

CHEMEXCIL

REQUEST FOR PROPOSAL FOR APPOINTMENT OF EXHIBITION DESIGN SERVICES FOR 6th CAPINDIA EXHIBITION

Bid Reference: CapIndia 2020/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
28th February 2020
2. Last date and time for submission of completed RFP document **13th March-2020– 17:00 hrs**
3. Opening of Technical Bid, evaluation including presentation and short listing for financial bid **14th March-2020**
4. Opening of Financial Bid **14th March-2020**
5. Award of Contract **18th March-2020**

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 6thCAPINDIA”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., 13th March 2020, 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 6thCAPINDIA exhibition at Bombay Exhibition Centre in December 2020. 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 6thCAPINDIA**" and submitted before the last date and time at the following address:

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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	At the time of award of contract
40% of the contract value	Before 01 November 2020
Balance	Within 10 days of submission of post show report

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