



Association of Municipalities of Ontario  
**REQUEST FOR PROPOSAL:**  
**AMO AGM AND ANNUAL CONFERENCE :**  
**SHOW SERVICES**  
**2021, 2022, 2023, 2024**

Version 1.0

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Issued by:

Association of Municipalities of Ontario

200 University Avenue, Suite 801

Toronto, ON., M5H 3C6

Key Contact: [rfp@amo.on.ca](mailto:rfp@amo.on.ca)

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## OVERVIEW

The Association of Municipalities of Ontario (AMO) works to make municipal governments stronger and more effective. Through AMO, Ontario's 444 municipalities work together to achieve shared goals and meet common challenges.

The mandate of the organization is to support and enhance strong and effective municipal government in Ontario. It promotes the value of the municipal level of government as a vital and essential component of Ontario and Canada's political system.

AMO's mandate is delivered in a variety of ways, AMO:

- develops policy positions and reports on issues of general interest to municipal governments;
- conducts ongoing liaison with provincial government elected and non-elected representatives;
- informs and educates governments, the media and the public on municipal issues;
- markets innovative and beneficial services to the municipal sector; and
- maintains a resource centre on issues of municipal interest.

The AMO AGM and Annual Conference is Ontario's top educational forum for municipal governments. This must-attend events programming is geared to municipal elected officials and staff who wish to discover the latest policy developments, discuss issues and learn from best practices that are key to Ontario municipalities. The Conference mobilizes members to help shape public policy and provides a platform for over 2,000 participants to network and plan for their municipal future.

## EVENT HISTORY

The AMO AGM and Annual Conference has been hosted at a number of municipalities and venues over the years. The five-year history provided below provides a by-the-numbers snapshot of the Conference:

Year: 2018	Location: Ottawa	Dates: August 13 – 16, 2017
Meeting Space Venue(s)	Shaw Convention Centre, and Westin Hotel	
Final Participant Count	2,557	
Trade Show Details	Participating Organizations: 118 Approximate square footage of show: 35,000 Booth size: 10' x 10'	
Year: 2017	Location: Ottawa	Dates: August 13 – 16, 2017
Meeting Space Venue(s)	Shaw Convention Centre, and Westin Hotel	
Final Participant Count	2,040	
Trade Show Details	Participating Organizations: 127 Approximate square footage of show: 35,000 Booth size: 10' x 10'	
Year: 2016	Location: Windsor	Dates: August 14 – 17, 2016
Meeting Space Venue(s)	Caesars Windsor	
Final Participant Count	1,466	
Trade Show Details	Participating Organizations: 117 Total square footage: 26,000 Booth Size: 8' x 8'	

Year: 2015	Location: Niagara Falls	Dates: August 16 – 19, 2015
Meeting Space Venue(s)	Scotiabank Convention Centre, Marriott Gateway and Marriott Fallsview	
Final Participant Count	1,780	
Trade Show Details	Participating Organizations: 124 Total square footage: 53,000 Booth Size: 10' x 10'	
Year: 2014	Location: London	Dates: August 17 – 20, 2014
Meeting Space Venue(s)	London Convention Centre, Hilton Hotel and Delta Armouries	
Final Participant Count	1,402	
Trade Show Details	Participating Organizations: 123 Total square footage: 25,000 split over two venues Booth Size: 8' x 8'	
Year: 2013	Location: Ottawa	Dates: August 18 – 21, 2013
Meeting Space Venue(s)	Ottawa Convention Centre and Westin Hotel	
Final Participant Count	1,593	
Trade Show Details	Participating Organizations: 124 Approximate square footage of show: 35,000 Booth size: 10' x 10'	

## CONFERENCE REQUIREMENTS

The objective of the multi-year Request for Proposal (RFP) is to solicit proposals to provide Show Services for AMO's AGM and Annual Conference in 2021, 2022, 2023 and 2024.

Year	Dates	Host City	Venues
2021	August 15 - 18	London	London Convention Centre, Doubletree Hotel & Delta Armouries
2022	August 14 -17	Ottawa	Shaw Convention Centre and Westin Hotel
2023	August 20 - 23	London	London Convention Centre, Doubletree Hotel & Delta Armouries
2024	August 18 - 21	Ottawa	Shaw Convention Centre and Westin Hotel

Details of the services required are outlined below but are subject to change. Reference documents from 2017/2018 are also attached, including the Conference Program and floor plans.

