



**FLORIDA TOURISM INDUSTRY MARKETING CORPORATION**

**d/b/a VISIT FLORIDA®**

**Request for Proposals:**

**Custom Booth Stand Design and Build**

**Issue date: September 13, 2024**

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## 1.0 RFP Overview and Objectives

The objective of this Request for Proposal (“RFP”) is to solicit proposals/responses from a qualified vendor that will be responsible for VISIT FLORIDA’s trade show booth design, construction/installation, furnishings, and all necessary logistics for VISIT FLORIDA’s hosted or attended trade show events domestically and internationally .for the next three (3) to five (5) years. The actual budget for each fiscal year will be determined based on VISIT FLORIDA’s funding allocation, priorities, and strategies.

VISIT FLORIDA expects contracting to begin on or about July 1, 2024, and continue until at least June 30, 2028. (These dates are not firm and are subject to negotiation until the contract is executed.) VISIT FLORIDA may consider contract duration depending on the pricing and services vendors are able to offer.

The RFP process shall consist of two phases. Phase one consists of vendors submitting written proposals in response to this RFP. Phase two will consist of more detailed submissions (potentially including exercises and/or sample assignments) and in-person presentations by selected vendors.

In the event that negotiations fail to result in a binding contract, VISIT FLORIDA retains the right to re-open negotiations with other ranking proposer(s) until a contract is secured. VISIT FLORIDA reserves the right to contract with more than one vendor if so doing would be in VISIT FLORIDA’s financial or other interest.

## 2.0 VISIT FLORIDA Overview

VISIT FLORIDA is the State of Florida’s official tourism marketing corporation. VISIT FLORIDA has been repeatedly recognized as one of the leading destination marketing organizations (DMOs) in the United States.

To review our 2024 - 2025 Marketing Plan, please click [here](#).

To review our Strategic Plan, please click [here](#).

To view our consumer website, please click [here](#).

To view our business to business website, please click [here](#).

VISIT FLORIDA is a public-private partnership that receives funding from the State of Florida, and is required to match each public dollar it receives with a contribution from a non-state source. This is done by actively recruiting the state’s tourism industry to invest as Partners through cooperative advertising campaigns, promotions programs and many other marketing ventures. Through this public-private partnership, VISIT FLORIDA services the Florida tourism industry businesses, including major strategic alliance partnerships.

VISIT FLORIDA's priorities include:

- Keeping Florida top of mind among target audiences;
- Protecting and growing visitor volume to Florida;
- Increasing Florida's overall market shares from key markets, both domestic and international;
- Extending visitor length of stay and increasing visitor spend;
- Increasing visit frequency and visitor retention;
- Increasing travel to emerging Florida destinations;
- Growing brand awareness and engagement; and
- Promoting Florida tourism industry alignment.

### **3.0 VISIT FLORIDA's Audience**

VISIT FLORIDA's audience includes:

- The Florida tourism industry at large (for partnership and cooperative advertising purposes);
- Consumers in the United States, Canada, and priority international markets (which may vary by year);
- Florida residents (currently through the "LoveFL<sup>®</sup>" brand);
- Decision-makers in the meetings and conventions industry around the world; and
- Domestic and International travel trade professionals and media.

More information can be found in our [Marketing Plan](#).

### **4.0 Anticipated Scope of Work**

The selected vendor must be able to provide consultation, booth design, construction/fabrication, graphic production, project management, installation, dismantle & shipping, audiovisual, and on-site supervision. VISIT FLORIDA plans to host or attend up to sixteen (16) domestic and international trade shows per Fiscal Year. VISIT FLORIDA will be required to approve all design elements prior to production.

VISIT FLORIDA's booths shall be turn-key, fully functional, and operationally complete including storage space. The completed booth must include a main counter or area for greeting attendees. Many of the trade shows are appointment-based or include appointments and as such, the completed booth must include: main greeting area, display option for collateral, seating/lounge space, meeting room(s), logo/image display, AV capability and refreshment area. Booths must be built in accordance with all applicable laws, meet venue requirements and VISIT FLORIDA may offer their Partners the opportunity to share/purchase space in the VISIT FLORIDA booth. Depending on

size, the booth may include counter space for the Partner(s), meeting space, seating, storage, display for collateral, logo/image/video display and workstation/counter option.

