



September 23, 2020

Request for Quotation Number: LJ-RFQ-BWC210338
Production of Event, Audio and Video Capture, and
Live Streaming Services for Virtual Conference

Consider this as the State of Ohio Bureau of Workers' Compensation (BWC) Request for Quotation (RFQ) for a supplier to provide a live-streaming virtual conference solution.

BWC is seeking an expert in virtual event management, conference production, and live-streaming events to ensure a successful event. The supplier will provide software, equipment, and all professional services required for an interactive, fully branded, live, end to end engagement, including virtual exhibitors.

The Medical & Health Symposium (MHS), will be broadcast live, in-person from the Greater Columbus Convention Center in downtown Columbus, Ohio, supplier's studio, or a central Ohio location of the supplier's suggestion. The MHS is scheduled for April 8 – 10, 2021 and offers a single-track conference agenda, there will not be any concurrent educational sessions.

The supplier must be able to integrate with BWC's registration vendor, Cvent, Inc. to systematically exchange pre-registration data and day of event attendance verification.

Qualified supplier companies must submit proposals for all services enclosed here.

This request includes a one-year bid with three one-year options to renew.

Background

BWC is an agency of the State of Ohio responsible for administering the workers' compensation insurance program in Ohio. BWC's Medical and Health Services division annually hosts a free in-person medical conference for approximately 800 attendees; however, due to the COVID-19 state of emergency, the 2021 symposium will be held virtually. Each speaker over the 3-day conference will present their educational session in-person from a pre-determined location to be broadcast live for up to 1,500 attendees.

The MHS is April 8 – 10, 2021, with rehearsal on Wed., April 7, 2021. BWC is expecting all speakers to present in-person and on-site from Columbus; however, supplier should have capability to broadcast a speaker's presentation from a different location if necessary.

The contract for these services will be awarded to the lowest, most responsive bidder to the minimum specifications set forth in this bid document. Please provide your responses timely and with a price list for the desired services itemized within this bid request.

Timeline

RFQ Issued: 9 /23/2020
Deadline for Submitting: **10/08/2020 at 1 p.m.**
Question Period: 9/23/2020 – 10/05/2020
Bid Review & Demonstration Period: 10/09/2020 – 10/16/2020
Contract Awarded: 10/23/2020
On Location Begin Date: 4/07/2021
Event Dates: 4/8/2021 – 4/10/2021
On Location End Date: 4/10/2021

Estimated Contract Start date – 10/23/2020 (Subject to budgetary and administrative approval)

Estimated Contract End date – 6/30/2021 With the option to renew

Minimum Service Specifications

The minimum service specifications for the Ohio Bureau of Workers' Compensation Medical & Health Symposium are included below. The supplier must respond to all three service sections (Section I: Broadcast Services, Section II: Production Services, and Section III: General Services) for their bid to be considered complete.

Section I Broadcast Services

- A. Supplier representative(s) must be present at the event to oversee production, direction, supplier's equipment, cameras, technical platform, streaming operations, and to coordinate with BWC staff and facility personnel.
- B. Broadcast location: on-site live broadcast of in-person speaker presentations from the Greater Columbus Convention Center or pre-determined central Ohio location.
- C. Technical execution
 - i. Virtual event with flexibility for up to 1,500 interactive participants.
 - ii. Customization of platform content to allow for BWC event branding.
 - iii. Live streaming across social media i.e., BWC Facebook live, YouTube live, Twitter, Instagram.
 - iv. Host has control to mute and unmute attendees.
 - v. Send notifications/alters to attendees.
 - vi. Live in-person video feed or pre-recorded conference session.
 - vii. Technical support to monitor session streaming
 - viii. Any additional activities specified by the production schedule.
- D. Live streaming broadcast equipment
 - i. Supplier to provide all equipment necessary for full end to end event broadcasting.
 - ii. Adequate internet, bandwidth, and upload capabilities from broadcast location.
 - iii. High-definition hardware encoder, cables, staging, lighting, backdrops.
 - iv. Real-time messaging protocol, content delivery network, and video platform.
 - v. Two (2) cameras and camera operators.
 - vi. Interactive live streaming experience for attendees.
- E. Streaming security and technical support

- i. Supplier will ensure security of the live stream.
- ii. Supplier will provide technical support.

F. Speaker specifications and functionality

- i. Upload handouts, i.e., PowerPoint, Word, PDF, images.
- ii. Share website links.
- iii. Share handouts in a split screen format.
- iv. Interact with audience with polling – manage and accumulate responses during live presentation.
- v. Countdown clock to session end time.
- vi. Question & answer (Q & A) dialog box, attendees ask questions live or in text answers, questions pushed to speaker with BWC assistance.
- vii. Chat feature with attendee - private or public chat option.

G. Attendee (viewer) specifications and functionality

- i. Allows for virtual attendees to participate in a live session through the submission of questions, audience polling or other functionality.
- ii. Provides attention checks.
- iii. Countdown clock to session start times during breaks.
- iv. Ability to adjust size of viewer screen and its various windows, not just full screen.
- v. Participate via desktop, laptop, mobile device, and tablet
- vi. Chat feature for live tech support.
- vii. Chat feature with speaker - private or public chat option.