Issuance of this RFP does not commit the Association of Municipalities of Ontario to pay any cost incurred in the preparation and submission of a response, or to procure a contract for any services, software, and/or equipment.

## CONFERENCE OBJECTIVES

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AMO's goal each year is to find new or improved way to meet the needs of our participants, increase exhibitor and attendee ROI, provide unique and stimulating programming content, stimulate ideas and discussion, improve delivery of the event and maintain the AMO Conference as the must-attend event in the municipal sector. Key objectives include:

- Build the organizational and stakeholder profile to establish key partnerships with suppliers and vendors by maximizing networking opportunities
- Provide a forum for collaboration – a place to exchange ideas, critical information and more
- Showcase Ontario's municipalities and the work they do
- Provide an opportunity for elected officials and staff to discover best practices, learn from their peers and discuss opportunities from around the world that can be easily implemented at home.

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## SCOPE OF WORK

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### RESPONSIBILITIES

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AMO requests that the preferred Show Services provider meet the following responsibilities.

#### **Pre Move-In:**

Pre-Conference is defined as the time-period begins from the date of acceptance of the letter of intent to the Friday prior to the start of the Conference.

- Coordination:
  - Designate a point of contact/account executive to manage the planning process. This person will work with AMO's Special Event Coordinator to build the trade show and registration area floor plans as well as any custom graphics that may be needed.
  - Prepare and manage any custom clearance paperwork or forms.
  - If provider is not the in-house facility provider of show services, will work with the in-house provider on rigging, material handling, and storage needs.
- Planning:
  - Prepare initial floor plans for trade show and registration areas. Revise as necessary. Floor plans will need to be provided in PDF and DWG formats.
  - Prepare and distribute the exhibitor order package with applicable deadlines. Package must allow for online ordering, phone and fax ordering.
- Transportation:
  - Prepare manifest and provide transportation/shipping services for AMO Conference materials from AMO office to convention centre venue.

**During the Conference:**

The Conference period is defined as the Saturday prior to the Conference until the Conference concludes on Wednesday.

- Coordination:
  - Provide an on-site contact for move-in and tear-down of the trade show to work with AMO's event team.
  - Provide and manage a show services desk for move-in and move-out and customer service with supplies as needed.
- Set-Up:
  - Provide adequate staff and supplies to set up all areas – registration, fundraising, elections, delegates lounge and trade show. Base set-ups needs for all areas can be found on page 11.
  - Work with facility to set up any overheads signage (i.e. aisle signs) that require rigging of any kind.

**Move-Out:**

Move-Out is defined as the period of time from the close of the trade show to the thirty days post event.

- Coordination:
  - Provide and manage the show services desk for move-out.
  - Manage any forced freight.
  - Provide a final detailed invoice for payment.
  - Set up a debrief meeting between AMO and Show Services Provider.
- Transportation:
  - Prepare manifest and provide transportation/shipping services for AMO Conference materials from convention centre venue to AMO Offices.

## SHOW SERVICE REQUIREMENTS

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Please note the locations listed are tentative and subject to change.

**Registration Area**

2021 and 2023: First Floor Foyer, London Convention Centre

2022 and 2024: Canada Hall Foyer, Shaw Convention Centre

The main registration area requires a minimum:

- Four (4) registration desk seated counters, staff facing, with custom graphic inserts
- Design of custom graphics specific to Conference will be done in conjunction with AMO's in house graphics person
- Please provide a copy of your policy regarding housing and ownership of signs and graphics
- Eight (8) steno chairs
- Four (4) waste baskets
- Three (3) 6-foot draped tables
- Ten (10) ropes/stanchions for crowd control
- Two (2) badge recycle bins
- Four (4) bulletin boards
- Six (6) A-frames signage holders or equivalent
- 10-foot high, white pipe and drape for behind registration area.

