Project Overview and Statement of Work – CANSEC EXHIBITOR LEAD RETRIEVAL

CANSEC

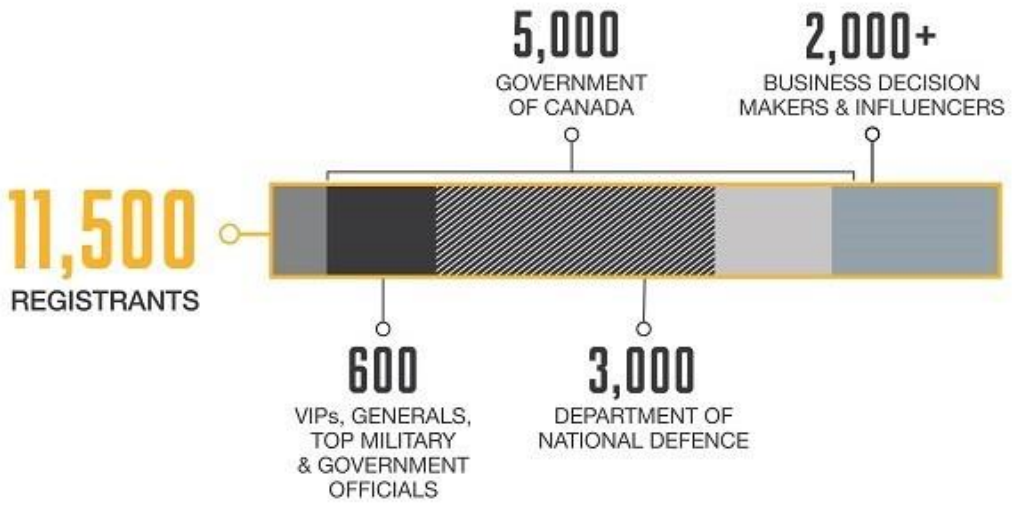
Overview

CADSI is a highly reputable and well recognized member-based organization (800+ corporate members) representing the defence and security industry in Canada and internationally. Defence and security industries are an essential and driving force in Canada's economy, generating $10B (CDN) from industry revenues annually while employing roughly 63,000 Canadians.

Target Audience

CANSEC has been held annually in Ottawa since 1998 by the Canadian Association of Defence and Security Industries (CADSI). CANSEC 2018 was a great success and CANSEC 2019 will once again showcase leading-edge technology, products and services for land-based, naval, aerospace, cyber and joint forces military units. This two-day event is the largest and most important defence industry event in Canada. In 2018 CANSEC had 296 defence and security exhibitors in over 150,000 square feet of exhibit space. Attendees included top level national and international military staff, major procurement officials, and representation from the entire industry supply chain, from large prime contractors to supplying companies.

CANSEC GLOBAL REVIEW 2018



"WHEN [GOVERNMENT AND INDUSTRY] COME TOGETHER, WE HAVE AN OPPORTUNITY TO ALIGN OUR MUTUAL PRIORITIES TO RESPOND TO OUR MILITARY'S NEEDS... EVERY YEAR IT SEEMS THAT THE INNOVATION ON DISPLAY [AT CANSEC] BECOMES MORE AND MORE IMPRESSIVE..."

- The Honourable Harjit Singh Sajjan, Minister of National Defence

150,000
SQUARE FEET OF EXHIBIT SPACE

296
DEFENCE & SECURITY EXHIBITORS

40
INTERNATIONAL DELEGATIONS

16
MPs, SENATORS & CABINET MINISTERS

866
SCHEDULED B2B/B2G MEETINGS

60+
LOCAL & NATIONAL MEDIA

Project Overview and Statement of Work – CANSEC EXHIBITOR LEAD RETRIEVAL

Project Description

CADSI considers CANSEC to be a unique opportunity for members to interact with industry professionals and government officials who have a demonstrated desire to procure equipment and services at the event. We further believe our members see value in capturing leads at the event for future business opportunities.

CADSI is seeking a third-party service partner to provide a complete and seamless cost-effective lead retrieval solution for exhibitors, and in some instances our sponsors, at CANSEC which will be held May 29 -30th, 2019 at the EY Centre in Ottawa, Ontario. Exhibitor's success is defined by more than just purchasing a booth and exhibiting at our event. Meeting and evaluating qualified prospects and converting them into loyal customers is the true measure of exhibitor's success and ultimately the success of CANSEC.

CADSI recommends by way of example, that this project and resulting outcomes should address, but not be limited to, the following:

1) Lead Retrieval by way of secure QR code, bar code or other easy to read system which will fit on current badge design
2) Ability for integration with our current registration system
3) A user-friendly interface which can be used on any phone, tablet or rental unit
4) Live attendee verification – or as close to live verification as possible
5) Ability to make records / note keeping of prospects met at the show
6) Tools for exhibitors to identify and rate different lead types
7) Follow up tools for post-show connections and communications
8) Customisable product with the ability to be branded with CANSEC and sponsors
9) Attendee/Company/Exhibitor look up
10) The ability for revenue sharing or commissions while keeping costs appetizing for exhibitors
11) Exhibitor support pre, during (including on site) and post event
12) Post event survey

Project Overview and Statement of Work – CANSEC EXHIBITOR LEAD RETRIEVAL

Submission Requirement

Proponents must submit an electronic copy of the proposal via email. The proposal must be received no later than 4:00 pm EST on the proposal closing date (November 1, 2018) to: RFP@defenceandsecurity.ca

All work to be completed to the satisfaction of the CADSI.

