



## 2018 Audiovisual Services Request For “Partnership”

*Meeting name: ‘the EVENT’*

*Location: Brookstreet Hotel, 525 Legget Drive, Ottawa, Ontario, K2K 2W2*

*Date: April 12 – 14, 2018*

*Estimated attendance: 300+ participants*

*Proposal due date: Friday, November 3<sup>rd</sup>, 2017*

*Decision date: Friday, November 10<sup>th</sup>, 2017*

### About MPI & the EVENT

Meeting Professionals International (MPI) is the pivotal force in positioning meetings & events as primary communications vehicles and critical components of an organization’s success. MPI leads the industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings

For the first time in Canadian history, three MPI Chapters (MPI Toronto, MPI Montreal & Quebec, and MPI Ottawa) have joined together to offer their members an opportunity to attain cutting edge innovative business and meetings industry education. Bringing together three unique communities will give event participants the chance to expand their network circles and create new business relationships, all while strengthening existing ones.

**For all Partners involved in the EVENT, we are looking to push the boundaries of traditional conferences and provide new and innovative experiences for attendees. This mindset must also be supported by the audiovisual services.**

**the EVENT Background:** This is the kick off of a new MPI initiative, an education event jointly managed by the Ottawa, Toronto, and Montréal & Québec Chapters. Since this is the first year for the EVENT, there is no history, however we are confident that registrations will hit and exceed 300 attendees.

**the EVENT Objective:** Learning & Networking. the EVENT is a new concept that will utilize various to peer to peer learning techniques and technology, creative meeting room designs, new and old session formats, all with the intent of fostering participant collaboration on current ideas, the cultivation of new ideas, and the elevation of the meetings industry as a whole.

**Attendee Profile:** Open to all MPI members as well as non-members. Registration will be made available to Canadian and US, however we expect the primary attendance to be from the 3 host Chapters, which alone combine for close to 1,000 members. We also expect to have numerous destination and hotel sponsors from all across Canada. All those attending will be part of the meetings industry. The aim is for a 1:1 planner/supplier ratio.

### **Locations for Future Years (venue yet to be selected)**

2019: Montreal

2020: Toronto

*Overview of the event format and needs to consider:*

- **Plenary room for the full group (300 pax)**
- **5 breakout rooms & 2-3 creative spaces**
- **Comfortable lounge area for informal networking and work check-ins**
- **Foyer space for a marketplace (up to 20 interactive displays)**
- **Evaluation and digital voting system: option of live voting to rate each session/speaker (potentially in collaboration with the EVENT app sponsor)**
- **Any audiovisual technology to encourage interactivity between speakers and participants**
- **Speaker ready room for out-of-town presenters**
- **the EVENT will bump up against the traditional Global Meetings Industry Day (GMID) afternoon/evening program. The selected audiovisual company would ideally be able to accommodate both events.**

## **the EVENT Schedule (subject to change)**

### **Thursday, April 12, 2018**

3:00-8:00pm

*GMID Program: Education (3-5pm), Reception & Dinner (5-8pm)*

8:00-10:00pm

the EVENT Opening Reception

### **Friday, April 13, 2018**

6:30-7:30am

Wellness Session

7:30-8:30am

**the MORNING BREAKFAST**

8:30-10:00am

Kickoff and Battle of the Idea Experts - Round #1

10:15am-12:30pm

Business Workshops/Experiential Labs/P2P Discovery Sessions

12:30-1:30pm

**the LUNCH**

1:30-2:30pm

Battle of the Idea Experts - Round #2

2:45-5:00pm

Business Workshops/Experiential Labs/P2Person Discovery Sessions

8:00-11:00pm

*MPI Foundation Event – Official announcement coming soon  
(potential to be offsite)*

