

Request for Proposals

Visual Solution for NEXPO 2015 International Municipal Fair

Opening date: 8 May 2014 | Closing date: 15 May 2014

1. Summary of Requirements

The Network of Associations of Local Authorities of South East Europe (in the rest of the document referred to as "NALAS") requests proposals from interested companies for the provision of professional services to develop a visual identity for the third International Municipal Fair NEXPO 2015 (in the rest of the document referred to as "NEXPO 2015") scheduled to take place in Plovdiv, Bulgaria, between 13 and 15 May 2015. The project is to be completed in phases, the last one ending with the Municipal Fair.

2. Invitation

Companies with proven experience and expertise in the development of event branding, design and website management are invited to respond to this request for proposal.

3. Request for Proposal Terminology

The following terms will apply to this Request for Proposal and to any subsequent Contract. Submission of a proposal in response to this Request for Proposal indicates acceptance of all the following terms:

Terminology

- a) "NALAS" means the Network of Associations of Local Authorities of South East Europe;
- b) "Contract" means the written agreement resulting from the Request for Proposals executed by the NALAS Secretariat and the successful company;
- c) "Contractor" means the successful company selected from this Request for Proposals;
- d) "Must", "Mandatory" or "Required" means a requirement that must be met in order for a proposal to receive consideration;
- e) "Consultant" means company that submits, or intends to submit, a proposal in response to this Request for Proposals.

4. Closing Date and Location

To be considered, proposals must be received in a sealed envelope no later than **16:00 (CET), Thursday, 15 May 2014**, at the following address:

NALAS, Partizanski odredi 42/7, Skopje 1000, Macedonia

Proposals and their envelopes must be clearly marked with the name and address of the consultant and the name of the Project: "Request for Proposal: Visual Identity for NEXPO 2015".

Your proposal package must include two (2) hard copies, along with one (1) digital copy, in PDF format on CD-Rom or USB flash drive of your submission.

5. Enquiries

This Request for Proposals can be downloaded from the NALAS website at www.nalas.eu. Questions regarding this Request for Proposal should be directed to NALAS at +389 2 3090818, or by email to info@nalas.eu.

6. Ownership of Proposals

All documents, including proposals submitted in response to this Request for Proposals become the property of NALAS. However, only the submissions by the successful consultant will be used. Once a contract has been awarded, the name of the successful consultant will be available to the public upon request.

7. Project Overview

NALAS, in line with its vision, mission and strategic objectives, since 2011, every two years organizes NEXPO, international municipal event. The first NEXPO was organized in Sarajevo, Bosnia and Herzegovina, 10-11 March 2011 and the second one in Rijeka and Opatija, Croatia, 25-27 September 2013. NEXPO combines a municipal fair, meeting of the NALAS General Assembly, thematic conferences, workshops, matchmaking, site visits, cultural programme and other side events of interest to the local governments and associations of local governments in South East Europe.

Based on a competitive selection process, NALAS decided to organize the NEXPO 2015 in the City of Plovdiv, the Republic of Bulgaria, hosted by the National Association of Municipalities in the Republic of Bulgaria and the City of Plovdiv.

The topic of NEXPO 2015 is Cities and Regions: Engines of Economic Growth in South-East Europe. NEXPO 2015 is envisioned to bring local authorities (municipalities, cities, towns and communes) to present their activities and good practices, exchange information and join discussions on topics related to economic growth. NEXPO 2013 is also expected to bring the business sector and facilitate matchmaking with local authorities.

NEXPO should become self-sustainable and raise funds from the fair exhibitors–local authorities, businesses and organizations, as well as from matchmaking. A pricing structure has been developed for this purpose.

For the purpose of organization of the Fair, NALAS has formed a Steering Committee, consisting of partners and professionals directly engaged in the preparation of the Fair. The Contractor shall work closely with the Committee during the whole period.

NALAS is embarking on a branding solution that entails: further development of the current NEXPO brand (NEXPO logo and positioning statement have been already developed and can be seen at <http://nexpo.nalas.eu>); production of layout and design schemes incorporating the brand for web and print marketing materials; production of brochures, leaflets, banners, posters, folders and a website.

The primary focus for the visual identity is to support attraction of exhibitors at NEXPO 2015. Through a consultative process with the NEXPO Steering Committee, a visual identity for NEXPO 2015 will be created that generates a positive and attractive image of the event, incorporating the characteristics of the location, the historical City of Plovdiv. The objectives of this project include:

- a) Design a visual identity, font and a colour palette for NEXPO 2015;
- b) Design NEXPO materials: brochures, leaflets, banners, posters, folders, catalogue of exhibitors, programme, name tags, etc.;
- c) Update the existing NEXPO website, with the new visual identity and content, and provide ongoing technical support as needed.

The timeline for this project is to have the company/consultant selected and the contract executed by approximately 20 May 2014. The visual identity, marketing brochure and the core content of the website shall be ready by the end of May 2014. All other products will be developed within the project implementation framework, ending by the end of May 2015, determining specific deadlines for each of the products.