The Term of this contract is to be confirmed and may include optional extensions. The Contract would be completed when the event is over and final reports have been produced and provided to CADSI.

CADSI reserved the right to cancel this procurement and assumes no cost. The proponent shall assume any, and all costs associated with proposal submissions.

Deliverables and Timelines

November 1st, 2018 4:00 pm EST	Respond to RFP with submission from Proponent
November 5th, 2018	Review of submissions by CADSI Submission should include agency capabilities, examples of relevant works, structure of brainstorming workshop, creative and/or innovative approach to lead retrieval
November 26th - 30th, 2018	Proponent Selection
December 1st, 2018	Planning session with successful proponent
January 2019	Development, integration, customization and testing
May 29 – 30th, 2019	Launch of Lead Retrieval for CANSEC Exhibitors

Evaluation

Proposals will be evaluated by a CADSI evaluation team. Proposals will be evaluated based on the specifications of this RFP and based on the criteria for selection as outlined below.

Adherence to requirements	Submissions that adhere to the requirements of the project overview and SOW will be given equal consideration
Qualifications: • Tradeshow Experience • Skills & Abilities • Terms and Conditions	• Does the proponent have the expertise in the tradeshow and exhibit industry? • Does the proponent have the necessary experience • Does the proponent have the necessary skills and abilities to deliver this proposal?
Methodology: • Executive Summary • Delivery • Reporting	• Clear work plans indicating timelines • Description of possible resources utilized demonstrating understanding scope of project • Clear role definition of team and members
Product: • End user features • Customer service • Innovation	• Demonstrated ease of use, Value Add ideas, Innovations, capabilities • Sales, service and delivery, Problem resolution • Personnel being offered as part of this project
Relevant experience / references:	List of 3
Pricing:	Proposed costs for CADSI and /or Exhibitors and profit-sharing opportunities for CADSI

Additional detail

In addition to the above and as mutually agreed upon where appropriate, Proponent shall deliver to CADSI all files, all development documentation, all user documentation, all instructions for editing and testing. Content and intellectual property shall remain the property of CADSI.

Additionally, Proponent will deliver:

i. Project in clear language using industry standard nomenclature and principles;

ii. Summary of notes and transcripts if and where applicable including interviews, tests, survey results, meeting minutes or notes;

iii. Tests and Surveys that include strong methodology and provide a representative balance of members, key industry leaders and representatives;

iv. Summary of related correspondence and on-line activity;

v. End of Project Report comprised of all elements outlined the herein SOW or as subsequently agreed to, accompanied by an Executive Summary of key findings and future recommendations;

vi. A presentation, such as a PowerPoint presentation, to be delivered to CADSI Executive team and or invited guests, if requested by CADSI;

vii. All work to be completed to the satisfaction of CADSI, free from E&O's within reason;

viii. The Term of this contract is to be confirmed, however, it must begin no later than approximately December 1, 2018 with the app available for member use by May 2019.

Contract Value

The value of this project will be negotiable between CADSI and Proponent and based on level of professional expertise and effort required by Proponent to deliver this project and agreed to SOW. Proponent is invited to provide an outline of schedule during this initial phase.

CADSI reserved the right to cancel this procurement and assumes no cost. The proponent shall bear any, and all costs associated with proposal submissions.

Confidentiality, Property and Non-Disclosure

Proponent shall treat and keep confidential this, resulting reports and all information shared by CADSI for the purposes of this project as well as not disclosing any confidential information to any person(s) or parties, except those as required to assist in the fulfillment of this project, without the expressed written consent of CADSI.

CADSI shall retain all rights to all final reports, findings and recommendations and is the sole and exclusive owner of all final reports, findings and recommendations.

Miscellaneous detail and information

Project in clear language using industry standard nomenclature and principles. Proponents are encouraged to keep proposals to a maximum of 8 pages single sided, including cover page.

Interested Proponents and information session

Proponents to this project are invited to express interest by way of email to: RFP@defenceandsecurity.ca Should the majority of Proponents request, CADSI will hold a non-mandatory information session to all Interested Proponents on this project at a date and time suitable to CADSI.

Submission Requirements

Proponents are requested to submit an electronic copy of the proposal via e-mail. Proposals received by 4:00 pm EST on November 1st, 2018 will be given equal consideration. Only participants selected will be contacted for further engagement in this project. Send proposals to: RFP@defenceandsecurity.ca

Contact

For questions pertaining to this RFP, prospective Proponents are invited to contact:

Theresa Ellwood
Events Manager
Canadian Association of Defence and Security Industries
251 Laurier Ave West. Suite 300
Ottawa, ON. K1P 5J6
(613) 235-5337 Ext. 28
Email: Theresa@defenceandsecurity.ca