



Request For Proposal

Custom Trade Show Booth – Farnborough International Airshow 2016

July 11-17, 2016

Proposals must be delivered via e-mail to:

The Oklahoma Department of Commerce (ODOC)

Attn: Judy Bartz

Certified Contracting Officer

900 N. Stiles Avenue

Oklahoma City, Oklahoma 73104

RE: RFP for Farnborough Custom Trade Show Booth

Judy.Bartz@OKcommerce.gov

Overview

Mission

The Oklahoma Department of Commerce (ODOC) is the primary economic development entity in the state. Our mission is to create and deliver high-impact solutions that lead to prosperous lives and communities for all Oklahomans. ODOC is comprised of divisions that undertake the various processes and tasks required to meet the agency's goals. The Global Recruitment and Trade Division within the agency is committed to growing our economy through international trade and foreign direct investment and our approach embraces globalization by persistently exposing the world to Oklahoma and Oklahoma to the world.

Objective

The Global Recruitment and Trade Division of the Oklahoma Department of Commerce is requesting a full-service exhibit house to develop and implement an upscale, custom designed trade show booth for the 2016 Farnborough International Airshow, www.farnborough.com, to support the ODOC marketing and branding initiatives, as well as to separate our state from its competition as an industry leader and innovator.

We encourage our Oklahoma companies to strategically access international markets. Therefore, our participation at international trade shows serves not only to promote the state's key attributes, but also helps promote our co-exhibiting Oklahoma companies to foster the growth and expansion made possible through international business and exporting of their products. Last year Oklahoma's exports totaled \$6.3 billion. We would like to continue this increase which ultimately leads to job creation and economic growth for the state. Our participation in international trade shows is a primary focus which we believe will help us yield these results.

Defining the Target Audience

The Global Recruitment and Trade Division participates in a number of trade shows, conferences, seminars and other events each year, with the majority of those events concentrated outside the United States.

The target audience for the 2016 Farnborough International Airshow will be international companies that are interested in the technology and advancements that our state and our participating companies have to offer, therefore creating a synergy among the two. The booth needs to be indicative of Oklahoma's leadership in the industry while also setting an appropriate tone for the possible participation of the Governor for the state of Oklahoma to conduct meetings, thereby attracting foreign direct investment into our state.

Aerospace Industry

Already world-famous for MRO, Oklahoma's Aerospace industry is thriving as more than 500 aerospace-related companies make their home here. Oklahoma has also become a front-runner in research, development, testing and training of unmanned aerial systems, along with development of new materials, from the application of nanotechnology, to composites, aerospace and blade materials, polymers and metals.

- Oklahoma is one of seven major centers in the world for Maintenance, Repair and Overhaul (MRO)
- Oklahoma's aerospace industry supports 120,000 workers with a payroll of \$5 billion
- Aerospace industrial output exceeds \$12.5 billion annually

- Oklahoma has a dedicated hangar, runways and military airspace available for UAS/UAV research and testing
- Oklahoma is home to a space port that is one of only six in the U.S. with an FAA Launch Site Operators License
- Oklahoma is home to 137 public-use airports – 43 jet capable – 2 international airports
- The FAA Mike Monroney Aeronautical Center in Oklahoma is the central support and training facility in the U.S. for the FAA and the U.S. Department of Transportation.
- Global aerospace leaders who call Oklahoma home are: American Airlines, ARINC, Bizjet, Boeing, Honeywell, Luthansa Technik, NORDAM, Flight Safety International, Northrop Grumman and Spirit Aerosystems

Other Key Attributes

- **Overall Cost of Doing Business**
Oklahoma has the 5th lowest overall tax burden in the U.S. Industrial electric rates and natural gas prices are among the nation's most favorable and high availability of real estate sites keep real estate costs low. In addition, Oklahoma's wages, commensurate with the state's affordable cost of living, are significantly more competitive than those of neighboring states.
- **Location & Transportation**
Thanks to its central location and comprehensive network of air, road, water and rail, Oklahoma has the capacity to deliver products to every part of the U.S. and beyond. The state has 137 public use airports of which two are international. With more than 12,000 miles of highway, the state also serves as a hub for I-35, I-40, I-44, US 69 and other major trade routes. Oklahoma has 3,763 miles of railroad track including 2,535 of class I service. Oklahoma's strategic location is able to supply 20 states by waterway from 3 in-state ports.
- **Training & Workforce**
There are more than 230,000 students enrolled in Oklahoma's 25 colleges and universities. The state's Training for Industry Program provides customized start-up training at low cost, or in some cases, even no cost in cooperation with Oklahoma's 29 CareerTech centers.
- **Stable Economic Environment**
As one of the few states with no public debt and a budget surplus, Oklahoma has experience steady economic growth and low unemployment rate, currently at 4.7% throughout the recent recession.
- **Superior Business Incentives**
Oklahoma is recognized for creating and maintaining a dynamic pro-business environment with expertly tailored policies, programs and incentives to support further economic growth and diversification. Companies can receive cash back toward new taxable payroll, benefit from tax credits on new depreciable property, or in some cases take advantage of several programs simultaneously.

