipping for cost efficiency?

### 7. Freeman & IPW Site Services

Describe your experience managing Freeman services at IPW. How do you estimate and manage the following costs: Electric, Rigging, Internet, Cleaning, Vacuum service, Material handling, I&D labor. What strategies do you use to reduce overages?

### 8. Budget Management

How do you track budget in real time and prevent major post-show cost variance? How are change orders managed and communicated? Include any assumptions about furniture sourcing or specialty items in your proposal and budget.

## DELIVERY OF PROPOSAL

Proposals should be e-mailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

## 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.

**ATTACHMENT 1****NOTICE OF INTENT TO BID**

Due: [Date]

SEND TO: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

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



## 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:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. 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.

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Authorized Signature

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Typed or Printed Name

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Title

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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:

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Official Contact Name

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Phone Number

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Official Contact Title

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Facsimile Number

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Email Address

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Street, City, State, Zip

## 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
Design Creativity, Innovation & Visuals:	30	
Budget, Timeline & Project Management	30	
Experience & Qualifications	15	
Understanding of Project Scope	15	
Logistics	10	
<b>TOTAL</b>	<b>100</b>	