



PHILADELPHIA CONVENTION AND VISITORS BUREAU (PHLCVB) TRADE SHOW BOOTH DESIGN RFP

The **Philadelphia Convention and Visitors Bureau** seeks an innovative partner to help us craft a show-stopping tradeshow booth for Philadelphia. We need your talent to design, build, and deliver a booth that will spark meaningful connections with meeting and convention planners across the globe.

1. INTRODUCTION

The **Philadelphia Convention and Visitors Bureau (PHLCVB)** is the official tourism promotion agency for Philadelphia, responsible for marketing Philadelphia as a destination for meetings, conventions, and events. The PHLCVB represents Philadelphia around the world, capturing the attention of event organizers, planners, tour operators and visitors.

1.1 Purpose of the RFP

We are issuing this Request for Proposal (RFP) to find a partner who can conceptualize, design, fabricate, deliver, and maintain an engaging booth that promotes Philadelphia as a world-class destination for meetings, conventions, events, and visitors.

The PHLCVB sales and marketing teams attend several key industry shows throughout the year including IMEX America, IPW, PCMA Convening Leaders, MPI-WEC and several others. Booth engagement changes for each show and may include individual and group appointments, activation spaces and lounge areas.

We want a booth that encourages meaningful interactions with potential clients and industry partners. We want attendees to think, *Wow! Philadelphia is definitely on my list.*

2. PROJECT OVERVIEW

2.1 Objectives

- **Technology and Fabrication Forward:** Lean into interactive components (digital displays, touchscreen kiosks, VR experiences—think impact).

- **Memorable Experience:** Engage meeting planners and show attendees in ways that inspire them to learn more about Philadelphia’s event-hosting capabilities.
- **Flexibility & Scalability:** Develop a booth that can adapt to various trade show footprints (10x10, 50x50, island configurations, etc.), various activities (engagement zones, group meetings), and remain relevant for multiple years/uses. Ideally larger booth layouts will include storage space.
- **Easy Logistics:** Incorporate modular elements that make shipping, setup, and teardown efficient, because nobody likes wrangling unwieldy booth pieces in brand-new conference attire.

2.2 Booth Premier at IMEX America: The new tradeshow booth would be unveiled at IMEX America in Las Vegas (October 7-9). IMEX America is the largest trade show for the global meetings, events, and incentive travel industry. Attended by more than 10,000 people, IMEX America is an appointment-based show at which the PHLCVB sales team host meetings over three days with meeting and event planners. Exhibitors include national tourist office and convention bureaus, major hotel companies, conference venues, airlines, cruise lines, technology providers, etc. It is a highly competitive environment and important that Philadelphia stands out. Booth specifications and requirements include:

- 20’ x 50’ (1,000 square feet) The floorplan for this show is not yet available but see 2024 floorplan for reference.
- Sixteen (16) individual spaces for meetings. Need a mix of one-on-one meetings plus spaces that can easily add additional chairs when needed.
- Area for communal meetings and activations. May include catering.
- Storage space

2.3 Key Deliverables

1. **Design Concepts & Renderings**
2. **Final Construction Documents & Engineering**
3. **Booth Fabrication & Assembly**
4. **Shipping, Installation & Dismantling Services**
5. **Storage Solution (as needed)**
6. **Post-Show Maintenance/Support**

We want something that makes an impact but is user friendly for our team. Onsite management is handled by PHLCVB staff.