Branding

The Oklahoma Department of Commerce is currently using our Oklahoma – State of Success campaign logo throughout the agency's marketing materials.



1. Color Standards:
 - A. Our color pallet for the logo and variations includes:
 - a. Blue – CMYK – 100, 0, 0, 0
 - b. Navy – CMYK – 98, 78, 35, 23
 - c. Yellow – CMYK – 0, 16, 100, 0
 - d. Gray – CMYK – 0, 0, 0, 80
2. Typography: Two typefaces are used in the logo to establish the bold attitude of the brand.
 - A. OKLAHOMA is set in a bold san-serif typeface called Eurostyle Bold Extended.
 - B. The descriptor, 'The State of Success,' is set in Gotham Black, and the word 'Oklahoma' is set in Gotham Book. The specific weights has been chosen for optimal reproduction and legibility in large and small formats across all applications.
3. Available files:
 - A. Upon request, the agency's logos can be supplied in a variety of available files such as CMYK, RGB, .ai, .eps, .tif, .pdf, .jpg.

Requirements

Service Requirements

The exhibit house ('vendor') will provide the following services: design, construction, graphic production and display, turnkey services, on-site supervision by the account executive or construction supervisor, rental of ancillary furnishings and equipment, exhibit property inventory control and storage. Turnkey services may include completion of exhibitor guide forms and ordering of services, handling the subcontracting of I & D services, specialized trade show transportation, 3rd party payment of contracted pre-show and onsite services. Services that are sub-contracted will need to be clearly defined as such in the proposal. A rate sheet of the pricing structure of which services are billed at a flat rate, hourly rate, percentage mark-up or by weight or volume will need to be provided.

Exhibit Requirements

The exhibit house ('vendor') shall provide the following items for the booth within the specified allotted space. All items, materials and finished shall be clearly listed in the proposal. The selected vendor will be responsible for the awareness of physical requirements and limitations imposed by show management (i.e. ceiling height, electrical, fire, lighting codes, and sightline rules). Any redesign associated with not meeting such requirements shall be at the sole cost of the vendor.

Space & Structure

U.S. Pavilion, Hall 2, Booth 2-A12
 9m x 8m = 72 sqm booth



The booth shall encompass space for the Oklahoma Department of Commerce and 8 Oklahoma co-exhibiting companies as follows:

- Workstations for 8 co-exhibiting companies will be needed complete with: ample counter work surface; company header; flat screen or company graphics; built-in or free-standing literature holders; and lockable storage (at least two sets of keys). Each workstation will accommodate one or two company representatives depending on space availability.
- One state of Oklahoma reception desk / information counter with lockable storage to accommodate 2 ODOC representatives.
- Prefer two meeting rooms (accommodate 6) and one open sitting lounge area (accommodate 8-10) depending on overall booth size accommodations.
- Storage area large enough to store extra literature, give-away items, extra bottles of

RFP FOR CUSTOM TRADE SHOW BOOTH

- water/soda, light snacks, small refrigerator and coffee pot.
- Traffic patterns will need to be considered within the overall booth space in order to incorporate workstations for each Oklahoma co-exhibiting company without impeding the proper flow to and from the main reception desk / counter which highlights the state of Oklahoma. We want to give co-exhibitors as much equal access to main traffic flow where booth is located.
- Due to the limited amount of space within the overall booth, each co-exhibiting company is refrained from displaying actual physical products outside of the space allotted for their workstation.

Graphics

- The Oklahoma Department of Commerce and each participating co-exhibiting company will design and provide print-ready, high resolution graphic files for the vendor to produce and display. Should co-exhibiting company have flat screens instead of company graphics, they will only provide company name/logo graphics for company header (backlit). (See Electric fixtures below).
- Vendor will be responsible for printing and displaying such graphics and will therefore need to signify where the graphics are needed throughout the space (as part of booth proposal) and on the structure with specific dimensions clearly illustrated. Additional graphic for reception desk will be needed as well.
- Graphics will be indicative of the state's attributes while also clearly highlighting the co-exhibitor's companies and illustrating sponsors and other major Oklahoma companies within the industry.

