



**MINORITY CORPORATE COUNSEL ASSOCIATION (MCCA)
REQUEST FOR PROPOSAL FOR PHOTOGRAPHY/VIDEOGRAPHY SERVICES**

I. OVERVIEW.

The Minority Corporate Counsel Association (“MCCA”) is accepting proposals in response to this Request for Proposal (“RFP”) to select an experienced professional photographer/videographer or photography/videography services company (“Photographer”) to photograph and record the attendees, events, programs and venues (collectively, “Services”) for one or more live event organized, hosted, and/or sponsored by MCCA (each, an “Event”).

The objective of this RFP is to locate a Photographer that demonstrates an understanding of MCCA’s overall mission, brand, and Event goals. MCCA will select a Photographer that provides the best overall value to MCCA; while price is a significant factor, other criteria will form the basis of the award decision as more fully described below.

II. SCOPE OF WORK. It is expected that the Services will require the Photographer to perform the tasks listed in this Section II and other related tasks. The general conference information, tentative agenda, format of the event and anticipated attendees are set forth in Schedule 1. All venues and vendors already finalized are set forth in Schedule 2.

A. GENERAL TASKS.

- Establish regular ongoing communication with MCCA and work closely with MCCA to ensure all aspects of photography of the conference is handled;
- Ensure all authorized agents and/or staff of Photographer are qualified to perform services in accordance with best industry standards (Photographer will not subcontract any tasks to third parties without the prior written consent by MCCA);
- Exercise duty of loyalty and good faith in favor of MCCA when performing the Services obtained from this RFP;
- Complete photography coverage of all parts of the Event;
- Complete photography coverage that highlights various aspects of the Event that makes it appealing to attendees (members, non-members, sponsors, honorees, staff, etc.); and
- Be familiar with the run of shows and conference agenda.

B. ESTIMATED HOURS.

- Estimated times needed for photography and/or videography services are detailed in Schedule 1 Event Agenda. This includes general breakout sessions, plenaries, registrations, social events, off-site events, panel headshots, and other photography related tasks as required.

C. PHOTOGRAPHY/VIDEOS SHOTS TO INCLUDE:

- Staged photos of panelists together prior to their breakout/CLE sessions;

- Candid photos of breakout/CLE sessions;
- Staged and candid group shots of attendees throughout the Event;
- Staged and candid photos of sponsors around the conference and exhibit space;
- Photos of the crowd and overall group in the Event;
- Photos of the venue and exhibit hall setup;
- Photos of the various programs and event collateral;
- Staged photos of Award winners;
- Staged and candid photos of presenters;
- Event montage video and/or Event wrap up montage video;
- Interview videos of selected attendees (list of required interviews will be provided by MCCA); and
- Any other required shots (more extensive shot list will be provided to the vendor a week prior to the event)

D. DELIVERABLES:

- MCCA will receive all raw image files and edited photos of each photograph.
- Full resolution digital images are to be uploaded to Dropbox/Google Drive with full usage rights and ownership within ten (10) days of the conclusion of the Event.
- Edited video of interviews and Event montage are to be provided to MCCA with full usage rights and ownerships within fourteen (14) days of the conclusion of the Event.
- All images from the Event will be delivered no later than ten (10) days from the conclusion of the Event.
- MCCA retains all rights to alter and use any final images and videos.
- Selected vendor will not be allowed to add or embed photos and/or videos with branding captions or watermark signatures on images provided to MCCA.
- Provide all photos organized by the day of the Event.

III. MASTER SERVICES AGREEMENT.

This RFP does not constitute a contract. MCCA will negotiate a Master Services Agreement (“MSA”) with the selected Photographer, which MSA will include customary representations and warranties and confidentiality provisions, including a requirement that the Photographer will ensure that each of its staff, agents, vendors, and other subcontracted third parties sign confidentiality agreements that are at least as protective of MCCA’s confidential and proprietary information as those in the MSA.

IV. KEY REQUIREMENTS AND RESPONSIBILITIES.

- Photographer will effectively and efficiently execute and perform services as outlined in **Section II. SCOPE OF WORK.**
- Photographer will be required to have their own photography and videography equipment. MCCA does not provide any photography/videography equipment required to complete this RFP.
- Photographer will not commercially market its services during performance of the Services at our Event.
- Photographer will not accrue additional expenses and remain on budget as provided by MCCA once the MSA executed.

- Photographer is responsible for its own business expenses, except expenses that are pre-approved reasonable business expense related to the Event and reasonable travel arrangements (accommodations/transportations).

V. REQUEST FOR PROPOSAL FORMAT & GUIDELINES.

A. FORMAT. Photographer must submit its proposal by emailing the proposal to events@mcca.com and kevin.wong@mcca.com in a single electronic PDF attachment of a maximum of 5 pages using 12-point size font in Times New Roman with 1" margins. PowerPoints are allowed with the same formatting guidelines.

