REQUEST FOR PROPOSAL

Wisconsin Economic Development Corporation (WEDC) RFP for venue – MARKETPLACE Wisconsin Conference

Proposals must be submitted to:
Sara Beuthien, Senior Event Coordinator
201 West Washington Ave, Madison, WI 53703
Sara.Beuthien@wedc.org
608.210.6867
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I. WEDC Overview

WEDC is committed to creating and maintaining an environment that invites and rewards business, professional and personal pursuits in Wisconsin®. Our Mission, Vision and Core Values are centered around this purpose.

Mission:

To advance and maximize opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment.

Vision:

Leveraging talented professionals and strategic partnerships, WEDC aspires to be a leading and widely respected state economic development organization, helping Wisconsin elevate its quality of life and long-term economic prosperity for all residents.

Core Values:

- **Integrity** – Adhere to the highest ethical standards of honesty and character while achieving our mission
- **Respect** – Value and support each other and operate according to the “golden rule”
- **Accountability** – As a public-private steward of taxpayer dollars, we monitor our actions and outcomes, celebrate our successes and commit to continuous improvement
- **Innovation** – Embrace creative initiatives that leverage Wisconsin’s unique attributes
- **Transparency** – Track and share information to monitor organizational effectiveness
- **Collaboration** – Build strong internal and external relationships to accomplish our mission
- **People** – Attract and retain talented staff and foster an environment for continued professional growth and wellbeing
- **Public Service** – Share a common purpose of improving the lives of Wisconsin residents by creating economic opportunities through the businesses in which they work and the communities in which they live
- **Customer Centeredness** – Maintain the highest levels of responsiveness and service for the businesses and communities that are helping to grow Wisconsin’s economy—these are our customers

II. Date Patterns

WEDC is seeking a venue to provide space for the annual MARKETPLACE conference. Date patterns preferred are as followed:

- 2020: October and December
  - Wednesday-Thursday pattern preferred (open to Tuesday-Wednesday pattern)
  - There is additional set up and tear down outlined in the Program of Events.

Under the terms of any contract resulting from this RFP, WEDC may extend its one-year contract for up to an additional two years. In such event, WEDC would need a venue for the annual MARKETPLACE conference in 2021 and 2022. The date patterns indicated above for 2020 are also preferred for 2021 and 2022.

III. Budget

This event is largely offset by sponsorships. Below are the following overall costs from previous venues, including food and beverage.

2019: $50,715.40
2018: $43,466.44
IV. **Venue Requirements**

- Please also submit pricing for the following:
  - Any additional costs to attendees such as parking
  - Cost of Exhibitor electrical drop
  - Any sole/exclusive vendor contracts we would be required to work with
  - Carpeting cost if applicable

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Set-up/# of people</th>
<th>Comments</th>
<th>Room Name &amp; Size in SQ FT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 hours – starting at 8 am</td>
<td>Registration</td>
<td>(10) 6 ft. tables</td>
<td>Flow for 600 people</td>
<td></td>
</tr>
<tr>
<td><strong>Wednesday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24H hold – starting at 7 am</td>
<td>Office #1 – Exhibits Office</td>
<td>Exhibit storage</td>
<td></td>
<td>400 sq ft minimum</td>
</tr>
<tr>
<td>24H hold – starting at 7 am</td>
<td>Office #2 – Events Office</td>
<td>Event storage</td>
<td></td>
<td>400 sq. ft minimum</td>
</tr>
<tr>
<td>24H hold – starting at 7 am</td>
<td>Expo Hall</td>
<td>100+ exhibitors (8 x 10) + 40 6’ tables for one-on-one meetings (4 chairs – 2 each side)</td>
<td></td>
<td>30,000 sq. ft minimum</td>
</tr>
<tr>
<td>7:00 am – 6:00 pm</td>
<td>Workshop(s) General Session</td>
<td>Classroom (2 per 6’) for 150 Screen, staff table, materials table, podium and microphone</td>
<td></td>
<td>2,800 sq. ft</td>
</tr>
<tr>
<td>7:00 am – 6:00 pm</td>
<td>Workshop Breakout #1</td>
<td>Classroom (2 per 6’) for 100 ppl Screen, staff table, materials table, podium and microphone</td>
<td></td>
<td>2,000 sq. ft minimum</td>
</tr>
<tr>
<td>7:00 am – 6:00 pm</td>
<td>Workshop Breakout #2</td>
<td>Rounds of 10 for 50 ppl Screen, staff table, materials table and microphone</td>
<td></td>
<td>1,000 sq. ft minimum</td>
</tr>
<tr>
<td>7:00 am – 6:00 pm</td>
<td>Workshop Breakout #3</td>
<td>Rounds of 10 for 50 ppl Screen, staff table, materials table and microphone</td>
<td></td>
<td>1,000 sq. ft minimum</td>
</tr>
<tr>
<td>Time</td>
<td>Description</td>
<td>Set-up/# of people</td>
<td>Comments</td>
<td>Room Name &amp; Size in SQ FT</td>
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<tr>
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<td>------------------------------------------------------------------------------------</td>
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<td>---------------------------</td>
</tr>
<tr>
<td>7:00 am – 6:00 pm</td>
<td>Workshop Breakout #4</td>
<td>Rounds of 10 for 50 ppl&lt;br&gt;Screen, staff table, materials table and microphone</td>
<td>1,000 sq. ft minimum</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>AM break</td>
<td>Break with coffee, soda &amp; light snack for 150 ppl</td>
<td>Prefunction</td>
<td></td>
</tr>
<tr>
<td>5:30 – 8:00 pm</td>
<td>Networking Reception</td>
<td>Reception set for 300 ppl&lt;br&gt;highboys, cocktail rounds, minimal A/V&lt;br&gt;Cash Bar</td>
<td>5,000 sq. feet minimum</td>
<td></td>
</tr>
</tbody>
</table>

