



REQUEST FOR BIDS

Date 11/14/2022

To Whom it May Concern:

The Wisconsin Economic Development Corporation (WEDC) is requesting bids from vendors interested in providing booth design and trade show services coordination for the Wisconsin Economic Development Corporation's 20' x 30' trade show booth at the 2023 SelectUSA Investment Summit, May 1-4, 2023, in National Harbor, MD.

Primary components will be rented from show management, with some pop-up style items purchased for ongoing use by WEDC in 8' x 8' and/or 10' x 10' inline configurations as driven by the overall exhibit design.

Please see Exhibit A for show information and design guidance statement.

Scope of services

Specific services to be provided include:

1. Exhibit design
 - a. Design WEDC's 20' x 30' booth layout
 - b. Advise on rental and purchase decisions
 - c. 3D renderings, to include delivery of original art and 3D object files at end of project.
 - d. Comprehensive set of set up drawings
2. Show services coordination
 - a. Rental booth components
 - b. Graphics ordering for rental components
 - c. Electrical, internet, labor, and other show services ordering

Submission Requirements

Vendors interested in providing services to WEDC should submit a bid by the end of business on November 30, 2022, to Scott Champion at <mailto:scott.champion@wedc.org>. Bids should include the following information:

1. Vendor's ability to provide the above outlined services.
2. Vendor's experience providing related services.
 - a. Include at least three samples of your work
3. References from clients to whom the vendor has provided similar services.
4. The cost of services on an hourly as well as overall project fixed cost basis
 - a. Hourly project management fees.
 - b. Hourly design fees.
 - c. Hourly labor fees.
 - d. Any additional fees for production of drawings and 3D renderings,
 - e. Markup rate on commercially available items (if any).

LOOK FORWARD ➤

- f. Any other fees or costs that may be associated with the services associated with fulfilling the scope of this request for bids.

Vendor Selection

Selection will be granted to the vendor that provides the best value to WEDC and will be evaluated based on the vendor's ability to accommodate the above stated requirements, the vendor's experience providing related services, and the vendor's cost proposal. WEDC may review the vendor's website as a tool for evaluating bids.

Vendors must maintain confidentiality regarding WEDC and employee information. WEDC brand guidelines are available upon request.

Questions concerning this request for bids should be directed to Scott Champion at scott.champion@wedc.org.

Thank you for your interest in working with WEDC.

EXHIBIT A**SelectUSA Investment Summit**

[SelectUSA Investment Summit 2023 \(selectusasummit.us\)](https://selectusasummit.us)

May 1 - 4, 2023

National Harbor, MD

Photos from past years, including competitor booths, can be viewed at: [Summit Archives](#)

Booth #611

Booth Size: 20' x 30'



Target Audience: Investors seeking a geographic location for their US operations.

Exhibit Design Guidance:

We are looking for fresh and innovative designs using a combination of show rental and purchased items that will:

- Capture vertical visual space in creative ways
We want our brand to capture the vertical visual space beneath hanging signs and above average height booth. In past years this has meant a feature wall approximately 16 feet high.
- Can accommodate varied uses and purposes throughout the multi-day show:
 - Multiple seating areas with open meeting space
 - Aisle traffic engagement feature(s)
 - collateral distribution scheme
 - In booth reception with in-situ setup (booth meeting areas cannot be closed at any time, include to "flip" for a different setup)
 - Intuitive traffic flow pattern

EXHIBIT B

Cost proposal must contain the following:

- a. Hourly project management fees
- b. Hourly graphic design fees
- c. Any additional fees for production of drawings and 3D renderings,
- d. Markup rate on commercially available items purchased through the proposer (such as reusable pop-up frames or light boxes)
- e. Rates or fees for all other costs that may be associated with fulfilling the scope covered in this request for bids.