

Trade Show Exhibit Services RFP 23/24

Questions & Answers

- Q1** **Could we move the full budget around to allocate more \$ to China and France if needed while staying in the \$395,000.00 USD overall?**
- A.** Budget was allocated to programs based on the previous year budgets and spends. In order to achieve your desired proposal, budget may be moved between programs keeping the total within \$395,000.
- Q2** **Considering we are welcome to present a multiyear approach, what would be your budget for 2025 and 2026 for IPW?**
- A.** The budget will remain the same over the 3 years. Only slight modifications will be made to the booth within the RFP timeframe.
- Q3** **Under 9.3, it is indicated that all payments shall be made in US dollars and all out-of-pocket costs will be reimbursed in the currency in which they were incurred. Can you clarify for us if the local costs for China and France will be paid by Visit California in US dollars or in EU / Renminbi?**
- A.** The direct costs for the booth builds will be directly in USD. If you incur any out-of-pocket expenses (e.g., travel or meals) that are not included in the proposed fixed fee cost for a given project, we would reimburse you back in the currency that you incurred the expense to ensure everyone is equally made whole. If the costs are within the defined scope, then they would be reimbursed in USD. This can be discussed/negotiated once the RFP has been awarded, and we are negotiating on contract terms.

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Q4 Considering the winning partner will be announced the end of August and the China and Paris show to take place shortly after that (September 12th to 14th and October 3rd to 5th), we would need to start the contractual, design and graphic work for ITB China at the beginning of August and for TOP RESA mid-August. Please let us know if that will be possible.

A. Please refer to Q16

Q5 If the timeline cannot be adjusted, would we be allowed to still bid on the IPW booth?

A. Please refer to Q16

Q6 Can you confirm for us that these are the correct Brand guidelines to use for the booth designs?

A. Yes, these are the correct brand standards. Corporate Brand Standards can be found here:
<https://media.visitcalifornia.com/images-and-videos/brand-standards>

Q7 Can you let us know which of these elements are needed for any of the 3 shows:

Q7.01 Welcome desk with special requirements?

A. The welcome desk will be the first point of contact with advisors and media. The welcome desk should have enough space for 2 chairs, lockable cabinet storage, power outlets, and shelves.

Q7.02 F&B component needed for the full duration of the shows?

A. Not all trade shows offer a F&B element for attendees. During smaller trade shows similar to Top Resa and ITB China, there may be an option to host a happy hour reception around the booth.

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- Q7.03** Will there be a reception, and if yes, for how many people approximately?
- A.** Number of reception attendees will be based on trade show attendance. Any California receptions hosted on the trade show floor are open to all attendees.
- Q7.04** Do you require dedicated storage with a specific size?
- A.** Yes, each booth should have an dedicated space to store promo items, collateral and any personal items of Visit California staff during the trade show. Size of storage will be dependent on overall booth footprint and should not heavily impact overall size of given space.
- Q7.05** Are you planning any booth presentations that will require AV services?
- A.** No, AV services will be required.
- Q7.06** If yes, will these also be used for group appointments in a theater setting?
- A.** N/A
- Q7.07** Do you have any properties in storage that you would like for us to integrate into the design?
- A.** No
- Q7.08** Do you have any preferences in material to be used?
- A.** No
- Q7.09** How many partner workstations will we need for ITB China?
- A.** 6-10 partners should be able to fit within the booth space.

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- Q7.1** How many people shall be able to sit in the private meeting rooms and how many do we need in the booth for the 2 international shows?
- A.** 4-6 people per private meeting space.
1 space for Top Resa and ITB China. 2 private meeting rooms for IPW.
- Q8** It's our understanding that the IPW show organizer only allows booth spaces to be 20' wide, but the RFP requirements are for a 40'x50' space. Can you please confirm if that is accurate and if the show organizer waived this rule?
- A.** US Travel offers Board Members and Chairman's Circle Honors members an island booth option. Visit California falls under those requirements and is approved. The booth guidelines can be found here, https://www.ipw.com/sites/default/files/2022-10/ipw_linear_and_island_booth_guidelines.pdf
- Q9** Can you provide additional information as it relates to style, tone, finishes, and overall visual impression Visit California is looking for in their space?
- A.** The overall booth should represent a true California vibe and aesthetic through warmer tones, inviting spaces and eye catching imagery.
- Q10** Will you be updating any part of your brand, as it would be good to keep the design current?
- A.** Please refer to Q38
- Q11** On the IPW booth, do you require a reception counter/welcome desk?
- A.** Yes, 1-2 reception desks depending on the design and flow.

