



INTERNATIONAL CITY/COUNTY  
MANAGEMENT ASSOCIATION  
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icma.org

## REQUEST FOR PROPOSAL

Original Date Issued: Tuesday, August 20, 2019 – 5:00pm EST

Deadline for Questions: Friday, August 30, 2019 – 5:00pm EST

Closing Date Friday, September 6, 2019 – 5:00pm EST

Presentation by Finalist: Mid-Late September 2019

Decision Date: October/November 2019

Reference: ICMA Washington, D.C.

Subject: **Request for Proposal No. ICMAHO/Annual Conference Registration Services/2020**

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for professional services for ICMA in Washington, D.C. ICMA anticipates awarding one (1) single award as a result of this solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical questions concerning this solicitation should be directed to the ICMA Events Registration Manager at [mwatson@icma.org](mailto:mwatson@icma.org) with a copy to [workwithus@icma.org](mailto:workwithus@icma.org). All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at [workwithus@icma.org](mailto:workwithus@icma.org).

All communications must include the solicitation title, ICMAHO/Annual Conference Registration Services/2020, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and look forward to a mutually beneficial business relationship.

Sincerely,

Jeremy Figoten, CAE

Director, Conferences and Sponsorships

ICMA

### **PURPOSE**

ICMA hosts annual conferences, at different venues each year, to disseminate educational, information-sharing and networking tools to help local governments manage in today's complex environment. The ICMA Annual Conference is the largest annual event in the world for local government managers and staff. ICMA also hosts five smaller regional conferences yearly, at various venues throughout the United States. ICMA seeks to procure conference registration services for the annual and regional conferences.

### **ABOUT ICMA**

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to more than 11,000 ICMA members, city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA's programs and services, please go to [www.icma.org](http://www.icma.org).

ICMA's Dun and Bradstreet number is 072631831

## **SCOPE OF WORK**

### **Annual Conferences:**

#### **Background:**

Each year ICMA hosts its Annual Conference in a city within one of five ICMA-designated domestic regions, with an international conference occurring every eleventh year. The Annual Conference provides our members with an opportunity to attend forums, workshops and keynote addresses to acquire new skills and information to advance their careers in local government management. The Annual Conference also provides our members with an opportunity to network with other local government professionals while enjoying organized social and sporting events in the city hosting the Conference for that year. A typical Annual Conference can expect between 3,200 and 3,700 main attendees, not including an average of 300-600 guests and 500-700 exhibitor personnel. While the fee structure for our Annual Conference is fairly complex, most fees are based on membership type. Sample registration categories include: full member, affiliate member, nonmember, student member, retired member, life member, and professor member. Registration fees also increased twice during the Annual Conference registration season to incentivize timely registration.

#### **Upcoming Events Information:**

Event Name: 2020 ICMA Annual Conference

Date of Event: September 23-26, 2020

Location: Toronto, Ontario, Canada

Registration Opens: October 2019\*

\* - knowing this time frame is unattainable to get a registration company up and running, ICMA will open registration in October 2019 using our AMS (NetForum) with the understanding that a registration company would be on-line and ready to go by January 1, 2020.

Event Name: 2021 ICMA Annual Conference

Date of Event: October 3-6, 2021

Location: Portland, Oregon

Registration Opens: September 2020

Event Name: 2022 ICMA Annual Conference

Date of Event: September 18-21, 2022

Location: Columbus, Ohio

Registration Opens: October 2021

#### **Regional Conferences\*\*:**

2020 Dates:

- 1) March 4-6, 2020
- 2) March 18-20, 2020
- 3) March 25-27, 2020
- 4) April 1-3, 2020
- 5) April 22-24, 2020

2020 Regional Conference tentative registration launch date: 12/9/2019

2021 and 2022 conference dates are yet TBD, but will occur in the spring each year.

\*\*: Regional Conference Registration services should be listed as “a la carte” to any submission to this RFP

Pre-Event Scope of Services:

1. Provide a dedicated website and registration system that will process online registrations and collect attendee data. The website should display available tickets to sessions in real time and must allow for sessions handouts to be downloaded from the website
2. Provide an integration with ICMA’s AMS (Net Forum) such that changes to registrations or tickets can be captured – and passed to on-demand badge printing kiosks - in real time. Or the system should be able integrate with the onsite badge printers (if registration company doesn’t have this capability)
3. Provide a registration system that will pass credit card payments through ICMA’s credit card processor and deposit check payments directly into ICMA’s bank account
4. Provide a registration system that will recognize ICMA Membership types and will serve discounted registration fees accordingly
5. Give ICMA staff access to the registration system such that complimentary registrations can be issued at ICMA staff’s discretion
6. Provide a registration system that allows for customization of fees and discount codes based on data points from NetForum such that special sales can be created quickly and with ease
7. Provide several types of registrations based on duration of stay or access: one-day passes, exhibit hall only, workshops only, social events only, etc.
8. Maintain a wait list for attendees who wish to attend sold-out sessions and events and provide an online system where tickets can be sold to registrants on the wait list as designated by ICMA staff
9. Provide a registration system where ICMA staff can make changes to attendee badge data. Badge information should be displayed to the attendees in a preview pane during the online registration process
10. Provide a registration system where attendees can purchase additional tickets after their initial registration is processed

