



Request for Proposals

Event Management Vendor – International Leaders Forum

Issued: January 3, 2024

Responses Due: February 9, 2024 by 5:00 pm ET

Vendors may email questions and responses to the following contacts:

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1. Overview

The [National Democratic Institute](#) (NDI) NDI is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has guided NDI's work in more than 132 countries since its founding. NDI pioneered the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

1.1. Event Overview

NDI has organized the International Leaders Forum (ILF) at every Democratic National Convention since 1984. The ILF is a unique opportunity for foreign dignitaries to learn about the U.S. electoral and political processes by observing the Democratic National Convention proceedings. NDI organizes a series of panel discussions on the U.S. political process, foreign and domestic policy issues and the role of party conventions during the day. At night NDI facilitates access to the convention floor. In addition, NDI hosts an opening reception, luncheons and a nightly watch party at hospitality space near the convention premises, over the course of the four-day convention.

2. Statement of Work

NDI will host the 11th International Leaders Forum (ILF), to be convened alongside the Democratic National Committee's (DNC) party convention in Chicago, Illinois August 19-22, 2024. The 2024 ILF program will include events for 300-400 guests including members of the International Diplomatic Corps, political leaders from around the world, and other invited dignitaries. Guests will participate in events during the day close to McCormick Place, and attend convention proceedings at night at the United Center. Accommodations may be located close to McCormick Place.

2.1 Purpose

The purpose of this Request for Proposal (RFP) process is to invite event management vendors to submit a proposal to manage the International Leaders Forum 2024, in close

coordination with NDI staff. This document contains the requirements necessary for a successful event.

2.2 Scope of Work

NDI will leverage its staff as specialized resources for key aspects of the event, including theme development, budget oversight, schedule, registration, and promotional activities. Concurrently, we seek the expertise of an event management vendor to lead pre-event planning, handle specific budgetary aspects (vendor invoices & payment calendar), manage logistics, and oversee on-site event execution, in coordination with NDI, transportation and security vendors.

Event Locations – Confirmation of venue and accommodations is to be finalized, contingent on DNCC confirmation. Daily panels and luncheons at hotel conference space near McCormick Place, watch party at hospitality suite near United Center.

The selected event management company will be responsible for the following key components:

- **Pre-Event and Onsite Planning** – Work with NDI to create a project schedule with deadlines and key milestones. Work with NDI to create a daily onsite schedule.
- **On-site Management** – Registration: manage registration desk and software, including sign-in, name badges, and distribution of promotion and event materials. Daytime and evening events: manage logistics with hotel staff to ensure a smooth event.
- **Event Plan and Logistics** – Coordinate logistics including:
 - Meals: Manage and order all meals for the duration of the event.
 - On-site signage: Create all on-site signage including schedules, registration area, watch party.
 - Audio-visual: work with AV contractor/hotel for all AV requirements.
 - Staff Coordination: Manage communications with staff involved with the event including marketing, sales, customer services staff and speakers.
 - Media Relations: Coordinate with the NDI Team for PR related to the conference.
 - Welcome packages: provide packages for delegates and sponsors.
- **Sponsors and Speakers** – NDI is coordinating high-level sponsorships and speakers. VIP-level services will be needed to facilitate participation of these individuals at the event.
- **Audio-Visual Services** - Provide state-of-the-art audio-visual equipment and technical expertise. Coordinate and manage all audio-visual aspects of the event, including sound systems, lighting, and multimedia presentations, including live streaming of daily panels.
- **Videography / Photography** - Coordinate with photography for the convention.
- **Decoration and Florals** - Design and execute a visually appealing decor plan in line with the theme and objectives of the event. Source and arrange florals, centerpieces, and other decorative elements.

- **Stage Design and Graphics** - Develop a creative and functional stage design that enhances the overall event experience. Ensure that the stage design complements the event theme and branding.
- **Volunteer Management** - Recruit, train, and manage a team of volunteers to assist with various event tasks. Coordinate volunteer schedules and responsibilities. Please note that there will be some NDI Staff members available for tasks.
- **Budget and Financial Management** - Develop and manage a comprehensive event budget that covers all aspects of the event. Provide regular financial updates and reports to NDI throughout the planning and execution phases. Ensure all expenditures align with the approved budget.

3. Proposal Submission Procedure

3.1 Vendor RFP Reception

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or other details of the RFP and will ask any questions to ensure understanding is gained. NDI retains the right to disqualify vendors who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify the vendor extends past the contract award. NDI will be at no fault, cause, or liability.

The provisional timeline for this RFP process is as follows:

January 8, 2024: RFP issued

February 9, 2024: Deadline for applications

February 11, 2024: Application review begins

April 1, 2024: Contract award begins

3.2 Good Faith Statement

All information provided by NDI is offered in good faith. Specific items are subject to change at any time based on business circumstances. NDI does not guarantee that any particular item is without error.

3.3 Proposal Submission Requirements

Interested event management companies are invited to submit a comprehensive proposal that includes the following:

Company Overview: Provide an overview of your company, including experience in managing similar events, and previous experience working with NDI or similar organizations (if any). Also include information on your company's approach to DEI.

Proposed Approach: Outline your approach to managing each of the specified services, including a detailed timeline. Proposals must include a project plan that identifies timelines, key milestones, and other relevant project plan information.

Budget:

Provide a detailed budget breakdown, including all relevant costs and fees.

Clearly outline any potential additional costs that may arise during the planning and execution phases.

Describe your approach to financial management, including systems for tracking expenses, managing invoices, and providing financial reports.