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- Q12** **On the Top Resa booth, what do the partner areas need to include?**
- A.** Individual space, standing and seated option. Small storage with power.
- Q13** **Do the show services, such as rigging, electrics and drayage, need to be included within the given budgets?**
- A.** Rigging has to be done by onsite labor, and drayage will be contracted outside of the booth budget, however, electric should be included.
- Q14** **Is the nature of the contract a rental basis or is all the material included to be the ownership of Visit California and the end of the contract? If it is the latter, is the storage of all material until the end of the contract to be included in the cost?**
- A.** Our preference would be for the contract to be on a rental basis, with the understanding that there will be some fixed costs that Visit California would need to incur due to the proprietary nature of the materials (e.g., VCA marketing materials, logos, etc.). If you would like to propose a different idea for the booth builds over the 3-year period, we are open to discussion.
- Q15** **Is the budget inclusive of third-party services such as labor, transportation, drayage, cleaning, electric, etc. ?**
- A.** Please refer to Q13

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- Q16** Are we understanding it correctly that no design will be needed for ITB China at this point? There is conflicting information in the RFP document (pg 15) - says 2 designs - 1 for China and 1 for France, further down the page it says 2 designs for France only
- A.** Due to the timing of the RFP- ITB China and Top Resa builds will both be for 2024. Please provide a design for both ITB China and Top Resa. Specs can be the same.
The space shall be a total of 6 meters wide by 6 long (36 sq. meters) and positioned as an island booth space with aisles on all four sides.
- Q17** What is the size of the ITB China booth? Ideally, including measurements and kind of booth (island, shared back wall, corner, inline)
- A.** The space shall be a total of 6 meters wide by 6 long (36 sq. meters) and positioned as an island booth space with aisles on all four sides, same as Top Resa
- Q18** When will the contract start? There seems to be a conflict between the date the contract begins (approximately October 16, 2023) and some of the shows it is supposed to include (ITB China Sep 12-14 and TOP RESA Oct 3-5 2023).
- A.** Please refer to Q16
- Q19** ITB CHINA and TOP RESA for 2023 or 2024?
- A.** Please refer to Q16

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Q20 Can two separate selection processes be implemented? The winning contractor won't be announced before the week of August 28th. If the selection takes the whole week, then that would only leave a week and a half to establish and finalize the design for ITB China (no design is required in this RFP), buy and ship any and all construction material that the winning vendor do not have in stock in their shop, create and send the graphics planning to Visit California, produce and construct the structural elements of the booth, receive and control the artwork to be printed, pack and ship everything to the show site and set everything up on site. We believe it would be better to have two RFPs, one for the 2023 international shows and a second one for IPW 2024. It doesn't matter who the winning provider is, we believe time would be better allocated if the vendor's selection process for the international shows could be shortened in half and that amount of time be added to the actual booth production and set up.

A. Please refer to Q16

Q21 When will the definitive ITB China's booth design be confirmed? As a vendor, we are required to guarantee that we can meet the deadlines for each show, but there is no date specified for when Visit California will confirm the final design for the winning vendor to be able to start working. This is necessary for us to be able to evaluate if we, as proposed vendors, have the capabilities to assume this responsibility in the available time.

A. Please refer to Q16

Q22 What are Visit California's needs for ITB China 2023? There is not enough information to design and quote ITB China's booth. As previously mentioned, no design for this show is requested, but we believe that one is needed to justify the requested quotation for the show. We would need to know the amount of space, distribution, location within the show's floor plan, the expected number of Visit California's partners, and ideally, all the information that was also provided for IPW.