Below is a list of the events VISIT FLORIDA tentatively plans to host or participate for FY 24/25:

<b>Event:</b>	<b>Approximate Date:</b>	<b>Location:</b>	<b>Estimated Number of Participating Partners:</b>	<b>Approximate Size:</b>
<b><u>International</u></b>				
WTM London	Nov - 2024	London, England	15	360 m <sup>2</sup>
Festuris Gramado	Nov - 2024	Gramado-RS, Brazil	8	60 m <sup>2</sup>
ANATO	Feb - 2025	Bogota, Colombia	8	87 m <sup>2</sup>
WTM Latin America	Apr - 2025	Sao Paulo, Brazil	8	100 m <sup>2</sup>
ILTM Latin America	May - 2024	Sao Paulo, Brazil	5	80 m <sup>2</sup>
<b><u>Domestic</u></b>				
Florida Governor's Conference on Tourism	Sep - 2024	Orlando, Florida		600 sq ft.
IMEX America	Oct - 2024	Las Vegas, NV		800 sq ft.
Florida Huddle	Feb - 2025	Florida		600 sq ft.
Florida Encounter	Feb - 2025	Florida		TBD sq ft.
IPW	Jun - 2025	Chicago, Illinois		800 sq ft.

## 5.0 RFP Schedule and Process

RFP Schedule:

Activity	Dates
Announce Procurement	September 13, 2024
Deadline for Questions to be Submitted	October 4, 2024
Deadline for Response to Questions	October 18, 2024
Proposals Due	November 15, 2024
Initial Evaluation by VISIT FLORIDA	December 20, 2024
Presentations by Selected Vendors	Week of February 10, 2025
Negotiation with Final Vendors	Week of February 17, 2025
Agency Selection/Notification	Week of February 24, 2025

Proposals must be submitted no later than close of business (5:00 PM EST) on the date specified in the Timeline. Proposals submitted beyond that deadline may be rejected.

All inquiries should be directed to VISIT FLORIDA's Procurement Manager:

Justin McGath  
Manager, Contracts and Procurement, VISIT FLORIDA  
[jmcgath@visitflorida.org](mailto:jmcgath@visitflorida.org)  
Subject Line: VISIT FLORIDA Booth Build RFP

### 5.1 Questions to VISIT FLORIDA

Interested parties may submit written questions up until 5PM EST of the deadline noted in the schedule. Please submit all questions to [jmcgath@visitflorida.org](mailto:jmcgath@visitflorida.org). Please include "2024/2025 Booth Build RFP" in the subject line and be as clear and specific as possible when wording the question. Additionally, please be sure to include contact information –

Company Name, Name, Title, Telephone, and E-mail address. VISIT FLORIDA may contact the company to ensure clarity in VISIT FLORIDA's response based on the question.

VISIT FLORIDA will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response at [THIS LINK](#).

The question and answer process is "blind." The identity of the person and/or company submitting a question will be kept confidential while the RFP is ongoing (even from VISIT FLORIDA team members) and will be known only to VISIT FLORIDA's Procurement Officer who will work with the VISIT FLORIDA team to gather information and post answers.

## **5.2 Proposal Submission Process**

Proposals must be submitted no later than close of business (5:00 PM EST) on the date specified in the schedule above. Proposals submitted after that deadline may be rejected and not considered. All proposals should be submitted electronically via Box. [Click here to upload.](#)

Please note, vendors submitting confidential information which is exempt from Florida's Public Records Act should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (for more information, please review the section on confidentiality and public records at the end of this document).

VISIT FLORIDA will notify each agency that their proposal has been received via email within two business days. Please be sure to include an email address with your proposal and identify the name of your agency in the comment box.

## **5.3 Initial Evaluation, Presentations, Negotiations, Award and Contracting**

VISIT FLORIDA will evaluate written proposals and notify vendors selected for presentations. VISIT FLORIDA's Procurement Officer may contact vendors during this period to obtain further clarification to assist with the initial evaluation. Vendors which were not selected to proceed to the presentation phase will be notified at this stage.

The proposed team lead (project manager) must attend presentations. VISIT FLORIDA will provide preparation instructions and a presentation agenda ahead of the presentation.

