



India Convention Promotion Bureau
Sponsored by Ministry of Tourism, Government of India



iMICE - 20-22 April 2023

RFP for selection of Professional Conference Organiser (PCO)

India Convention Promotion Bureau - New Delhi, India

This is to invite proposals (hereafter called the RFP) for appointing a Professional Conference Organiser (PCO) for handling 'iMICE Conference', in April 2023 on the sidelines of G20 Summit.

The India Convention Promotion Bureau (ICPB) is the country's apex body whose regular mission is to propagate India's ability to hold conventions and conferences of all shapes and sizes. ICPB is a joint effort between the private and public sectors. Presently, ICPB is the only travel industry body that is truly proud of participation from the entire Meetings, Incentives, Conferences and Exhibitions (MICE) industry, with members from central and state governments, hotels, airlines, tour operators, travel agents, exhibition suppliers, professional conference organizers, event managers, educational institutions and more.

Ministry of Tourism, Government of India will host jointly with ICPB Incredible MICE Global event - 'iMICE Conference' to showcase India's MICE offerings to the worldwide audience.

The objective of the event coinciding with India's G-20 Presidency will showcase India's impressive infrastructure in terms of venues, hotels, connectivity, airports, merchandise and more across the country and position India as a top 10 MICE global destination.

iMICE Conference details

Dates : 20-22 April 2023

Venue: Bangalore International Exhibition Centre (BIEC)

City : Bengaluru, Karnataka

It is proposed to target 600-800 international and domestic conference planners as buyers from about 40-50 countries including G20 countries primarily from international and domestic associations, corporate houses, institutes, PSU's etc. And 150-200 exhibitors (domestic and international).

- Knowledge sessions will be held with renowned speakers/panellist's.
- India's MICE infrastructure to be prominently exhibited with 'Meet-in-India', branding in the exhibition area.
- G20 countries/their Visitor Bureau's to be provided space for exhibiting their tourism product.
- B2B meetings to be arranged through pre-scheduled appointments.
- The buyers will be invited on a full hospitality program for 3 days & 2 nights (domestic buyers) & additional nights for international buyers. They will be provided air tickets, accommodation, meals and local transport.
- State Government will be approached to offer FAM tours to the delegates to experience the rich culture, heritage & warm hospitality that India is known for.

I. **PRE- QUALIFICATION CRITERIA FOR APPOINTMENT OF PCO:**

- The PCO needs to be of Indian entity with a registered income tax id and a GST id in India.
- Must have been in operation for minimum 5 years.
- Must have experience of planning and executing conferences/meetings/exhibition of similar nature with B2B meetings.
- The bidder preferably needs to be a member of ICPB.

Financial viability - Tenderers are required to demonstrate their financial credibility and submit balance sheet for the last 5 years.

Proven track record - Tenderers are required to demonstrate their experience as a PCO by providing information on meetings they have managed over the last 5 years - especially meetings of a similar size and complexity.

Staffing - Tenderers are required to give an overview of their infrastructure including staffing, experience and accreditation.

Electronic Management - Tenderers should demonstrate their IT capability, capacity and ability to provide electronic facilities in a secure environment.

Financial Management - Tenderers are required to demonstrate their competence in the area of financial management including qualification of personnel in this respect.

Fees and Cost Structure - Tenderers are required to clearly set down fees to be charged for services.

II. SCOPE OF WORK

PCOs are invited to bid for the following services. The list is not necessarily exhaustive and applicants are welcome to incorporate additional services as they believe would be required for the successful organisation of this Conclave.

The list is intended to be indicative of the responsibilities of the PCO. If the applicant would sub-contract any such role, this MUST be clearly stated.

1. iMICE back office:

Setting up of a fully functional iMICE back office to coordinate, run, manage and execute all back-office functions on behalf of MoT/ICPB as required for iMICE 2023.

2. Website Development:

Developing, upgrading, maintaining and regularly updating the iMICE website which should be device agnostic and should be ecommerce enabled with all the features as required for a website of an international conference. The PCO needs to work on the current website with all required features within the 7 days of coming on board.

