



REQUEST FOR PROPOSALS

REQUEST FOR PROPOSALS
FOR
Marketplace Conference Event Planning Services

ISSUED BY:
WISCONSIN ECONOMIC DEVELOPMENT CORPORATION
ON:
April 25, 2025

All questions regarding this RFP must be submitted in writing at sara.beuthien@wedc.org by May 09, 2025 at 4:00 pm CT.

PROPOSALS MUST BE SUBMITTED BY:
May 14, 2025, 4:00 PM CT

To:
Sara Beuthien
sara.beuthien@wedc.org
Director of Events
Wisconsin Economic Development Corporation
2352 South Park Street, Suite 303
Madison, WI 53713

LOOK FORWARD ►

I. Scope

Background:

The Wisconsin Economic Development Corporation (WEDC) invites qualified individuals or firms to submit proposals for event planning services for the 2025 Governor's Conference on Diverse Business Development - Marketplace (Marketplace). With a particular focus on small businesses, Marketplace connects business owners from across Wisconsin with state, federal, and local government as well as private sector business opportunities. The conference provides a chance for businesses owned by minorities, women, veterans, LGBTQ+ people, and people with disabilities to learn from and connect with resource providers, government representatives, corporate buyers, and business professionals.

Purpose of the RFP:

The purpose of this RFP is to identify skilled individuals or firms capable of supporting the Business and Community Development Division and the Marketing and Brand Strategy Division in 2025 Marketplace event planning and management.

WEDC requests that interested proposers submit their intent to propose, along with all questions regarding this RFP, to sara.beuthien@wedc.org no later than Friday, May 09, 2025, at 4:00 p.m. CT.

Proposals in response to this RFP must be submitted electronically to sara.beuthien@wedc.org no later than Wednesday, May 14, 2025 at 4:00 p.m. CT.

Scope of Work:

The selected proposer will be responsible for:

1. **Core Committee and Planning Committee Meetings:**
 - Attending meetings to provide insights and updates on event progress.
 - Collaborating with key stakeholders to align planning efforts.
2. **Timeline Management:**
 - Developing and maintaining a detailed event timeline.
 - Monitoring progress to ensure all milestones are achieved on time.
3. **On-Site Preparation, Volunteer Management, and Execution:**
 - Recruiting and training volunteers to assist with event execution.
 - Managing on-site volunteer activities to ensure smooth operations.
 - Coordinating all on-site preparations and activities during the conference from December 10-12, 2025.
 - Ensuring the smooth execution of all planned events, from setup to teardown, with a focus on logistics, AV, and attendee management.
4. **Communication Support:**
 - Assisting with phone and email responses to attendee and partner inquiries.
 - Serving as a backup contact for general communications.
5. **Venue & Event Logistics:**
 - Managing on-site registration and coordinating name badge printing.
 - Collaborating with the contracted event facility on Banquet Event Orders, room layouts, and other logistical needs.
 - Overseeing logistics at the venue during the event, including room arrangements, AV, and additional wiring.
 - Managing meal selection and seating configuration.
 - Managing all on-site aspects with appropriate staffing.

6. Event Content:

- Managing planning committee (external partners) and sub-committee (internal team) meetings.
- Anticipating the number of meetings over the planning period.
- Providing agendas, recording minutes, and tracking agreed action items.
- Maintaining the event timeline and ensuring deadlines are met.
- Developing event content in collaboration with committees and the diverse business community.
- Managing speakers and presenters, including identification, confirmation, and logistics.
- Manage and write script for event

7. Other Duties as Assigned:

- Performing additional tasks as required to ensure successful event delivery.

II. Project Timeline

The work needed to be completed under this RFP is subject to stringent time 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.

Date	Event
April 25, 2025	RFP Issued
May 09, 2025	Deadline to Submit Questions
May 14, 2025, 4:00 pm	Proposals Due
May 15 – May 21, 2025	Committee review of Proposals
May 19 – 22, 2025	Possible interview with Proposers
May 27, 2025	Approval of Award

III. 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 Board of Directors and WEDC's chief executive officer, who is appointed by the Wisconsin governor.

