



# Canadian Mechanical & Plumbing Exposition 2022

Request For Proposal

02.03.2020

# Event Management Services: Request for Proposal

## 1. Overview

### 1.1 Company Overview

**Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI):** HRAI is a non-profit national trade association of manufacturers, wholesalers and contractors in Canadian heating, ventilation, air conditioning and refrigeration (HVACR) industries.

HRAI advocates a safe, responsible and fair industry where indoor environment systems and refrigeration processes are designed, installed and serviced by qualified professionals in order to ensure efficient and energy-conscious operation.

The association's activities are directly related to the needs and requests of its membership and include education and training programs, industry meetings, up-to-date industry information, technical support, government and industry advocacy, statistics and trends, and a biennial national trade show.

Canadian Mechanical & Plumbing Exposition (CMPX) is one of North America's largest trade shows for the mechanical industry. CMPX has been jointly produced by HRAI and show partner Canadian Institute of Plumbing and Heating (CIPH) since 1972.

Founded in 1933, the CIPH is a not-for-profit trade association that is committed to providing members with the tools for success in today's competitive environment. More than 280 companies are members of this influential Canadian industry association.

## 1.2 Event Details

Event Name: CMPX 2022

Host Organization: HRAI

Location: Metro Toronto Convention Center

Date: March 2022

Number of Exhibitors Attending: 500+ Exhibitors

Number of Professionals Attending: approximately 15k

## 1.3 CMPX/HRAI Objectives

It is the objective of HRAI to produce a world-class trade show to showcase products and services related to the mechanicals industry (air conditioning, heating, plumbing, piping refrigeration and ventilation) with special emphasis placed on:

- Meeting financial objectives set by HRAI and generate a net profit
- Meeting the strategic objective established by CMPX committee
- Enhance the industry image
- Provide a forum for the industry to exhibit their products and services
- Continue to grow audience and attendance
- Ensuring the show represents the interests of the entire industry
- Strive for 100% exhibitor, sponsor and attendee satisfaction

# 2. Scope of Work

## 2.1 Purpose

The purpose of this Request for Proposal (RFP) process is to invite event management vendors to submit their proposals to manage CMPX 2022. This document contains the requirements necessary for a successful event.

## 2.2 Scope

HRAI and the CMPX Show Committee will provide direction on show management actions including budgets, marketing plans and show events. We will require the

event management vendor to manage pre-event planning, budgeting, logistics, and on-site event management. The vendor will also be required to provide regular reports to the Committee and HRAI. Please see further details in the “Scope of Work” section.

### 2.3 Schedule

This schedule is based on our current timelines but is subject to change.

Project Milestones	Deadline
RFP Close Date	February 26, 2020
Shortlist to attend the 2020 Show	March 11, 2020
CMPX 2020	March 25-27, 2020
Shortlist to submit final proposals	April 30, 2020
Select 2022 Show Manager	June 2020

## 3. Proposal Submission Procedure

### 3.1 Vendor RFP Reception

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or other details of the RFP and will ask any questions to ensure such understanding is gained. **MKEM/HRAI** retains the right to disqualify vendors who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify a vendor extends past the contract award period and **MKEM/HRAI** will be at no fault, cost, or liability.

### 3.2 Good Faith Statement

All information provided by **MKEM/HRAI** is offered in good faith. Specific items are subject to change at any time based on business circumstances.

**MKEM/HRAI** does not guarantee that any particular item is without error.

### 3.3 Proposal Submission Guidelines

Please submit your proposal via email to Mikey Singer on or before **February 28, 2020**. Please send questions related to this RFP, and vendor proposals to:

MKEM

Mikey Singer

President

Email: [mikey@mkem.ca](mailto:mikey@mkem.ca)

Phone: 416 953 8684

### 3.4 Evaluation Criteria

All proposals will be evaluated systematically, based on the following key criterion. The purpose of this section is to identify suppliers with the interest, capabilities, and financial ability to manage our trade show, as defined in the "Scope of Work."

Key evaluation criteria include:

- Capabilities demonstrated with past events
- Budget development, ongoing management and reporting
- Depth of capabilities
- Show Supplier Relationships ( A/V, registration, show decorating firms, association partners)
- Quality of events (aesthetics/overall look, financial performance, attendee/exhibitor/sponsor feedback, industry positioning, etc)

### 3.5 Shortlist Selection

Vendors who have demonstrated their capacity to meet our needs will be contacted via phone and/or e-mail to be notified of their selection to move forward in the RFP process.

## 4. Scope of Work & Business Requirements

HRAI will require the event management vendor to manage the following aspects of the event:

### 4.1 Plan

- **Critical Path including Timelines:** Prepare a critical path and pre-event schedule for the show including timelines, deadlines and key milestones.
- **Theme:** Provide options for trade show themes that will be incorporated in all promotions, printed materials, and on-site signage. It may be a good idea as a reference to list the 2020 theme and the show themes for the past several events to avoid any cross-over/redundancy in what will be proposed
- **Budget:** Draft, develop and manage the overall budget throughout the pre-event planning. The budget will be approved by HRAI and the Committee prior to any venue or show supplier agreements being executed. All budget revisions will require approval by HRAI and the Committee prior to their approval and forecasting in the budget
- **Financial Reports:** Provide regular and appropriate operating statements in a format established by HRAI
- **Trade Show Schedule:** Work with HRAI's internal staff to create a daily schedule of keynotes, breakout seminars and speakers.