3. Collateral Designing:

Designing, producing, updating, managing and deploying all digital collaterals like brochures, flyers, posters, emailers, banners, audio videos and any other such aids on a world class basis. The content will be modified with the PCO for creating messaging formats which will be deployed by their internal resource in coordination with ICPB coordinator.

4. Conference Materials (Print and Electronic)

The responsibility includes coordinating with the vendors to provide all conclave supplies such as program directory, delegate bags, mementos, t-shirt, caps, gifts/inserts etc for delegate bags on time.

5. Online Registration Management:

Registration & commerce module for accepting hosted buyers application with their participation fee. Ability to send auto confirmation emails / sms, send receipts and refunds. This needs to be integrated with iMICE 2023 website.

6. Registration/B2B meetings

- Coordinating the various areas with the selected vendor to provide smooth and hassle free registration process pre iMICE conference & onsite during the conference including badges, lanyards.
- To assist in arranging professional pre-schedule B2B meetings.

7. Buyers Acquisition :

- To ensure participation of 600-800 potential MICE buyers (domestic/international) and assist in the short listing and selection of buyers through a transparent well defined process.
- A minimum of 100 MICE buyers (domestic/international) to be provided independently by the PCO from their database.
- A dedicated to be assigned for communication with buyers before and after selection.
- International MICE buyers to be identified from
- potential international Meeting Planners, Associations, Corporate Houses, Event Managers, International PCOs (Professional Conference Organizers), Venue Sourcing agencies, International DMC (Destination Management Companies).
- Domestic MICE buyers to be from Associations (medical/non-medical) and corporate houses, HOD of the institutes & universities etc.

8. Exhibition :

- To target 150-200 exhibitors from Indian MICE industry (ICPB members and non-ICPB members), suppliers from G20 and other countries to exhibit their services, products/expertise to project India as professional MICE destination with powerful branding.
- Coordination with exhibition fabricator for developing exhibition floor plans, guidelines, exhibition manual, co-ordination of stand services and the co-ordination of set-up and dismantling of the exhibition with the selected fabricator.
- Coordinate and arrange industry visitors to the exhibition.
- To support international and domestic exhibitors for logistic arrangements to setup their exhibition space.

9. Conference sessions:

- Coordinating for stage setup for each session including managing backstage
- Coordinate with speakers, panellists
- Coordinate for giving away of mementoes/bouquets
- Coordinate for program set-up for conference sessions
- Coordinate with Emcee smooth conference functioning

10. Press Meets:

- To arrange periodic press meets to announce the event.
- Provide regular updates to media (Domestic and International), prepare press releases and submission of press coverage before, during and after the event from media.

11. Sponsorship:

- To identify and liason with sponsors from state governments, international institutes, suppliers, non-Government bodies and non-ICPB members etc.
- To execute sponsorship programs and implement deliverables decided for sponsors

12. Mobile App:

- Designing and managing conference mobile app with all event related features, regular updates and real time notifications during event on both IOS and android platform etc.

13. On-site Management:

To coordinate with the various suppliers for the services required and the on-site management of the event with regard to transport, hotel, registration, hall, exhibition area, fabricator, audio visual agency/photographer/videographer etc. to ensure flawless functioning of the iMICE conference.

14. Hotel Reservation / Accommodation:

Co-ordination with hotels to provide smooth and hassle-free check-in and check-out as per the rooming list shared in advance.

15. Transport:

Co-ordination with vendor to manage airport transfers, shuttles service, post tours, maintaining duty slips, submitting invoice with supporting duty slips etc. Handling of all logistics on-site.

16. Onsite Venue/Hall Management:

- Co-ordination with selected vendors from AV team, fabrication, signages, hall manager/manpower.
- Coordination with venue for F&B services
- Selection and coordination with Emcee

17. Inauguration, Cultural and Social Programs:

Coordinating all social functions, coordinating with state govt. for cultural programs, onsite coordination, vendor coordination, obtaining licenses and permissions.

18. Govt. approvals:

To coordinate with govt. for approvals of nodal Ministry, Ministry of Home Affairs, Ministry of External Affairs and other local permissions

19. Medical aid:

Ensuring medical aid at all locations for all buyers, sellers and speakers.

20. Safety and Security:

To coordinate with venue to ensure overall safety and security as per protocols of the State Government and other authorities.

