

REQUEST FOR PROPOSAL

Submission Deadline
January 15, 2024 - 6:00PM Central Time

**RFP TITLE: IN-PERSON/HYBRID EVENTS SOLUTIONS PROVIDER AND VIDEO RECORDING/
PRODUCTION FOR SOUTHEAST ASIA AND OCEANIA**

RFP CONTACT:

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PROPOSAL DEADLINE:

January 15, 2024 by 6:00PM Central Time

INTRODUCTION:

U.S. Soybean Export Council (USSEC), Inc. requests proposals for the costs of engaging an events solutions provider to assist in the implementation, facilitation, and management of in-person, hybrid and virtual events for Southeast Asia and Oceania, including pre-production and post-production video recording and editing.

Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

PURPOSE OF RFP:

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to seek proposals for engaging an events solutions provider to assist in the implementation, facilitation, and management of in person, virtual and hybrid events for Southeast Asia and Oceania, including pre-production and post-production video editing and recording.

BACKGROUND & PURPOSE OF PROJECT:

The purpose of the project is to bring on the services of an events solutions provider to mainly support USSEC's event management (from in-person to virtual) and any video recording needs. With the World Health Organization's (WHO) announcement on May 5, 2023 that the COVID-19 is no longer an international public health emergency, most countries are now transiting from the acute phase of the COVID-19 pandemic to an endemic state.

Keeping in line with the evolving of our event strategies, USSEC is now seeking comprehensive event support services to facilitate both in-person and virtual / hybrid event. The purpose of this Request for Proposal (RFP) is to identify a versatile events solution provider that can assist us in delivering exceptional experiences for our audience, whether in a physical or virtual setting. Our aim is to seamlessly integrate these two event formats, ensuring a resilient and dynamic approach to meet the ever-changing needs of our stakeholders. The smooth execution of such events by the contractor will also add more value to USSEC's technical program and will help increase end-consumer knowledge on the benefits of U.S. Soy and U.S. Soy products in the country and the region.

TARGET AUDIENCE:

- Target customers and industry participants in the agricultural industry, covering the following countries: Philippines, Thailand, Myanmar, Vietnam, Malaysia, Indonesia, Singapore, Australia and New Zealand.
- Agribusinesses across the supply and production chain for Human Food Protein and Animal Protein.
- Governments and regulatory bodies that impact Market Access of U.S. Soy/Ag products.
- Academia and other professional institutions (e.g., nutritionists), trade and livestock associations.

SCOPE (SERVICES) OF WORK:

- The Contractor will liaise, co-ordinate, co-operate, and support USSEC's Regional / In-Country Southeast Asia Staff and Contractors when implementing projects and activities under their charge.
- The Contractor will lead and facilitate the pre-event recording and editing for remote presenters and any re-takes required based on the scope including:
 - Briefing & scheduling of presenters. Presenters in this document will include hosts, speakers, moderators and/or interpreters.
 - Technical support on webcam, lighting, and audio for quality and consistency
 - Remote clicker for the advancement of slides
 - Basic Post-editing and enhancement to recording(s)
 - Provide video recording(s) to USSEC in the file format required
- The Contractor will provide technical expertise in the facilitation and streaming of USSEC in-person/hybrid events, including providing the following technical support:
 - Coordinating with meeting space providers on setup requirements and any other administrative matters
 - Providing necessary equipment and manpower required for successful running of event
 - Providing at least one rehearsal prior to the start of each event
 - Providing necessary logistics to facilitate any virtual speakers dial in as well as virtual interpreters.
 - Background customization to display USSEC branding and graphics (assets to be provided by USSEC)

- Customize layouts of virtual presenters based on event needs
 - Timing and transitions across event layouts including playing of videos
 - Internet supply and studio space for controlling of hybrid and virtual events
 - Providing basic editing for any presenter's self-recorded videos/presentations
 - Coordinating with live and virtual presenters for technical audio and visual checks prior to the start of the event
- The Contractor will record the event, complete post-production editing based on the scope, and provide the final video file to USSEC in the format required.

ADDITIONAL CONSIDERATION (if applicable)

The Contractor will need to provide a breakdown of the event management fee schedule and per speaker recording costs in the Price Schedule section of your proposal – next section.

PRICE SCHEDULE

Assuming a two-day full day event, please quote for each item based on the following countries: Singapore, Thailand, Indonesia, Philippines, Malaysia and Vietnam, factoring in time for setup (within and outside office hours) and rehearsal at least on the day before.

ITEM DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
Pre-Event Recording			
Video Recording for 01 x Remote Speaker (Based on up to an hour presentation.) via Zoom. <u>Scope of work:</u> <ul style="list-style-type: none">• Briefing & Scheduling of speaker(s)• Technical support on webcam and lighting• Remote clicker for the advancement of slides• Basic Post-Production of Video such as:<ul style="list-style-type: none">- Audio enhancement by professional sound engineer to maintain the quality and resolve any technical issues- Video editors to synchronize video with audio tracks, enhance color tone- Overlay of speaker's name, presentation title and/or event branding	01		
Video Recording for 01 x Remote Speaker (Based on up to an hour presentation.) via vMix and similar software. <u>Scope of work:</u> <ul style="list-style-type: none">• Briefing & Scheduling of speaker(s)• Technical support on webcam and lighting• Remote clicker for the advancement of slides• Basic Post-Production of Video such as:<ul style="list-style-type: none">- Audio enhancement by professional sound engineer to maintain the quality and resolve any technical issues- Video editors to synchronize video with audio tracks, enhance color tone- Overlay of speaker's name, presentation title and/or event branding	01		

