

Event Production Services RFP 2023 QUESTIONS & ANSWERS

- Q.** Can you confirm how many VIP events we should prepare for in our proposal? Will there potentially be 3 VIP events or just 1 at a selected date to be determined? Do you have an approximate guest count for the VIP events?
- A.** There will be one VIP event during the soft opening of the plaza for approximately 200-400 people. It will be a pre-reception prior to an IPW hosted Opening Night Party.
- Q.** Who else is bidding on this activation? If you cannot list company names, can you elaborate on types of companies bidding? DMC's Production Companies, Rental Companies etc.?
- 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 participates in the process. We can say that we have invited different companies from various backgrounds to participate.
- Q.** What is most important to you when working with a DMC partner?
- A.** A consistent, thorough, and thoughtful relationship. The planning and execution of this project is very detailed and a marquee project for Visit California in 2024. We will require a consistent representative from the vendor as our main contact for the duration of the project.
- Q.** Who have you worked with in the past?
- A.** The same internal management team from 2019 will be overseeing the 2024 California Plaza.
- Q.** Can you share past successes and past areas that needed improvement?
- A.** Successes: creative design and concepts, positive relationships and attitudes, last minute flexibility, partner and organizational consideration.
- A.** Challenges: speed of budget and rendering updates.
- Q.** Will Visit California be releasing how many organizations will be bidding once all Intents to Bid have been collected?
- 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 participates in the process.
- Q.** What is the purpose of the space?
- A.** To promote our California destination partners with creative daily activations during peak foot traffic periods, as well as branded lifestyle

vignettes with an emphasis on live entertainment, sports experiences, wellness activities and more.

- Q.** How do you want people to feel when they walk through the space?

A. Inspired by the abundance of ways California can offer playful experiences in a multitude of destinations.
- Q.** When completing deliverables, are we showcasing three cities or are we showcasing three specific vendors within each of the three cities?

A. Please showcase three cities.
- Q.** How many cities and partners do you anticipate will be featured in the plaza?

A. 20-25 in total with varying financial and special commitments. For example, a Large, Medium and Small footprint relative to their financial buy in.
- Q.** How many partners do you envision being included in each city experience?

A. That will vary by the destination (City). Some may have only the city represented, some will highlight their local partners.
- Q.** What does the flow of traffic look like in the plaza?

A. Bus drop off on one end and exit to the trade show building on the other. Foot traffic will flow from end to end in the morning and reverse direction in the evening.
- Q.** How do guests enter the plaza?

A. There will be a bus drop off on one end and exit to the trade show building on the other. Foot traffic will flow from end to end in the morning and reverse direction in the evening.
- Q.** Is there one entrance or multiple?

A. There will be a bus drop off on one end and exit to the trade show building on the other. Foot traffic will flow from end to end in the morning and reverse direction in the evening.
- Q.** Is there a free-flow feel to entering, or is there a pathway?

A. There will be a bus drop off on one end and exit to the trade show building on the other. Foot traffic will flow from end to end in the morning and reverse direction in the evening.
- Q.** Are there any physical site obstacles we should be aware of regarding ordinances, build out size, etc?

A. There are no rigging locations on site. We cannot stake into the ground in any location.
- Q.** Do we have an opportunity to transition/change the space physically from morning to evening, as guests enter and exit?

A. Yes, however attendees will be moving through the space all day. We will never close the plaza to foot traffic during IPW hours, however, we

can accommodate "refreshing". We would encourage flipping spaces overnight.

- Q.** In 2019, what were your most popular activations in the space?
- A.** All our partners were popular and overwhelmed by the response to their destinations. California offers something for everyone!
- Q.** What activations/ideas stood out as excellent at the past IPW conferences?
- A.** All our partners were popular and overwhelmed by the response to their destinations. California offers something for everyone!
- Q.** The RFP shows a planned total budget of \$1,500,000.00 - \$2,000,000.00 for the entire Plaza. The deliverables description references three activations at \$75,000.00 each for the California Plaza Activation at IPW at the Gilbert Lindsay Plaza at the Los Angeles Convention Center. Please provide more details and/or a list of potential other engagements covered by the budget, if/where applicable.
- A.** The budget is all encompassing and based on total sales of partnerships. Within the \$1.5-2.0 million, we will work with the selected vendor to develop an overall budget. Items included will be food and beverage, security infrastructure and personnel, heavy equipment and power distribution, activations and performances, destination build outs, rainy day fund, etc. This will be the total amount allocated for the California Plaza.
- Q.** If applicable, what is the theme for this year? I.E., in 2019, it was "Dream Big".
- A.** California is the ultimate playground.
- Q.** Confirming each Top Tier Partner has a 20' x 50' footprint/each?
- A.** Approximately. In 2019, the plaza was linear, and destinations took shape in a trade show layout fashion. Think of this plaza as more of an amusement park layout.
- Q.** For our concepts: The RFP guidance is to select 3 from the following Top Tier Partners (choose any three): Los Angeles, San Diego, Anaheim, San Francisco, and San Luis Obispo; a. Please confirm we choose 3 from the Top Tier Partners noted above. Not from the destinations: Los Angeles, San Diego, San Francisco, Anaheim, San Luis Obispo, Ventura County Coast, Greater Palm Springs, Santa Barbara, Mammoth Lakes, Huntington Beach, Oakland, Napa Valley, Monterey, Lake Tahoe, Santa Cruz, Sonoma County?
- A.** Please showcase three of the following: Los Angeles, San Diego, Anaheim, San Francisco, and San Luis Obispo