## 4.2 Exhibitors, Sponsors & Speakers

- **Exhibitors:**
  - Produce the sales kit and will need to be approved by HRAI and the Committee prior to its release to prospects
  - Prospect new exhibitors
  - Lead the promotion and sales of the exhibit space including processing and accounting for the exhibitor contracts and payments.
  - Develop an exhibitor service manual for distribution prior to the show. Outlining rules, procedures, supplier orders and other information required by the exhibitor.
  - Manage and allocate space to exhibitors once signed contracts are secured
  - Prepare an exhibitor, sponsor and attendee survey to be distributed following the conclusion of the show
- **Sponsors:**
  - Produce the sponsorship sales kit and will need to be approved by HRAI and the Committee prior to its release to prospects
  - Secure and confirm existing sponsors
  - Prospect and sign new sponsors for the trade show at various sponsorship levels.
  - Communicate with sponsors on their requirements, deadlines, and deliverables and also make sure that all sponsor entitlements are fulfilled as per the sponsor contracts.
- **Speakers:** Work with HRAI and CIPH to identify and confirm speakers for the trade show, including internal staff, external speakers (keynotes, partners, potential customers). Communicate with speakers on their requirements, deadlines, deliverables, and ensure adequate preparation.
- **Floor Plan:** Design and manage the show floor plan. Including the allocation of exhibitors and sponsor activations whilst ensuring fire marshall approval. Identify booth set-up requirements for sponsors' exhibits.

### 4.3 Event Promotions and Communications

- **Promotion:**
  - Develop and implement the marketing and promotions plan for the event.
  - Propose a marketing plan for HRAI and the Committee.
  - Work with HRAI's internal staff to coordinate newsletters, bulletins and other marketing to promote the event to partners and customers.
  - The show manager be responsible for the CMPX Show website & app, and CMPX social channels(Design, Content and Creation)
- **Registration:** The show manager will source a vendor to provide online registration for all delegates to sign up and provide updates to HRAI. The vendor will be required to create name badges.
- **Promotional Materials:** Provide options, pricing and management of the production of all event promotional giveaways (i.e. – bags, flyers, prizes). All promotional and marketing materials shall be approved by HRAI and the Committee prior to their production.
- **Trade Show Materials:** The management vendor will provide guidance on materials required (printed and digital). The vendor will be required to produce and prepare materials for distribution.

### 4.4 Event Plan & Logistics

- **Show Reports:** Monthly written reports must be submitted to HRAI and the Committee members which provide an update of progress on the show.
- **On-site signage:** Following CMPX Show design templates, create all on-site signage including schedules, registration area, dinner, and session rooms. HRAI and the Committee will be required to approve all signage prior to production
- **Audio-Visual:** Work with AV contractor/hotel for all audio/visual requirements.
- **Photography:** Coordinate photography and video of the event.
- **Meals:** Manage and order meals for all appropriate staff during the duration of the show.
- **Contractors:** All outside supplier contracts such as registration, customs brokerage, audiovisual, shipping, hotels, etc are to be negotiated by the



vendor on behalf of HRAI. Prepare and distribute tender documents for all necessary show services. Then review and put forward recommendations to the Committee for approval.

- **Staff Coordination:**
  - Provide adequate show staffing to ensure proper management during the show.
  - Manage communications with all show staff involved with the event including marketing/sales/customer service staff and speakers.
- **Safety and Security:** organize and arrange appropriate show security and safety procedures are in place.
- **Insurance:** ensure the appropriate insurance is in place for the show and for all parties involved.
- **Media Relations:** Coordinate with PR for PR related to the trade show.

## 4.5 On-Site Management

- **Staff Management:** Supervise and manage all show staff on-site. The vendor is responsible for providing sufficient staff for an on-site office as well as staff on the show floor.
- **Exhibitor and Sponsor Move-In and Move-Out:** Manage the move-in and Move-out process for all exhibitors and sponsors
- **Registration:** Ensure that the registration supplier will manage the registration desk for the duration of the trade show including sign-in, name badges, and distribution of promotional and trade show materials.

# 5. Vendor Information

All vendors must also submit the following information:

- **Corporate Overview:** legal name; the number of employees.
- **Services:** description of all services and products supplied.
- **Partners:** list of current event-related vendors and partners.
- **Customer & Event References:** a list of other similar events and website links (in scope and industry) as well as the full name, title, email address, phone number of each associated event contact

## 6. Estimated Budget & Resources Required

All vendors must provide a breakdown of costs related to the management of the event as outlined in the “Scope of Work.”

Finally, all proposals must include a project schedule & work breakdown structure, which identifies timelines, key milestones, project phases, or other project plan information.