

INVITATION TO BID (ITB)

RFQ Number: DEV16TOU01

The Ohio Development Services Agency (ODSA), TourismOhio, is soliciting bids for the following:

Overview:

The National NAACP Convention is being held in Cincinnati from July 16-19, 2016 at the Duke Energy Center. TourismOhio plans to exhibit in the Expo portion of the convention to make the more than 10,000 expected attendees aware of all there is to see and do in Ohio. All activities will be for the promotion of travel around Ohio.

The theme of the NAACP convention is "Our Lives Matter, Our Vote Counts".

TourismOhio would like to contract with an MBE vendor to provide the following deliverables.

Deliverables:

- The vendor will ensure the TourismOhio booth is staffed with a diverse staff of marketing personnel (minimum of 2 staff at the booth at all times) who will serve as ambassadors during the following hours:
 - o Saturday, July 16, 2016 from 10:30 am – 6:30pm
 - o Sunday, July 17 – Tuesday, July 19, 2016 from 9:30am – 6:30pm
- TourismOhio will provide the vendor with a training module which will include information about the state visitors brand and how it should be used by hospitality ambassadors, how to greet visitors to the TourismOhio booth and what we have to offer in the way of information, promotional items and Ohio's 360-degree virtual reality experience. The training is estimated to take less than 2 hours.
- The selected vendor will recruit, train and supervise hospitality ambassadors to ensure ambassadors are properly trained and executing the visitor experience consistently per the TourismOhio module.
 - The vendor will coordinate the logistics associated with loading in print and promotional items prior to the convention and carefully packing up and returning such items in good condition to TourismOhio at the conclusion of the convention.
- The vendor will ensure the ambassadors or their supervisor will ensure the booth is in good condition, well-organized and travel guides are readily available before the expo doors open each day. Brochures will be kept stocked throughout the day. The virtual reality hardware is carefully and properly maintained and returned to TourismOhio in good condition. The booth is tidied at the end of each day and re-stocked and that the virtual reality hardware is securely stored before ambassadors leave for the day.

- The vendor will ensure, visitors to the booth are greeted and provided with information about Ohio destinations which meet their interests. Visitors to the booth who are interested in trying Ohio's 360-degree virtual reality experience are assisted with the goggles. Supplier will collect participant email addresses and ensure that at least one photo per hour is taken of activities and visitors to the booth and transmitted to the Development Services Agency personnel for use on social media.

The lowest priced bidders may be interviewed and evaluated on the following criteria. Selection of winning bidder will be made based on lowest price **and** responses to interview questions.

- Provide examples of prior event management in the travel and tourism industry
- Describe previous examples that illustrate your organization/staff being the face of a well-known brand at an event similar in size and visibility to the NAACP
- Demonstrate and be able to articulate an understanding of Ohio's tourism brand (click here for a link to Ohio's brand guidelines, http://www.ohio.org/sites/default/master/files/uploads/administrator/TO_Brand-Logo_Guidelines-20.pdf)
- Describe the process your organization uses to hire and train friendly, competent and reliable staff
- Please demonstrate your ability to meet the short deadlines set forth in deliverables (hiring staff, etc.).
- Number of years in business

ITB Issued: 5/27/2016
Inquiry Period – 5/27/2016 – 6/3/16 at 8:00 a.m.
Quotations Due: 6/6/16 at 2:00pm

This RFQ is intended for State of Ohio certified MBE vendors only as an MBE Set-Aside Procurement Opportunity.

Submit Bids by email to the following contact(s):

Contact	E-mail address
Andy Shaw Agency Procurement Officer	Procurement@development.ohio.gov

Quotations received after the deadline will not be evaluated. Additionally, bids that do not completely address the requested specifications above will not be evaluated.

Please submit all inquiries about this ITB via the Submit Inquiry button.



Development
Services Agency