



REQUEST FOR PROPOSALS

2025 Marketplace -The Governor's Conference of Diverse Business Development

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: **December 4, 2024**

All questions regarding this RFP must be submitted in writing to Sara Beuthien at sara.beuthien@wedc.org by January 08, 2025 at 4:00 pm CT.

PROPOSALS MUST BE SUBMITTED BY:
January 13, 2025 at 4:00 PM CT

Sara Beuthien
Wisconsin Economic Development Corporation
2352 S. Park Street, Suite 303
Madison, WI 53713

I. Scope

The purpose of this Request for Proposals (RFP) is to provide interested proposers with the information needed to prepare and submit a Proposal for the following:

LOOK FORWARD 

WEDC is seeking a venue to provide space for the annual 2025 MARKETPLACE conference. Date patterns preferred are as follows:

- o 2025: December
- o Wednesday-Thursday pattern preferred (open to Tuesday-Wednesday pattern)
- o Additional set up day before event and tear down after the event

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 2026 and 2027. The date patterns indicated above for 2025 are also preferred for 2026 and 2027.

II. Project Timeline

The work needed to be completed under this RFP is subject to tight timing constraints. Proposers responding to this RFP must be prepared to conform to the following timeline. If this timeline is prohibitively restrictive, please indicate such and propose an alternate timeline.

Event	Date
RFP Issued	December 04, 2024
Deadline to Submit Questions	January 08, 2025
Proposals Due	January 13, 2025
Committee review of Proposals	January 24, 2025
Possible Interviews with Proposers	January 31, 2025
Approval of Award	February 07, 2025

III. Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former Wisconsin Department of Commerce and to serve as the State of Wisconsin’s lead economic development organization. WEDC is governed by a sixteen-member Board of Directors. WEDC’s Chief Executive Officer is appointed by the Governor.

WEDC operates five economic and community development divisions and eight finance and administrative departments primarily in the Madison, Wisconsin location. WEDC provides grants, loans, loan guarantees, tax credits and other financial and technical assistance to its customers. WEDC utilizes the Intacct accounting system as well as Salesforce and a grant and loan management system.

IV. Proposal Requirements

Proposers responding to this RFP must provide sufficient responses to all of the below requests for information. Failure to respond to any of the requests may result in disqualification of the proposal.

A. Mandatory Requirements

1. Registration area
2. Exhibit Hall can fit 100-150 exhibit booths with reception area which can fit 300 attendees.
3. Ballroom can fit (650 – 700 attendees) in full rounds for meal functions
4. General session room that can fit 250-350 in half rounds
5. 3-4 breakout session rooms can fit 200 attendees in each room with classroom setting.
6. Extra office/ storage room for staff use
7. Each room has AV set up or allow outside AV vendor to set up.
8. The venue has catering team which can serve 700 plated breakfast and lunch, or allow outside catering vendor to serve.

B. Venue Requirements

1. Provide experience on hosting large conferences with exhibitors.
2. Provide a list of at least three relevant engagements held by the proposer which indicates relevant experience.
3. Provide a list of any subcontractors (individual or organizational) that the proposer intends to use when providing services under this RFP

C. Other Items

Please also submit pricing for the following:

1. Any additional costs to attendees such as parking
2. Cost of Exhibitor electrical drop
3. Any sole/exclusive vendor contracts we would be required to work with
4. Carpeting cost if applicable

MARKETPLACE Wisconsin prefers to see some concessions such as:

1. Free or discounted parking to guests
2. 10% off food and beverage and Audio Visual (in-house)
3. Complimentary meeting space rental
4. Two (2) gift certificates good for a complimentary night guest room stay

D. Documents

1. Please submit a W9
2. Provide a copy of the proposer's standard contract documents
3. Provide a completed Supplier Demographic Attestation Form if applicable

V. Cost Proposal

Proposers should provide a fixed cost proposal for the services to be provided under this RFP, including anticipated out of pocket costs. The cost proposal should include the estimated number or hours and the billing rate for each level of team member assigned to the engagement. The cost proposal shall be a not to exceed total cost for the services to be provided under this RFP.

VI. 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 proposer and are non-negotiable.

A. Contract Term

The contract will cover the two-day event date pattern, set-up, and tear down.

B. Confidentiality

Proposer acknowledges that all information, data, records and documents disclosed by WEDC to proposer, or which come to proposer'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). Proposer 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, Proposer 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 Agreement, proposer shall not use any Confidential Information for its own purposes.

C. Conflict of Interests

Proposers' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from proposer's performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest. This language may change with the new procurement policy.

D. 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, Licensor 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, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

E. Public Records

Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents "confidential" where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential.

F. Insurance

If awarded the contract, the proposer shall maintain Worker's Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

VII. RFP Process

A. Reasonable Accommodations

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

B. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC's Events Director, 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 the rejection of a proposal. All questions regarding this RFP must be submitted in writing to Events Director, Sara Beuthien, at sara.beuthien@wedc.org by January 8 at 4:00 p.m. CT.

C. Incurring Costs

WEDC is not liable for any cost incurred by a vendor for responding to this RFP.

D. 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.

E. Submitting the Proposal

Proposers shall submit an electronic, PDF, version of their Proposal, WEDC's Events Director, Sara Beuthien at sara.beuthien@wedc.org, no later than January 13 at 4:00 p.m. CT.

VIII. Evaluation of RFP

A. Proposal Review, Verification and Acceptance

WEDC shall review each proposal to verify that it meets all specified requirements in the RFP. Proposals that do not comply with instructions contained in the RFP may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service. WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFP. Proposals shall be firm for acceptance for sixty (60) days from the date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.

B. Proposal Scoring

It is WEDC's intent to have its Supplier Diversity Program reflect its commitment to diversity, equity and inclusion, therefore, proposals from Diverse Businesses will receive a Five Percent (5%) preference during the proposal scoring process. WEDC strongly encourages Diverse Businesses to apply/submit proposals. (See Supplier Demographic Attestation attached)

In addition, WEDC values maximizing opportunities in Wisconsin for businesses, therefore a Five Percent (5%) bid preference will be given to proposers that are located in Wisconsin (Ten Percent (10%) cumulative if the proposer is diverse and located in Wisconsin).

The Diversity and Wisconsin Location bid preferences must be added to the scoring sheet.

- Five Percent (5%) – Diverse Business
- Five Percent (5%) - Wisconsin Business
- Ninety Percent (90%) – other scoring criteria

C. Evaluation Criteria

Mandatory requirements must be met in order for a proposal to be considered for award under this RFP. Evaluation of the proposals will be based on the proposer's:

- 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

D. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may negotiate with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest-scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

E. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFP at the best value to WEDC, taking into consideration the proposers' experience, expertise, and cost proposals.

F. Notice of Intent to Award

All proposers who respond to this RFP will be notified in writing of WEDC's intent to award the contract as a result of this RFP.