3. SCOPE OF WORK

- **Creative & Design**
 - Develop multiple creative concepts that reflect Philadelphia’s identity. Provide concepts for the following footprints utilizing elements from the overall design to ensure strong representation at all shows:

1. 20' x 50'
 2. 10' x 40'
 3. 10' x 20'
 4. 10' x 10'
- Incorporate brand guidelines (we will share our color palettes, typography, photography and any inspirational designs).
 - **Technology Integration**
 - Recommend interactive components (digital displays, touchscreen kiosks, VR experiences—think impact). Showcase how they can be incorporated into the physical designs at all three sizes noted above.
 - Factor in reliable AV systems that do not require dedicated technicians to manage.
 - **Construction & Materials**
 - Specify durable, high-quality materials that can weather multiple shows.
 - Ensure any structural designs meet safety regulations and venue requirements.
 - Consider forward-thinking elements like eco-friendly building materials or energy-efficient lighting.
 - **Logistics & Maintenance**
 - Provide full-service shipping, installation, and dismantling, or partner with a vendor to do so.
 - Offer a practical storage solution and detail any routine maintenance needed to keep the booth looking new for each event.
 - **Project Management**
 - Assign a single point of contact for the project who will manage timelines, budgets, vendors, and all the fine details.
 - Provide realistic schedules for design approvals, production, shipping, etc.
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4. SUBMISSION REQUIREMENTS

Please include:

1. **Company Overview**
 - Brief history, areas of expertise, and relevant experience in designing trade show booths — include relevant tourism organizations as well as corporate or tech companies. We want to expand beyond our industry for inspiration.
2. **Project Team**
 - Names, titles, and relevant experience of the team members who would be working on this project.
3. **Design Approach**
 - Describe your vision for how the PHLCVB booth could look and feel. Include sketches or concept renderings.
4. **Work Plan & Timeline**
 - Outline the major phases of the project from kick-off to final delivery.
 - Provide a production schedule, including design reviews and approvals.
5. **Cost Proposal**
 - Provide a detailed breakdown of project costs, including:

- Creative & Design
 - Fabrication & Construction
 - Shipping & Logistics
 - Technology Integration
 - Installation & Dismantle
 - Storage & Maintenance
 - Highlight any potential cost efficiencies or alternative solutions.
6. **References & Portfolio**
- Include at least three relevant client references and samples of past work that illustrate your ability to produce show-stopping experiences.
7. **Creative Spark**
- Tell us what excites you most about designing for Philadelphia. We want to see your enthusiasm and any unique ideas you have for bringing out our city's story in a trade show environment.
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5. BUDGET & CONTRACT TERMS

- **Budget Range:** Our working budget for this project is **\$300,000 to \$500,000** inclusive of design, construction, shipping, and any associated costs for the first show. Please provide a recommended budget for annual storage, repairs, shipping and set up for up to five tradeshows annually.
 - **Payment Structure:** Payment terms and a milestone-based schedule will be negotiated with the selected vendor.
 - **Legal Considerations:** Contract terms should include indemnification, liability, insurance coverage, and intellectual property rights.
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6. SELECTION CRITERIA

1. **Innovation and Creative Approach**
 2. **Relevant Experience & Capabilities including examples of flexible designs**
 3. **Proven Track Record of Similar Projects**
 4. **Budget Alignment**
 5. **Clarity & Thoroughness of Proposal**
 6. **References & Portfolio Quality**
 7. **Project Timeline & Feasibility**
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7. PROPOSED TIMELINE

We anticipate the following timeline (subject to change):

1. **RFP Release:** April 16, 2025

2. **Proposals Due:** May 12, 2025
 3. **Vendor Interviews/Presentations:** May 19– 23, 2025
 4. **Final Selection & Notification:** June 2, 2025
 5. **Contract Execution:** June 9, 2025
 6. **Design & Production Phase:** June – August 2025
 7. **Booth Delivery & First Show Debut:** IMEX America, Oct 5, 2025
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9. RFP CONTACT & SUBMISSION

Please submit all proposals and any questions to [**marketing@discoverphl.com**](mailto:marketing@discoverphl.com)

THANK YOU!

We appreciate your interest in helping the **Philadelphia Convention and Visitors Bureau** shine on the global stage. This booth will play a major role in welcoming thousands of meeting planners to consider Philadelphia as their next host city. We look forward to reviewing your proposal.