8. Project Scope and Objectives

The primary objectives that form the basis of this Request for Proposals are:

- a) Visual identity development
Objective: Create a distinct, unique visual identity for NEXPO 2015 that will attract municipalities, businesses and development organizations. The visual identity will reflect the spirit of NEXPO in general, its 2015 edition and the host City, Plovdiv.
Scope: The contractor will research and design an appealing visual identity for NEXPO 2015, including logo, font and a colour palette.
- b) Design of NEXPO 2015 materials
Objective: Design NEXPO 2015 publications and materials, that incorporate NEXPO 2015 visual identity and create an interlinked, but unique visual package.
Scope: The contractor will provide designs for brochures, leaflets, banners, posters, folders, catalogue of exhibitors, programme, name tags, etc.;

The end deliverables for both a) and b) will include digital versions of all products in a format acceptable to NALAS and a visual identity binder, documenting the brand, format, font, colour scheme and promotional templates.

- c) NEXPO website update
Objective: to provide broad based, quality information in a simple straight forward and attractively packaged format for all audiences.
Scope: The contractor will update the existing NEXPO website, with the new visual identity and content. The website will provide opportunity for integrating additional tools, such as matchmaking tool, on-line registration of participants and booth selection. All interventions at the NEXPO website will be done in a consistent image that is user-friendly. The contractor will provide ongoing technical support for NEXPO website as needed.

9. Proposal submission

The following format and sequence should be followed in order to provide consistency in Consultants' response and to ensure each proposal receives full and fair consideration. All pages should be consecutively numbered.

- a) Title Page, showing Consultant's name, company, address and contact information;
- b) One page letter of introduction, signed by an authorized signatory;

- c) Table of Contents, including page numbers;
- d) A short summary of the key features of the proposal;
- e) The body of the proposal, including the details about the offer, logos, fonts, layout, use of tools and information, suggestions, recommendations;
- f) Financial offer for all the requested services: visual identity; design of publications and materials: brochures, leaflets, banners, posters, folders, catalogue of exhibitors, programme, name tags, etc.; website update)
- g) Any additional information such as references, CVs of staff involved, and components listed under the mandatory and desirable criteria, not included in the body of the document.

10. Evaluation

Evaluation of proposals will be undertaken by an Evaluation Committee. At the sole discretion of the Committee, a short list of the highest scored consultants will be developed. Consultants on the short list may be invited to make a presentation. After the presentation(s), the Committee will re-evaluate the short-listed proposals and bring a decision.

11. Criteria

The proposals will be evaluated and rated based on the criteria set out in this Request for Proposals document.

- Proposals must be in English, and the Proposal must be submitted by the appropriate date and time;
- Proposals must clearly list, in detail, what services will be provided with the associated costs for each component. Draft proposal for a visual identity must be included.
- Responses must contain a list of references of past projects and work of this nature, with contact names and telephone numbers.

Consultants should provide:

- A proposed content outline by component and sub-section for the final product;
- Examples from other events that exhibit components that you feel could fit the scope and nature of the products NALAS is looking for, and explain the rationale for your position;
- Demonstration of willingness to be flexible in working with NALAS and NEXPO Steering Committee;
- CVs of designers and IT staff to be involved in the project implementation.

12. Scoring

- 20% Creativity, Familiarity and Personnel – include a description of your view of NEXPO 2015. Provide draft visual identity. Describe the staffing plan.
- 30% Innovation in Approach - Methodology – a work plan including the proposed method to accomplish the tasks identified in the Request for Proposals. Provide a brief description of your approach to develop the vision for content, style, structure, motif etc. of the final products, based on the requirements provided in this Request for Proposals including explanation of any modification you would make.
- 20% Previous Experience in undertaking similar work and References. Indicate the number of projects of similar professional services and type or the number of projects of similar scale. Examples and samples of creative public engagement processes and other reports of a similar nature that have been prepared by the team. Demonstration of

willingness to be flexible in working with NALAS. Provide references from previous clients including specific contacts and phone numbers.

- 30% Cost and Ability to Meet Deadlines - Project quote, broken down into project products (visual identity, publications and materials: brochures, leaflets, banners, posters, folders, catalogue of exhibitors, programme, name tags, etc.; website) with associated timelines and a detailed explanation of the deliverables and services you will provide to NALAS.

13. Modification of Terms

NALAS reserves the right to modify the terms of the Request for Proposals at any time at its sole discretion.

14. Consultant Expenses

Consultants are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with NALAS. Short-listed proposals may be asked to make a presentation to the Evaluation Committee, which will be solely at the Consultant's own expense.

15. Acceptance and Rejection of Proposals

NALAS may not necessarily accept the lowest priced proposal or any proposal. At its sole discretion, NALAS reserves the right to reject any or all proposals received and to accept any proposal which it considers advantageous, whether or not it is the lowest priced proposal. NALAS is not under any obligation to award a contract, and reserves the right to terminate the Request for Proposals process at any time, and to withdraw from discussions with all or any of the Consultants who have responded. NALAS reserves the right to accept the proposed offer in total or in part, to reject any or all offers, to waive any minor informalities, irregularities, or technicalities, and to accept the offer deemed most favourable to the Network.

16. Contract Negotiation

NALAS reserves the right to negotiate specific terms of the contract with the short-listed proponents prior to the final award of the contract. NALAS also reserves the right to negotiate specific terms of the contract with the Contractor as the contract progresses.

Thank you for your interest in submitting a proposal. It is hoped that the information provided is of value and should anything be unclear, please contact NALAS directly.