



AANS/CNS Section on Disorders of the Spine and Peripheral Nerves



Request for Proposal for Annual Meeting Services

**March 8-11, 2017
Las Vegas, Nevada**

CONFIDENTIALITY STATEMENT

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Section on Disorders of the Spine and Peripheral Nerves herein referred to as (“Section”)

Profile

The purpose of the Section is to foster the use of spinal neurosurgical methods for the treatment of diseases of the spinal neural elements, the spine and peripheral nerves. To advance spinal neurosurgery and related sciences, to improve patient care, to support meaningful basic and clinical research, to provide leadership in undergraduate and graduate continuing education, and to promote administrative facilities necessary to achieve these goals.

Founders: The Section was founded at the suggestion of Stewart B. Dunsker, MD and Russell Travis, MD.

Request for Proposal Purpose

The Section is seeking a meeting planning, accredited ACCME provider and corporate development partner to conduct meeting management, ACCME and corporate development services for its annual meeting (including sales of exhibits, advertising, sponsorship, educational grants support, grant applications and fulfillment).

Management Requirements for Annual Meeting

- ACCME/Content, Faculty and Abstract Coordination
 - Continuing Medical Education Accreditation, credit tracking and certificate distribution
 - Collecting disclosure information
 - Managing Conflict of interest and resolution of conflict of interest
 - Online abstract management
 - Management of abstract of awards and award checks
 - Management of scientific program, faculty and moderators
 - To include inviting, replacing and confirming speakers
 - To include all related power points, handout duplication and speaker ready room management.
 - To include individual session and overall meeting evaluations and associated reports and summaries
- Marketing
 - Promotional Marketing
 - Develop and execute marketing plans (print and electronic)
 - Develop and execute artwork, logos, program covers, advertisement designs, theme and brand design annually.
 - Identify means for marketing (print and electronic)
 - Creation of Mobile Responsive website
 - Regular web updates
 - Print Production
 - Exhibit & Corporate Support Prospectus
 - Preliminary Program Book
 - Scientific Program Book or Pocket Guide
 - Onsite signage

- Program Management
 - International and Related Organization Program Management Needs
 - Contract Negotiation and Vendor Management
 - Hotel Management
 - Floorplan and Logistics Management in advance and onsite
 - All food and beverage management
 - Audio Visual Management
 - Presentation Management
 - Exhibit Decorator management
 - Registration and Housing Management (including VIP packets, ribbons, inserts, handouts, room drops, amenities, etc.)
 - Speaker/VIP Management
 - Affiliate Management
 - Social Event Management (5 VIP Dinners range in size from 20-1000)
 - Invitations (selection, design, fulfillment, RSVP tracking)
 - Entertainment, Décor, Food and Beverage Design
 - Program Reconciliation
 - Historical Reports
- Exhibits, Sponsorship and Advertising
 - Sales campaign
 - Calls to new and existing supporters
 - Development and execution of sales plan for exhibits, advertising, sponsorship, educational grants, grant applications and fulfillment.
- Financial Management
 - Budget and Financial Management
- Mobile Meeting Guide Development and Production
- Meeting Video Management and Delivery oversight

Other Management

- Staffing of weekly conference calls
- Post Meeting Reports
- Future Sites Research, Site Visits and Space Review allocation, Contract review, negotiation and finalization.
- Administration including Annual Section leadership contacts manual, maintenance of Section signatories.
- Administration of Annual Section reimbursement policies and associated updates as needed.
- File Storage

Scope of Annual Meeting, including but not limited to:

Anticipated number of medical attendees: 500-700

Anticipated room block size: 500 rooms peak

Anticipated number of exhibiting companies: 45-50

3 days of General Scientific Sessions (Set ½ classroom and ½ theatre for 600)

Up to 5 Luncheon Symposia (Set rounds for 60-75)

Up to 6 Special Courses (Set classroom for 75)

1 Dinner Seminar (held onsite at the hotel – private room / meeting room capacity 75)

1 Cadaver Course (either onsite or at local teaching institution)

2 days of Exhibit Hall

Social events:

Executive Committee Dinner (onsite or nearby restaurant, anticipated attendance: 30)

Welcome Reception (onsite, anticipated attendance: 350)

Chairman's Dinner (preference is off-site or restaurant buyout at hotel, anticipated attendance: 100)

Past Chair's Dinner (onsite, anticipated attendance: 40-50)

Young Neurosurgeons' Dinner (onsite, anticipated attendance: 40)

