

REQUEST FOR PROPOSALS
FOR
EVENT MANAGEMENT OF THE PACIFIC NORTHWEST DENTAL CONFERENCE
& ADDITIONAL EVENTS

WASHINGTON STATE DENTAL ASSOCIATION
126 NW CANAL STREET #300
SEATTLE, WA 98107

Release Date:	June 2020
Proposal Must Be Received By:	July 31, 2020 at 5 pm PT
Effective Date:	September 2020

I. INTRODUCTION

The Washington State Dental Association (WSDA) is a 501 c(6) trade Association with approximately 4,400 members. Approximately 70% of licensed dentists in Washington are members of WSDA. As a member benefit, the Association provides continuing education opportunities to the dental profession along with additional advocacy and governance events for its members. The Association is seeking an event management partner to administer its annual continuing education conference and several other events held annually.

Put on by the WSDA, the Pacific Northwest Dental Conference (PNDC) is Washington's largest dental conference, attracting over 5,000 attendees annually from the Pacific Northwest and across the country. PNDC offers dentists, dental staff, dental students and other attendees three days of both lecture and workshop based continuing dental education, a two-day Exhibit Hall, and various receptions and special events. PNDC 2021 will be held June 24-26, 2021 in Seattle at the Washington State Convention Center and Sheraton Grand Seattle. Not including speaker fees and marketing costs, the expenses for the PNDC range from \$500,000 to \$570,000.

In addition to PNDC, the WSDA holds two additional events annually. The House of Delegates, the Association's governance event, is a two-day event with approximately 100 attendees that alternates locations between Spokane and Seattle. Dental Action Day is a single-day advocacy event with approximately 125 attendees held in Olympia.

The intent of this Request for Proposals ("RFP") is to obtain a well-qualified partner with experience managing large continuing education conferences and smaller events. The WSDA's Committee on Continuing Education will maintain responsibility for speaker procurement and content development, and WSDA staff will continue to manage all marketing and communication support for all events.

Respondents may choose to provide an RFP for the PNDC exclusively or may choose to submit an RFP that is inclusive of all WSDA's events.

All proposals submitted in response to this RFP must conform to all the requirements and specifications outlined within this document. WSDA reserves the right to cancel, delay, amend, and/or reissue any part of this RFP at any time without prior notice. This RFP does not commit WSDA to accept any proposals submitted. WSDA reserves the right to reject any or all proposals, to accept or reject any or all items in the proposals, and/or to award a contract in whole or in part of the RFP specifications and requirements herein as is deemed to be in the best interest of WSDA.

II. INSTRUCTIONS FOR SUBMITTING PROPOSALS

A. PROPOSAL FORMAT

- i. All proposals must be emailed as an attached PDF document on or before Friday, July 31, 2020, no later than 5 pm PT, to WSDA's Assistant Executive Director Kainoa Trotter at kainoa@wsda.org.

- ii. Please include “PNDC RFP” in the subject line of the email submission.
- iii. It is the respondent’s responsibility to ensure that the proposal and all other required documents are received at the address named above by the closing date and time specified above.
- iv. Respondents must address all information specified by this RFP. All questions must be answered completely. WSDA reserves the right to verify any information contained in the respondents’ RFP response, and to request additional information after the RFP response has been received. WSDA is not responsible for obtaining any information that is not identified in the proposal.
- v. All respondents may request the withdrawal of a proposal prior to the scheduled closing date and time provided. The request for withdrawal must be submitted by email to kainoa@wsda.org.
- vi. All proposals submitted in response to this RFP shall remain valid for 120 calendar days from the scheduled closing date and time of the RFP.

All questions relating to the RFP must be submitted by email to WSDA’s Assistant Executive Director Kainoa Trotter at kainoa@wsda.org.