Electric Fixtures

- Electric outlets as follows: (1) outlet for each co-exhibitor, with multi-plug power strip; (1) outlet/multi-plug strip for state of Oklahoma reception desk; (2) outlet/multi-plug for each of the two meeting rooms; and (1) outlet/multi-plug strip for open lounge area. Adapters shall be provided as needed by co-exhibitors and/or ODOC. Please specify the voltage for the electricity to be used.
- Depending on the lighting present in the exhibitor hall, additional lighting may be needed in order to illuminate the overall booth space. Each workstation will need general and/or direct spot lighting particularly for their company header (backlit). Likewise, the main focal point of the booth will need additional illumination to make stand out even more so.

Furniture, Finishes & Accessories

- (1) reception desk with lockable storage.
- (2) conference tables with no more than 6 conference chairs per table depending on space accommodations.
- (8 or 16) stools for company workstations depending on availability of space; one/two for each co-exhibiting company
- (2) stools for state of Oklahoma reception desk / main counter.
- Informal seating/tables for open lounge area to accommodate for up to 10 people.
- (2) literature racks or clear plexi brochure holders to accommodate ODOC reception desk and (1) for each co-exhibitor (whether free-standing or built-in to the workstations)
- Carpet shall be utilized for floor covering. Carpet pad or wood laminate will be considered as an option and should therefore be included as a separate line item.
- (2) Mini refrigerators. One in the storage room and another in one of the meeting rooms
- (6) waste receptacles and plants as needed to create level of ambience for booth.
- *Optional: (1) hanging wall banner/sign with the state of Oklahoma branding/logo will be considered as an option and should therefore be included as a separate line item. This will depend on requirements as set forth by event organizer/officials.*

Audio / Visual

- *Required or Optional: (8) LCD monitors with VGA (or other cable types) to connect to co- exhibitors personal laptops. Please list price per monitor. Size*

RFP FOR CUSTOM TRADE SHOW BOOTH

depends on workstation wall size.

- *Optional: (1) 42" LCD monitor with necessary cables to connect to personal laptop or rental DVD player.*
- *Optional: (1) 32" LCD for sitting lounge room with appropriate cables(s) needed for laptop connectivity.*
- *Optional: (2) 32" LCD for meeting rooms with appropriate cables(s) needed for laptop connectivity or rental DVD player.*

Miscellaneous

- Pre-show cleaning.
- Daily stand cleaning.
- Daily bottled water/soda/coffee and other light snacks for duration of show (July 11-17)
- Catering for food and other beverages not mentioned above as possible requested meals for private and public dignitaries in booth during duration of tradeshow.
- Wi-Fi capabilities for all participants within the booth. Please illustrate price per connection unless bundle package exists.

OTHER REQUIREMENTS

\$U.S. Budget range: At this point, no budget to be provided.

Timeline:

RFP Distribution Date: *November 16, 2015*

Proposal Due Date: *December 14, 2015*

Award Date: *No later than January 11, 2016*

*We would require one conference call to go over RFP for any questions, comments and feedback in order to ensure all parties understand nature design/build requirements as well as ODOC's vision of services to be provided. ODOC will coordinate the conference call with the participating vendors within the first two weeks of issuing the RFP.

Proposal Content

Each vendor's proposal for this RFP must include the following information:

Company Name
Mailing Address Line 1
Mailing Address Line 2
City, State Zip
Country
Website

Primary Sales Contact
Full Name:
Job Title:
Phone:
Mobile Phone:
E-mail address:

Experience

For how many events of similar size and scope as the one described in this RFP has the company provided services in the past three years?

Company Profile

Narrative about your company including the year founded, number of staff dedicated to this particular project and list of at least 3 references complete with contact information should be included in your proposal.

Exhibit Requirement

Vendor shall itemize their proposal according to exhibit requirements as outlined above.

Services Provided

Vendor services provided should be clearly illustrated in the proposal. The vendor should include, as an option or separate line item, any value-added services beyond the scope of this RFP that it feels would be beneficial and advantageous to their company in the selection process.

Contractor Requirements including Payment Terms

Insurance Coverage

References

List of at least 3 references complete with contact information shall be supplied to the agency by the proposal deadline indicated in this RFP.

Additional Value-Added Services

If your company provides additional services outside of core area, please note for consideration.

Instructions for Responding

- Expenses related to the preparation and completion of a response to this RFP are the sole responsibility of the vendor
- Incomplete and/or late responses will not be considered
- Proposal shall be submitted electronically to the Oklahoma Department of Commerce Procurement Contact listed on this RFP
- Any questions pertaining to the compilation of a proposal by the vendor must be done so in writing via e-mail to the ODOC Procurement Contact only.