



**REQUEST FOR PROPOSAL**  
**AUDIO-VISUAL, PRODUCTION & STAGING**  
**SERVICES**

**FOR**

**MARKETPLACE WISCONSIN**  
**BAIRD CENTER, MILWAUKEE, WI**

ISSUED BY:  
WISCONSIN ECONOMIC DEVELOPMENT CORPORATION  
ON:  
April 30, 2025

**PROPOSALS MUST BE SUBMITTED BY:**  
**May 22, 2025 4:00 PM CT**

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



## **WEDC OVERVIEW**

The Wisconsin Economic Development Corporation (WEDC) is committed to creating and maintaining a business climate that allows you to maximize your potential. Working with more than 600 statewide partners, including regional economic development organizations, academic institutions and industry groups, we're enhancing our communities, supporting business development, advancing industry innovation, tapping global markets and developing a talented workforce to help Wisconsin realize its full economic potential.

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

## **EVENT OVERVIEW – MARKETPLACE**

Marketplace 2025 is The Governor's Conference on Minority Business Development held annually to develop and promote small, minority-, disabled-veteran, veteran-, -women owned, and LGBTQ- owned businesses in Wisconsin. The conference provides attention on their business's achievements via the Governor's Minority Business Awards Program.

WEDC is hosting and organizing our 44<sup>th</sup> annual Marketplace, Tuesday and Wednesday, December 10-11, 2025, in Milwaukee, Wisconsin at the Baird Center.

### **Agenda:**

Tuesday, December 9 – Set-up – 8:00 a.m. – 6:00 p.m. (as needed)

Wednesday, December 10 – program runs approx. 7:00 a.m. – 8:00 p.m.

Thursday, December 11 – program runs approx. 7 a.m. – 5:00 p.m.; tear down 5:00 p.m. – 10:00 p.m.

### **Event Space at the Baird Center includes:**

<b>Meeting Room</b>	<b>Purpose</b>
Grand Ballroom ABC	General Session – Stage, production booth, lectern, screens, projectors, mics, sound system etc.



Exhibit Hall B	Networking reception announcements – smaller stage, lectern, mics, sound system etc.
Exhibit Hall C	Panel discussion - smaller stage, lectern, mics, sound system etc.
South 100s (2 rooms) – see description below	Tribal Breakfast and Breakout sessions, group meetings – monitor or screen/projector package, microphones

#### Breakout room description:

Tribal breakfast will be held on Wednesday, December 10 in a room separate from breakout session rooms.

Two rooms will run breakout meetings simultaneously. Meetings will be 45 minutes long with a 15-minute break in between each. Breakout sessions will include a series of speakers with PowerPoint slides and videos played on a projection screen.

#### SEE EXHIBIT B

Floor plans

Event photos from last year

The ideal vendor will be able to provide coverage and support for the following items:

- A. General Session (Grand Ballroom ABC)
  - a. Staging
    - i. Risers for a minimum stage size of 16'x30'
    - ii. "Backdrop" for general session stage: digital or physical (rental) assets
    - iii. Lectern
  - b. General Session Mics & Sound System
    - i. Podium Mic
    - ii. At least 6 mics (lav/wireless/headset) to allow for 6 to be on stage at once
    - iii. Wired Mic
    - iv. Relevant mixer/control box
    - v. Speakers - Rigged or floor stand, depending on advice of selected vendor
  - c. Onsite production manager & other tech as recommended
    - i. Production Manager will work with WEDC staff to cue slides, video content, etc.
    - ii. Laptops
  - d. Screen & Projection
    - i. At least 2 screens (size TBD upon discussion/recommendation 20' x 11'3"), rigged or floor stand
    - ii. Rear projection or rigged front projection preferred
- B. Exhibit Hall (Hall B)
  - a. Staging for reception only
    - i. Risers for a minimum stage size of 10'x20'
    - ii. Lectern
  - b. Mics & Sound
    - i. (1) podium mic
    - ii. Speakers



- c. Screen & Projection
    - i. '50 Monitor for looping power point
- C. Exhibit Hall – Roundtables (Hall C)
  - a. Staging
    - i. Risers for stage – stage size TBD
    - ii. Lectern
  - b. Mics & Sound
    - i. (1) Wired mic
    - ii. (4) Lav/wireless mic
    - iii. (1) podium mic
    - iv. Relevant mixer/control box
    - v. Speakers - Rigged or treestand, depending on advice of selected vendor
- D. Breakout Sessions (South 100s)
  - a. Screen and projector
  - b. External sound to show video content (TBD)
  - c. Laptops
- E. Options for elemental lighting in General Session & Meal Room (parcams, leko, uplighting, gobos etc.)
- F. Cost of Pipe & Drape for room perimeter (General Session and Meal Room) and stage background (both stages)
- G. Cost to record and edit all sessions (General Session room)
- H. Labor
  - a. Labor rate for installation and dismantling (I&D)
  - b. Labor rate for onsite production & techs
  - c. Estimated number of techs for I&D and onsite at conference
  - d. Labor rate for rigging/trussing
- I. Shipping, travel, or other fees
  - a. Fees to ship and/or move equipment to Baird Center
  - b. Fees to travel to Baird Center

## **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.

**BUDGET**

WEDC will work with the selected vendor to better narrow the needs (equipment & labor) of the event's staging and A/V and perform a finalized quote/order separate from the above. Our budget will accommodate the needs of the event with the suggestions and advice of the selected vendor.



