

FAQ - RFP # NSPERENNIA_034 REVISED JULY 5, 2021

Support the execution of the two large conferences

Q&A

- 1. How many in-person registrants are expected for each conference?**
 - a. For Agriculture including exhibitors and sponsor representatives – approximately 500
 - b. For Seafood including exhibitors and sponsor representatives – approximately 750
 - c. Please note we are unsure of the impact on these totals of a hybrid conference as this will be our first time offering that option
- 2. How many virtual registrants are expected for each conference?**
 - a. Unknown at this time as this is the first time we are offering that option
- 3. How many (in-person) 10'x10' booths (or equivalent) are expected at each conference?**
 - a. Minimum 60 for each with a combination of premium, standard and limited not-for-profit spaces
- 4. Is a Virtual Exhibit Hall (VEH) expected for one or both of the conferences? If yes, how many virtual exhibitors are expected?**
 - a. Yes
 - b. Unsure – we will discuss and determine with the successful contractor what the best model should be but we are considering an add-on option for in-person exhibitors to have a physical and virtual space, and limited virtual only exhibitors
- 5. How many non-exhibiting sponsors are expected for each conference?**
 - a. Approximately 10
- 6. Has a virtual conference platform already been procured? If so, what is it? If not, what functionality is required and who is responsible for procuring it?**
 - a. The successful contractor is not responsible for procuring it nor managing it.
 - b. We are looking a several full feature options with lobby, agenda, break out rooms, resource library, networking and registration
- 7. Can an Invitation to Support (sponsorship prospectus) from previous Agriculture and Seafood Conferences be provided?**
 - a. Yes, please email the RFP contact

8. **Has space already been contracted at the Nova Centre? If so, what space is on hold (is a floorplan available)? If not, who is responsible for contracting it and is Nova Centre the preferred venue?**
 - a. Yes, this location has been confirmed. Please note: is the Halifax Convention Centre and we have the convention floor: <https://www.halifaxconventioncentre.com/floor-plans/convention-level>
9. **Per RFP page 2, 3rd bullet: what are the “set targets” for sponsorship + exhibit revenues**
 - a. Please note these are approximates
 - b. For both: Sponsorship (\$75,000) and Exhibit Space (\$55,000)
10. **To clarify, who is responsible for sponsorship and exhibit sales for the Seafood Conference?**
 - a. An industry association that has done it in the past where their Executive Director is part of the Planning Committee
11. **Typically what is the timing, frequency and duration of Planning Committee meetings for each conference?**
 - a. With effective processes in place for the sharing of information, we would anticipate no more than 2-3 hours per month for committee meetings including the Planning Committee and Perennia’s Conference Tactical Team
12. **Is it possible to acquire a previous event schedule to review?**
 - a. We are changing the conferences’ formats to accommodate the hybrid nature of the event. This will mean two days (one used to be three) and a right now a mix of plenary and no more two break out rooms (one could be the plenary space and one other). Exhibitor space will be open during the whole conference, where meals and breaks are and where receptions will be held.
13. **How many meals and/or nourishment breaks are there for each conference? And which of these are standing receptions vs served meals.**
 - a. Each day will have: coffee and refreshments at top of day, morning break, lunch (standing, not served), afternoon break and one standing reception on day one – so essentially six breaks, two standing lunches and one reception per conference
14. **Do we need to provide the staff to manage registration/check in/guest services?** No.
15. **What was the overall budget of the 2019 event?**
 - a. This fluctuates each year but slightly less than \$200K with a break-even projection with registrations, trade show and sponsors