

SECTION 1.0 INTRODUCTION

1.1 PURPOSE:

The purpose of this Request for Proposal (RFP) is to obtain competitive proposals from qualified vendors to provide special event planning and logistical support for the Oklahoma Department of Environmental Quality (DEQ) and City of Oklahoma City's (City) annual Brownfield Conference in April or May, 2010. The conference will be from 8 to 5 p.m. at a Hotel to be determined with an evening social event held from 5-8 pm on the evening of the first day of the conference.

1.2 ISSUING OFFICE: The Oklahoma Department of Environmental Quality Brownfield Section of the Land Protection Division. All contact regarding this RFP (unless notified otherwise), including vendor's response, is to be directed to the DEQ Contracting Officer. Failure to adhere to this requirement may result in disqualification.

1.3 Any contract resulting from this solicitation shall be administered & issued by the DEQ.

1.4 All notices required or permitted under the resulting contract or agreement shall be in writing and shall be deemed delivered when delivered in person or deposited in the United States mail.

SECTION 2.0 STATEMENT OF WORK

The DEQ and the City are hosting the annual Brownfield Conference for government and private sector entities involved in the current and possible future redevelopment projects in the State of Oklahoma.

The awarded vendor will be responsible for special event planning to include creative concepts for a "green" conference, marketing/promotional material, conference room(s) set up and exhibit booth area, arrangements for audio/visual/electronic/computer equipment and operations personnel, production of event, catering, and all other tasks and activities normally associated with a major conference, such as online and onsite registration, event staffing and conference finance. Attendance is anticipated to be between 225-250 registrants and exhibitors.

The vendor is required to be on-site at the conference to coordinate set up and to ensure the event runs smoothly. Interested bidders should provide a proposed scope of services and a timeline, with any necessary caveats or limitations based upon the anticipated tasks listed below.

The vendor will be responsible for logistical elements of all group movements including safety concerns, ADA compliances, timing requirements, service level, and financial considerations.

2.1 Scope of Services

(a) Pre-conference Activities

- Attend conference planning meetings at DEQ offices or other designated locations and other meetings as necessary.
- Provide a “green” conference.
- Secure contract with hotel for conference rooms, hotel rooms for participants, audio-visual/electronic/computer equipment, and food-beverage services. DEQ prefers that the hotel provide the best available rates for hotel guest rooms that meet the conference needs.
- Assist in the conference branding process and prepare/distribute promotional materials (e.g. save the date flyers, email blasts, sponsor & exhibitor packets, direct mailers, invitations, conference signage, program brochure with sponsor advertisements).
- Design, host and maintain a secure conference registration website.
- Manage all conference revenue and pay all vendors in a timely matter.
- Distribute, via email and regular mail, conference promotional material.
- Prepare name badges and attendee packets for registrants.
- Prepare electronic evaluation forms.
- Aid and assist DEQ in all facets of the selection process of acquiring the keynote speaker (to be paid for by sponsorships, registration fees and/or exhibitor booth fees) including but not limited to negotiation, selection, contract, fees and other arrangements.
- Coordinate activities involving the acquisition of documents and presentation materials from the speakers for the conference program and webpage. Assistance from DEQ will be provided in this task.
- Ensure that speakers’ presentation materials are downloaded in advance onto computers for each session, as appropriate. Make sure speakers’ PowerPoint presentations are in the right order and session.
- Coordinate logo requests and conference ads with sponsors and exhibitors for Virtual Tradeshow and other promotional materials.
- Close online registration and prepare for on-site registration from walk-ins. Collect all registration fees and purchase orders from registrants. Prepare invoices for purchase orders.
- Create and provide Run of Show and Scripts, initial introductory music and visual repertoire to begin program and pre-recorded introductions.
- Prepare innovative way to get participants involved with exhibitors.
- Create conference guide and exhibitors prospectus.
- Provide management reports from time to time to track pre-conference activities and progress.
- Revise all documents from time to time as requested.
- Provide exhibit floor plan and direct setup for the Brownfields Conference.
- Obtain and setup appropriate signage (tabletop, directional, rooms, etc.) for the conference. All signs must be 4-color process and have foam core backing unless contractor has another recommendation that would enhance signage. Provide enough round tables for the opening session and luncheon for 200-250 people. Ensure there are

enough chairs and tables to seat a maximum of 75-125 people in each breakout session (will have two breakout sessions). Provide tablecloths and draping for tables, estimated at 96 3/8" long x 24 3/8" wide x 29" high, which will be used as exhibit booths.

