# Request for Proposal

# Visual Solution for International Municipal Fair

Opening date: 17 July 2012 | Closing date: 15 August 2012

## 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 consultants for the provision of professional services to develop a visual identity for the second International Municipal Fair NEXPO 2013 (in the rest of the document referred to as “NEXPO 2013”) scheduled to take place in Rijeka and Opatija, the Republic of Croatia, between 25 and 27 September 2013. The project is to be completed in phases, the last one ending with the Municipal Fair.

## 2. Invitation

Individual consultants, businesses or companies with proven experience and expertise in the development of event branding 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

1. “NALAS” means the Network of Associations of Local Authorities of South East Europe;
2. “Contract” means the written agreement resulting from the Request for Proposal executed by the NALAS Secretariat and the successful company;
3. “Contractor” means the successful company selected from this Request for Proposal;
4. “Must”, “Mandatory” or “Required” means a requirement that must be met in order for a proposal to receive consideration;
5. “Consultant” means an individual or a company that submits, or intends to submit, a proposal in response to this Request for Proposal.

## 4. Closing Date and Location

To be considered, proposals must be received in a sealed envelope no later than 16:00 (CET),

Wednesday, 15 August 2012, 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 2013”.

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 Proposal 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 Proposal 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. NEXPO combines a municipal fair, meeting of the NALAS General Assembly, thematic conferences, workshops 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 2013 in the Cities of Rijeka and Opatija, the Republic of Croatia, hosted by the Association of Cities of the Republic of Croatia, in partnership with the Association of Municipalities of the Republic of Croatia.

The topic of NEXPO 2013 is EU Integration. NEXPO 2013 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 such as EU integration, access to project funding, twinning and networking. NEXPO 2013 is also expected to bring the business sector and facilitate match-making with local authorities in the energy efficiency area.

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

For the purpose of organization of the Fair, NALAS has formed a Fair 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 for the first NEXPO and might be seen at: http://www.nalas.eu/events/2011-03-10-NEXPO/index.aspx); 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 2013. Through a consultative process with the Fair Committee, a visual identity for NEXPO 2013 will be created that generates a positive and attractive image of the event, incorporating the characteristics of the location, the Mediterranean Cities of Rijeka and Opatija. The objectives of this project include:

1. Design title for the NEXPO 2013. NEXPO 2011 title was: *Innovative Communities Open for All.*
2. Selection of a colour palette for NEXPO 2013;
3. Design brochures, leaflets, banners, posters and folders;
4. Design, develop and maintain an event website, including visual design, technical solutions, content, registration of exhibitors and other components;

The timeline for this project is to have the company/consultant selected and the contract executed by approximately 20 August 2012 and the visual identity, marketing brochure and the core content of the website ready by 20 September 2012.

## 8. Project Scope and Objectives

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

1. Visual identity development

Objective: Create a distinct, unique visual identity for NEXPO 2013 that will attract municipalities, businesses and organizations.

Scope: The contractor will research and design, a visual identity for the Fair. This work will include: create a title, design brochure, leaflets, banners, posters and folders for print and digital media.

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

1. Website design and design of promotional tools and related materials

Objective: to provide broad based, quality information in a simple straight forward and attractively packaged format for all audiences and provide opportunity for on-line registration/booth selection.

Scope: The contractor will design a website, collect, organize and publish content to put on the website, create components such as registration, all in a consistent image that is user-friendly.

The end deliverables must include a digital version of the report in PDF format and two finished hard copies of the final report.

## 9. Proposal submission

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

1. Title Page, showing Consultant name, company, address and contact information;
2. One page letter of introduction, signed by an authorized signatory;
3. Table of Contents, including page numbers;
4. A short summary of the key features of the proposal;
5. The body of the proposal, including logos, layout, use of tools and information, suggestions, recommendations, the budget and services;
6. Any additional information such as references 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 the Fair Committee. At the sole discretion of the Fair Committee, a short list of the highest scored consultants will be developed. Consultants on the short list may be invited to make a presentation to the Fair Committee either in Rijeka or in Skopje. After the presentation(s), the Fair Committee will re-evaluate the short-listed proposals.

## 11. Criteria

The proposals will be evaluated and rated based on the criteria set out in this Request for Proposal 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 its Fair Committee;

## 12. Scoring

* 20% Creativity and Familiarity – include a description of your view of NEXPO 2013. Provide draft visual identity.
* 30% Innovation in Approach - Methodology – a work plan including the proposed method to accomplish the tasks identified in the Request for Proposal. 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 Proposal including explanation of any modification you would make.
* 10% Previous Experience in undertaking similar work - 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.
* 30% Cost and Ability to Meet Deadlines - Project quote, broken down into project phases with associated timelines and a detailed explanation of the deliverables and services you will provide to NALAS.
* 10% References - Provide references from previous clients including specific contacts and phone numbers.

## 13. Modification of Terms

NALAS reserves the right to modify the terms of the Request for Proposal 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 Fair Committee, which will be solely at the Consultants 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 Proposal 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.