A. Please refer to Q16

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- Q23** Is Visit California open to engaging in a multiple-year contract from the beginning vs a year-to-year scenario?
- A.** Vendors are approved to work with for 3 years, each year, a new contract will have to be entered to meet Visit California's compliance policies.
- Q24** Please confirm the first engagement will be 3 weeks after the RFP award for the tradeshow in China.
- A.** Please refer to Q16
- Q25** Would you be open to a discovery call to understand the goals, KPIs and design as well as logistical expectations of the booth next week (week of 05/30) in order to start with the design as soon as possible?
- A.** Due to summer schedules and timelines. We will not be able to provide each vendor a discovery call in a timely manner.
- Q26** Is the incumbent provider included in the RFP? Is Visit California satisfied with the work provided by the incumbent?
- A.** The incumbent is bidding on the RFP. To ensure a fair and objective RFP process, we typically do not disclose certain information, including our current satisfaction of work being performed. Our purpose of holding RFP's every 3 years is to objectively set aside past performance of any vendors and look to what our organization needs for the next 3 years. We will base our decision on who will be our best partner over the next 3 years.

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- Q27** **How many companies have been invited to participate in the RFP process?**
- A.** We typically do not disclose certain information to ensure a fair and objective RFP process. That being said, we did invite 15+ different agencies to participate as well as publishing the RFP on our public domain.
- Q28** **Are we solely designing the actual Visit California booth space or would you like to see designment alignments of the full California area on the IPW show floor between the different booths in the California section?**
- A.** This specific RFP is for the trade show booths. Additional overbranding elements to enhance the California pavilion may be an ask outside of the RFP.
- Q29** **Who is your target audience for each show - existing customer, new customers?**
- A.** The target audience is both existing and new global advisors and media in attendance at trade shows.
- Q30** **What are the overall goals of each show?**
- A.** Visit California attends trade shows, to make meaningful connections with new advisors and media while reconnecting with long standing partners. Visit California wants to ensure, that California remains top of mind for advisors, and we are able to continue to education our audience on new product in California.
- Q31** **What will you be measuring your post show metrics on?**
- A.** Metrics will be measured by show attendees, appointments with both trade and media and partner handoffs.

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- Q32** In past years for IPW and other shows, what are some elements / or approaches that were successful for you?
- A.** In 2019, Visit California worked with Luster, a social media company that created a large image on our booth wall based on live social posts via hashtags. Other interactive booth elements include massage chairs and 360 content with VR Google.
- Q33** Are there any of these elements / or approaches that you would like to bring in for 2024?
- A.** We would like the booth to provide more interactive elements that can represent different California regions and destinations. We want to provide points of engagements that will draw attendees to our booth.
- Q34** What should be the "sustainability" considerations? Does this relate to how California is very advanced on recycling and other environmental protections?
- A.** Yes, as well as possibly the use of recycled and eco-friendly materials or being able to recycle some materials post-event.
- Q35** Are there any specific architectural elements/design styles you would like us to integrate into the booth designs?
- A.** We are open to exploring new elements and design styles that would be fresh and innovative. Keeping the booth on trend and eye-catching.

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- Q36** **What should be the "technology forward" considerations? Does this refer to AI integration? Or elements like VR / AR? Or something else?**
- A.** Tech forward could be AI or VR/AR if it fits the rest of the design concept. We are also open to additional or alternative technology integrations that would be fresh and innovative, and representative of California.
- Q37** **What is the goal of the digital content? Looping reel of video displaying info about California? Something else?**
- A.** We have used video screens to play looping videos of California content throughout a trade show. It's a way to give more visual elements to the booth of inspirational content. It could progress to something more interactive, like touch screens with quiz questions or our educational platform CA STAR for example, but would still uplift the booth with high-end visuals.
- Q38** **Is there a specific slogan, theme, brand approach you are planning with for the duration of the first contractual year, that you want us to make the main topic of the booth?**
- A.** Visit California will launch a new consumer campaign in the fall focusing on the abundance of California product and offerings, making California the ultimate playground.
- Q39** **Are there current challenges with the program that we should be aware of during the RFP process?**
- A.** None that we are aware of.

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Q40 Do you have any new marketing campaigns you would like to hi-light on the booth?

A. Please refer to Q38

Q41 Are you looking for a specific cliental for customer list (hospitality, California based references, a specific industry)?

A. The reference list should be inclusive of companies that have requested similar RFPs and have produced interactive trade show booths for large audiences. There is no specific industry requirement.