

## CHEMEXCIL

### REQUEST FOR PROPOSAL FOR APPOINTMENT OF EXHIBITION DESIGN SERVICES FOR CAPINDIA 2019 EXHIBITION

**Bid Reference: CapIndia 2019/RFP04**

#### DISCLAIMER

This request for RFP is not an offer by CHEMEXCIL, but an invitation to receive responses from eligible companies for providing services for organising the event.

No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is signed and executed between Chemexcil and the bidder concerned. This RFP is being issued with no financial commitment and Chemexcil reserves the right to withdraw the RFP and change or vary any part thereof or foreclose the same at any stage.

#### Schedule for Submission of RFP for EXHIBITION DESIGN SERVICES

1. Availability of RFP Document at Chemexcil website **27  
December 2018**
2. Last date and time for submission of completed RFP document **11 January 2019 – 17:00 hrs**
3. Opening of Technical Bid **12 January 2019**
4. Presentations **12 January 2019**
5. Opening of Financial Bid **12 January 2019**
6. Award of Contract **14 January 2019**

The RFP document can be downloaded from the website:  
<http://www.chemexcil.in>

The completed application (response document), containing Technical and Financial Bid (printed, signed and bound copies) should be submitted in a sealed cover super scribed with the title **“Request for Proposal for providing EXHIBITION DESIGN**

**SERVICES for CAPINDIA 2019**”before the last date and time at the following address:

**Mr. Prafulla V. Walhe**  
**Deputy Director**  
**Chemexcil**  
**Jhansi castle, 4th floor,**  
**7-Cooperage Road, Mumbai- 400 001**

Late Applications: Any application received after the last date and time for submission for the same, i.e., 11 January 2019, 1700 hours, shall not be accepted. Applications received after the last date shall be summarily rejected and returned unopened.

## **SCOPE OF WORK**

Chemexcil is the lead agency nominated by The Ministry of Commerce, Government of India to organise CAPINDIA 2019 exhibition at Bombay Exhibition Centre in March 2019. Over 450 exhibitors are expected to participate in the show.

### **STAGE 1: Pre-Event Marketing Communication**

#### **Branding & Communication**

- 1 Defining Brand – Nature, philosophy and core brand Proposition
- 2 Visual and Verbal representation –
  - a. Logo Options
  - b. Theme Design & brand language
  - c. Brand Document

#### **Marketing Collateral Designs**

- 1 **Stationery – All types of Stationery ( Both color and b/w) such as**
  - a. Letterheads, Business cards, Envelopes
  - b. Notepads
  - c. CD/ DVD face cover
  - d. Small Labels / Stickers
  - e. Press kit Folder – Press Releases + Collaterals + Gifts
  - f. Voucher, Invoice and Receipts
  - g. Stationery Stickers for Outgoing mails.
- 2 **Brochures for marketing exhibition – Hard Copy + PDF version**
  - a. Exhibitor space sales Brochure
  - b. Visitor Brochure
- 3 **Advertising Design**
  - a. Magazine Ads
  - b. Newspaper Ads
  - c. Web Banners
- 4 **Additional Promotion Communication such as:**
  - a. Power point presentation templates

- b. Publicity Posters of various sizes

## **STAGE 2: Campaign Stage Marketing Communication**

### **Online and Lead Marketing Campaign**

- 1 Website design as objectives set to be executed by web agency
- 2 Mailer Campaign – mailers for launches, campaign and post event

### **Road shows and on ground marketing**

- 1 Design a pre show campaign to market to target audience
- 2 Custom communication and media prior to show

### **B2B Media**

- 1 Create & supervise media strategy with Media Release agency
- 2 Creation of advertising material in sizes and content
- 3 Outdoor publicity / Hoardings  
Bus panels / Taxi Boards / Railway Boards / Airport Lounge etc

## **STAGE 3: On & Post Event Marketing Communication**

### **Event Brand Briefing for vendors**

**Create event brief, expectation and vision for execution agencies with essential branding kit.**

### **Space**

#### **Design**

- 1 Graphic design theme for space
- 2 Graphic design theme for inauguration event, seminars and events
- 3 Direction Signage's – Theme based panels sign cards at the venue
- 4 Transport Branding

### **Event Collateral Design & Communication**

- 1 Invitation cards
- 2 Event Participants Collaterals
- 3 Exhibitor's Directory – Design + Template for data entry
- 4 Exhibitor's Manual – Design + Template for data entry
- 5 Show Guide Envelopes and inside pages
- 6 Registration Forms
- 7 Application Forms
- 8 Feedback Forms etc.
- 9 Badges + Lanyard Design for all participant categories
- 10 Entry passes of Lanyards of all participant categories
- 11 Personnel Branding & Uniforms – employees & Temp Staff
- 12 Complimentary Products – Water Bottle Branding, Carry Bags
- 13 Coupons:
- 14 All types of Certificates

## **STAGE 4: Post Event Marketing Communication**

- 1 Event Retrospective Brochure
- 2 Post event micro-website design
- 3 Post show report

## **VALIDITY OF RFP RESPONSE**

The RFP response submitted by the applicants shall remain valid for a period of 1 month after the date of RFP response opening prescribed in this document. A RFP response valid for shorter period may be rejected as non-responsive. Chemexcil may solicit applicants' consent to an extension of RFP response validity.

## **SUBMISSION OF TECHNICAL & FINANCIAL BIDS**

Bidder will be required to submit the technical bid and the financial bid in two separate and sealed envelopes, Technical proposal shall be marked "Technical Proposal". Financial Proposal shall be marked "Financial Proposal".

Both the proposals should be put up in a bigger envelope and marked as "**Request for Proposal for providing EXHIBITION DESIGN SERVICES for CAPINDIA 2019**" and submitted before the last date and time at the following address:

**Mr. Prafulla V. Walhe**  
**Deputy Director**  
**Chemexcil**  
**Jhansi castle, 4th floor,**  
**7-Cooperage Road, Mumbai- 400 001**

### **Technical Proposal& Presentation**

**50 points**

Previous Performance: 20 points

Concept Presentation: 30 points

### **Price Proposal**

**50 points**

In preparing the financial bid, the bidder shall take into account the requirements of different events, man power required, all administrative charges, travels, etc. as per the scope of work

The bids will be opened in front of the bidders who will be present. Evaluation of Financial Bid will be done based on total cost quoted.

Contract will be awarded to the bidder in case the bid has been determined as the lowest evaluated bid, economically feasible and responsive subject to approval of the competent authority. Negotiations will be held with qualified and selected bidder.

**Payment Terms**

30% of the contract value

50% of the contract value

Balance

At the time of award of contract

Before 15 March 2019

Within 10 days of conclusion of  
event and settlement of bills

**QUERIES**

Any queries relating to this RFP can be addressed to:

**Mr. Prafulla V. Walhe**

**Deputy Director**

**Chemexcil**

**Jhansi castle, 4th floor,**

**7-Cooperage Road, Mumbai- 400 001**