

Request for Proposals
Audio Visual Services for Connect ATL Event, March 31, 2020

The Atlanta Regional Commission (ARC) is seeking proposals from an audio-visual production company to provide services for the Atlanta Regional Commission's (ARC) 2020 Connect ATL Summit, Tuesday, March 31, 2020. This annual event will be held at the Georgia International Conference Center in College Park, GA.

I. Overview

ARC is seeking a local firm with proven experience handling live events. The chosen consultant should be a one-stop shop, able to handle all general session room needs, break-out spaces, as well as other requests including exhibitor needs (i.e. power, additional lighting, etc). The firm's work will be carried out under the direction of ARC's events manager and Abstract Elements Management Agency, the agency's contracted event planning firm. More information about ARC and the Scope of Work can be found in Exhibit A (Scope of Work).

ARC anticipates awarding the contract in February for the March event, with an option to amend the audio visual contract for this event an additional two times, provided that each party has fully complied with its obligations under the agreement and has maintained a performance standard acceptable to the other party during the prior term and the agreement has not been terminated.

The successful organization should be prepared to begin work immediately. ARC reserves the right to award all or part of the available funds for this project. Proposals must include a detailed cost estimated (all fees showcased as a line item) for all equipment, labor, and on-site personnel related to event execution. It is anticipated that available funds for the project will be a maximum of \$12,000. The successful bidder should demonstrate their ability to work within budgetary guidelines.

II. Submittal Process

Interested companies should submit (1) one digital copy and one hard copy of their quote for audiovisual services no later than **5:00 p.m. (EDT), Friday, January 31, 2020** to Cheryl Mayerik at cmayerik@atlantaregional.org or to the address below:

Atlanta Regional Commission
ATTN: Cheryl Mayerik
International Tower
229 Peachtree Street NE
Suite 100
Atlanta GA 30303

Quotes must be received in either a PDF file or Microsoft Word compatible word processing format.

Additional information should not be required to respond to this RFP. However, technical questions should be submitted in writing to Cheryl Mayerik no later than 4:00PM on Thursday, January 23, 2020. Written questions should be submitted by email to cmayerik@atlantaregional.org or mailed to the address above. All questions received, and responses to those questions, will be posted to the ARC website by 4:00pm on Monday, January 27th, 2020.

III. Proposal Content

Proposals should be limited to a total of no more than 20 pages, excluding the cover, table of contents, divider sheets, resumes, and cost proposal) and should include the following information:

1. Company Background and Staffing:

a) Legal name of the firm, b) Point of contact including name, title, phone number, mailing address, and email address, c) Description of company's relevant experience on similar projects, d) A list of at least 3 references within the past 5 years, with current contact information, e) Listing of key project personnel and their qualifications, and f) Geographic location of the consultant's office performing the work.

2. Work Program

A proposed work plan and schedule to accomplish the work described in Exhibit A – Scope of Work. The work plan should include a description of equipment required for each task and staffing required to operate the equipment related to each task. Any other pertinent information.

3. Cost Proposal:

A proposed overall project budget in the format provided in Exhibit B-1 for equipment and labor. Quotes must also include a detailed estimated cost for all equipment, labor, and planning and execution.

The proposer is encouraged to propose discounted rates for audio visual equipment as compared to the current market rates for comparable products and services available from other reputable providers.

IV. Applicant Eligibility

Individuals and organizations, whether for-profit or not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined below are eligible. All proposers must have demonstrated similar project experience to be eligible for consideration. The Atlanta Regional Commission reserves the right to check all references furnished and consider the responses received in evaluating the proposals.