VISIT FLORIDA will conduct final negotiations with one or more vendors, select one or more vendors for an award, and execute a contract.

## **6.0 Proposal Format and Content**

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format, which is described in the following table. Proposals should be submitted as a PDF file and be no more than 15 pages (No smaller than 11 pt type on 8.5 x 11 formatted paper). (Anything beyond 15 pages is not guaranteed to be reviewed. Samples can be provided in an Appendix.). VISIT FLORIDA may ask clarification questions and request additional information from respondents. Respondents should read each section carefully and ensure that proposals contain all requested information.

No.	Proposal Section	Content
1.	Authorization Letter and Signature	Include a letter signed by an authorized vendor representative with authority to negotiate on behalf of the company. <b>The letter should include a statement of acceptance of VISIT FLORIDA's <a href="#">standard terms and conditions</a> or proposed alternative terms.</b> (Please note that many of the terms contained in VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA. Requiring changes to the published terms may therefore place a proposal at a disadvantage).
2.	Table of Contents	No explanation required.
3.	Executive Summary	High-level summary of the most important aspects of your proposal, including a short explanation as to your qualifications.
4.	Vendor Overview	Respond to Section 6.1 of this RFP.
5.	Vendor Capabilities & Case Scenarios	Respond to Sections 6.2 and 6.3 of this RFP.
6.	Pricing	Respond to Section 7.0 of this RFP.



## 6.1 Vendor Overview

- Provide company legal name, parent company, and ownership structure, mailing address, address, main phone number, and email address.
- Provide primary contact.
- Please provide proposed project team's staff biographies, including links to social media profiles as appropriate and include their locations.
- Provide a brief background on your company. Include information that makes your business qualified for this project.
- Indicate whether you have experience working with tourism clients and provide examples.
- Indicate whether you have experience working across domestic and international trade fairs/convention halls and indicate if any work is subcontracted.
  - If any work is subcontracted, please specify.
- Please provide a 'Lookbook' with examples of builds the company has completed for clients that would be deemed relevant.
- Provide contact information for at least **two current clients and two former clients** that VISIT FLORIDA can contact. If possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:
  - Contact Name and Title;
  - Contact Vendor Name;
  - Contact Phone Number and Email Address;
  - Industry of Client;
  - Service Description;
  - Length of Relationship; and
  - Brief explanation regarding the end of the business relationship, if applicable.
  - List any existing clients that could be considered a conflict of interest to VISIT FLORIDA. List all destination marketing and tourism industry clients, and any other clients that may compete with VISIT FLORIDA. Please include any conflict mitigation strategies in place. A potential conflict will not disqualify a respondent, however, VISIT FLORIDA may exclude a proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed unacceptable.
  - 
  - Proposals must provide evidence of financial stability. The company must document sufficient financial resources to perform all services outlined in this RFP. Audited or reviewed financial statements are required for the three most recent years of operations. Please also provide the Company's Dunn & Bradstreet number so that a report can be requested by VISIT FLORIDA.

## 6.2 Vendor Capabilities

**Key aspects to assess:**

- Vendor's proficiency in integrating latest technologies such as augmented reality, virtual reality, and/or interactive displays to enhance visitor/buyer engagement.
- Project management tools to manage timelines and keep VISIT FLORIDA updated on the project's progress and address any concerns promptly.
- Creative design tools to convey the project's vision prior to execution/build.
- Demonstrate how budgets are managed and how the vendor maximizes value within the given budget.
- Experience in creating various types of exhibits that will engage VISIT FLORIDA's target audiences and help achieve company goals.
- Ability to create customized solutions that align with VISIT FLORIDA goals.
- Flexibility to accommodate changes or challenges that may arise throughout the project.