B. MODIFICATIONS

- i. Any respondent may modify their proposal in writing at any time prior to the scheduled closing date and time for receipt of proposals. Proposal modifications must be submitted in the same manner required for the original proposal.
- ii. WSDA reserves the right to amend this RFP at any time. If it becomes necessary for WSDA to revise any part of this RFP, a written addendum will be provided via WSDA’s website at **wsda.org/RFP**.
- iii. WSDA is not bound by or responsible for any oral representations, clarifications, or changes made to this RFP by WSDA’s employees, unless such clarifications or changes are provided to respondents in a written addendum via WSDA’s website at **wsda.org/RFP**.

C. PROPOSAL REJECTION OR ACCEPTANCE

WSDA reserves the right to accept or reject any or all proposals and to waive any defects or technicalities or to advertise for new proposals where the acceptance, rejection, waiving, or advertising of such would be in the best interest of WSDA. WSDA will accept proposals based on multiple criteria enumerated in Section IV of this RFP.

D. PROPOSAL COSTS

Respondents shall bear all costs associated with preparing and submitting responses to this RFP and the subsequent evaluation phase. WSDA will, in no way, be responsible for these costs, regardless of the conduct or outcome of the prequalification process.

III. PROPOSAL SCOPE AND REQUIREMENTS

A. RESPONDENT PROFILE AND QUALIFICATIONS

- i. Experience and qualifications. Please provide a description of respondent's experience and qualifications for administering large continuing education conferences both in person and virtually. In addition, please provide information on key individuals who would work with WSDA in administering the Association's events, including information on their respective roles and responsibilities within the organization.
- ii. References. Please provide three references with direct knowledge of the respondent's work in administering large continuing education conferences.
- iii. Fee structure. Please describe the respondent organization's fee structure for providing event management for the WSDA. Please include any desired contract provisions such as desired length of contract.
- iv. Additional information. Please provide any additional information that would help WSDA evaluate the proposal.

B. SCOPE OF WORK

- i. Manage the execution and logistics of PNDC as well as additional Association events.
- ii. Maintain event budgets and continually monitor expenditures and income to meet or exceed projections.
- iii. Manage negotiation of contracts with outside vendors including convention centers, hotel facilities, show decorator, AV, and others.
- iv. Develop and successfully execute both PNDC exhibit hall and sponsorship sales plans within established WSDA guidelines. This includes developing target market, generating sales leads, and effectively selling exhibit hall booths and sponsorships.

- v. Manage speaker logistics, presentation materials, and supplies.
- vi. In consultation with WSDA staff, secure sponsorships/grants for financial support of speakers, materials, and special events at the PNDC and other Association events.
- vii. Manage all aspects of onsite logistics including continuing education content delivery, customer service, registration, and exhibit hall activity.
- viii. Collaborate with WSDA membership and communications departments to facilitate event marketing campaigns ensuring maximum event exposure and customer engagement.
- ix. Manage event metrics and reports that detail the effectiveness of the PNDC and other Association events.
- x. Provide research and data to continuously strategize to improve the quality of all Association events.

IV. PROPOSAL REVIEW AND EVALUATION

WSDA will invite finalists to attend an in-person or virtual interview at its Seattle office in August 2020. A final decision for the award of a contract shall be made by August 28, 2020. The following criteria will be used in evaluating each of the respondents' proposals:

1. Completeness of the proposal.
2. Experience in administering successful events both in person and virtually.
3. Costs of services provided.
4. Event management philosophy.
5. Continuing education and learning philosophy.
6. Information provided during reference checks.
7. Other criteria identified by WSDA as important in the evaluation of submitted proposals.

WSDA will choose the proposal that best fits its needs and the needs of the Association and its members.

V. CONTRACT AWARD PROCESS

After completing the evaluation phase of the process, WSDA will enter into contractual negotiations. The final selection will be based on the satisfactory outcome of these negotiations. The award shall be made to the respondent whose proposal is determined, at WSDA's sole discretion, to be the most advantageous to Washington dentists. After the contract has been awarded, WSDA will notify all respondents of the outcome.