### **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.

### **OTHER REQUIREMENTS**

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

#### **Estimate/Quote based on the above parameters**

Use your professional judgement on what would be needed to successfully accomplish the above, as well as anything you would think is necessary. An itemized quote is helpful in evaluation versus total sum.

#### **W9**

Please include your current W9 when submitting your quote.

#### **Applicant References**

Provide at least two (2) appropriate and relevant customer references (with contact information).

#### **Supplier Attestation Form**

Please complete AND sign this form and submit it with other items.

## **PROPOSALS MUST BE SUBMITTED ELECTRONICALLY BY END OF DAY:**

**Thursday, May 22, 2025**

If you have questions, please contact Sara Beuthien.

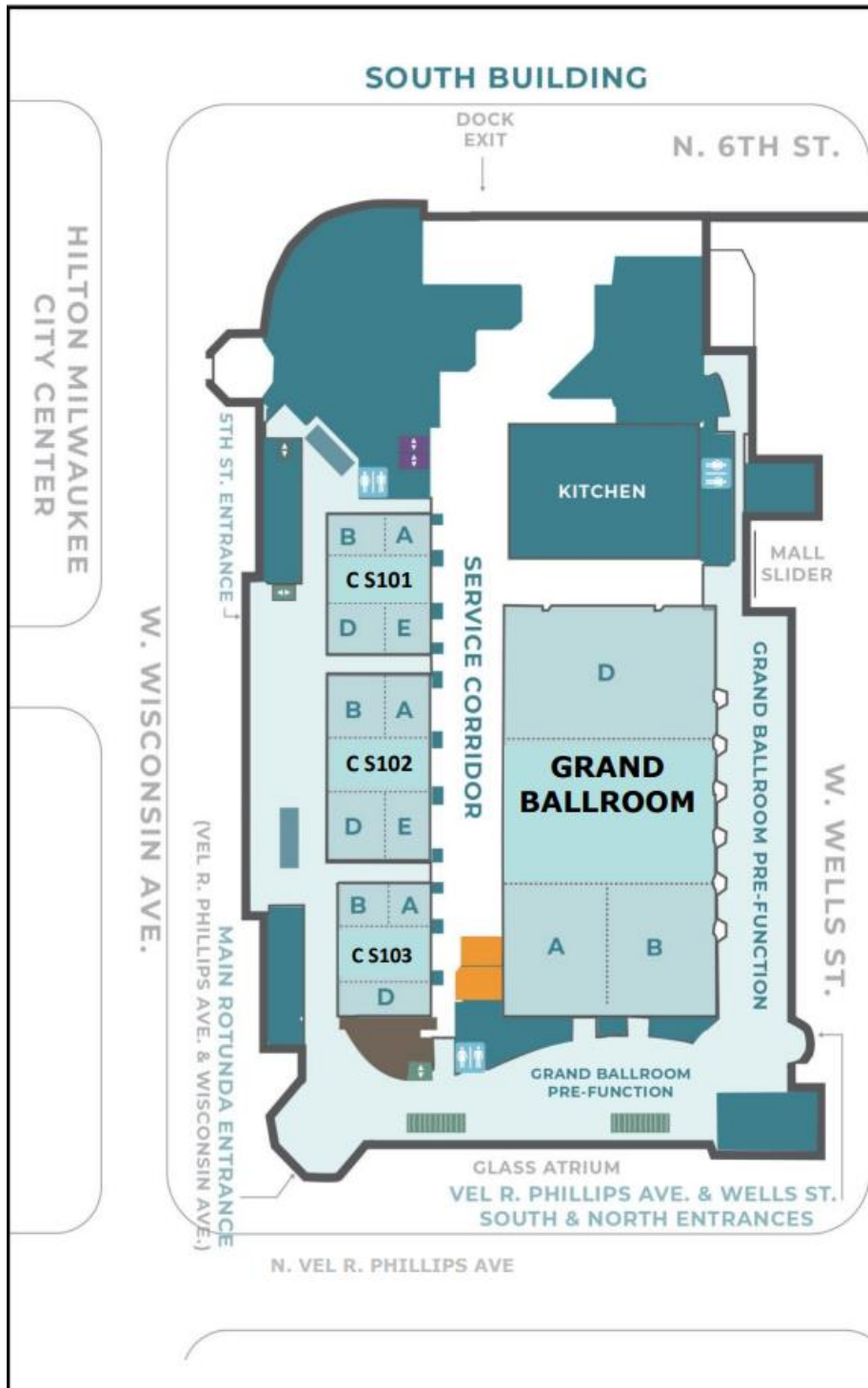
#### **Contacts:**

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**EXHIBIT B:**

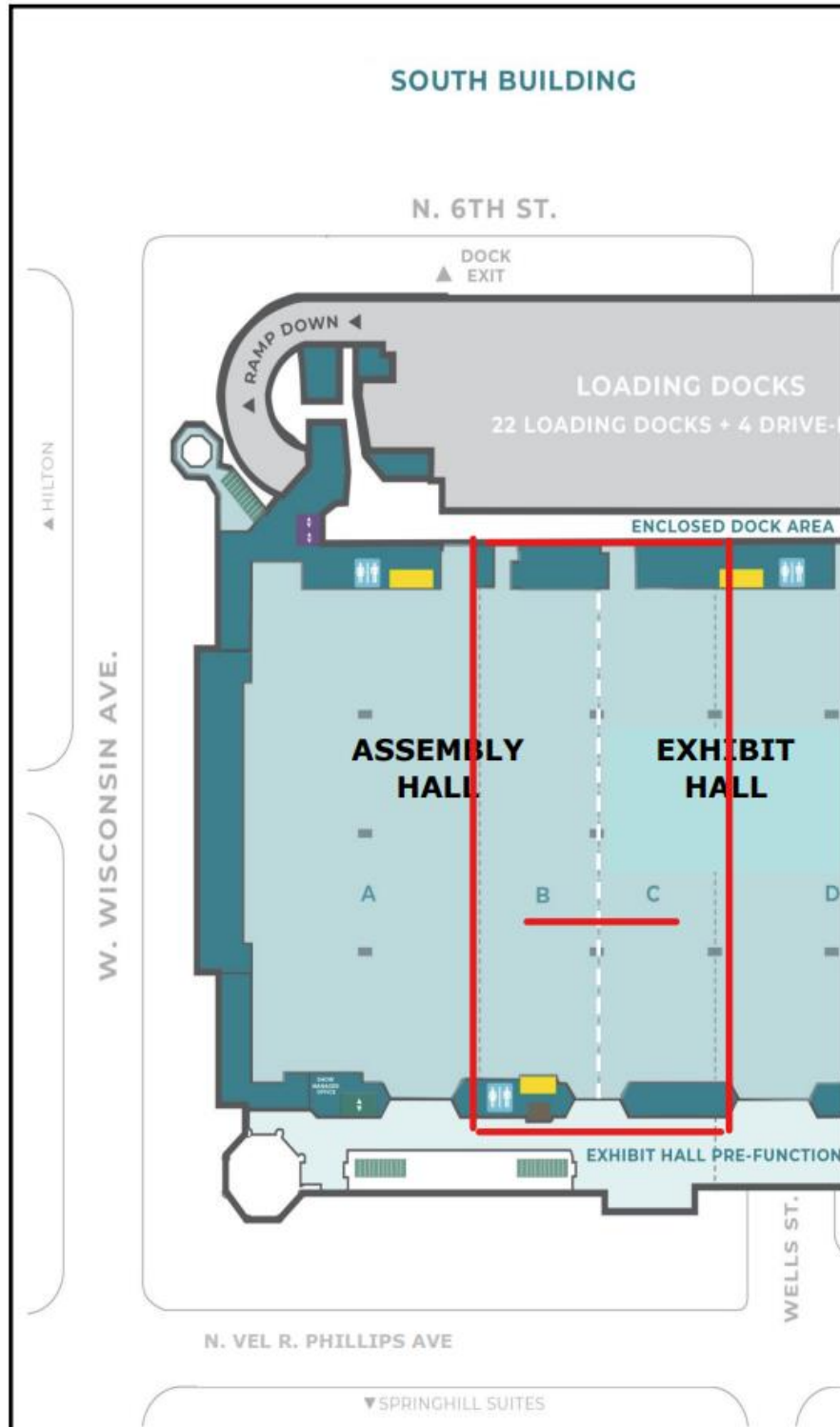
2025 Marketplace General Session + Breakout Sessions – Baird Center Level One Floor Plan

**BAIRD CENTER — LEVEL ONE**



2025 Marketplace Exhibit Hall – Baird Center Exhibit Hall B-C

## BAIRD CENTER — LEVEL THREE







2024 Marketplace Stage setting pictures:





