

REQUEST FOR PROPOSAL

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| Exhibition: | Africa's Travel Indaba 2020 |
| Dates: | BONday Day: 11th May 2020 Exhibition Days: 12-14 May 2020 |
| Services: | Production and delivery of The Daily Newspaper at Africa's Travel Indaba |
| Venue: | Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) |

We are pleased to extend this opportunity for provision of services for Africa's Travel Indaba 2020

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposed concept and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2020

Synergy Business Events (Pty) Ltd is an experienced exhibition and event organiser with infrastructure capacity. We assist our clients with all their project management, sales, logistics and stand-building needs for their exhibitions and events. Our innovative team offers streamlined benefits in tune with our clients' objectives, focusing on delegate, exhibitor and visitor needs.

Synergy Business Events (Pty) Ltd has been appointed official management company of **Africa's Travel Indaba 20** on behalf of **South African Tourism** for the period 2018 to 2020. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa's Travel Indaba 2020**. This event is held annually in Durban during May.

Africa's Travel Indaba 2020 – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 12th to 14th May 2020.

SECTION 1

GENERAL INFORMATION

BACKGROUND

Africa's Travel Indaba, a trade exhibition, is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar.

Africa's Travel Indaba is a three-day trade event that attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, 654 local and international media, and 1254 local and international buyers.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travelers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

THE BRIEF

Synergy Business Events (Pty) Ltd is seeking an experienced company skilled in advertising and communications with the proven ability to execute and manage the full process of producing a great trade exhibition daily newspaper. This is done in close collaboration with Synergy Business Events and SAT PR and Comm's Team.

Synergy Business Events (Pty) Ltd is calling on all interested parties who are confident that they can deliver great management and production services of exceptional standards that will fit into the calibre of the exhibition. It is imperative that the entire prospective communication and advertising company is well trained and knowledgeable about the newspaper content management, design and layout and onsite production processes of newspaper specifically for trade shows. They are mandated to assist through the Africa's Travel Indaba Daily Newspaper at the exhibition to portray the image of Africa's Travel Indaba as a world class exhibition.

Scope of Work

Synergy Business Events (Pty) Ltd prefers to award one contract to a single service provider that meets with all elements specified in this RFP. **Synergy Business Events (Pty) Ltd** is under no obligation to choose the cheapest cost proposal.

The appointed service provider will provide onsite execution, management and production services of the Africa's Travel Indaba Daily Newspaper that meet or exceed the basic requirements:

For 2020:

| | |
|------------------------|---|
| Format of Newspaper | Africa's Travel Indaba Daily Newspaper has historically been tabloid style – however we are open to a suggestion of a more engaging size |
| Paper Specifications | Environmentally friendly Locally produced/manufactured paper to be used |
| Content | Please illustrate how the design and content will reflect the theme <i>"Africa moves you"</i> |
| Quantities | 8000 per day |
| Number of Publications | Africa's Travel Indaba is a three (3) day trade exhibition. The service provider shall produce three editions of the Africa's Travel Indaba Daily Newspaper for the following show days: 12 th May 2020 – 14 th May 2020 |
| Size | 8-12 Pages (dependant on the layout) |

- Note that preference will be given to environmentally friendly paper and printing, so please provide environmental specifications
- Copies to be approved by the South Africa National Convention Bureau (SANCB).
- All production, printing costs and delivery
 - Ensure that your print deadlines allow for SANCB approval in the late afternoon
 - Distribute directly to hotel partners in order to ensure that all the Meetings Africa buyers receive their copies daily in their rooms before 06h30 plus extra copies given for breakfast areas at hotels every morning
- Page 1 and page 3 are owned by SANCB – editorial content to be provided by SANCB at no cost.
- 1 page consisting of 4 quarter pages to be available for Sponsors/BID Parties adverts at no cost to client.
- Sales of all advertising, logos and additional advertising images can be sold as value adds, however, SANCB and organisers to approve costs of all advertising sales
- Link the print publication with Africa's Travel Indaba online social networks by including links to the various digital channels in each daily news at the top below the header and further down on the front page
- E-copy to be available to upload onto the Africa's Travel Indaba 2020 website and APP – in digital format, not PDF

- Include a half page advert with an infographic of top stats coming out of Africa's Travel Indaba 2020; to be updated daily
- Writers to cover all major events and workshops. From appointment, a Project Plan with targets need to be produced and thereafter, a weekly progress status report leading up to the exhibition
- Attend weekly Meetings Africa status meetings when requested
- Post exhibition report feedback

Organisers will provide you with the look and feel of the master head based on a successful proposal.

The organisers of the show will provide a base within the Media Centre of 9 square meters for the duration of the three (3) days. This will exclude a phone line.

Synergy Business Events (Pty) Ltd encourages the appointed service provider to be a high calibre, highly respected professional in the area of expertise with strong communications and advertising and onsite newspaper production skills.

The specific experience and values that the applicant should have are follows:

- Extensive experience in the event and exhibition industry, specifically trade shows
- Operate according to sound business principles;
- Have sufficient staff to undertake the project
- Be able, and willing to engage and interact with various role players.

South African Tourism and **Synergy Business Events (Pty) Ltd** reserves the right to hold interviews with applicants who have been short listed.

Synergy Business Events (Pty) Ltd does not accept responsibility for any other cost associated with the execution, management and production of the Africa's Travel Indaba Daily Newspaper.

This includes and not limited to samples provided for the proposal any other costs not related to the execution of services rendered.

Cost Structure of Proposal:

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Meetings Africa 2020. Consideration should be given to using energy efficient appliances and a paper re-use / recycling system should be put in place in conjunction with the organisers.

Event Greening:

In line with international best practice Meetings Africa 2020 aims to be a low carbon event where event greening is considered in all the different work streams and appointment of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

For additional information about event greening please visit the resource section of the Event Greening Forum on www.eventgreening.co.za

REJECTION OF PROPOSALS

Synergy Business Events (Pty) Ltd reserve the right to reject any or all proposals. Issuance of this RFP does not bind **Synergy Business Events (Pty) Ltd** to award a contract, nor do **Synergy Business Events (Pty) Ltd** in any way assume liability for expenses incurred by the proposer in preparation of its proposal manufacture and production.

DELIVERABLES

Successful contractor should be able to deliver on the following:

Communication Management

- Arrange and secure meetings with PR and Comm's team of South African Tourism to source the forewords, opening remarks and editorial from the CEO/CMO for the one or more publications of the Africa's Travel Indaba Daily Newspaper.
- Continual liaison and communication with the approved exhibitors and buyers for the show to source content for the newspaper.

Advertising

- Develop and market the advertising packages available for the Africa's Travel INDABA Daily Newspaper.
- Sell advertising packages to approved exhibitors, buyers and media houses

Design and Creative

- Design the layout of the newspaper, content management and advertising spaces available
- Suggest a fresh new look and feel for the 2020 edition

- Design the master head incorporating any recommendations from the client (South African Tourism).

Management

- Conduct site-visit to Inkosi Albert Luthuli Conference Centre to see size and space that will be used to work from during the exhibition.
- Source, collate and assemble all content relevant for each edition a day prior to the production of the newspaper.
- Manage the production of the newspaper.
- Submit a post-show report 1 week following the breakdown of the exhibition.

Photographer

- The appointed service provider will be responsible for the appointment of a reputable photographer responsible for taking high profile pictures as and when required.
- Brief photographer on events to cover.
- Responsible for supplying photographs and band captions to South African Tourism PR and Comm's team for distribution on an ongoing basis.
- Responsible for imitating and arranging photographic shoots with high profile buyers.
- All photographs to be supplied to **Synergy Business Events (Pty) Ltd** along with the post show report.

A Service Level Agreement as well as a Non-Disclosure Agreement needs to be signed after the appointment of the service provider.

SPECIFICATIONS TO BE PART OF CONTRACT

Specifications, statements and the requirements which accompany the proposals, which are accepted therewith, and which do not conflict with the provisions herein contained, shall be part of any contract that is entered into for the purchase of goods, services or both, herein anticipated by **Synergy Business Events (Pty) Ltd**.

CONTRACT AWARD

Synergy Business Events (Pty) Ltd reserves the right, as the interests of **Synergy Business Events (Pty) Ltd (Pty) Ltd** may require, to postpone, accept or reject any and all proposals and to waive any informalities in the proposals received, and to award the contract to the best responsive and responsible Proposer.

In awarding a contract, **Synergy Business Events (Pty) Ltd** reserve the right to consider all elements entering into the determination of the responsibility of the Proposer. Any proposal which is incomplete, conditional, obscure, or which contains additions not called for or irregularities of any kind, may be cause for rejection of the proposal.

Acceptance and appointment of the contract entitles the service provider access to the approved exhibitor list. This list will be used solely for the purpose of marketing the advertising packages for the Africa's Travel Indaba Daily Newspaper only. The exhibitor list provided should not be used, shared or sold for any other purposes outside of which it is intended. This will be in contravention of the POPI Act, consequences of which the service provider will be legally liable for.

TIME FOR PERFORMANCE

The Proposer shall fully perform all of his obligations, including without limitation the satisfactory execution of the onsite management, execution and production service of Africa's Travel Indaba Daily Newspaper and the satisfactory performance of all work to be complete to specification and within the agreed upon time frame.

SECTION 2

TERMS, CONDITIONS AND REQUIRED CLAUSES

REQUIRED CLAUSES

The following clauses shall be incorporated into any contract that results from this RFP.

CHANGES

Any proposed changes in Contract resulting from this RFP shall be submitted to **Synergy Business Events (Pty) Ltd** for its prior approval and **Synergy Business Events (Pty) Ltd** will make any subsequent changes by Contract modifications.

Synergy Business Events (Pty) Ltd may, at any time, by a written order, make changes within the general scope of this Contract. If any such change causes an increase or decrease in the cost of, or the time required for, the performance of any part of the work under Contract, an equitable adjustment shall be made in the Contract price, and the Contract shall be modified in writing accordingly. Any claim by Contractor for adjustment under this clause must be asserted within 30 days from the date or receipt by Contractor of the change, provided however, that **Synergy Business Events (Pty) Ltd**, if it decides that the facts justify such action, may receive and act upon any such claim asserted at any time prior to final payment under this contract.

TERMS OF AGREEMENT

The service provider shall source, execute, manage and produce the Africa's Travel Indaba Daily Newspaper at their own cost.

Funding of this will be sourced through the advertising packages which they will sell to approved exhibitors, international and local buyers as well as the media houses.

The appointed service provider shall receive recognition for producing the newspaper through their company details being made available on the Africa's Travel Indaba website. This will be located on a tab on the website specifically allocated for the Africa's Travel Indaba. The service provider may also create exposure through the Africa's Travel Indaba Daily Newspaper as they see fit.

OWNERSHIP OF RECORDS

Synergy Business Events (Pty) Ltd shall be the owner of all documents prepared pursuant to a Contract or provided to Contractor by **Synergy Business Events (Pty) Ltd**. Any re-use of the documents by **Synergy Business Events (Pty) Ltd** for other than the purpose intended by such Contract shall impose no liability on the Contractor.

PROPOSERS DETAILED PROJECT PLAN

The proposer needs to include their detailed project plan on how they wish to execute the process of managing the development and production of the Africa's Travel Indaba Daily Newspaper. This will include and not limited to scheduling interviews with South African Tourism Management team, pre-show sales of advertising packages, submission of number of staff working onsite, duties for each staff member, onsite management processes, chain of command onsite, scheduling of news stories submissions, onsite production process, post-show report submission deadline.

INDEMNIFICATION

Contractor shall indemnify and save harmless **Synergy Business Events (Pty) Ltd**, its trustees, clients, officers and employees from and against all loss, costs, liability, damage and expense whether direct, consequential or incidental, for personal injury and for property damage. Such loss, costs, liability, damage and expense arising out of, or resulting in whole or in part, directly or indirectly, from work or operations under the contract but not limited to the acts, errors, omissions and negligence of contractor's employees and agents, except to the extent of liability imposed due to **Synergy Business Events (Pty) Ltd** own negligence, shall be payable as directed **Synergy Business Events (Pty) Ltd**.

Evaluation Process:

Synergy Business Events has set minimum standards that a bidder needs to meet in order to be evaluated and selected as a successful bidder. The minimum standards consist of the following:

| EVALUATION GRID | |
|---|----------------------|
| <p>The Bids will be evaluated on a scale of 1 – 5 in accordance with the criteria below. The rating will be as follows:</p> <p>0 = Unacceptable, 1 = Serious Reservations, 2 = Minor Reservations, 3 = Acceptable, 4 = Good, 5 = Excellent</p> | |
| UNDERSTANDING AND APPROACH | Weight Rating |
| Understanding product deliverables | 10 |
| Organisation structure | 5 |
| Track record and Experience 1 year (0), 2 years and more (1), 4 years and more (2), 6 years and more (3), 8 years and more (4) 10 years and more (5) | 10 |
| B-BBEE Status and Rating | 20 |
| PROPOSED MANAGEMENT SERVICES | |
| Detailed Project Plan | 5 |
| Samples of previous work No Sample (0), 1 sample (1), 2 samples (2), 3 samples (3), 4 samples (4), 5 Samples and more (5) | 10 |
| Advertising packages developed for the newspaper | 10 |
| An ability with experience to observe protocol | 10 |
| Uniqueness, Variety, Creativity, deliverance | 10 |
| Have strong project management, reporting and implementation skills | 10 |
| Total | 100% |
| A Threshold of 70% applicable | |

B-BBEE Points Allocation

A maximum of 20 points may be allocated to a bidder for attaining their B-BBEE status level of contributor in accordance with the table below:

| B-BBEE Status Level of Contributor | Number of Points |
|------------------------------------|------------------|
| 1 | 20 |
| 2 | 18 |
| 3 | 14 |
| 4 | 12 |
| 5 | 8 |
| 6 | 6 |
| 7 | 4 |
| 8 | 2 |
| Non-compliant contributor | 0 |

B-BBEE STATUS VERIFICATION

The Proposer must provide **Synergy Business Events (Pty) Ltd** with complete documentation stating their BBB - EE status by including a certified copy of the certification with the proposal. Do note that preference will be given to the following groups as per the BBB-EE guidelines:

- a) Black people
- b) Black people who are youth
- c) Black people who are women
- d) Black people with disabilities
- e) Black people living in rural or underdeveloped areas or townships
- f) Cooperatives which are 51% owned by Black people
- g) Black people who are military veterans

Pricing:

Synergy Business Events (Pty) Ltd will utilise the following formula in its evaluation of Price:

$PS = 80$

Where:

Ps = Score for the Bid under consideration

Pt = Price of Bid under consideration

Pmin = Price of lowest acceptable Bid

Proposal Format:

This section summarises the documents required by **Synergy Business Events (Pty) Ltd** for the response to this proposal request.

Two (2) full colour hard original copies and one (1) soft copy of Contractor's proposal must be submitted and shall be organised in conformity as follows:

1. Cover letter.
2. Original Request for Proposal Documents signed and each page initialed.
3. Summary of proposal requirements.
4. Overview of the proposer's company.
5. Detailed project plan specifying information and deadlines required to be met for the successful delivery of the Newspaper.
6. Three (3) traceable and contactable references of previous clients within the last year to include:
 - a. Client name, contact person, contact number, contact email address and overview of completed job for the client.
7. Proposers company experience:
 - a. Years in business.
 - b. Company Location.
 - c. List of previous and current clients.
 - d. List any notable awards if applicable.
8. Proposers company personnel.
 - a. Company organogram (include all personal names and years of service).
 - b. Number of personal responsible for pre-planning directly responsible for this proposed scope of work.
 - c. Number of personal responsible for onsite management directly responsible for this proposed scope of work
9. Two (2) samples of previous work done
10. B-BBEE Certificate (Certified Copy).
11. Tax Clearance Certificate (Original).
12. Proof of Company Address.

Cost Structure of Proposal:

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

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Event Greening:

In line with international best practice Africa's Travel Indaba 2020 aims to be a low carbon event where event greening is considered in all the different work streams and appointment of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

For additional information about event greening please visit the resource section of the Event Greening Forum on www.eventgreening.co.za

Synergy Business Events (Pty) Ltd reserves the right to reject any or all proposals, to accept other than the lowest price proposal, to negotiate separately with any source whatsoever and to accept the proposal considered to be most advantageous to the client. **Synergy Business Events (Pty) Ltd** also reserves the right to select the contractor on the basis of proposals received without seeking further information or clarification from Proposers. Finally, **Synergy Business Events (Pty) Ltd** reserve the right to conduct no-notice site visits, if deemed necessary.

Upon review of the proposals, **Synergy Business Events (Pty) Ltd** will designate the most qualified Proposers as finalists.

The organisers of the show will provide a base within the Media Centre of 9 square meters for the duration of the three (3) days. This will exclude a phone line.

RFP Submissions:

Submission date – 16:00 Wednesday, 29 January 2020.

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification / rating certificate

Proposal Format:

- Please supply 2x hard copy colour documents for evaluation
- Please supply 1x soft copy of proposal on memory stick or e-mailed to e-mail address provided below for evaluation

Please email your proposal to Khauhelo Rasemetse – events@indaba-southafrica.co.za and deliver to Synergy Business Events Offices: The Pavilion, Block A, First Floor, 12 Wessel Road, Rivonia, Gauteng

Queries:

Should you have any questions relating to this RFP, please contact Khauhelo Rasemetse – events@indaba-southafrica.co.za or +27 11 476 5104.

On successful appointment, a service level agreement (SLA) will be provided to all parties. Your primary point of contact will be Synergy Business Events.

Synergy Business Events (Pty) Ltd would like to thank you for taking the time to respond to the Request for Proposal.