A secondary express area requires a minimum:

- Two (2) counters for express registration, attendee facing in style with space for docked iPads and printers for quick scanning
- Two (2) waste baskets
- Two (2) 6-foot draped tables

### **Fundraising Area**

2021 and 2023: Ballroom Corridor, London Convention Centre

2022 and 2024: Canada Hall Foyer Shaw Convention Centre

The fundraising area requires a minimum:

- One (1) registration counter with backlit header sign
- Two (2) steno chairs
- One (1) waste baskets
- Three (3) 6-foot draped tables
- One (1) draped cocktail table
- One (1) raffle draw drum
- One (1) A-frames signage holder or equivalent
- 10-foot high, white pipe and drape for behind fundraising area

### **Elections Area**

2022 and 2024: Canada Hall Foyer Shaw Convention Centre

The elections area will be set up only in 2022 and 2024, and requires a minimum:

- Two (2) steno chairs
- Two (2) waste baskets
- Three (3) 6-foot draped tables
- One (1) A-frames signage holder or equivalent
- 10-foot high, white pipe and drape for behind elections area

### **Delegates' Lounge**

2021 and 2023: Ballroom Foyer, London Convention Centre

2022 and 2024: Canada Hall Foyer Shaw Convention Centre

The delegates' lounge requires a minimum

- Two (2) love seats or equivalent
- Four (4) single chairs/club seats or equivalent
- Three (3) 6-foot draped tables
- Two (2) coffee tables or equivalent
- One (1) A-frames signage holder or equivalent
- 3-foot high, white pipe and drape around the full area of the lounge with entranceway left open

## **Trade Show**

2021 and 2023: Ballroom 3,4,5,6 & Ballroom Foyer London Convention Centre

Secondary location: Grand Ballroom Foyer, Doubletree by Hilton

2022 and 2024: Canada Hall Foyer Shaw Convention Centre

For the trade show, please provide a package price to deliver, install and dismantle 115 – 130\* exhibitor showcase areas:

- 10' x 10' draped booths, 8-foot high backwall with 3-foot high side drape in black
- One (1) 6-foot draped table per booth
- Two (2) side chairs per booth
- One (1) waste basket
- Booth Identification signage that includes booth number and name of organization

Additional needs for the trade show include:

- Exhibit treatment with custom graphics
- Generic aisle signs
- Show management discounts on list prices for other requirements (e.g. furniture, sign boards, graphics etc.)
- \*Design input and concept of the entire trade show floor



## **DRAFT SCHEDULE OF ACTIVITY**

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### **Tuesday**

- (6:00 pm to 9:00 pm) Pick up of materials at AMO office with delivery to convention centre venue no later than end of day Thursday.

### **Saturday**

- (all day) Move in and set up of trade show space
- (all day) Move in and set up of registration area, elections (2022, 2024), fundraising and delegates' lounge
- (afternoon) Large structures, vehicles and specialty move in for exhibitors

### **Sunday**

- (7:00 am to 1:00 pm) All exhibitors move-in
- (9:00 am to 8:00 pm) Registration, elections, and fundraising open
- (2:00 pm to 8:00 pm) Trade Show and delegates' lounge open

### **Monday**

- (7:00 am to 6:00 pm) Registration, elections, and fundraising open
- (7:00 am to 6:00 pm) Trade Show and delegates' lounge open
- (6:00 pm to 9:00 pm) All exhibitors move-out, show tear-down

### **Tuesday**

- (7:00 am to 3:00 pm) Registration, elections, delegates' lounge and fundraising open
- (3:30 pm to 5:00 pm) Tear down of registration, elections, delegates' lounge and fundraising area
- (7:00 pm) Pick up of materials at convention centre venue with delivery to AMO offices no later than end of day Friday

## **EVALUATION AND SELECTION CRITERIA**

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### **RFP Guiding Principles**

The selection process will be conducted in a fair and transparent manner. Upon receipt and evaluation of all bids, AMO will make a selection of a short list of providers. These providers may be asked to attend formal presentations or interviews to assist the selection committee in their final decision. The final selection will be based on AMO's determinations of the most advantageous proposal that meets all of AMO's needs. AMO reserves the right to reject all proposals if it is deemed in the best interest of AMO to do so. This RFP and subsequent bid proposals are not deemed to be final quotes/estimates and are not considered binding contracts for services.

AMO will evaluate each proposal in its entirety. There is no single element that will be used in making the selection of one company over another. Some of the factors AMO may consider include, but are not necessarily limited to (order does not construe or imply weighting or rank):

- Adherence to requirements of RFP
- Experience, innovation, and capability to carry out work based on qualifications
- Methodology, a clear work plan indicating timelines, resource descriptions, clear role definitions etc
- Price, payment and pricing terms
- Company background and references

In addition, more than one service provider may be selected.

