REQUEST FOR PROPOSAL

Original Date Issued: Thursday November 5, 2020

Deadline for Questions: Friday December 4, 2020

Closing Date: Friday December 18, 2020

Demo Dates: January – February 2021

Decision Date: Between January – March 2021

Subject: **Request for Proposal No**. **ICMAHO/Virtual Conference/2021**

The International City/County Management Association (ICMA) is seeking proposals from eligible Respondents for its virtual ICMA Annual Conference. This conference also has the possibility of being a hybrid or a 100% virtual event. ICMA anticipates awarding one (1) single award as a result of this Solicitation.

Technical questions concerning this solicitation should be directed to ifullerbey@icma.org with a copy to workwithus@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org with a copy to ifullerbey@icma.org.

All communications must include the solicitation title, **ICMAHO/Virtual Conference/2021,** in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and looks forward to a mutually beneficial business relationship.

Sincerely,

Jeremy Figoten, CAE
Director, Conferences & Sponsorships

PURPOSE
ICMA seeks a qualified provider (firm or individual) to provide all virtual conference services for its hybrid Annual Conference in 2021 located in Portland, Oregon.

ABOUT ICMA
ICMA advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people's lives worldwide. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 10,000 city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

ICMA provides technical and management assistance, training, online services, and publications to managers around the world. The management decisions made by ICMA's members affect more than 100 million individuals in thousands of communities—from small towns with populations of a few hundred to metropolitan areas serving several million.

ICMA is the only national organization that focuses on the needs of appointed local government managers. For more information regarding ICMA's programs and services, please go to www.icma.org.

ICMA's Dun and Bradstreet number is 072631831.

Listed below is the ICMA Annual Conference date/location.

Dates/location: October 3-6, 2021
                        Oregon Convention Center
                        Portland, Oregon

Budgetary Restrictions: Please note that the budgetary allotment for this RFP is $150,000.

SCOPE OF WORK – VIRTUAL CONFERENCE

Vendor will provide

1. **Online Content Capture and Production**

    *   Record, stream, and host live video and audio for two, two-hour long keynote sessions, and two, one-hour long keynote sessions via audio and video feed from ICMA's conference A/V provider.
    *   Schedule, record, and mange taping of 200+ educational sessions including synchronized PowerPoint presentations. Video requires display of both speaker(s) and the PowerPoint.
    *   Create and host a web page using ICMA's conference site wrapper (http://icma.org/conference) providing attendees access to streaming sessions.
    *   Record and stream live up to 90 60-minute educational sessions via audio, video, and synchronized PowerPoint presentations with Vendor's cameras or audio- only and synchronized presentations. (10 sessions concurrently in 3 separate time blocks over 3 days.)
    *   On-Demand services including the ability to share pre-recorded videos and download documents inside the platform
    *   Q&A integration between in person sessions and virtual platform.
    *   Full-service technical support for end-users online.
    *   On-site production labor and setup.
    *   All logins will be integrated with ICMA's customer database (netFORUM), utilizing web services to synch and/or authenticate users. ICMA's customer ID will be stored with all activity on the site, and available for all data exports and reports.
    *   Send out email reminders to registrants, directing them to the event launch page, which includes detailed connection instructions.
    *   General account service from an account manager and supporting team.

2. **Platform Capabilities/Technology**

    *   API between Cadmium and Experient is essential
    *   Back end access to platform is highly desirable.
    *   Ability to register for one day or multiple day access to platform.
    *   Networking features such as direct messaging, group chat, personal profiles, polling.
    *   Seamless transition from recorded sessions to live Q&A for concurrent educational sessions
    *   Searchable meeting schedule by day, session type, topic, with the ability for attendee to create their own schedule and save to calendars.
    *   Speakers should be featured to include photo, name, company, bio and link to all sessions where they are presenting.
    *   Sponsor/exhibitor features such as virtual exhibition spaces, meetings or banners.
    *   Exhibit Hall searchable by category/ product.
    *   Branding opportunities including configuration of virtual spaces with logos and banners.
    *   Online environment that supports web and mobile attendance.
    *   Credential confirmation emails to registrants, directing them to the event launch page, which includes detailed login/connection instructions.
    *   Support services such as phone, email, chat support, and platform training including

technical and logistical support for all conference days.
- Other features should include photo gallery, gamification, polling, chat, and custom designs of individual tabs.

3. **Post-production services**

- Provide digitizing, editing, and mastering services of all recorded material for delivery no later than 5 days after initial recordings.
- Host and provide video content (archived web events, etc.) that can be purchased and viewed on-demand
- Record each event and deliver a master recording to ICMA.
- Unless otherwise specified, master recordings will be made available for on-demand archive distribution.
- ICMA retains copyright and distribution rights for all content.

4. **Event Reporting Services**

- Participant activity export: Provide ICMA with structured data via web service to enable ICMA to store activity information (such as attendance) in its primary user database.
- Real time attendee data for all sessions and areas of platforms (break rooms, exhibit booths, engagement activities, logged into site) with the ability for ICMA staff to run reports at their leisure.
- Attendee lists- access to run reports at any time (during and post event) of those attendees who watched a particular session.