Specifically, ARE is interested in a company that can meet the following criteria:

- 5+ Years in business
- Key staff has 5+ years of experience
- Has extensive presentation equipment inventory that is owned by the company
- Single source for AV/Production needs
- Offers staging design
- Audio & video projection
- Will provide on-site technical support

At a minimum, but not limited to, the selected firm will be required to adhere to the following:

- a) General Financial Requirements and Assurances
- b) Required Certificates of Insurance
- c) Assurance of Compliance with Title VI of the Civil Rights Act of 1964
- d) Americans with Disabilities Act of 1990
- e) Disclosure of Lobbying Activities Form
- f) Certifications Regarding Debarment, Suspension and Other Responsibility Matters;
- g) Drug-Free Workplace Requirements and Lobbying

V. Selection and Evaluation Criteria

Evaluation will focus initially on the written proposed quote. Finalists may be asked to interview with the selection panel before a decision is rendered. ARC reserves the right to award this contract based on submittals received without interviews.

ARC reserves the right to select for contract or for negotiations a quote other than that with the lowest cost, reject any and all quotes or to make no award, and to waive minor irregularities in any quote. ARC reserves the right to request clarification of information submitted and to request additional information from any proposer, and to negotiate any aspect of the quote with any proposer and negotiate with more than one proposer at the same time.

- a) ARC reserves the right to award any contract to the next most qualified contractor if the successful contractor does not execute a contract within thirty (30) days after the award

of the quote. The contract resulting from acceptance of a quote by ARC shall be in a form supplied or approved by ARC and shall reflect the specifications in this RFP.

- b) ARC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the client's legal counsel.
- c) ARC shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

The contract will be awarded to the consultant determined to be the most qualified to perform the work based on the following evaluation criteria:

1. Qualifications and relevant experience (30 percent)
2. Case studies/work portfolio (20 percent)
3. References including the customer service experience (20 percent)
4. Technical approach including proven ability to meet deadlines and equipment proposed (10 percent)
5. Consultant's proposed cost structure following the format outlined in Exhibit B. (20 percent)

If your firm does not wish to provide a response, please notify Cheryl Mayerik at cmayerik@atlantaregional.org. A negative response will not prejudice consideration of your firm in competition for future ARC contracts. However, failure to respond either positively or negatively will be considered a lack of interest and your firm's name may be deleted from the agency's prospective consultant file.

EXHIBIT A

SCOPE OF SERVICES

I. General

The work to be accomplished by the Consultant(s) is in support of the following ARC work program component:

Cost Center 906ETC – ConnectATL.

II. Purpose

Atlanta Regional Commission (ARC) is a governmental organization which serves as a regional convener, bringing diverse stakeholders to the table to address the most important issues facing metro Atlanta.

Atlanta Regional Commission will again partner with the Georgia Department of Transportation to present the 3rd Connect ATL Summit for local government leaders and transportation industry experts. This one-day summit will attract approximately 500 attendees and offer an opportunity to learn from industry leaders and other national experts about the rapid advancements in transportation technology, their potential impacts on individual communities and best practices for collaborating to create a stronger, better-connected, and more prosperous region.

III. Work and Services

The 2020 Connect ATL Summit event will be held at the Georgia International Conference Center. Main components are general sessions for all attendees, an exhibit area which operates all day, 2 break-out sessions of 3-4 tracks (and locations) per session. Breakout rooms will require minimum AV. In addition to providing equipment, services and labor for set-up beginning at 3 pm on Monday, March 30 and event day, the AV consultant will also provide pre-planning documents and communication and be available for bi-weekly calls or meetings.

Timing:

- The program will begin at 8:00 am, Tuesday, March 31, 2020 and conclude at 4:30pm
- Our suppliers are permitted to load in the day prior, Monday March 30, 2020 after 3 pm
- The general assembly room must be available for speakers to rehearse at 7:00 am the day of the event.