- Provide necessary audio/visual/electronic/computer equipment and personnel needed for presentations in the ballroom and two breakout rooms. We would like to record all speakers that present in the ballroom on video camera to produce audio/CD and DVDs of conference. DEQ anticipates needing the following equipment: sound equipment and speakers; podium with microphone, projection screen(s) that are large enough for 200-250 people in ballroom to view presentations, and projection screen(s) that are large enough for 100 people in breakout rooms to view presentations and appropriate equipment for two break out rooms. Stage will be appropriate size to place podium, table and four chairs (estimate 8' x 16' stage) and draping for official welcome and program. This list is not all inclusive and Contractor will submit any additional audio/visual equipment, and pricing he/she believes will enhance this event. This can be listed as an option. Contractor will also list minimum requirements needed for the stage, audio/visual/electronic and computer equipment.
- Ensure tables, chairs and microphones for speakers in the general session and breakout sessions. Tables should be set up for a panel even though each speaker may have an individual presentation, much like a symposium.
- Coordinate catering services for the conference to include the social evening event. The food and social event will be paid for by sponsorships, registration fees and/or exhibitor fees. Provide sample catering menus.
- Provide appropriate decorations, for tables, stage, breakout rooms and welcoming table.
- Suggest general ideas and color theme for the conference.
- Outline any value added services to be provided to the DEQ during the course of the conference.
- Coordinate the online registration for this conference using a secure electronic process that will protect the attendees from identity theft and use of their credit card.
- Assist with the minor redesign of the conference logo, background for webpage, and conference materials. The purpose is to distinguish this conference from prior years' conferences by changes to the logo colors and design.

(b) Conference Activities

- Provide logistical support for conference (e.g. shipping, coordination with hotel staff/exhibitors during event, onsite registration process, audio-visual/electronic / computer assistance, introductory music and visual, food and beverage process)
- Ensure that food and beverage needed for the conference (two continental breakfasts, two mid-morning snacks, two luncheons, two mid-afternoon snacks, and evening social) is provided and replenished by hotel, as necessary. (Food and beverage to be paid for by sponsorships, registration fees and/or exhibitor booth fees).
- Ensure that conference speakers in general sessions are filmed for DVD/Audio production. Recommend this cost not exceed \$1000.00.
- Provide support for DEQ/City conference planners.

(c) Post-conference Activities

- Reconcile finances and pay all outstanding invoices.
- Tabulate results of evaluation forms and compile results for DEQ and the City.
- Prepare follow up materials for speakers and sponsors, including production of DVD of event.
- Prepare final registration list.
- De-brief with DEQ/City conference planners

SECTION 3.0

RESERVATION OF RIGHTS AND PREFERENCES

- 3.1 DEQ reserves the right of creative control over the project and the right to reject any portion of or all materials produced that do not, in the sole discretion of DEQ, comply with its mission, goals or requirements.
- 3.2 DEQ reserves the right to use vendor's suggestion(s), not use vendor's suggestion(s) or use other suggestions that may meet DEQ's goals. In any event Contractor shall work with DEQ to produce a quality Brownfield Conference.
- 3.3 DEQ prefers the use of a Certified Event Planner for this conference. Preference may be given to MBE -WBE owned businesses as per DEQ utilization policy on behalf of EPA. Preference may be given to vendors or event planners with experience in staging green conferences, Brownfields conferences or national environmental conferences.
- 3.4. DEQ reserves the right to give preference to conference facilities that are brownfields sites.