H. Reporting and event metrics

- i. Real-time reports and post event reports
- ii. Attendance numbers, participant engagement levels, and polling
- iii. Attention checks and logout actions
- iv. Registration metrics

I. Archiving – recording and storage of event (optional service)

Section II Production Services

A. Event director/producer

- i. Pre-broadcast platform design and management.
- ii. Directs all aspects of on-camera event.
- iii. Direct, install, and create staging for production location.
- iv. Assist in design, creation and management of virtual live stream event and of exhibitor booth experience with BWC staff assistance.
- v. Speaker coaching and rehearsal.
- vi. Speaker briefing, lighting, and staging recommendations.

B. Advanced production services

- i. Assist in design, creation, and management of audio and video assets.
- ii. Additional event activities may include but not limited to switching of video feeds, graphic overlays, sound/music, dynamic transition slides.

B. Technical support

- i. Technical support for the direction of slide transition and split screen, attendee experience and all platform aspects.
- ii. Technician manages and coordinates Q&A and polling with BWC staff assistance.
- iii. Technician support for trouble shooting and sign-on issues (email, phone, web support)

C. Remote presentations – should the COVID-19 state of emergency change and BWC, supplier, and/or speakers are not in-person, supplier should have an option for a remote/virtual conference.

- i. BWC staff located in remote locations
- ii. Supplier staff located in a remote location
- iii. Presenters located in their own locations
- iv. Remote package (light ring, microphone, camera, etc.)

Section III General Services

A. Event management

- i. Platform creation – engagement, visual experience, and full integration
- ii. Pre-production image assistance with platform branding and customization
- iii. Chat feature with speaker - private or public chat option
- iv. Pre-production build site and create links
- v. Support during design build and integrations
- vi. Planning and rehearsal management

B. Integration with registration vendor Cvent, Inc.

- i. Cvent, Inc. is BWC's registration vendor
- ii. Supplier must be able to electronically integrate with Cvent, Inc. to receive registration data
- iii. Supplier must be able to electronically integrate with Cvent Inc. to send session attendance verification
- iv. Supplier must be able to transmit session attendance data to Cvent, Inc. by end of day and preferably at the conclusion of each session
- v. BWC utilizes the following packages from Cvent, Inc.: Flex Event, Inquisition, Credit Tracker, Crowd Compass Mobile Application
- vi. Supplier may access the Cvent Developer Hub at <https://developers.cvent.com/> to seek assistance to develop all integrations with the latest version API used by Cvent

The Application Programming Interface (API) will be used to push and pull data between the supplier's platform and the Cvent registration system. Supplier must ensure full push and pull with API integration. Cvent gives access to their API, but it will be the suppliers responsibility to develop the integration between your platform and Cvent. This development should be done by the supplier's team member with knowledge of API development. If you do not have a technical resource available, Cvent, Inc. can recommend a third-party developer for the supplier with BWC assistance.

C. Virtual exhibitors (bid option separately)

- i. Accessible from the conference platform
- ii. Functionality to live stream with exhibitor(s) or at pre-established times
- iii. Functionality for exhibitor to show video(s) or product demonstration

- iv. Functionality for attendees to submit questions or chat with exhibitor(s)
- v. Virtual exhibitor booth setup and links
- vi. Tools to integrate virtual exhibitor activity

D. Software and product functionality

- i. Supplier must provide a virtual conference platform
- ii. Supplier must provide a live streaming product

BWC does not pay for travel and/or related expenses.

FORMAT OF YOUR PROPOSAL

Based upon the specifications provided in this RFQ, it is expected that supplier will provide at least the following information along with the quote.

- A. An introductory statement which reflects your understanding of the project.
- B. A statement detailing the availability of the supplier to provide the services requested for the event.
- C. Explanation of how the supplier will meet all three (3) sections of the minimum service specifications.
- D. Supplier must describe all technology being used at a high level
- E. A list of assigned staff from supplier (if outsourced, please indicate)
 - i. Operations of 2 camera locations
 - ii. Producer/stage manager
 - iii. Web/streaming technician
 - iv. Help desk technician (BWC, speaker, attendee)
- F. Broadcast location
 - i. Supplier must explain broadcast location in Central Ohio, if not the Greater Columbus Convention Center
 - ii. Supplier must clarify if proposal includes location costs
 - iii. Supplier must confirm adequate internet and bandwidth capabilities for location
- G. Credentials of your organization, including relevant experience in similar roles.
- H. Professional References
 - i. List of not less than three (3) professional references.
 - ii. Professional references must have used your products and services within the last 12 months for a virtual conference or are under contract to use your products and services within the next 6 months.
- I. A statement detailing the service fees associated with providing the services requested. Expenses related to the preparation and completion of a response to this RFQ are the sole responsibility of the supplier.