**Thursday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Set-up/# of people</th>
<th>Comments</th>
<th>Room Name &amp; Size in SQ FT</th>
</tr>
</thead>
<tbody>
<tr>
<td>24H hold – end 5 pm</td>
<td>Registration</td>
<td>Same as above</td>
<td>Same room as above</td>
<td></td>
</tr>
<tr>
<td>24H hold – end 5 pm</td>
<td>Office #1 – Exhibits Office</td>
<td>Same as above</td>
<td>Same room as above</td>
<td></td>
</tr>
<tr>
<td>24H hold – end 5 pm</td>
<td>Office #2 – Events Office</td>
<td>Same as above</td>
<td>Same room as above</td>
<td></td>
</tr>
<tr>
<td>6:00 am (set up) – 3:00 pm</td>
<td>Meal Function &amp; Awards Room</td>
<td>Plated breakfast &amp; lunch for 500 ppl&lt;br&gt;Screen(s) and stage Rounds of 10, podium and microphone</td>
<td>9,500 sq. ft minimum</td>
<td></td>
</tr>
<tr>
<td>24H hold</td>
<td>Expo Hall</td>
<td>Same as above</td>
<td>Same room as above</td>
<td></td>
</tr>
</tbody>
</table>

| AM & PM Breaks TBD | Room Name & Size in SQ FT |

**V. Proposal Timeline and Communications**

**Communication with WEDC & Submitting Questions**

All communication regarding this RFP shall be directed to WEDC’s Senior Event Coordinator, Sara Beuthien, at Sara.beuthien@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources may be cause for rejection of a proposal.

All questions regarding this RFP must be submitted in writing to WEDC’s Senior Event Coordinator, Sara Beuthien, by 3/10/2020 at 4:00 p.m. CT.

**Timeline:**

- Questions due: 3/10/2020 by 4:00 p.m. CT
- RFP response due: 3/18/2020 by 4:00 p.m. CT
- Decision by: 4/3/2020

**Decision Notification:**

Notification will be made in writing via Email.
Instructions for Responding:
- Expenses related to the preparation and completions of a response to this RFP are the sole responsibility of the applicant.
- The proposal with the lowest dollar amount will not necessarily be considered as the best proposal.
  - When reviewing the judges will also weigh the following:
    - Whether this is a minority, veteran or women owned business
    - Proximity to majority of attendees
- Incomplete and/or late responses will not be considered.
- Bidders must submit floor plans/documentation showing the space required for event is met.
- Current banquet menus must be provided to ensure the level of catering will be aligned with past events, and within budget.
- A room block of 30 rooms is needed. Please respond if there is availability or partners to fulfill this availability. This is not a requirement.

WEDC accepts no obligation for costs incurred by prospective applicants responding to the RFP. The cost of developing and submitting the proposed solution is entirely the responsibility of the applicant. All proposed solutions and other information provided to WEDC become the property of WEDC. WEDC reserves the right to use such proposed solutions and other material or information and any of the ideas presented therein without cost to WEDC.

Reasonable Accommodations
WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

Incurring Costs
WEDC is not liable for any cost incurred by an applicant for responding to this RFP.

News Releases
News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

Submitting the Proposal
Applicants shall submit an electronic (PDF) version of their Proposal, directed to WEDC's Senior Event Coordinator, Sara Beuthien, at sara.beuthien@wedc.org, no later than 3/10/2020 at 4:00 p.m. CT. Electronic responses must be received on time. Proposal responses should follow the sequence and outline presented in this RFP.

VI. Submission Requirements
The following are minimum submission requirements, and the applicant may add to the list as it sees fit.

A. Applicant Identification
1. Legal Name of Company
2. Company Address
3. Company website
4. Point of Contact
5. Point of Contact telephone, fax & email address
6. W9 of Company
B. Cover Letter
A cover letter on company letterhead must be included. The cover letter must be signed by an individual authorized to legally bind the applicant. The letter will also provide an executive summary of the solution being proposed with no limitations on the length. The letter must include the following:
1. A statement indicating that the RFP has been read and agreed to;
2. A statement regarding the applicant’s legal structure and principal place of business;
3. The name, phone number, fax number, and email address of a contact person who has the authority to answer questions about the proposal

C. Company Description
Provide a short, concise description of your company. Include general information concerning reference to financial stability and/or annual billings, general organization and staffing, and experience of the company in the areas specified in this RFP. Indicate the number of individuals that would be dedicated full-time to this project.