### 6.3 Project Scenarios

**Project Scenario One**

VISIT FLORIDA is looking for an innovative custom booth for Domestic trade shows (this booth should not be designed around a specific show). The booth design should include the following:

- Custom build based on 1800 sq ft. to best showcase the Florida brand
- Custom built individual areas for 4 partners based on 200 sq ft each.
- Meeting space: area for VISIT FLORIDA to conduct 1:1 meetings taking into account six (6) international market reps will be in attendance along with VISIT FLORIDA staff
- Flooring: High quality flooring which will provide the necessary height for electrical installation while also aesthetically appealing
- Large LED screen to showcase VISIT FLORIDA/partner promotional videos
- Services: Electrical consumption, cleaning before and during the event and management of construction permits. The presence of maintenance and personnel during the show
- Furniture: Furniture for partner's custom space, VISIT FLORIDA meeting space, lounge area - may include custom made counters/workstations, stools, tables, chairs, sofas, coffee tables, plants, flowers, greenery etc.
- In-booth Storage: Storage for audio/video equipment, collateral, VISIT FLORIDA staff equipped with shelves, trash can and a refrigerator, etc. Collateral/personal item storage for individual partner areas
- Modular design: the ability to modify the booth's footprint (flex up to dimensions above) but that can be scaled down to fit smaller spaces.
- Long-Term Storage/Shipping: location, estimate costs.

Propose a recommendation to VISIT FLORIDA with inclusion of all the specifications above. The total budget should not exceed \$100,000 USD. The build should be in

accordance with VISIT FLORIDA's Brand Guidelines and with the requirements of the venue.

VISIT FLORIDA Brand Guidelines can be found [here](#).

## **Project Scenario Two**

VISIT FLORIDA is looking for an innovative custom booth for International trade shows (this booth should not be designed around a specific show). The booth design should include the following:

- Custom build based on 375 square meters to best showcase the Florida brand
- Custom built individual area for eight (8) partners based on 12 square meters each
- Custom workstations for six (6) partners based on five (5) square meters each
- Meeting space: Two (2) meeting rooms for VISIT FLORIDA to conduct 1:1 meetings accommodating eight (8) people in each. Space should be semi-private.
- Food and Beverage: Hospitality area in the booth for VISIT FLORIDA staff/partners. Space should be able to accommodate the host/hostess for the purpose of serving beverages/snacks.
- Flooring: High quality flooring which will provide the necessary height for electrical installation while also aesthetically pleasing.
- Large LED screen to showcase VISIT FLORIDA/partner promotional videos
- Services: Electrical consumption, cleaning before and during the event and management of construction permits. The presence of maintenance and personnel during the show
- Furniture: Furniture for partner's custom space, VISIT FLORIDA meeting rooms, lounges, hospitality area - may include custom made counters/workstations, stools, tables, chairs, sofas, coffee tables, plants, flowers, greenery etc.
- Storage: Storage for audio/video equipment, collateral, VISIT FLORIDA staff equipped with shelves, trash can and a refrigerator, etc. Collateral/personal item storage for individual partner areas

Propose a recommendation to VISIT FLORIDA with inclusion of all the specifications above. The total budget should not exceed \$315,000. The space must allocate semi-private meeting rooms, custom space for partners, workstations, hospitality area and common area/lounges with tables and seating for industry to utilize. The final build can be more than one story. The build should be in accordance with VISIT FLORIDA's Brand Guidelines and with the requirements of the venue.

VISIT FLORIDA Brand Guide can be found [here](#).

## **6.4 Vendor Experience**

- How will the company assign account support and account management and team structure for VISIT FLORIDA?
- How many employees would be devoted to the VISIT FLORIDA account? What are their credentials and experience?
- If the company solution involves subcontracting domestically or internationally with others, respond to the following:
  - What services will be subcontracted?
  - What percent of services will be subcontracted?
  - Where are the subcontractor(s) located?
  - How will the company manage the subcontractor(s) so that VISIT FLORIDA has outstanding representation?

## 7.0 Pricing Information

The selected vendor will perform assignments for VISIT FLORIDA, to be assigned via scopes of work under this Agreement. These may include, but shall not be limited to custom stand design and build and any other specific scopes of work to be assigned to Selected Vendor by VISIT FLORIDA.

VISIT FLORIDA requests that each Vendor provide **detailed** pricing for account management and fees for services outlined in the RFP, including long term storage and shipping. **Pricing must be fully comprehensive and complete.** Explain how you approach a pricing structure: hourly, milestones, retainer or another model. Additional information and backup detail should be included as appropriate with your proposal.