Medical & Health Symposium Production Schedule

Wednesday, April 7, 2021: Rehearsal and Load-in Day

- Load-in and setup for all event suppliers
- Technical support setup
- Direct rehearsals with talent and presenters

Thursday, April 8, 2021: Event Day 1

- Live broadcast of the general session time: 8:00 – 5:00 pm
- Consecutive sessions with breaks, no concurrent sessions
- Technical support: 7:00 am – 6:00 pm

Friday, April 9, 2021: Event Day 2

- Live broadcast of the general session time: 8:00 am – 5:00 pm
- Consecutive sessions with breaks, no concurrent sessions
- Technical support: 7:00 am - 6:00 pm

Saturday, April 10, 2021: Event Day 3

- Live broadcast of general session: 7:30 am – 4:00 pm
- Consecutive sessions with breaks, no concurrent
- Technical support: 6:30 am – 5:00 pm
- Wrap and load-out: TBD

Product Demonstration Period

The BWC reserves the right to request a supplier's product demonstration during the timeframe of 9/23/2020 – 10/7/2020.

Product Demonstration

A virtual conference educational session for an internal BWC audience. Supplier personnel is not required on-site for this demonstration event. BWC staff would all be participating virtually for the demonstration.

Contract Details

Upon accepting the assignment, returning and first-time contractors can create an account on the Supplier Portal at www.supplier.obm.ohio.gov. The Supplier Portal is designed to provide secure and convenient access to transactions with the State of Ohio. Login with an OH_ID account username and password to create your account.

After account set-up is finished, additional information may be requested to complete the process. For questions contact 877-644-6771.

Fee Schedule or Rate:

BWC will only consider quotes that have the following required information:

- Itemized cost
- Hourly rate
- Flat fee
- Cost associated with sections I, II, and III
- Travel and expenses should be included in the cost.

All contractors from whom the state or any of its political subdivisions make purchases shall have written affirmative action program for the employment and effective utilization of economically disadvantaged persons.

Additional Requirements:

Affirmative Action

Before a contract can be awarded or renewed, for any amount in excess of \$2,500.00, an Affirmative Action Program Verification Form must be submitted to the DAS Equal Opportunity Division to comply with the Ohio affirmative action requirements. An Affirmative Action Program Verification Form submitted to the Equal Opportunity Division to comply with the affirmative action requirements pursuant to the Ohio Revised Code 125.111(B).

<http://www.das.ohio.gov/Divisions/EqualOpportunity/AffirmativeActionProgramVerification/tabid/133/Default.aspx>.

Executive Order 2019-12D

PROHIBITION OF THE EXPENDITURE OF PUBLIC FUNDS FOR OFFSHORE SERVICES.

Pursuant to Executive Order 2019-12D, no State Cabinet, Agency, Board or Commission will enter into any contract to purchase services provided outside the United States or that allows State data to be sent, taken, accessed, tested, maintained, backed-up, stored, or made available remotely outside (located) of the United States. Notwithstanding any other terms of this Contract, the State reserves the right to recover any funds paid for services the Contractor performs outside of the United States for which it did not receive a waiver. The State does not waive any other rights and remedies provided the State in the Contract. Executive Order 2019-12D is available at the following website:

https://procure.ohio.gov/PDF/EO2019-12D/EO_2019-12D2_Offshore.pdf

The Contractor must complete the Contractor/Subcontractor Affirmation and Disclosure form affirming the Contractor understands and will meet the requirements of the above prohibition. During the performance of this Contract, the Contractor must not change the location(s) disclosed on the Affirmation and Disclosure Form, unless a duly signed waiver from the State has been attained to perform the services outside the United States. The Contractor/Subcontractor Affirmation and Disclosure form is available at the following website:

<https://procure.ohio.gov/PDF/EO2019-12D/02-Standard%20Affirmation%20and%20Disclosure%20Form.pdf>

All contractors from whom the state or any of its political subdivisions make purchases shall have written affirmative action program for the employment and effective utilization of economically disadvantaged persons.

New Supplier

If you are a new Supplier, a **Supplier Information Form** must be completed and submitted to Ohio Shared Services. Both the instructions and the form can be found at:

www.supplier.obm.ohio.gov.

If you have not received any payment from any State of Ohio agency within the past two years, or if your business name or address has changed since the last payment, you will need to complete the IRS form W-9 and the supplier Information Form. If you have difficulty opening or printing the "pdf" file attached to this e-mail, you can find a blank form on the Ohio Office of Shared Services (OSS) website also: <https://ohiosharedservices.ohio.gov>.

Should an order be placed as a result of this process, selection will be based upon the lowest responsive and responsible quote submitted that meets the minimum requirements. A Sales and Use Tax Blanket Exemption is available upon request.

Please e-mail quotes to my attention by 10/08/2020 1:00 p.m. and include the above Request for Quotation number in the email subject line or cover sheet.

All questions should be directed to my attention by email at Linda.J.1@bwc.state.oh.us.

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