5. **E-Commerce Capabilities**

- Vendor will have an e-commerce system for purchasing all web events and archived web events. Vendor must be able to provide tiered pricing (member versus non-member pricing) that is validated based on membership status, determined via a web service call or cookie value set during authentication to ICMA's web site. [Intended function: when customers click on the URL in the eblast advertisement, if they are a member, the registration page returns the member price; if they are not a member, they receive the nonmember pricing.]

6. **Platform Must Haves**

- API between Cadmium and Experient is essential. If your platform does not currently have Cadmium and Experient integration you must be able to have integration no later than 3/1/2020.
- Real time attendee data for all sessions and areas of platforms (break rooms, exhibit booths, engagement activities, logged into site) with the ability for ICMA staff to run reports at their leisure.
- Tiered registration options. (Ability for one day access/multi-day access, access to platform based on reg code or type).

ICMA will provide (Hybrid Event)

1. Hard-wired Internet connection for every session that will be recorded and/or broadcast
2. Presenter computer with input from audio system
3. Host computer for sessions with video as well as slides. (If Vendor prefers to provide these computers, indicate this in the proposal.)
4. Camera and audio for keynotes via our conference A/V provider.

SUBMISSION REQUIREMENTS:

Section 1. Company profile:	Please limit to no more than two pages. CV's or resumes will not count toward the page limit. 1. Provide a description of your business 2. Provide the year established in the current business for the services requested in this request for proposal. 3. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue. 4. CV's or resumes of key personnel-in a leading paragraph, please indicate how much time each person(s) will devote to this project and what other projects this person (s) undertake at the same time.
Section 2: References:	A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered Respondents should provide references as follows: 1. At least three (3) examples of relevant work within the past year; 2. At least two (2) organizations to which you recently submitted unawarded bids within the past year; 3. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process
Section 3: Technology	1. Describe your ability to support hybrid virtual events including live feed, etc. 2. Describe your audio, video (live-streaming) functionality, and where these technologies can be utilized within an event. Please describe what audio and video formats you support. 3. Describe the controls your company has in place to ensure that data provided by ICMA and our users is protected. 4. Does your solution provide an option for participants to download supplemental materials such as handouts? 5. Does an event participant have the ability to add the entire event as well as individual event sessions to their own personal or work calendar pre- event? 6. Describe your ability to rebroadcast hybrid events for post event content. 7. Does your solution allow for animation and embedding video into PowerPoint?

	8. Is the back end of your solution accessible to client? Is it user friendly? 9. Does your solution have an API integration with Experient or Cadmium? What additional integrations does your platform currently support? Please describe the API integration capabilities with both Experient and Cadmium. 10. Does your platform have an agenda builder? 11. Does your platform support multi-languages and or subtitling? 12. Describe your platforms reporting functionality. Provide samples of your reports. 13. What is the maximum number of live sessions your platform will be able to hold simultaneously? 14. Describe platform's push notification capabilities. 15. Describe your platform's Exhibit Hall functionality. 16. Provide graphic samples of what the home screen and digital exhibit hall looks like.
Section 4. Social/ Collaboration Ability	1. Describe your tool's ability to allow users to chat with Speaker/Fellow Attendees during the event. 2. Is there whiteboarding functionality? 3. Describe your tool's ability to integrate with other social networking tools, including Facebook, Twitter, and LinkedIn. What other social features do you offer? 4. Describe your tool's attendee engagement/networking opportunities. 5. What are the gamification options within the platform? What are some examples of making the platform engaging and fun?
Section 5. Customer Service:	1. What type of customer support is available for event development before and during a virtual event 2. What type of strategic account management can be provided when looking at ICMA's virtual events throughout the year to ensure we are maximizing your services?
Section 6. Staffing	1. Indicate how you would staff the virtual conference, including the number of staff who you would have on-site for the virtual event. What are options for reducing staff cost.
Section 7. Pricing	1. Provide an itemized listing of your proposed pricing. State where there may be extra fees for either customizations or extra services. 2. Provide a standard price list for any additional add-ons that are not included in this RFP.

CONTRACT TERM AND DELIVERY DATES
ICMA expects to award a one-year term. Final delivery dates will be negotiated upon award.

EVALUATION AND AWARD PROCESS
Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
   a. section 1 (5%)
   b. section 2 (5%)
   c. section 3 (20%)
   d. section 4 (15%)
   e. section 5 (15%)
   f. section 6 (20%)
   g. section 7 (20%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

INSTRUCTIONS TO THE RESPONDENTS
Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP.

Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.
1. Transmission letter
2. Package no more than 20 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with a copy to Indira Fuller-Bey at ifullerbey@icma.org. Place "**ICMAHQ/Virtual Conference/2021**" in the subject line. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

APPENDICES (REQUIRED FORMS)
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New Vendor Form

GENERAL CONDITIONS
Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. The vendor offer will be rejected if the vendor modifies or alters the electronic solicitation documents. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document.

Proprietary Information - Careful consideration should be given before confidential information is submitted to ICMA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. Information submitted to ICMA that the Respondent wishes to have treated as proprietary and confidential trade secret information, should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted. However, ICMA cannot guarantee the confidentiality of any information submitted.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the vendor from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses – ICMA shall use good faith efforts to provide contacting and procurement opportunities for SDBs. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran-owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUB Zones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.