

## **Objectives**

This Request for Proposals (RFP) is an invitation to prospective proponents to submit proposals to support the execution of the two large conferences (one focused on agriculture and agri-food and one on fisheries/aquaculture). This RFP is issued by Perennia Food and Agriculture Inc. Perennia is a provincial development agency focused on accelerating growth in Nova Scotia's agriculture, fisheries and food and beverage industries. Perennia will be co-ordinating the conferences but we need support in some key priorities areas as outlined here.

**Tender Responses are due: July 7, 2021 by 5:00pm ADT**

## **Contact**

Submissions and questions about this Tender should be directed to:

Lynne Godlien  
Perennia Food and Agriculture Inc.  
[lgodlien@perennia.ca](mailto:lgodlien@perennia.ca)

## **Asking Questions**

The proponent is responsible for obtaining any needed clarification of the requirements, while the RFP is open. Questions should be directed in writing to the contact identified. Email is the preferred method of contact. Only written responses from the RFP contacts will be considered an official response. Responses to questions that are deemed by the procuring entity, in its sole discretion to be material to all prospective proponents will be made available as an addendum while the RFP is open.

## **Scope of Work and Submission Requirements**

Perennia organizes various components of the two conferences as part of a planning committee comprised of government and industry members.

- The two events will be held at the Nova Centre, address: 1650 Grafton St, Halifax, NS B3J 0E8
- There are the event dates:
  - 2nd Annual Nova Scotia Department of Agriculture Minister's Conference 2022  
Dates: February 1-2, 2022
  - 24th Nova Scotia Department of Fisheries and Aquaculture Minister's Conference 2022  
in partnership with the Seafarmers Conference  
Dates: February 23 – 24, 2022

Below is the scope of work for each conference:

### Agriculture Conference

- be part of the conference planning committee to ensure co-ordination with speaker bookings, Minister's Awards, registrations, IT specialist and marketing and promotion, and budget management (can be virtual and in person to ensure efficiencies)
- refine sponsorship and trade show program benefits / seek approval from planning committee
- using provided lists and own research, sell trade show and sponsorship opportunities on behalf of Perennia and under our branding to meet set targets; marketing will be done by Perennia but with collaborative input from all parties
- provide timely updates to the planning committee of progress
- be the liaison with convention services company for trade show pipe and drape, etc. and to co-ordinate exhibitor needs in that area
- create trade show map and assign booths/manage the process with the committee
- be on-site for exhibitor move the evening before and during through the event; ensuring all exhibitors are off the trade show floor at the end of the event is also required
- manage logistics with the Nova Centre including room design and food including co-ordinating the Minister's reception with donated or wholesale costing for local food suppliers / sponsors and exhibitors
- all payables and receivables will be handled by Perennia

### Seafood Conference

- be part of the conference planning committee to ensure co-ordination with speaker bookings, Minister's Awards, registrations, IT specialist and marketing and promotion, and budget management (can be virtual and in person to ensure efficiencies)
- be the liaison with convention services company for trade show pipe and drape, etc. and to co-ordinate exhibitor needs in that area
- create trade show map and assign booths/manage the process with the committee
- be on-site for exhibitor move the evening before and during through the event; ensuring all exhibitors are off the trade show floor at the end of the event is also required
- manage logistics with the Nova Centre including room design and food including co-ordinating the Minister's reception with donated or wholesale costing for local food suppliers / sponsors and exhibitors
- all payables and receivables will be handled by Perennia

**Please note:** we are anticipating this being a hybrid event – virtual and in-person. The in-person component will be contingent on public health guidelines. Contingencies will be in place to move completely to virtual if required and will be fully discussed with the successful proponents. The successful proponent will be asked to work with the committee to ensure this is a smooth transition for the components under their responsibility. **If there are conditions for payment based on this possible outcome, please state those clearly in the proposal.**

**For proponents submitting from outside Nova Scotia, any public health requirements requiring isolation of staff once in Nova Scotia will be the cost of the proponent.**

## **Submission Requirements**

The following are submission requirements:

- demonstrated expertise and experience in event management/co-ordination and sales
- several examples of recent work that demonstrates strengths in areas covered by the scope
- outline of the sales approach you would take
- outline of your approach to exhibitor and sponsorship care/client service and communication
- breakout costing for the following components as applicable to both conferences – budgets should be separate for each event with the assumption that the approaches outlined will be the same for the components for each conference
  - meetings/committee attendance and communication
  - trade show and sponsorship sales and after sale support for both exhibitors and sponsors to answer questions, collect appropriate information, share with them how their benefits are being fulfilled, etc.
  - exhibitor support on site
  - facilities and food co-ordination and logistics
  - final cost with any additional costs noted
- Any relevant experience in the agriculture, fisheries or food sectors conducting the type of work covered by this request for proposals
- A minimum of two recent references for similar work
- the team lead and other members through the submission of up-to-date resumes with the proposal

## **Evaluation Criteria**

A proposal will be examined in accordance with matching the scope and experience of the proponents.

Perennia Food and Agriculture reserves the right to reject any or all proposal, not necessarily accept the lowest priced proposal, or accept any proposal which it may consider not to be in its best interest. Perennia Food and Agriculture also reserves the right to waive formality, informality, or technicality in any RFP.