In-Person / Hybrid Event Requirements			
Visual System for Conference - LED Wall P3 indoor size w14m x h3 m <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - LED Wall with Support Bracket - LED Stage Riser - LED Wall Processor - Seamless Graphic Switcher - Content Management Software - Preview Monitor(s) - Comfort Monitor(s) in front of stage - Countdown Timer in front of stage - Professional Clicket (Perfect Cue) with Laser Pointer - iPad for Pigeonhole - Necessary Laptops / MacBooks - Necessary DI Box, Converters, Cables and Accessories 			
Visual System for Conference - LED Wall P3 indoor size w8m x h3 m <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - LED Wall with Support Bracket - LED Stage Riser - LED Wall Processor - Seamless Graphic Switcher - Content Management Software - Preview Monitor(s) - Comfort Monitor(s) in front of stage - Countdown Timer in front of stage - Professional Clicket (Perfect Cue) with Laser Pointer - iPad for Pigeonhole - Necessary Laptops / MacBooks - Necessary DI Box, Converters, Cables and Accessories 			
Sound System for Conference of up to 350 pax <u>Inclusive but not limited to:</u>			

<ul style="list-style-type: none"> - Multi-channel Digital Sound Console - Full set of speakers (Front of House, Subwoofer, monitor, delay speakers etc) with power amplifiers - Wireless/Lapel Microphones and relevant receiver/pick up gear - 02 x Podium microphones - 05 x Conference Mics (For stage panelists) - Audio Ports - Necessary Batteries, Cables and Accessories - Pipe and Drape for Console Area 			
Lighting System for Conference of up to 350 pax <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - Freshnel Lights for Stage Wash - Profile Light for stage effect - LED Par for stage effect - Lighting Console and relevant gears - Truss Lighting Stands - Necessary cables and accessories 			
Additional Lighting for Dinner <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - LED PAR for Stage & Ambience Effect - Moving Head Lighting Beam - LED Moving Head Wash - Lighting Controller Board with relevant gears - Truss Lighting Stands - Necessary cables and accessories 			
Video Camera for Live Streaming <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - 01 x HD Video Camera on Tripod - 01 x Laptop 			
43" TV with stand (for streaming of event proceedings in foyer / playback of pre-loaded videos at booth)			

Setup and Dismantle / Transport Cost			
Crew & AV Management Fee <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - 01 x Standby Sound/Audio Technician - 01 x Standby Lighting Technician - 01 x Standby Visual Technician - 01 x Standby Event Manager / Tech Coordinator - General Support Crew 			
Breakout Room for 50 pax and up to 100 pax <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - Visual System <ul style="list-style-type: none"> ▪ 01 set of Projector with Screen (16:9 ratio) ▪ 01 set of seamless switcher ▪ 01 set of comfort monitor in front of stage ▪ 01 set of wireless clicker ▪ 01 set of laptop ▪ Necessary DI Box, Converters, Cables and Accessories ▪ 01 x Standby Visual Assistant - Sound System <ul style="list-style-type: none"> ▪ 01 x Sound Console ▪ 02 x Speakers on Stand ▪ 02 x Wireless/Lapel Microphones and relevant receiver/pick up gear ▪ Necessary Batteries, Cables and Accessories ▪ 01 x Standby Sound Assistant 			
Any Other Items <u>Inclusive but not limited to:</u> <ul style="list-style-type: none"> - Power Generator for Sound System - Power Generator for LED Wall 			

<ul style="list-style-type: none">- Basic lighting for a media room to conduct one to one media interviews (example: three point lighting involving key light, fill light, back light, or any other to be proposed by vendor)			
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DELIVERABLES

Facilitate at least one Run-of-Show practice session per event with USSEC Southeast Asia, based on the Run-of-Show template provided.

The Contractor will lead and facilitate the pre-event recording and editing for remote presenters and any re-takes required based on the scope above.

The Contractor will provide technical expertise in the facilitation and streaming of USSEC in-person/hybrid event.

PROJECT TIMELINE:

Every attempt will be made to adhere to this timeline. However, we reserve the right to change if unforeseen circumstance dictates. Our expectation is for the work to last from Jan 01, 2024 to December 31, 2026.

RFP TIMELINE:

- **RFP Distribution Date:** December 11, 2023
- **Project Proposals Due:** January 15, 2024 by 6:00PM Central Time
- **Selections Made By:** January 22, 2024
- **Prospective Contractors Notified By:** January 23, 2024

If you have any questions regarding the RFP, please send them to schen@ussec.org (copying RFP@ussec.org) before December 22, 2023 (6:00PM Central Time). We will answer your submitted questions, either via email or a scheduled Zoom session, by January 8, 2024.

INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to RFP@USSEC.ORG and schen@ussec.org by **6:00PM Central Time on January 15, 2024.**
2. A description of Prospective Contractor's capabilities, resources, and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective Contractors' timeline to complete each event and related deliverables.
4. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
6. Detailed Budget (All bids for services must provide a breakout of how the fee was derived, including but not limited to a breakdown of hourly rate and the amount of effort they anticipate doing the work.)
7. Proposals should be no longer than 10 pages (8 ½" x 11").

NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.