### **Your Proposal must contain:**

1. Skill/Creativity/Experience
  - a. Year company was formed
  - b. Overall scope of services offered by company
  - c. List and description of trade shows of similar size and complexity serviced in last three years
  - d. Bidder must provide a list of capabilities of all senior personnel to be assigned to this project
  - e. Assignment of an on-site supervisor to be available for client meetings prior to on-site setup
  - f. Description of your working relationship with our selected venues including number of events, size and type of event serviced there in the last five years
  - g. Examples of new and unique trade show design concepts available
  - h. Willingness to work with supplier/vendor contracts additional to show service provider, ie AV, venue, IT etc
2. Resources/Capability
  - a. Provide a written review of your in-house capabilities as follows:
    - i. Staff who would be assigned to the event
    - ii. Equipment owned which would be used for the event
    - iii. List of resources that would be used for the event that would be outsourced, including labour
    - iv. Location of office and storage facilities closest to the chosen venue (proximity of in house inventory)
3. References
  - a. Please provide at least two (2) current professional references from work done at the London Convention Centre or venue and event of similar scale. References to include contact name, company name, email address and telephone number.

- b. Please provide at least two (2) current professional references from work done at the Shaw Convention Centre, Ottawa or venue and event of similar scale. References to include contact name, company name, email address and telephone number.

The service provider grants AMO permission to contact submitted references.

#### 4. Pricing Structure/Rates

AMO is a non-profit organization, which relies on the funds from this Conference as one of their major revenue-generating activities. All Show Service providers need to provide a reasonable, competitive line-item bid for this entire event. Proposals must include a detailed accounting of all costs associated with the coordination, management, and equipment/materials required to provide the elements/items/services as outlined in this RFP. Please include all labor costs and labour type (i.e. contracted, company staff, union/non union, etc) and indicate if/when straight time, overtime and/or double time would apply. Prices should also include and identify any fees or surcharges by the conference center. All shipping/transport costs for equipment should be specified in detail. Proposal must also outline the discounts provided, ie multi-year contract, prompt payment, etc. The final bid should include, but is not limited to:

- a. Discount for multi-year contract
- b. Discount allowed for prompt payment and period within which invoice must be paid to qualify
- c. Proposed remuneration structure and payment terms
- d. Outline and potential additional costs / markups
- e. Labour charges
- f. Minimum hours charged per working person
- g. Hourly rates
- h. Does your company use union labour? If yes, please outline union rules
- i. Any discounts available for labour rates and any complimentary hours
- j. Set up fees etc
- k. List any potential additional expenses, ie accommodation, transportation etc...

#### 5. Other

- a. Trade Show Floor Plan
  - i. Please provide a full capacity floor plan of the proposed trade show space in both venues, for both exhibits and food and beverage stations. Trade show floor must allow sufficient space for food and beverage to accommodate approximately 1,300 delegates for coffee breaks and evening receptions.
- b. Other Floor Plans
  - i. Please provide a floor plan/diagram showing flow of activity for the registration, fundraising, election areas and the delegates' lounge.
- c. Exhibit Order Form Package
  - i. Please provide a draft or copy of your current exhibit order form package.
- d. Any additional materials you think may be relevant.

Prices quoted to be in Canadian dollars and inclusive of all costs.

#### **Subsequent Contract Terms and Conditions**

- AMO reserves the right to award all, partial or none of this solicitation.
- This RFP does not create an employment relationship. Individuals performing services required by contract are not employees of AMO. Vendor's employees shall not be considered employees of AMO and as such will not be eligible for benefits accruing to AMO employees.
- Any changes to scope of services and associated cost following execution of contract must be submitted in writing and are subject to approval by AMO.
- Travel and travel reimbursement is not authorized for this acquisition.

## **Key Dates**

- Request for RFP posted to AMO website; copies sent to host municipality Tourism bureau and invitations to bid sent to known providers – September 12, 2018
- Questions/Clarifications must be received no later than 4:00 pm – September 24, 2018
- Full RFP submissions due – October 5, 2018
- Evaluation and recommendation period including interviews if necessary – mid October, 2018
- Recommendation presented to AMO Board/Conference Planning Team - November, 2018
- Bidding companies notified of results - December, 2018

## **Contact and Communication**

This RFP document acts as a guide for bid companies through the submission process. AMO will manage the process and will also collect and evaluate all RFP responses. We will be responsible for all communications regarding the RFP, as well as ensuring that all the required information for the bid are received.

During the bid period should you require clarification regarding any section of this document please address all questions to [rfp@amo.on.ca](mailto:rfp@amo.on.ca) our bid team monitors this email regularly. Questions that are relevant to all companies will be answered and shared with all potential bidders; indications of the origin of the question will be removed to ensure confidentiality and anonymity. The final date for submission of questions is September 24, 2018 at 4:00 pm.

All submissions must be sent to AMO no later than Friday, October 5, 2018 at 4:00 pm. Final submissions should include the RFP Cover Sheet and four (4) copies of the RFP response along with one e-copy on a USB drive. Submissions must be sent via courier to:

AMO Show Services RFP Bid  
Association of Municipalities of Ontario (AMO)  
200 University Avenue, Suite 801  
Toronto, ON., M5H 3C6

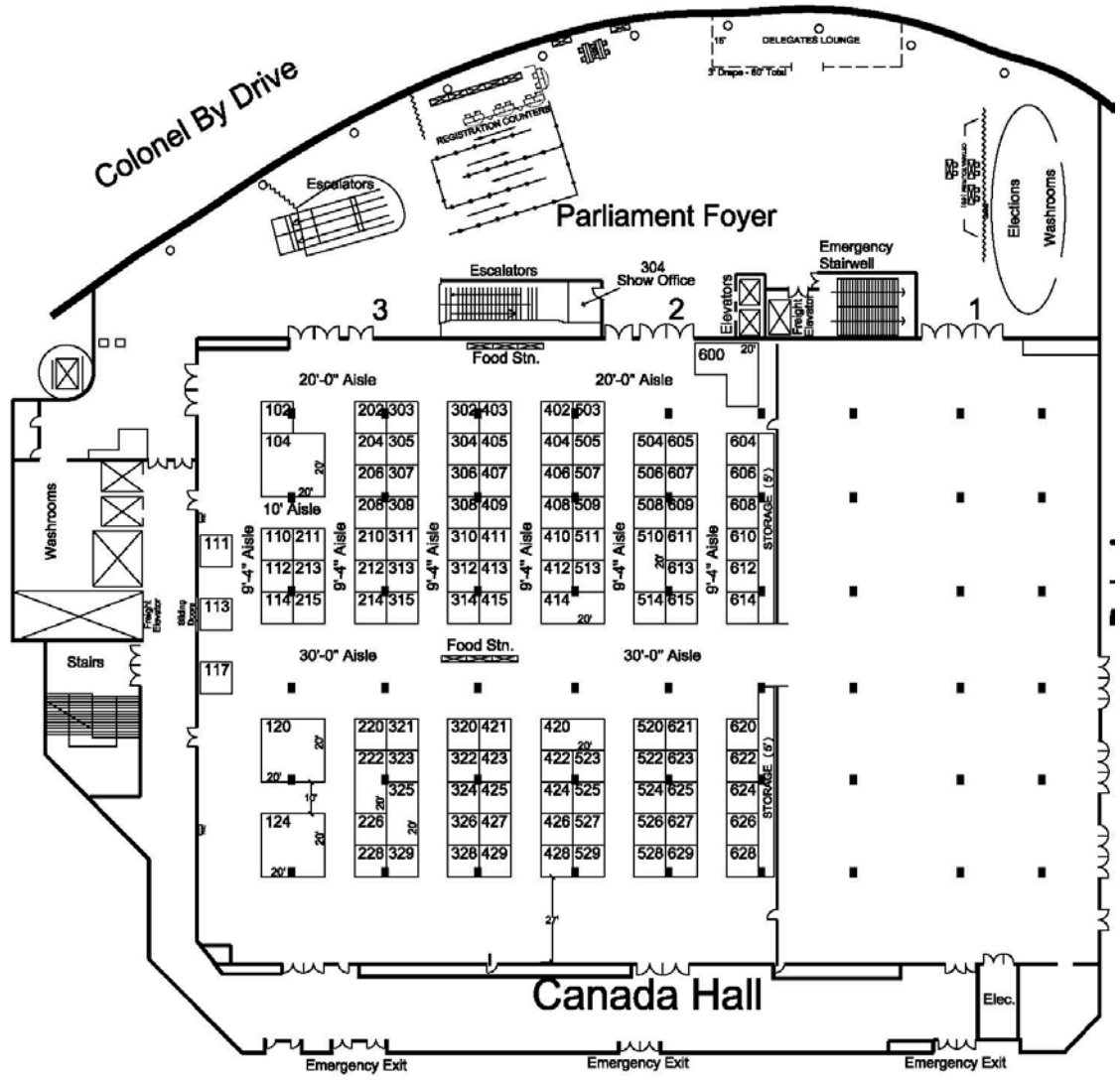
Please ensure that the submission package clearly states “AMO AGM and Annual Conference: Show Services RFP Bid”.