Executive Committee Meetings

Journal Meetings

Affiliated (medical and corporate) requests for committee meetings and events

Response to Request for Proposal Evaluation Criteria

- **Company Detail** – Outline company philosophy or mission, length of time in business, size, number of full-time employees and brief biography of key staff.
- **Company Portfolio** – Provide links and other collateral material to showcase major projects, similarly-scoped projects and other highlights within your development portfolio.
- **Methodologies** – Outline the steps you will take to deliver the final product and any technologies or approaches you recommend. Please also describe how you will leverage any of the work completed thus far.
- **Recommendations** – Offer any unique ideas to address the requirements outlined above. The Section is open to innovative solutions.
- **Staffing** – Include the depth of your staff pool, familiarity with medical association meetings, working with surgeon volunteers (if applicable) and corporate markets.
- **Service Detail** – Outline the level of service included in your provided quote. Highlight any areas of specialty or services which set your company apart.
- **Quality Control** – Outline any quality control measures in place to help ensure the accuracy of the production of the meeting.
- **Insurance/Risk Assessment** – Outline any recommendations you may have related to insurance/risk assessment.
- **References** – Provide three to five references from similar medical organizations.

Request for Proposal Checklist

A. Cover Letter

In your cover letter outline the sales, operational, customer service and technical contacts within your organization. Include your name, title, organization, phone numbers and email address.

B. Company Profile and Practices

- Name of company
- Address of company
- Telephone number
- Age of company
- Size of company (Include: annual sales, number of full-time employees, percentage of associates that are contractors)
- Year and State of Incorporation
- Concise description of any business partners that may be providing support services as a part of this RFP
- Describe your fee structure and all items included in fees
- Provide an organization chart detailing major departments, the roles and location for which they are responsible in supporting this agreement
- Defined escalation path and account management plan
- Areas of Expertise as it relates to the proposal
- Describe your preferred methods of communicating with customers
- Cost schedule. Please indicate your pricing method (i.e., per project or per hour). Please also outline your payment schedule, such as technical support calls versus software development work.
- Support schedule. What are your hours of operation, hours of availability for support, response time for member/attendee inquiries, what is your holiday schedule).
- Proof of insurance
- Standard program management agreement

C. Right of Acceptance/Rejection

The Section reserves the right to reject any or all responses, to accept any response or to effect any combination of responses. The Section reserves the right to waive any irregularity contained in any response. No proposal will be accepted unless the respondent was specifically invited by the Section.

D. Right of Withdrawal

A response may be withdrawn at any time prior to the RFP Proposal Due Date. A response may not be withdrawn on the RFP Due Date or within 30 days following such date.

E. Terms and Conditions

- Section reserves the right to change the terms and conditions of this RFP.
- Section reserves the right to reject any and all responses to this RFP.
- Section will not be responsible for liabilities incurred with the issuance of this RFP and receipt of responses, financially or otherwise.
- Section assumes no obligations in any way to reimburse or compensate provider(s) for losses or expenses incurred in connections with their response to this RFP.
- Section reserves the right to use the information submitted in response to this RFP in any manner it deems appropriate.

Proposal Process Timeline

Stage	Date
1. Release Request for Proposal to potential bidders	Monday, November 2
2. Written or E-mailed Confirmation from Candidates with Intention to reply	Monday, November 9
3. Questions from Candidate about the Project Scope and Approach Due	Wednesday, November 18
5. Proposal Due Date	Thursday, December 10
6. Section Evaluation of responses	Friday, January 15
7. Section interview/meeting with candidates	March (exact dates TBD)
8. Section Awards Business	Friday, March 25

Financial Information and Pricing Summary

Please provide a detailed description of the pricing proposed by your company for strategic discovery, design, development, and deployment services. Pricing and fee structure should include all administrative, taxes, and indirect costs. If you would like to propose several options, please provide alternate pricing. **The Section will give preference to proposals with an incentive-based risk sharing structure.**

Invoice Process and Scheduling

Please indicate your billing and invoice cycles, sample invoice process, and delineation of costs as well as a description of your budget cycle.

Acceptance, Acknowledgement and Proposal Submission

Please acknowledge that you have received this document by sending a formal written letter of receipt to the contact within the Section to the address below. If you do not formally acknowledge the receipt of this document by **November 25, 2015** we will not be able to review formally any subsequent proposal.

Proposals and questions are to be e-mailed as noted below:

R. John Hurlbert
jhurlber@ucalgary.ca