### **Saturday, April 14, 2018**

6:30-7:30am

Wellness Session

7:30-8:30am

**the MORNING BREAKFAST**

8:30-10:00am

Kickoff and Battle of the Idea Experts - Round #3

10:15am-12:30pm

Business Workshops/Experiential Labs/P2P Discover Sessions

12:30-1:30pm

**the CLOSING LUNCH**

# Audiovisual Requirements

## Plenary room (300 pax)

Banff and Lake Louise Tourism have stepped up to be our lead Architect Partner which includes their creative input and branding of the plenary room. The selected audiovisual company will work them to achieve an engaging and interactive setup, including (but not limited to) a center stage, or sub stages in the room, and a 'jumbo-tron' concept above the main stage. The plenary room at the host venue will be the Newbridge Ballroom (7,200 sq ft, 20' ceilings, no windows or pillars). Note: this ballroom has built in screen and projector technology.

In collaboration with the Architect Partner, we are open to any suggestions from our AV Partner of choice.

- **Visuals:** enough screens to accommodate a full experience for an audience of 300 people, PowerPoint, 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 is required.
- **Lighting:** stage wash and ambient lighting should be considered in this room.

## 5 Breakout rooms

All breakouts will have various unique seating formats – such things as 'in the dark', 'bring your own seats', lounge style, and other mixed seating set-ups. Breakout room sizes will vary from standalone to air wall divided rooms, 750 to 1,750 sq ft, ceilings heights from 11' to 17', and some rooms with windows.

- **Visuals:** every breakout needs to have screens, projection and data systems.
- **Audio:** 2 wireless headset microphones + 1 question microphone per breakout are required
- **Digital display:** digital screen outside of each breakout to display name is an asset

## 2-3 Creative Spaces (50-75 pax each)

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. These spaces may include but are not limited to meeting spaces, foyers, F&B outlets, hospitality suites, or even the green space around our host Hotel.

## Marketplace area (up to 20 vendors)

This will be a space for partners and sponsors to show off their services and will be set-up in the main Foyer. The aim here is to offer each vendor an interactive display and avoid traditional tradeshow set-ups, i.e. exhibit booths or tabletop displays/pop-up posters. Please submit an exhibitor form with equipment rental and labor prices and any ideas for creative set-ups

## 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

3 to 4 screens to display the schedule of events, information about sessions and Partners and ideally one or two touchscreens would be available. *Additional requirements may be added as we finalize the inaugural EVENT program.*

## GMID Program

The annual GMID program will bump up against the EVENT and is being managed by a separate MPI Ottawa Chapter committee. The space for the GMID program will not include the main plenary room as this is being reserved for the EVENT set-up and special reveal the next morning. GMID will be using the host Hotel's Grand Scheme Ballroom (5,200 sq ft/17' ceilings, no windows or pillars).

GMID may be looking for suggestions on ways to connect the GMID programs across other Canadian Chapters – most notably for Toronto and Montreal/Quebec on Thursday, April 12<sup>th</sup>, 2018. Audiovisual services for GMID are part of a separate budget; however, there are expectations to mitigate costs across both programs.

Note: the ballroom used for GMID will be reset as breakout space for the EVENT the following day.

## Video production

In order to keep a record of the inaugural 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 & GMID), 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

Organizers have event insurance. A copy of documentation can be provided upon signature of the contract. We request direct billing to be invoiced upon completion of the EVENT.

## Additional Info

Showcase yourself! Please let us know if you have new technologies or ideas unique to your company. In particular, 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.

## Partnership Benefits

The selected audiovisual provider will receive the following partnership benefits:

- Introduction and recognition of your services at the EVENT
- Logo on the EVENT webpage, linked to your company website
- Recognition/mention across all 3 Chapters online communications
- Two (2) complimentary registrations to the EVENT
- An opportunity to welcome the participants at the EVENT

- Opportunity to showcase your new technologies and services
- Post-event registration list

*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.*

## Submission Guidelines

All audiovisual proposals should be submitted to [leslie@the-event.ca](mailto:leslie@the-event.ca), no later than **Friday, November 3, 2017**

- 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](http://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 10<sup>th</sup>, 2017**. 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***