

A/V SERVICES RFP 2022 QUESTIONS & ANSWERS

Q. How many other organizations are bidding out their services? Are you able to share how many vendors this RFP was sent to?

A. Per our RFP policy, we do not disclose this information to create a fair and competitive proposal environment that is not biased or swayed by who is participating in the process.

Q. Are you able to share how many Finalists were selected from the last time Visit California went out to bid for AV services?

A. Per our RFP policy, we do not disclose this information to create a fair and competitive proposal environment that is not biased or swayed by who is participating in the process.

Q. In the past, what has been the primary reason a potential candidate would not make it to the Finalist phase?

A. Disqualification from the RFP (not following RFP instructions).

Q. What is the most important thing you'd like to get out of the RFP/proposal? What is Visit California looking to gain from this RFP? A new company who can support your organization in a new way? Better pricing? Added value? Better stage design? New-age services?

A. Per our Board bylaws, we are required go out to RFP every 3-5 years on any service offering meeting certain thresholds. This is done to ensure Visit California is provided the best value for the services we are requesting. The goal is to have an objective analysis of current and future state needs, evaluate what service offerings are available in the industry (through a formal RFP), and ensure that the best partnerships are being utilized to meet organizational goals.

Q. How many people on your team are involved in the decision- making process?

A. We utilize a group of internal staff and external industry members with representation across all departments on our team, especially those who will work with this vendor.

Q. Can we propose more than 1 stage design/idea to present for the sample event?

A. Sure, we're always looking for fresh ideas.

Q. What seating style do you prefer (rounds, crescent rounds, classroom, theater)?

A. Crescent rounds is preferred (space-permitting), then rounds, classroom.

Q. Are you able to share the average cost for each Board Meeting? If yes, how much of the total has been allocated to labor?

A. Per our RFP policy, we do not disclose this information to create a fair and competitive proposal environment that is not biased or swayed by historical expectations. As outlined in Part I, Section 4 of the RFP, up to \$800,000 is available in total for all services requested in Part II.

Q. Are you able to share the average cost for each Outlook Forum? If yes, how much of the total has been allocated to labor?

A. Per our RFP policy, we do not disclose this information to create a fair and competitive proposal environment that is not biased or swayed by historical expectations. As outlined in Part I, Section 4 of the RFP, up to \$800,000 is available in total for all services requested in Part II.

Q. Does Visit California host any International events?

A. Yes

Q. Did Visit California host any Virtual events during the Covid-19 pandemic?

A. Yes

Q. With the Covid-19 pandemic hopefully in the rearview mirror, has Visit California changed the way it plans and executes its signature events?

A. Visit California has returned to in-person events, but we will consider virtual or hybrid options if it makes sense for a given function.

Q. Would you like us to initially include any hybrid/live streaming components in the Scope of Work? Or just showcase that as a capability?

A. Showcase it as a capability.

Q. Can you please provide additional insight, when it comes to the process of stage design, and executing the event vision for each Visit California event?

A. Our team collaborates with Visit California's Creative Services team/vendors on a cohesive design for our events. We look to our A/V vendor to carry the brand vision into our stage design and build it out. We welcome

your input & creative ideas. For board meetings, we let our brand drive the visual design, taking the property/location into consideration.

Q. On page 15 of the RFP, the two (2) video links, were those captured, produced, and edited by the AV partner or a different company? If the AV partner, is this a requirement for each Visit California event?

A. Yes, these were created by a different company not related to this RFP. There is not a requirement for you to provide these type of production services.

Q. Will we be at a disadvantage for not being located in CA?

A. Primary disadvantages can include, but are not limited to, the additional logistics for planning, on-hand equipment, staffing needs, and travel costs. There will need to be substantial support for how you can effectively support our organizational needs from out-of-state and how you plan to effectively secure the resources mentioned above for our in- person meeting needs.

Q. How many years in the past, would you like YoY Income Statement and Balance Sheet?

A. We are requesting your most recent YoY comparative financials from within the last 12 months, with only the prior year needed for comparison.

Q. When we build our proposal, should we address our response to someone specific? If yes, whom?

A. You can address it to "RFP Committee"

Q. If awarded the contract, will it be required of the AV partner to create digital assets (lower thirds, graphics for signage, digitally printed assets) for any event?

A. Typically not, but sometimes we may need you to handle this. Capability to do this would be a plus.