## 8.0 Evaluation Criteria

VISIT FLORIDA is committed to fairness, objectivity and impartiality. VISIT FLORIDA will assess each proposal on the following criteria:

Criteria	Definition
<b>Vendor Abilities</b>	VISIT FLORIDA is looking for a vendor with demonstrated success in working with similar projects, provide quality product and services, ability to meet or exceed goals, and ability to offer VISIT FLORIDA with efficiencies.
<b>Cost to VISIT FLORIDA</b>	VISIT FLORIDA is looking for the best value. The proposed vendor should disclose all expected pricing in the proposal.

## 9.0 RFP Terms and Conditions

VISIT FLORIDA may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VISIT FLORIDA to contract, but rather represents a definition of the specific services being sought and invites vendors to submit proposals. Issuance of this RFP, the vendors' preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VISIT FLORIDA does not commit VISIT FLORIDA to award a contract to any vendor. Vendors, by submitting a proposal, agree that any cost incurred by it in responding to this RFP or participating in the RFP process, is to be borne solely by the vendor. The issuance of this document and the receipt of information in response to this RFP will not in any way cause VISIT FLORIDA to incur liability or obligation to respondents, financial or otherwise, and VISIT FLORIDA will not reimburse or in any way compensate respondents for expenses incurred in connection with their response to this RFP.

VISIT FLORIDA shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with a vendor related to one or more services described herein will obligate VISIT FLORIDA and then only in accordance with the terms and conditions contained in such agreement. Respondents understand and agree that submission of a proposal and/or participation in the RFP does not create a contractual relationship between any Respondent and VISIT FLORIDA.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing agencies to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected vendor relating to the services covered by this RFP. No action or communication of VISIT FLORIDA other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VISIT FLORIDA only in accordance with the terms and conditions contained in the written contract.

VISIT FLORIDA reserves the right to enter into discussions and/or negotiations with more than one vendor at the same time. VISIT FLORIDA may contract with one or more vendors at the same time, with no vendors, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VISIT FLORIDA reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the vendor or vendors of its choosing without explanation. VISIT FLORIDA will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to:

Justin McGath, Manager, Contracts and Procurement  
[jmcgath@visitflorida.org](mailto:jmcgath@visitflorida.org)  
VISIT FLORIDA Booth Build RFP

Mr. McGath is the sole contact for vendors. All other VISIT FLORIDA team members, including evaluators, are prohibited from discussing the RFP with vendors outside of the scheduled process.

Proposals must state that the vendor will agree to execute a contract containing VISIT FLORIDA's standard terms and conditions which have been published alongside this RFP (and may be reviewed [here](#)), or include a mark-up of those terms with specific language changes that the agency would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Many of the terms contained in VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA. Requiring changes to the published terms may therefore place a proposal at a significant disadvantage.

**Confidentiality and Public Records:** VISIT FLORIDA is subject to Chapter 119, Florida Statutes, Florida's Public Records Act. That means all records sent or received by VISIT FLORIDA in connection with its business must be provided to the public upon request unless specifically made confidential or exempt from such requirement [by Florida law](#). This requirement includes materials you submit to VISIT FLORIDA in connection with this RFP. Vendors may mark information submitted to VISIT FLORIDA that qualifies as a trade secret or some other exemption under Florida law as "CONFIDENTIAL." Vendors should only mark information "CONFIDENTIAL" if they believe that it satisfies a specific legal exemption to Florida's Public Records Act and should state the specific legal exemption relied upon. Vendors should ensure that confidential information is appropriately marked at the time it is initially delivered to VISIT FLORIDA, as failure to do so may destroy the confidential nature of the information. Vendors submitting proposals containing confidential information should submit two versions, a clean version for VISIT FLORIDA review and a version with all the confidential information redacted. Should VISIT FLORIDA receive a public records request once the RFP has concluded and VISIT FLORIDA has issued an award, it will provide the redacted version and notify the vendor (note: VISIT FLORIDA will not disclose RFP materials while the RFP is ongoing). Should the requester dispute the applicability of the asserted public records exemption, VISIT FLORIDA will notify the vendor which then must take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the "Sunshine Manual" here: ([www.myfloridalegal.com/sun.nsf/sunmanual](http://www.myfloridalegal.com/sun.nsf/sunmanual)). Finally, please note that the final contract terms awarded to the winning vendor or vendors will be a public record and will be posted on the VISITFLORIDA.org website as required by law and VISIT FLORIDA's standard contract terms (which must be agreed to upon submission of a proposal).