

| Q&A | |
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| RFP-CASE-351517 Business Marketing Trade Show Services | |
| Questions | Answers |
| Whether companies from Outside USA can apply for this? (like, from India or Canada) | Companies from any location can submit a response. |
| Whether we need to come over there for meetings? | The MEDC anticipates requiring in-person meetings so long as it is safe to do so from a public health standpoint. |
| Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada) | Yes |
| Can we submit the proposals via email? | Proposals must be submitted via email to contractsandgrants@michigan.org |
| Please provide detail on MEDC's existing assets and materials – crate sizes, numbers, how many different exhibits and sizes, where are they stored now, etc. (p.5) | Given the volume and size of the existing assets within our trade show library, we estimate we will need 1,000 square feet of storage. |
| Please provide detail on the type of reporting required (p.5) | Reporting should include, but not limited to: <ul style="list-style-type: none"> • Reconciliation of all production quotes, actual costs, and invoices (including taxes and fees) • Photo and video record of the trade show production including setup, final and tear-down |
| Please provide example/detail on “specialized trade show vendor services...” (p.5) | Partner vendors that would be utilized for services that are not included within the respondent's scope of expertise or ability for the trade show production (example: additional AV, video production, food services, etc.) |
| Please explain in more detail the requirements under Technical Work Plans, p. 6 A) 4. What work are you referring to? | A detailed outline of strategy, execution and timeline including but not limited to exhibit concepts, 3D renders or CAD drawings. |
| How can we confirm receipt of proposal? | An automatic message will be sent from contractsandgrants@michigan.org upon receipt of your proposal. |
| Is it possible to schedule a Discovery meeting to better understand MEDC's current trade show and events program and what MEDC wants from the selected vendor? | No pre-bid meeting will be held for this RFP. . |
| What other types of promotional event activities does MEDC do besides trade shows (referenced under A. Purpose) | Promotional event activities for MEDC sponsored trade show events include integrated marketing and communications tactics such as social promotion, e-mail marketing campaigns, field |

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| | marketing asset deployment, lead generation tactics among others. |
| What are the anticipated 15 events that MEDC will do in the first year? | <p>Please see a sample of a MEDC trade show calendar below.</p> <p>MD&M West</p> <p>Michigan Defense Expo (MDEX)</p> <p>Mackinac Policy Conference</p> <p>Integr8</p> <p>IPW</p> <p>Select USA</p> <p>CAR MBS</p> <p>Connect Marketplace</p> <p>National Brownfields Conference</p> <p>GVSETS</p> <p>Battery Show</p> <p>Detroit Auto Show</p> <p>AUSA 2021</p> <p>IMEX</p> |
| What are the booth space sizes for these 15 events? | MEDC’s exhibit space footprints can traditionally range from 10X10-50x50. |
| Is MEDC looking for any actual or specific design, creative, promotional ideas generated for MEDC in this proposal? | At this time, exhibit portfolio examples are all that is required. Considering the list of events above, design concepts are welcomed. |
| How do we provide a schedule of expenses for covering services and activities without having detailed information on what activities will be required – specifically any new exhibit design, materials, etc. required, what shows are being done, (p.7 B) first paragraph? | Please consider an estimated annual budget of \$450,000 to be allocated against up to 15 different exhibits. This budget does not assume show organizer’s costs. |
| Cover Letter mentions “supplemental funding” – Could you give examples / under what circumstances would it be granted? Would this include addition of | Supplemental funding would be allocated as needed for the addition or expansion of show service needs or freight increases. |

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| <p>shows/year, allow for market inflation (i.e. changes in freight due to gas prices)?</p> | |
| <p>Pg 2 Section A</p> <ol style="list-style-type: none"> 1. Are you seeking the contract awardee to identify promotional trade shows and event activities? 2. Attract, retain, & grow..” – Would these metrics be collected & calculated by MEDC or the contract awardee? 3. Annual Term of 15 Events with \$450,000 budget – is this for the management and collaboration, or is this also to include display properties, promotional items, warehousing, etc. 4. Is it the intent of MEDC to award this contract to one singular vendor? | <ol style="list-style-type: none"> 1. MEDC will identify the trade shows to exhibit at and sponsor. 2. Attraction, retention and growth metrics will be collected and reported by MEDC. 3. \$450,000 accounts for management and collaboration, exhibit production and warehousing. 4. Yes, MEDC intends to award this contract to a single vendor. |
| <p>Pg 2 Section B</p> <ol style="list-style-type: none"> 1. “Serves as lead on - - initiatives within the organization” – Would MEDC rely on the contract awardee to initiate all opportunities? Can you explain to what extent this would be the responsibility of MEDC/contract awardee/collaboration of the two? 2. “Marketing Objectives – Generate New Business” – In what capacity would the contract awardee be expected to achieve this / what is the goal number / how is it measured / is this provide by MEDC per chosen shows, locations etc.? | <ol style="list-style-type: none"> 1. The awardee is responsible for a polished and professional trade show exhibit strategy, production and reporting. 2. The awardee is not directly responsible for new business generation but is responsible for the quality and functionality of the exhibit where new business prospecting will take place. |
| <p>Pg 3 #2</p> <ol style="list-style-type: none"> 1. “Site Selection Influencers / services” – can you give an example of this? | <p>A site selection consultant is a location strategy expert who partners with companies who are ready to expand to understand business needs and assess the ability of various locations to meet those needs to enable future growth.</p> |
| <p>Pg 5</p> <ol style="list-style-type: none"> 1. “Storage of MEDC existing trade show assets” – Can you provide a list of items that would need warehousing with sizes and square foot area needed? | <ol style="list-style-type: none"> 1. Given the volume and size of the existing assets within our trade show library, we estimate we will need 1,000 square feet of storage. 2. Strategy meetings include but are not limited to: |

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| <p>2. "Strategy Meetings with MEDC staff & agencies" – could you provide insight on who this would be and their locations, are meetings in person or virtual, approximate number of meetings & time frames?</p> <p>3. Would the contract awardee provide giveaways / promo products, or would this be in collaboration with an existing MEDC vendor?</p> <p>4. "Capability to partner with additional agencies"- could you provide a list of these agencies?</p> | <ul style="list-style-type: none">• 30-minute project kickoff meetings (in-person or hybrid)• 30-minute project debrief meetings (in-person or hybrid)• In-person meetings would default to our MEDC Lansing location <p>3. MEDC is responsible for all promotional items</p> <p>4. Lambert/9thWonder, FINN Partners, MMGY and DCI</p> |
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