

Request for Proposal

An **RFP (Request for Proposal)** is a document with information about a meeting or event sent from the client to a production company to request a proposal and cost estimate for their technical and creative services. An RFP should include as much information as possible, so the production company can provide accurate technical, creative, and financial estimates.

A well-written RFP will ensure that all responses are consistent, so you can compare “apples to apples” when choosing a production company.

The following is a sample of the details you could include in an RFP for a corporate meeting in a hotel:

The Basics

- RFP submission requirements – recipient(s), due date, format for submission
- Name of meeting
- Dates of conference
- Number of attendees
- Location (country, city, and venue)
- Venue address and phone number
- Venue representative's contact information (e-mail, direct dial)

Venue and Room Block

- Venue capacity charts and room diagrams
- Room assignments for the General Session, meals, client office, materials storage and breakouts
- 24-hour hold on rooms for the duration of the event
- Dates/times rooms are accessible for load-in

Breakouts

It is usually difficult to know details regarding breakouts during the RFP process. If you know your schedule, room assignments and attendee counts, your production company can do a high-level estimate of what screen sizes and audio systems will be required.

- Number of breakouts
- Room assignments
- Schedule and availability for set-up
- Number of standard AV packages - includes an LCD projector, screen (96"x96" or 6'x8') and wireless remote presenter
- Flip charts on stands with markers – standard white or Post-it® pads
- Audio requirements – wireless mics, table mics, or lectern mics
- DVD or video playback requirements
- Laptops – client or vendor to provide

Meeting Elements

- Schedule of events
- Meeting agenda (show flow)
- Theme or slogan for the meeting
- Preferred seating configurations (classroom, theater, full or crescent rounds, etc.)
- Stage look – pipe and drape or custom set
- Custom show elements
- Technical rider for keynote speakers or entertainment
- I-MAG and audio/video recording requirements
- Number of presenters and panelists
- Rehearsal schedule
- Furniture for stage (i.e. chairs with coffee/end tables or barstools with high-boys)
- Lectern

Hospitality Events

Will there be a welcome reception, hospitality events, awards dinners, or off-site excursions? If so, please provide any details you have or any themes that you wish to have proposed:

- Location
- Date and time
- Theme
- Demographics of attendees
- Live entertainment
- Games and activities
- Room décor
- Centerpieces and table treatments
- Program or presentation details
- Rain back-up location

Additional Meeting Elements

- Pre-produced video modules
- Candid recap video (digital stills or video) for playback at the close of the event
- Other digital photography or videography requests
- Audience Response System (ARS) – polling devices with real-time capture and display of results
- Post-production video editing
- Office support equipment – printers, fax machines, copiers

For additional questions to ask when doing a contract with a venue, please see the Site Visit PDF on the TEK-Tips page.