

AUDIOVISUAL SERVICES RFP 2024 QUESTIONS & ANSWERS

- Q. Which does Visit California prefer for event content display: LED walls or projections?**
- A.** Both, depending on the event and budget. We prefer never to use LED and projection at the same time.
- Q. What type of digital signage has worked well for your past events with the current provider?**
- A.** LED screens.
- Q. What signature pieces or décor has the AV provider created that really stood out in past events?**
- A.** Custom built décor pieces (scenic, with integrated technology).
- Q. Does Visit California prefer their AV provider to have a large full-time staff, or a mix of full-time and freelance technicians?**
- A.** A mix is fine, but VCA prefers to have a full-time project manager.
- Q. In past videos, I've seen a center LED wall with flanking projection screens—are you looking to stick with this, or explore fresh stage designs?**
- A.** Depending on the program's needs, we like a center screen and flanking screens, but we prefer not to mix LED and projection on the same stage.
- Q. What new AV or production ideas has Visit California tried, that did and did not work well? If they didn't work well, what challenges were encountered?**
- A.** Creative scenic stage pieces that didn't offer flexibility for content changes.

- Q. When it comes to stage design, how experimental can the scenic elements be for the Board Meetings and Outlook Forums?**
- A.** We like to dream big and bring new, experimental ideas to the table, but the direction of the program and content will ultimately determine the scenic elements.
- Q. How will you measure the success of the partnership?**
- A.** We are looking for a partner who will be flexible, a creative problem solver, and who balances our objectives with good stewardship of resources.
- Q. Should our partnership have great success over a three-year term, can our contract be extended?**
- A.** The contract undergoes an RFP every three years.
- Q. Aside from the AV what other costs are factored into your \$1.5MM budget (if any)? Does it include rigging, power, internet, etc.?**
- A.** Scenic pieces, stage décor, signage, shipping & transport, and any other creative buildouts. Rigging, power, and internet are not typically included in this budget.
- Q. Does Visit California cover rooms for production crew on the room blocks or should we include this cost in our proposal?**
- A.** Please include this cost in the proposal. We can extend our room block pricing to the AV crew, but it should be included in the budget.
- Q. Have you determined what funds should be allocated to each event you host each year?**
- A.** Yes.
- Q. Are there any internal stakeholders whose opinions we should consider outside of the board of commissioners?**
- A.** Our leadership and event management teams.
- Q. Do you typically have a theme for your events?**
- A.** Our theme is our brand and telling the California story. We will often weave in local destinations as inspiration, but the overarching theme is always our brand.

- Q. What specific issues have you experienced over the last several years?**
- A.** Rising internet and in-house AV costs. We are looking for a vendor who can be an advocate in negotiating with venues.
- Q. What qualities are you looking for in a long-term partner?**
- A.** Flexibility, creative solutions, dependability, and cost-effectiveness.
- Q. What are your top business goals or challenges right now?**
- A.** Balancing cutting-edge ideas against budget.
- Q. What is your biggest pain point that you're hoping we can address?**
- A.** Working with in-house AV to negotiate costs.
- Q. Are there any recent trends or challenges in your industry that are affecting your business?**
- A.** Rising costs.
- Q. Can you tell us about your vision for the next 6-12 months?**
- A.** Continue building on the momentum we've created with our annual events and dreaming up fresh ideas.
- Q. How many days is the Board Meeting?**
- A.** Two days (Day 1 – Setup/Dinner and Day 2 – Meeting)
- Q. What are the needs for the dinner?**
- A.** Depending on the venue (often outdoors), lighting & sound typically. Diagramming and planning support.
- Q. Does this event typically require cameras/recording?**
- A.** No.
- Q. Does this event get streamed to virtual attendees?**
- A.** No (although this could be requested).

Q. Would you like us to provide the basic necessary equipment and have separate quotes for decor/scenic/upgrades?

A. Yes.

Q. Are you looking for creative elements for the sample event or are you trying to get an apples to apples comparison?

A. Both. Creative elements are always welcomed but price them out separately, so we are comparing apples to apples.

Q. What is the main goal or purpose of the board meetings?

A. Reporting out to our board of directors on the program at work. It's an official meeting mandated by our bylaws. Includes roll call, voting, etc.

Q. Can you provide a detailed agenda or program for this event?

A. The meeting runs for 3 – 4 hours with no breaks. It is a live meeting with various speakers at the podium and table at the dais. Videos are typically played throughout the meeting (ROS will be provided in advance of the meeting). Sometimes, there is an audience Q&A or a panel discussion.

Q. Are there any specific themes or key messages that should be highlighted throughout the event?

A. Our brand is always the theme. Specific program key messages are developed by our content team.

Q. Where are the board meetings typically held? Do you have an example location we can all use for the sake of the sample proposal?

A. At hotel properties in California. The last meeting was held at the Omni La Costa Resort & Spa in Carlsbad.

Q. Do you have a preference between projection versus LED walls for content?

A. LED is preferred, but it depends on the budget.

Q. Is there any specific technology you'd like to incorporate throughout the event?

A. If there's a specific technology that is immersive and interactive, we're always looking for new ideas to make the audience feel fully immersed in our brand.

Q. Are there any 'wow' moments you'd like us to consider?

A. We are always looking for 'wow' moments, and we are looking for a partner who can bring those ideas to us.

Q. Can you provide a budget baseline for this sample event to ensure we design within the parameters? It's very easy to go over budget without knowing the expectations.

A. \$50k – \$75k

Q. IF there is any recording, do you require any post-production work?

A. Yes.