21. Data Protection:

Ensuring full compliance with all privacy laws and data protection of the buyer/seller profiles shared for registration, B2B meetings, accommodation, transport etc.

22. Income Tax and GST:

Creating books of accounts for direct and indirect tax including the tax slabs and incentives and preparing all data points and supporting ICPB CA in filing etc.

23. MiS:

Real time weekly MIS of all revenue, cost and operational virtual areas with early warning alerts etc.

24. Post Tours arrangements :

To coordinate with State Governments, Transport Agency, Hotels and have a dedicated team present at site for handing smooth implementation of the post tour programs.

25. Post iMICE Conference Report :

To submit within 30 days a detailed Post Conference Report indicating the number of buyers, exhibitors, conference program, post tours, financials etc. with photographs The last instalment payable to PCO as fee will be released after receipt of the Post iMICE Conference Report.

III. SELECTION PROCESS

The evaluation criteria will be on the basis of the critical parameters – technical bid will have 70 marks and financial bid will have 30 marks. The weightage for technical bid will be 70% and for financial bid will be 30%. Financial bid of only those bidders would be opened who fulfil the ‘technical qualification criteria’ and have scored minimum 49 marks out of 70, will be declared ‘technically qualified’ by a duly constituted Committee of iMICE conference 2023.

Total of the marks awarded for technical and financial evaluation will be basis for selection of the agency. Agency scoring the highest marks on techno-financial evaluation will be awarded the contract.

The Technical bid, called Schedule A, should be printed on the letterhead and will be sealed in one envelope, labelled - TECHNICAL BID.

The Financial BID, called Schedule B also printed on the letterhead of the company will be sealed in another envelope.

Both the separate envelopes – Technical bid and Financial bid, need to be put in one master envelope. The Selection Committee will evaluate all technical bids first and rank them.

Only technically qualified agencies will qualify for opening of financial bids and invitation to make presentations.

Selected agency / PCO to submit Bank Guarantee for Rs. 10.00 lacs as a security deposits.

A. Technical bid to include:

- A concept note on the approach and work plan to handle the Conference, the deployment pattern: 25 marks.
- Number of conferences (minimum 5 with 500 delegates) with B2B meetings undertaken in the past 2 financial years (attach word order): 15 marks.
- Total number of buyer seller delegates handled in the past 2 financial years: 10 marks.
- Current organisation structure and the number of people across each level: 10 marks.
- ICPB Membership: 10

B. Financial Bid to include:

(To be placed in a separate envelope and signed, stamped and sealed)

- The all-Inclusive management fee as the PCO for managing the Conference is ₹+ GST.
- The detailed costing worked out with breakup of cost to arrive at the above pricing.

SUBMISSION DATE & ADDRESS:

The bids need to be submitted as hard copy addressed to The **Executive Director, India Convention Promotion Bureau, Room No. 233-A Hotel Ashok, New Delhi-110021 by 4:00 pm on 30th December 2022.** Applications received late will not be considered.

NOTE:

- ICPB will be the nodal contact point for all above activities. The PCO will closely work with the secretariat and proceed only after obtaining approvals on all activities from the bureau.
- **Bid Cancellation:** The Selection Committee reserves the right to cancel the bid process at any time without assigning any reasons.
- **Bidder Disqualification:** Any bid which is not backed by all supporting documents to back up claims made OR any bid which is not submitted as per the confidentiality rules laid down or any bid which has made false claims or which is unable to deliver during the identified milestones will be automatically disqualified.
- **Force Majeure:** Events which are acts of God or any COVID-19 related distraction impacting the event perilously will lead to automatic cancellation of the contract.
- **Mutual cancellation:** The contract can be reviewed during the signing stage for cancellation terms on a mutual basis based upon bilateral discussions without impacting the mart.
- **Payment terms:** The contract can be explored during the signing stage for payments terms on a mutual basis based upon bilateral discussions without impacting the working capital of the mart.
- **Jurisdiction:** Any dispute will be settled amicably and if not then the decision of the Additional Secretary, Ministry of Tourism, and Government of India will be final.
- Bid(s) received after the prescribed date and time will be treated as invalid and not considered.