B. CONTENT. The proposal shall include the following sections:

1. Executive Summary. One-page summary of the Photographer's background, past experience similar to the Services expected for the Event, a basic understanding of the Services required, and reasons why the Photographer should be selected.
2. Examples/Past Projects: Include a summary describing three (3) relevant projects with sample of images (or link to samples of images). Should the vendor have an online portfolio, please provide the proper link to review.
3. Photography Team (if applicable). Name and short biography of each individual who will be involved with the Event and what role each individual play during the Event.
4. Cost Summary. A detailed cost for your services broken into product and service costs including anticipated travel expenses.
5. References. Provide a minimum of three (3) references including the name of person(s) who may be contacted, title of the person, email address and phone number.
6. Other Information. Any additional information that Photographer believes will be relevant to the RFP and the Photographer's capability to provide the Services.
7. Signature. The proposal must be signed by a representative of the Photographer that is authorized to commit on behalf of the Photographer.

VI. PROPOSAL EVALUATION.

MCCA will evaluate proposals based on the several factors it deems in its sole discretion as important, including, without limitation: (1) responsiveness to requirements, (2) adherence to the format and guidelines set forth in **Section V. REQUEST FOR PROPOSAL FORMAT & GUIDELINES**, (3) demonstrated capability and experience, (4) references and samples of work, and (5) fees. Proposals will be evaluated and graded by MCCA staff and leadership. MCCA reserves the right to find any proposals qualified or unqualified to perform the duties outlines in **Section II. SCOPE OF WORK**.

VII. CONFIDENTIALITY CLAUSE.

Any information disclosed by MCCA herein (and any related correspondence and/or attachments) is considered confidential and constitutes the proprietary information of MCCA. All submission will be treated as confidential between MCCA and the Photographer. MCCA will use its commercially reasonable efforts not to disclose the contents of the Photographer's proposal to other participants or the public. MCCA reserves the rights to discuss the submissions with its consultants, references provided by the Photographer proposals, and other related parties during the evaluations process.

SCHEDULE 1

Event Description

Creating Pathways to Diversity® Conference

The Creating Pathways to Diversity® conference focuses on global diversity and inclusion, talent optimization, inclusive leadership and management to bolster the promotion and retention of diverse attorneys. The program offers practical development tools, best practices and resources for individual lawyers and organizations. For individuals, there are workshops to improve rainmaking and business development skills, including the MCCA Pitch Session Network. The Pitch Session Network allows corporate law departments to directly connect with diverse attorneys, diversify their service client portfolios and assist in holding law firms and legal service providers accountable for their diversity efforts. For organizations, expert panels address areas for improved execution of a diversity and inclusion strategy. All these programs provide opportunities for networking and advancing the careers of diverse attorneys. More information you can visit - <https://www.mcca.com/events/pathways/>

Event Tentative Agenda

| MONDAY, OCTOBER 1, 2018 | TUESDAY, OCTOBER 2, 2018 | WEDNESDAY, OCTOBER 3, 2018 |
|--|---|--|
| 8:00 am – 5:00 pm REGISTRATION & INFORMATION DESK | 7:30 am – 5:30 pm REGISTRATION & INFORMATION DESK | 7:30 am – 9:30 am BREAKFAST/THE EXCHANGE |
| 8:00 am – 5:00 pm PITCH SESSION NETWORK | 7:30 am – 5:30 pm PITCH SESSION NETWORK | 8:30 am – 11:30 am THE BLUEPRINT |
| 2:00 pm – 3:30 pm PLENARY SESSION CLE | 7:30 am – 8:30 am NETWORKING BREAKFAST | 9:15 am – 10:30 am CLE/SOURCES OF SUCCESS SESSIONS |
| 3:45 pm – 5:15 pm PLENARY SESSION CLE | 8:30 am – 10:00 am PRESENTATION OF ETELBRICK AWARD AND CLE PLENARY | 10:45 am – 12:00 pm CLE/SOURCES OF SUCCESS SESSIONS |
| 5:30 pm – 7:00 pm WELCOME RECEPTION | 10:30 am – 11:45 am CLE/SOURCES OF SUCCESS SESSIONS | 12:00 pm – 6:00 pm OPTIONAL ACTIVITIES |

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|---|---|--|
| 10:00 pm – 12:00 am MCCA AT NIGHT | 12:00 pm – 2:00 pm PRESENTATION OF RISING STARS AND VASHON AWARDS FOLLOWED BY A CLE PLENARY | |
| | 2:30 pm –3:45 pm CLE/SOURCES OF SUCCESS SESSIONS | |
| | 4:00 pm – 5:15 pm CLE/SOURCES OF SUCCESS SESSIONS | |
| | 5:30 pm – 7:00 pm COCKTAIL RECEPTION | |
| | 7:00 pm – 10:00 pm DINE-A-ROUND NYC | |
| | 10:00 pm – 12:00 am MCCA AT NIGHT | |

Format of the Event

- For the Pitch Session Network, we will have multiple individual meetings happening all at once (dependent on how many rooms we have available during any given time).
- For the CLE/SOS sessions, there will be 3 to 4 tracks happening simultaneously during one given time.
- The Plenary sessions will be the only session happening during that given time.
- MCCA at Night would ideally be an off-site location (we are thinking about Central Park Zoo, etc.)
- Dine-A-Round is being hosted by the different firms around NYC giving the firms opportunities to host and showcase their firms.

Anticipated Attendees

Anticipated attendees will be 650-700. The conference is catered to corporate lawyers, with majority from the in-house/corporate legal departments. The other substantial attendees will be from law firms and legal vendors.

SCHEDULE 2

Finalized Venue

New York Hilton Midtown

1335 Avenue of the Americas

New York, NY 10019

Point of Contact:

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Design/Concept Consultant

Ideation

Point of Contact

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