



REQUEST FOR PROPOSALS

2026 Wisconsin Economic Summit Venue

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: **October 30, 2025**

All questions regarding this RFP must be submitted in writing to Sara Beuthien at sara.beuthien@wedc.org by November 7, 2025 at 4:00 pm CT.

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

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

LOOK FORWARD ➤

I. Scope

The Wisconsin Economic Development Corporation (WEDC) invites qualified vendors to submit proposals to host the **2026 Wisconsin Economic Summit**. WEDC seeks a venue partner that can provide conference facilities and may also offer comprehensive, turnkey event services.

The selected vendor will be responsible for providing, at a minimum, the venue space necessary to support a two-day conference.

Preference may be given to vendors with the capability to deliver full-service event support, including but not limited to:

- Event planning and coordination
- Logistics and vendor management
- Audio-visual services and production support
- Catering and food & beverage coordination
- On-site event staffing and management

The objective is to ensure a professional, engaging, and cost-effective event experience that supports WEDC's mission and provides a high-quality environment for attendees, speakers, exhibitors, and partners.

A. Event Dates:

The 2026 Wisconsin Economic Summit will be held over two consecutive weekdays between late September and the second week of October 2026. The preferred event pattern is Tuesday–Thursday, with setup occurring the day prior to the start of the program

Preferred Schedule Pattern (Example):

Day	Activity	Estimated Timeframe	Notes
Tuesday (Day 0)	Event Setup	8:00 a.m. – 6:00 p.m. (as needed)	Vendor and WEDC staff load-in, staging, A/V, registration setup
Wednesday (Day 1)	Full Program Day	8:00 a.m. – 8:00 p.m.	Includes plenary sessions, breakouts, and networking events
Thursday (Day 2)	Program + Teardown	7:00 a.m. – 2:00 p.m. (program) 2:00 p.m. – 4:00 p.m. (tear-down)	Breakout sessions may continue until 4:00 p.m.

Note: Final schedule and room usage will be confirmed in coordination with the selected vendor during the planning phase.

- B. Event Space:** The venue must provide approximately 30,000 square feet of functional meeting space, configured to accommodate the following needs for an estimated total of 400 attendees:

Space Requirement	Minimum Capacity	Setup
General Session Room	400 people	Half-Round Tables
Seated Meal Room (preferred but not mandatory)	400 people	Full Round Tables
Breakout Sessions (3-4 rooms)	125 people each	Classroom
Side Meetings (1-2 rooms)	30 people each	U-Shape
Reception Space	300-400 people	Stand-up Reception
Storage Office	N/A	Dedicated Office for Event Team & Storage
Marketing and Communications Space	N/A	Dedicated room/office for VIPs and marketing activities
Registration Area	N/A	Flow management for 400 attendees

- C. Accommodation:** The venue must have walking-distance hotels collectively providing a minimum of 300 guest rooms per night.
- D. Catering:** The vendor must be capable of providing high-quality catering for the following minimum numbers: 400 plated lunches, 400 people reception food and drink, 400 buffet breakfasts, and 200 boxed lunches.
- E. External A/V Policy:** Please provide your Audio-Visual regulations and detail any fees or charges levied if we opt to use an external A/V vendor.
- F. Pricing and related Information:** Please submit detailed pricing and information for the following items:
1. Any additional costs to attendees such as parking fees.
 2. A list of all sole/exclusive vendor contracts (e.g., in-house security, catering, etc.) that we would be required to use.
 - a. Rigging charges
 - b. Labor
 - c. Electrical drops

d. Internet charges

3. The cost and resources required to supply carpeting if the primary meeting space floors are concrete.

G. Desired Concessions: WEDC prefers to see concessions in the following areas:

1. Complimentary or discounted parking for guests
2. A discount on catering and in-house Audio-Visual service
3. Complimentary meeting space rental

II. Project Timeline

The work required 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	October 30, 2025
Deadline to Submit Questions	November 7, 2025
Proposals Due	November 14, 2025
Committee Review of Proposals	November 17, 2025
Approval of Award	November 21, 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 provides financial and technical assistance and services to businesses and organizations in Wisconsin for the purpose of strengthening economic development and creating and retaining jobs. As of June 30, 2024, WEDC had approximately 134 employees and an operating budget of \$140 million. Revenues to finance its operating budget are derived primarily from state appropriation, loan repayments and other income.

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.

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**Event Space Capacity:**

Provide floor plans and a detailed description confirming all space requirements are met:

1. Total Meeting Space: Approximately 30,000 square feet.
2. General Session Room: Minimum 400 people at half-round tables.
3. Seated Meal Room: Minimum 400 people at full round tables. Preferred but not mandatory.
4. Breakout Sessions: 3 to 4 rooms, each accommodating a minimum of 125 people in a classroom setting.
5. Side Meetings: 1 to 2 rooms, each accommodating up to 30 people in a U-shape setting.
6. Reception Space: Designated area to accommodate 300 to 400 people.
7. Support Areas: Dedicated office for the events team with storage capabilities, marketing and communications space for VIPs and marketing activities
8. Registration area designed for a smooth flow of 400 attendees

Accommodation:

Confirmation of readily available 300 minimum guest rooms per night at walking-distance hotels.

Catering Capabilities:

Confirmation of capacity to provide catering for the following minimum numbers:

1. 400 Plated Lunches
2. 400 Reception Food and Drink
3. 400 Buffet Breakfast
4. 200 Boxed Lunches

B. Organizational and Staff Capabilities

1. Provide a brief description of the proposer's history and organization.
2. Describe the proposer's experience
3. Provide a list of at least three (3) relevant engagements held by the proposer which indicates relevant experience.
4. Provide a list of all staff persons who will be involved in carrying out the tasks covered by this RFP, describing each in terms of their involvement in specific tasks and qualifications.
5. Provide a list of any subcontractors (individual or organizational) that the proposer intends to use when providing services under this RFP (Note: the proposer is not required to use subcontractor(s). However, no subcontractor may be used without WEDC's written approval.)

C. Other Items

Please provide complete details on all items that may impact the event's budget or logistics:

1. External A/V Policy: Detail the Audio-Visual regulations and specify any fees or charges incurred if the service is provided by an external vendor.

2. Additional Attendee Costs: Specify any additional costs to attendees, such as parking fees.
3. Exclusive Vendor Contracts: List all sole/exclusive vendor contracts that we would be required to utilize (e.g., in-house security, decorator, etc.).
4. Carpeting Costs: Provide the estimated cost and resources required to supply carpeting if the primary meeting space has a concrete floor.
5. Disclosure of other large events in house that could impact space and AV services

D. Required Documents:

Submit a copy of the following supporting documentation:

1. Provide a copy of the proposer's W-9.
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 event dates from set up to 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 Event manager, 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 WEDC's Event manager, Sara Beuthien at sara.beuthien@wedc.org by November 7 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 to WEDC's Event manager, Sara Beuthien at sara.beuthein@wedc.org no later November 14, 2025, 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 demonstrated ability to meet the specifications outlined in this RFP, including organizational capacity, relevant experience, proposed methodology, cost effectiveness, and overall value to the State.

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.