WEDC provides financial and technical assistance and services, including grants, loans, and tax credits, to businesses and organizations in Wisconsin for the purpose of strengthening economic and creating and retaining jobs. As of June 30, 2023, WEDC had approximately 124 employees, and operating expenditures for Fiscal Year 2023 totaled

\$85 million, including \$33.5 million of federal funds. To finance its operating budget, revenues are derived primarily from state appropriations, loan repayments and other income.

WEDC operates three economic and community development divisions and eight finance and administrative departments, primarily in Madison, Wisconsin.

IV. Proposal Requirements:

Interested parties should submit proposals that include:

1. Firm/Individual Background:
 - Overview of the proposer's qualifications and experience with similar events.
2. Approach and Work Plan:
 - Outline of how the proposer will approach each element of the scope of work.
3. Cost
 - proposal, including pricing structure (e.g., hourly rate, per-word rate) and any additional expenses.
 - Detailed breakdown of proposed costs and fees for the services.
4. References from previous clients
5. Documents:
 - I. Provide a copy of the proposer's W-9.
 - II. Vendor Demographic Attestation Form

V. Pricing Format

WEDC would consider alternative fee structures (Fixed, time & expense, contingent, hybrid), if applicable. The proposed fee structure should, at minimum, include current information on the hourly billing rates of each individual or workshop who are expected to work on this representation and charges for expenses, if any. WEDC reserves the right to negotiate with the Proposer on the structure of the billing and/or retainer fee at the time of Contracting.

VI. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. Any interested proposer must adhere to these non-negotiable terms.

A. Contract Term

WEDC will contract with qualified individual or firm as needed. The contract will be in effect for a period necessary to complete the engagement.

B. Confidentiality

Proposer acknowledges that all information, data, records, and documents disclosed by WEDC to the proposer or which come to the 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, the 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 the 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 non-discrimination: 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, or 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. **Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

- A. Relevant experience and qualifications.
- B. Understanding of the event's goals and approach to fulfilling the scope of work.
- C. Cost-effectiveness of the proposed budget.
- D. References and demonstrated track record of success.

VIII. **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 Senior Vice President of Marketing and Brand Strategy Division, Scott Champion, at scott.champion@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources may result in the rejection of a proposal. All questions regarding this RFP must be submitted in writing to WEDC's Event Director of Marketing and Brand Strategy Division, Sara Beuthien, sara.beuthien@wedc.org by May 09, 2025 at 4:00 pm 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 to WEDC's Event Director of Marketing and Brand Strategy Division, Sara Beuthien, sara.beuthien@wedc.org no later than May 14, 2025 at 4:00 pm CT. The electronic copies must be received for the proposal to be submitted on time. Proposal responses should follow the sequence and outline presented in this RFP. Proposals shall be delivered to sara.beuthien@wedc.org.

IX. 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. WEDC may reject proposals that do not comply with instructions contained in the RFP. 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. Evaluation Committee

Proposals will be reviewed by an evaluation committee and/or WEDC's Contracts Committee. The committee(s) may review references, require oral interviews/presentations, and use the results in its review. RFP requirements must be met for a proposal to be considered for award. Evaluation of the proposals will be based on the proposer's relevant experience providing similar services, the quality

and functionality of the proposed system, the proposer's approach to the project implementation and timeline, and proposed fees.

C. Commitment to Wisconsin and Diversity

It is WEDC's intent to have its procurement process 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. (See Supplier Demographic Attestation attached.)

In addition, because WEDC values maximizing opportunities for Wisconsin businesses, a five percent (5%) bid preference will be given to proposals from proposers that are located in Wisconsin.

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 award the proposer deemed to provide the services described in this RFP at the best value to WEDC, considering 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.