SECTION 4.0

PROPOSAL PREPARATION AND SUBMISSION

- 4.1 Proposal must include costs to provide the services outlined in this RFP. Vendor is recommended to breakdown costs into the following categories: special event planner for creative concepts, theme development, script writing, logistical setup, development/printing of brochure and direct mail materials, printing of signs, conference thematic decorations, centerpieces, table cloths, drapery, staging, videographer, equipment rental, catering estimated costs, electronic communications, online registration, website maintenance and other costs not listed above. If vendor wants to breakdown the costs into different categories other than as requested above please give explanation.
- 4.2 Each proposal shall consist of one original signed and notarized response and two copies of the completed proposal.
 - Proposal shall be typewritten or printed in ink.
 - A representative authorized to bind the company shall sign the proposal.

- The person signing the proposal shall initial any changes.
- Vendors are expected to carefully examine the solicitation, instructions and amendments, if any.
- Original shall be annotated “Original” and copies shall be annotated “Copy”.

4.3 All material submitted regarding this RFP becomes the property of Department of Environmental Quality.

4.4 If you do not care to submit a proposal, please return the front page, indicating “No Proposal”, to the contact person identified on the cover page of this solicitation with your company name, signature and date.

4.5 By submitting a proposal, vendor attests to the fact they have examined all instructions, requirements, documents, specifications and standard provisions contained in this RFP.

4.6 Any agreements (e.g. licenses, maintenance agreements, etc.) that vendor or any third party expects to be signed, as part of a resulting contract to this RFP, must be included with their proposal response. If agreements are not included they will not become part of the resulting contract.

4.7 Vendor must provide three (3) references from jobs of similar size and scope with proposal submittal.

4.8 Vendor must provide at least three (3) samples of work from jobs of similar size and scope with proposal submittal.

RECOMMENDED VENDOR BY DEQ:

Brian Ferrell, CMP
Factor 110
414 NW 4th Street, Suite 100
Oklahoma City, OK 73102
(405) 604-0041
www.factor110.com

List of other Vendors the solicitation may be submitted to:

ASE Productions, Inc.
Vendor Number - 0000064058
Attn: Jennifer Anderson
6303 Waterford Boulevard
Suite 260
Oklahoma City, Oklahoma 73118
Phone: 405-843-3020; Fax: 405-842-4042
janderson@aseproductionsinc.com

Event 1 Productions
Attn: Corbin Potter
Vendor Number - 0000013163
1601 S. 129th W. Avenue
Sand Springs, OK 74063
Toll Free (888) 712-8922
Office (918) 245-8006; Fax (918) 245-8007
Kelly@event1inc.net

Eventures
Attn: Mary Ellen Alexander
Vendor Number - 0000216288 Loc 2
PO Box 76559
Oklahoma City, OK 73147
Phone 405-755-3333; fax 405-373-4709
Mea@eventures-inc.com

Faire La Fete
Vendor Number - 0000242307
Attn: Che' Loessberg
Address) - 801 NW 34th, OKC, OK 73118
Phone (405) 410-6259 themontgomery@coxinet.net
Fax Number 405- 236-2448 Attention - Che
Oak Tree Country Club

Attn. Velma Stewart or Talia
Vendor Number - 000013536
700 West Country Club Drive
Edmond, OK 73003
Phone (405) 340-1010; Fax Number 405 - 348-9130
taliamprather@oaktreecc.net

PDC Productions

Vendor Number - -0000205062
Attention: Patrick Boylan
3217 North Flood Avenue
Norman, Oklahoma 73069
Tel 405.360.5130; Fax 405.360.0524
janderson@pdcproductions.com

Winners Circle

Attn. Jane Anderson
Vendor Number - 0000240954
3217 North Flood Ave
Norman, OK 73069-8241
Phone 405-360-1084; Fax 405-360-0524
janderson@pdcproductions.com

Jones Public Relations, Inc.

Attn: Brenda Jones
Vendor Number - -0000251791
228 Robert S. Kerr, Suite 500
Oklahoma City, OK 73102
Phone 405-516-9686; Fax 405516-9685
Brenda@jonesprinc.com

Marianne's

Contact: Jennifer
Vendor Number - 0000073972
225 W. Britton Road
Oklahoma City, OK, 73114
Phone (405)751-3100; FAX: (405)752-9688
Jennifer@mariannesrentals