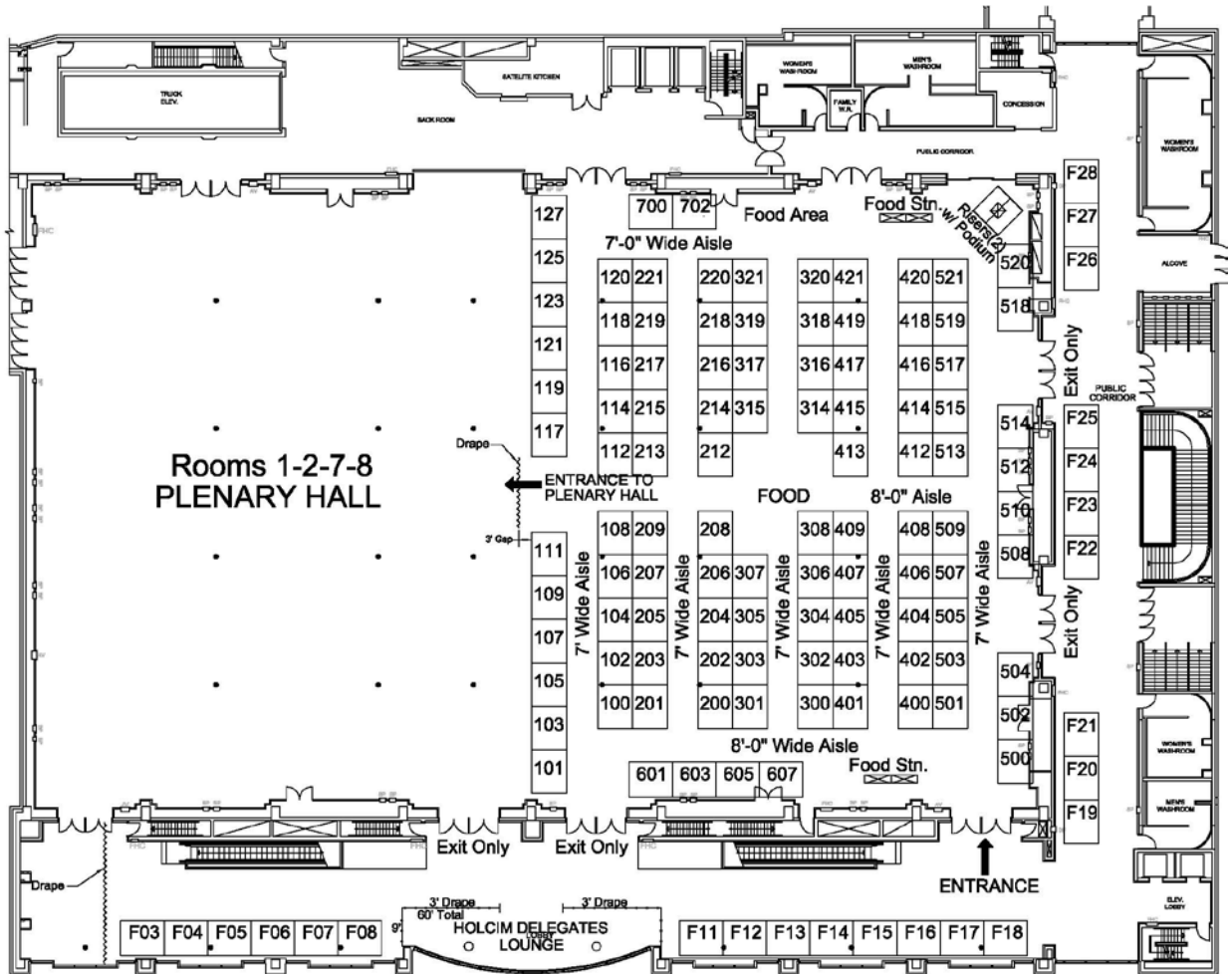
## **APPENDICES**

- Appendix A: Sample Trade Show Floor Plan and Images from Past Trade Shows
- Appendix B: Sample Registration Floor Plan and Images from Past Events

# APPENDIX A: SAMPLE TRADE SHOW FLOOR PLANS

Ottawa 2018





## APPENDIX B: SAMPLE REGISTRATION PHOTOS

Ottawa 2018