Production Elements Needed:

- Electricity
 - (10) For exhibitors' village
- Stage Design:

- Basic scenic set elements with lighting to highlight ARC brand and theme
 - Lectern with mic that will accommodate a branded podium sign
- Lighting:
 - Standing truss with stage lighting
 - Gobo or animated lighting on (2) side walls
- Rigging: All associated rigging costs (if applicable)
- Audio:
 - Full line array sound system
 - (4) Four lavalier mics
 - (2) Four handheld mics
 - (6) Six clear com system headsets dedicated for ARC and AEMA's use
- Visual:
 - 1 Projectors – HD DLP – unless use of LED wall
 - One Center screen
 - Two outboard screens for presentation content
 - Cue system/confidence monitor
 - Speaker timer
- Labor:
 - Audio
 - Lighting
 - Electrician
 - Project Manager
 - Set-up, rehearsal and strike
- Production operations and management

IV. Deliverables

- Set-up complete Monday evening
- On-budget event
- Provision of adequate, experienced technical staffing for planning, set-up and during the event
- Quick and experienced response to technical difficulties
- Well-produced event that includes excellent audio, visual and scenic experience

V. Quote Validity Period Request

- Each Quote must state that it will remain valid for a minimum of ninety (90) days after the Submittal Deadline, to allow time for evaluation, selection, and any holiday's or unforeseen delays.

IV. Other Supporting Documents

Run of Show Example: Please see Attachment 1

Venue Floor Plan: Please see Attachment 2

EXHIBIT B-1
Proposed Project Budget

1. Direct Labor

Estimated Hours Rate/Hour Total Est. Cost

(List by position all professional personnel participating in project) Total Direct Labor
\$_____

2. Overhead Cost

(OMB circulators A-87 and A-122) (Overhead percentage rate) X (Total Direct Labor) Total
Overhead \$_____

3. Other Direct Costs

(List other items and basis for computing cost for each. Examples include computer services,
equipment, etc.) Total Other Direct Costs \$_____

4. Subcontracts

(For each, list identity, purpose and rate) Total Subcontracts \$_____

5. Travel

a. Travel by common carrier from/to the ARC offices. (List number of trips and Economy class
airfare, plus taxi and shuttle fares, etc.) b. Travel by private automobile within ARC area. (List #
of days x rate) Total Travel \$_____

6. Profit (Percentage rate X basis)

Attachment 1 - Run of Show Example

Time	Production Element	Personnel
5:00 AM	Pre-Show Load In	AV Provider
7:00 AM	Tech Rehearsal	ARC Staff & Executives
8:00 AM	Registration & Doors Open	
9:00AM	Keynote	
10:30 AM	Panel Session	
12:30PM	Lunch	
1:30PM	Break Out Sessions 1	
2:45 PM	Break	
3:15 PM	Break Out Sessions 2	
4:30 PM	Load Out	