11. Provide a registration system where exhibitor booth personnel, Strategic Partners of ICMA, sponsors, and other complimentary registrants are recognized and are provided complimentary registrations accordingly
12. Link registration process to housing services by issuing a housing access code to registrants via email upon checkout
13. Provide additional technical and customer support to ICMA staff and customers during the first 24 hours of registration
14. Link registration and housing services such that any accessibility/mobility needs expressed during registration are automatically forwarded to the housing service
15. Registration system must integrate with ICMA's Annual Conference mobile app
16. Provide a system that can capture all of the logistics – BEO orders, etc and capture the locations and rooms for the conference and so that sessions can be assigned accordingly
17. Provide a system that allows for staff assignments to sessions
18. Reports for staff assignments
19. Provide a separate portal for complimentary registration categories (e.g. exhibitors, sponsors, strategic partners), and a method for tracking their allotted number of complimentary registrations per company/organization

Post-Event Scope of Services:

1. Provide a reporting engine such that attendee and financial data can be pulled out of the registration database
2. Provide an end of show report including attendee and financial data
3. Provide aging reports for any open invoices that remain after the show
4. Provide assistance in settling open balances after the show

ICMA Will Provide:

1. A schedule of registration fees and which registrant categories are entitled to them
2. Access to ICMA's CMS via API integration
3. Graphics and other visual images to establish the ICMA and Annual Conference brands for the online registration system
4. Exhibiting company data and their primary contacts not located in ICMA's CMS

**SUBMISSION REQUIREMENTS**

Section 1. Company profile:	<p>Please limit to no more than two pages. CV's or resumes will not count toward the page limit.</p> <ol style="list-style-type: none"> <li>1. Provide a description of your business.</li> <li>2. Provide the year established in the current business for the services requested in this request for proposal.</li> <li>3. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue.</li> </ol>
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	<p>4. CV's or resumes of key personnel- in a leading paragraph, please indicate how much time each person(s) will devote to this contract and what other projects this person (s) undertake at the same time.</p>
Section 2: References:	<p>A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered. Respondents should provide references as follows:</p> <ol style="list-style-type: none"> <li>5. At least three (3) examples of relevant work;</li> <li>6. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process.</li> </ol>
Section 3: Approach:	<ol style="list-style-type: none"> <li>1. Describe the organizations or events you have provided services for which are comparable to ICMA and/or our events.</li> <li>2. Describe how your company's online registration solution will integrate or communicate with our AMS software, NetForum, if possible.</li> <li>3. Provide a detailed breakdown of costs based on the requirements provided in the Scope of Work.</li> <li>4. Provide sample designs for the webpages that will make up the online registration process.</li> <li>5. Provide examples of discount code and complimentary registration functionality and customizability.</li> <li>6. Provide an example confirmation communication that will be sent to the customers once their registration is completed.</li> <li>7. Please share any additional services or products not officially requested in the Scope of Work that might be of interest to ICMA.</li> </ol>
Section 4: Pricing:	<p>ICMA will consider a proposal that is either a transaction level, fixed-fee, level of effort rate subject to a maximum not to exceed fee or other arrangement fair and favorable to ICMA.</p> <p>If proposing a transaction fee arrangement, provide your proposed transaction fee for each of the transaction types anticipated under this scope of work.</p> <p>For other than transaction fee arrangement, please describe your pricing method and why this would be advantageous to ICMA.</p> <p>Please be advised that ICMA is cost-conscious about procuring outside services.</p>

**APPENDICES (REQUIRED FORMS)**

W-9  
New Vendor Form

**TYPE OF CONTRACT TO BE AWARDED**

TBD, One year with an option to extend for up two additional years.

## **EVALUATION AND AWARD PROCESS**

Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
  - a. section 1 (5%)
  - b. section 2 (5%)
  - c. section 3 (45%)
  - d. section 4 (45%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

## **INSTRUCTIONS TO THE RESPONDENTS**

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP.

Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 30 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at [workwithus@icma.org](mailto:workwithus@icma.org) with a copy to [mwatson@icma.org](mailto:mwatson@icma.org) with a subject line noting the RFP title and number found on page one of this solicitation. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

## **GENERAL CONDITIONS**

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify

Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

**Limitation** - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

**Disclosure Requirement** - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

**No Gifts** - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the Respondent from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

**Equal Opportunity** - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

**Small and Disadvantaged Businesses** - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SBD's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.