

REQUEST FOR PROPOSAL

Exhibition:	Africa's Travel Indaba 2022
Dates:	BONDay: 02 May 2022 Exhibition Days: 03-05 May 2022
Services:	Production and Delivery of The Daily Newspaper at Africa's Travel Indaba 2022
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 2022-2023.

Our Request for Proposal (RFP) requires you to submit a detailed proposal and 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 2022-2023.

Synergy Business Events (Pty) Ltd has been appointed as the official management company of **Africa's Travel Indaba 2022** on behalf of **South African Tourism** for the period 2022 to 2023. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa's Travel Indaba 2022-2023**. This event will be held in Durban during the month of May.

Africa's Travel Indaba 2022 – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 02nd to 05th May 2022.

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 which attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, over 600 local and international media, and over 1000 local and international buyers.

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

1. 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 South African Tourism's Public Relations and Communications 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. The service provider will be mandated to produce the Africa's Travel Indaba Daily Newspaper at the exhibition to portray the image of Africa's Travel Indaba as a world class exhibition.

2. SCOPE OF WORK

Synergy Business Events (Pty) Ltd will 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:

Per year:

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 format and style
Paper Specifications	Environmentally friendly Locally produced/manufactured paper to be used
Content	<ul style="list-style-type: none"> • Focus on updates from Africa’s Travel Indaba • Please illustrate how the design and content will reflect the theme “<i>Africa moves you</i>” • Demonstrate the ability to sell advertising space
Digital	Pdf and Issuu publisher layout/format
Quantities	6000 per day x 4 days (print copy)
Number of Publications	Africa’s Travel Indaba is a four-day trade exhibition. The service provider is required to produce four editions of the Africa’s Travel Indaba Daily Newspaper for the following show days: 02 nd May 2022 – 05 th May 2022
Size	8-12 Pages (dependant on the layout)

Synergy Business Events (Pty) Ltd will appoint a service provider of 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 required are as 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; and
 - Be able to work well under pressure and on very tight deadlines.
- South African Tourism and **Synergy Business Events (Pty) Ltd** reserve the right to hold interviews with applicants who have been shortlisted.

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

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

3. RESPONSE TO THE RFP

2 x hard copies (print)

1 x digital copy (memory stick or email, email address provided below)

Sealed proposal delivered no later than **16H00 on Monday 28 March 2022.**

To: **Synergy Business Events (Pty) Ltd**

Morningside Close
222 Rivonia Road
Block A, 1st Floor
Morningside
2057

E-mail Address: indaba@indaba-southafrica.co.za

Tel: +27 11 467 5104

NB: Any proposal received after this date and time will be considered non-responsive and rejected.

4. REJECTION OF PROPOSALS

Synergy Business Events (Pty) Ltd reserves 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 does **Synergy Business Events (Pty) Ltd** in any way assume liability for expenses incurred by the proposer in the preparation of its proposal manufacture and production.

5. DELIVERABLES

The successful contractor should be able to deliver on the following:

Communication Management

- Arrange and secure meetings with PR and Comms team of South African Tourism to source the forewords, opening remarks and editorial from the CEO/CMO/CCBO 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
- Advertising rates to be included in the proposal

Design and Creative

- Design the layout of the newspaper, content management and advertising spaces available
- Suggest a fresh new look and feel for the 2022-2023 addition
- 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
- Office space size and location is allocated by Synergy Business Events in relation to availability at the Media Centre
- Source, collate and assemble all content relevant for each edition a day, prior to the production of the newspaper
- Manage the production of the daily newspaper
- Submit a post-show report 1 week following the exhibition

Photographer

- The appointed service provider will be responsible for the appointment of a reputable photographer responsible for taking high resolution pictures as and when required

- Brief photographer on events to cover
- Responsible for supplying photographs and band captions to South African Tourism PR and Comms team for distribution on an ongoing basis
- Responsible for imitating and arranging photographic shoots with high profile buyers and/ or exhibitors
- 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 need to be signed after the service provider has been appointed.

6. 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**.

7. CONTRACT AWARD

Synergy Business Events (Pty) Ltd reserves the right, as the interests of **Synergy Business Events (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** reserves 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.

8. **TIME FOR PERFORMANCE**

The Proposer shall fully perform all their 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

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

1. **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.

2. **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.

3. 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.

4. 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.

5. 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

6. TAX CLEARENCE

The Proposer must provide **Synergy Business Events (Pty) Ltd** with a Tax Clearance Certificate to validate their good standing with SARS and the South African Treasury.

7. 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**.

8. SELECTION PROCESS

The Proposals will be evaluated by representatives of **Synergy Business Events (Pty) Ltd**. Proposals will be evaluated on the criteria noted below. The total evaluation points, as separately determined by each Selection Committee.

EVALUATION GRID	
UNDERSTANDING AND APPROACH	Rating
Understanding product deliverables	10
Organisation structure	5
Track record and Experience	10
B-BBEE Status and Rating	10
PROPOSED MANAGEMENT SERVICES	
Detailed Project Plan	5
Samples of previous work	10
Advertising price packages developed for the newspaper	10

An ability with experience to observe protocol	10
A demonstrable understanding of the Africa’s Travel Indaba objectives	10
Uniqueness, Variety, Creativity, deliverance	10
Have strong project management, reporting and implementation skills	10
Total:	100

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 based on 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.

SECTION 3

PROPOSAL FORMAT

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

One (1) copy and one (1) original 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. B-BBEE Certificate (Certified Copy).
10. Tax Clearance Certificate (Original).
11. Proof of Company Address.

RFP Submissions:

Should you wish to sponsor these services, please advise what your requirements would be for us to make an informed decision.

Please email your proposal to **Molebogeng Masote – indaba@indaba.co.za** or deliver to Synergy Business Events Offices: 222 Rivonia Road, Morning Side, Morning Side Close Block A, Morningside, 2057.

Queries:

Should you have any questions relating to this RFP, please contact **Molebogeng Masote on indaba@indaba.co.za or +27 11 476 5104.**

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