**Attachment 2 - Georgia International Conference Center Floor Plan
(see attached floor plan)**

Current Contracted Space

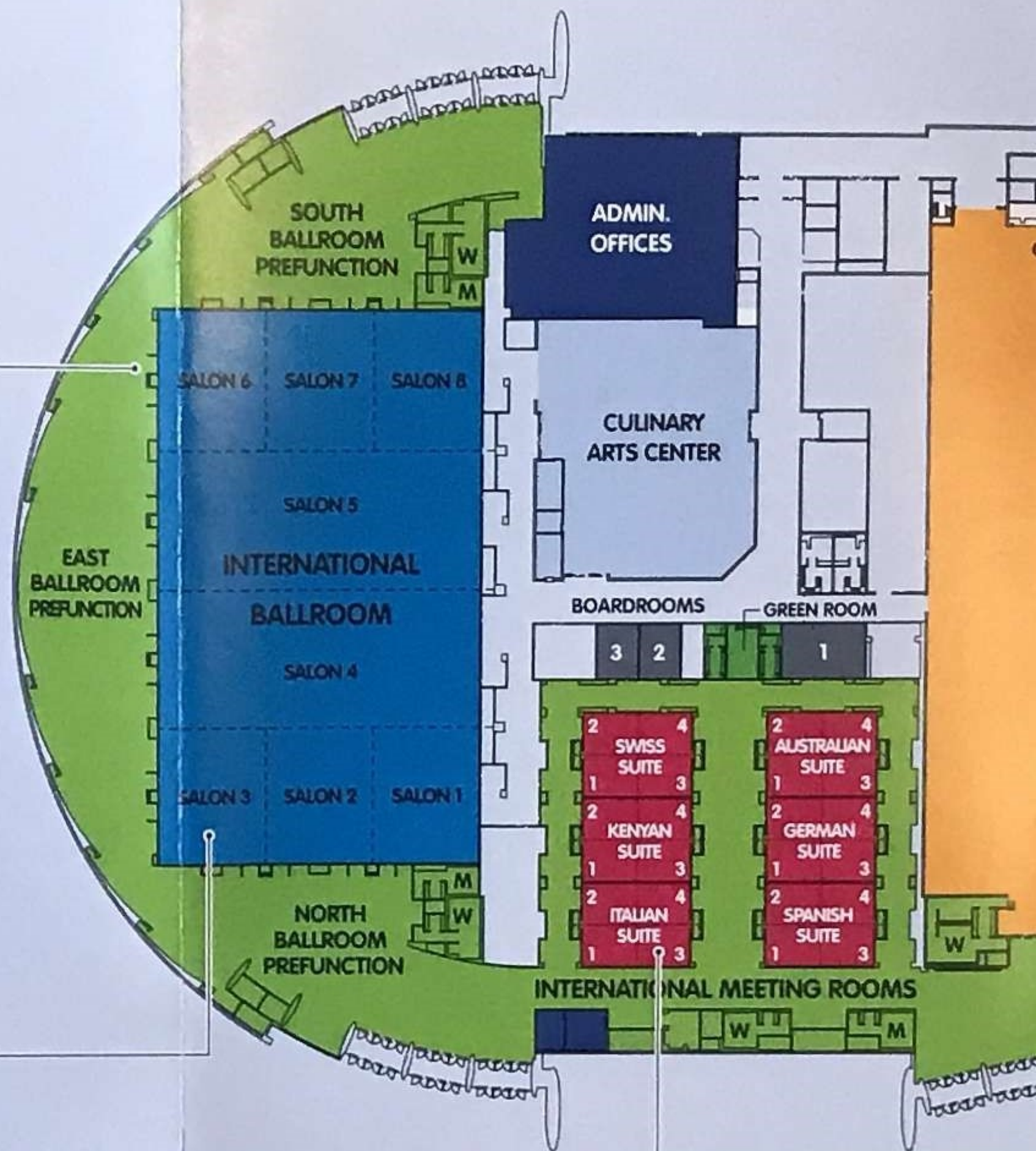
Morning Sessions	Salons 1,2,3,4
Break Out Session 1	Italian Suite 1-4
Break Out Session 2	Kenyan Suite 1-4
Break Out Session 3	Swiss Suite 1-2
Break Out Session 4	Swiss Suite 3-4



East Ballroom Prefunction

PREFUNCTION AREA

- Exhibit Hall prefunction: 24,960 sq. ft.; 1,800 guest reception capacity
- South Ballroom prefunction: 4,182 sq. ft.; 460 guest reception capacity
- East Ballroom prefunction: 14,520 sq. ft.; 1,575 guest reception capacity
- North Ballroom prefunction: 3,936 sq. ft.; 390 guest reception capacity
- 32 ft. ceilings and supporting utilities/telecommunications throughout



Ballroom – banquet setup

INTERNATIONAL BALLROOM

- Largest Ballroom in Metro Atlanta: 40,000 sq. ft.
- Accommodates 4,200 theater-style; 2,400 banquet guests
- Divisible into 8 salons
- 32 ft. ceilings, 10 ft. x 10 ft. rigging grid systems, 1,500-lb. capacity at each point
- Audio-visual, high-speed Internet, portable multilevel stage



Meeting room



Boardroom

MEETING ROOMS

- Complex of six rooms; 2,080 sq. ft. each, 14 ft. ceilings
- Divisible into four sections to accommodate breakouts, corporate meetings, receptions, food functions, etc.
- Three executive boardrooms with laptop ports, remote control lighting
- "Green Room" VIP suite accessible by car from back-of-house corridor