D. Applicant References
Provide appropriate and relevant lists of current customers, inclusive of dates, contact information and testimonials (if possible). The applicant must show evidence of at least four (4) years’ experience, and must have worked with at least two (2) clients similar in size to the Wisconsin Economic Development Corporation. A minimum of three (3) references is required.

F. Requested Concessions
MARKETPLACE Wisconsin prefers to see some concessions such as:
• Free or discounted parking to guests
• 10% off food and beverage and Audio Visual (in-house)
• Complimentary meeting room rental
• Two (2) gift certificates good for a complimentary night guest room stay

Please outline what you would be able to provide.

G. Cost Proposal
The applicant should provide a cost breakdown/itemized list for all services that can be provided pursuant to the items discussed in this request. Please also include your payment terms.

Cost proposals should include: gratuity, food and beverage, labor, room rental and any and all other fees that may be associated with the services associated with this RFP.

VII. Evaluation Criteria

1. Proposal Scoring
Proposals will be reviewed by an evaluation committee comprised of representatives from WEDC. The Committee may review references, require follow up calls to answer any questions and use the results in its review. The applicant must be able to provide efficient and cost-effective service bearing in mind the following criteria, which will be used to evaluate proposals:
   a. Degree to which the requirements of the RFP are met
   b. Experience & track record of past performance
   c. Similar Client Base
   d. Demonstrated capability
   e. Demonstration of value and cost-effectiveness
f. Other concessions available

2. **Right to Reject Proposals and Negotiate with Applicants**
   WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple applicants regarding the terms of the contract and the cost proposal before determining the highest scoring applicant. WEDC shall not, under any circumstances, reveal an applicant's cost proposal to any other applicant prior to contracting for services.

3. **Award Decision**
   WEDC will make the award to the applicant deemed to provide the services described in this RFP at the best value to WEDC, taking into consideration the applicants' experience, expertise, and cost proposals.

VIII. **Terms and Conditions**

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested applicant and are non-negotiable.

1. **The Wisconsin Economic Development Corporation reserves the right:** to reject any or all proposals or any part thereof; and to waive any technicalities and formalities on the proposals; and to accept the proposal that is in the best interest of the Wisconsin Economic Development Corporation; to seek clarification on any response and/or require additional information from any applicant or call for new responses.

2. **Cancellation:** This contract may be cancelled by the Wisconsin Economic Development Corporation or the applicant/contractor with a thirty-day written notice.

3. **Contract Term:** The contract will have a one-year term, beginning July 1, 2020 and ending June 30, 2020, with options to renew for up to two additional one-year periods.

4. **Confidentiality:** Applicant acknowledges that all information, data, records and documents disclosed by WEDC to applicant, or which come to applicant's attention during the course of its response to this RFP or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). Applicant agrees not to disclose the Confidential Information, either directly or indirectly, to any person, entity or affiliate unless required to do so by legal process of law without prior authorization by WEDC. If required to disclose Confidential Information by legal process, applicant shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFP or during the course of its performance under the terms of any resulting contract, Applicant shall not use any Confidential Information for its own purposes.

5. **Conflict of Interests:** Applicants' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from applicant's performing services for WEDC. Any resulting contract will require that if an applicant fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the applicant's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Applicants shall advise WEDC of any changes in potential conflicts of interest.

6. **Nondiscrimination:** Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination:

   In connection with the performance of work under this contract, vendor agrees not to discriminate against any employee or applicant for employment because of age, race, religion,
color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, vendor further agrees to take affirmative action to ensure equal employment opportunities. Vendor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

7. **Public Records and Retention:** Responses to this RFP, any communication with WEDC, and any resulting contract, work product, and other materials submitted to WEDC may constitute public records subject to disclosure under Wisconsin's Public Records Law, § 19.31 et seq. Applicants shall mark documents “confidential” where appropriate for financial and other sensitive materials that should, to the extent possible, be kept in confidence. If awarded the contract, applicant shall establish and maintain adequate records of all documentation developed or compiled and expenditures incurred under the contract and retain all such records for three (3) years following final payment. Alternatively, WEDC may elect to have the applicant provide WEDC with all records produced or collected under the contract in lieu of retaining said documents.

8. **Indemnification:** Any contract resulting from this RFP will require the applicant to indemnify, defend and hold harmless WEDC, including its officers, agents and employees, from and against any and all claims, liabilities, losses, damages, costs and expenses to the extent caused or arising out of the negligent acts, reckless conduct, or errors or omissions of the applicant, its officers, employees, agents or representatives in the performance of the services under the contract.

9. **Examination of Records:** Any contract resulting from this RFP will provide WEDC the right, at any time during normal business hours, upon reasonable notice, to have access to and examine, audit, excerpt, transcribe, and copy, on applicant's premises, any of the applicant's records directly pertinent to this Agreement.

- **Insurance:** Insurance - If awarded the contract, applicant shall, at its expense, obtain and maintain adequate liability insurance insuring applicant against any claims, demands, causes of action, and liability arising from and in connection with applicant's services under the contract.