Meeting Professionals International Northern California Chapter (MPINCC)
<u>Virtual Platform and Virtual Production Request for Proposal (RFP)</u>

MPINCC ACE
MPINCC is looking for a Virtual Platform and Production partner for the Annual Conference and Expo (ACE). ACE is a one-day conference and expo that attracts over 1200 attendees. Usually held in person at the Moscone Convention Center, this coming year ACE 2021 will be a completely virtual event scheduled to take place the week of April 26 - two half-days total. MPINCC is looking to partner with a virtual platform provider(s) as well as a virtual production service to successfully launch ACE virtually next year.

The goals of ACE include presenting a strong education slate, business development for our suppliers, and social networking opportunities for all attendees. This event is to raise awareness for our chapter, as well as act as our largest fundraising event during the year.

Why Partner with MPINCC?
Virtual Platform(s) and Virtual Production sponsorships are a prime showcase opportunity. **As a partner, you can present to potential clients a first-hand look at your platform or production services that planners could expect when utilizing your services.** Partners enjoy the exposure that comes with marketing to **over 600 members** and over 2,500 non-members in the Bay Area's largest meeting industry organization chapter.

Your return on investment includes:
- Exposure & marketing to one of the largest MPI chapter in the world with over 600 members, including over 300 meeting planners
- MPINCC planners have a combined buying power of more than $500 million
- MPINCC members are managers, senior managers, CEOs, directors, and associate directors
- Exposure and marketing to Northern California's 31 Fortune 500 Companies including Intel, Oracle, McKesson, Salesforce, Genentech, Bio-Rad Laboratories, Inuit, Autodesk, Gilead Sciences, Symantec, Visa, Inc., Chevron, Xilinx, Inc., and BioMarin Pharmaceutical Inc. to name a few

SUBMISSION INSTRUCTIONS
Response Due Date: **December 14, 2020**
Decision Date: **January 6, 2021**

- Please review Event Information on the following page & submit an interested partnership form at this link: MPINCC Partnership submission or you may submit a more detailed proposal to info@mpincc.org
- Please note that organizations can submit a proposal for the entire RFP, or for individual pieces of the show: General Session and breakout sessions platform, Trade Show/Networking platform, or Production Services
- Please send all RFP questions and responses directly to info@mpincc.org and we will respond as quickly as possible.
- The committee will be requesting a demo of the platform being proposed.

Virtual Platform(s) & Virtual Production Solutions Needed

I. Virtual Platform (General Session and Breakouts)

Stage/Presentation Experience
- Main stage
- Backstage / Green Room for Speaker Management
- Multi-Speaker Functionality
- Simultaneous tracks and stages - 5-7 sessions simultaneously, total 15 sessions max + keynote speaker
- Speaker Screen Share
- Speaker Profiles and Database
- Live Agenda
- Save Agenda Items to a "My Agenda"
- Push Notifications and Alerts
- Tutorial for attendees to navigate the site

A/V Management
- Session Recording
- Live streaming (Multiple streams preferred, Youtube Live, Facebook Live)
- Upload Pre-recorded content
- Mobile Friendly
- Subtitles
- Chatbots
- On-demand sessions, which can be available for several weeks after the show
- API Support

Event Reporting
- Attendee data analytics
- Live Data Dashboard - how many attendees are in sessions, showcase, etc.
- CEU reporting
- Data Export capabilities

Engagement
- Live polling, quizzes and surveys
- Live Q&A
- Q&A - Ability to upvote questions
- Live Chat
    - General Chat
    - Direct Messaging Chat
    - Session Chat
- Social media feed
- Gamification
- Attendee profiles

Marketing Communications
- White labeled / Branded to MPINCC ● Automated Emails
- Event website
- Automated Surveys pre and post event ● Multiple Ticket Types
- Accreditations
- Sponsorship opportunities/fulfillment - banners, promoted content, etc.

II.   Trade Show/Expo/Networking

The vision of the networking portion is for the planners to schedule appointments as well as exploring the "expo floor" and giving attendees the option to visit any booths and see availability of the booth staff.

- Virtual booths/tables that attendees can navigate to visit multiple booths and interact via video.
- Dedicated networking rooms or tables dependent on platform (attendees will be able to participate via video chat)
- Information pages for sponsors/suppliers' exposure to showcase changes, new spaces, etc.
- Map of virtual expo floor (if needed)/Exhibitor directory
- Live chat - booth chat
- Contact requests
- Opportunity to schedule appointments and chat between suppliers and planners
- Recommendations/matchmaking ability based on planner needs

III.   Virtual Production Services

- Complete understanding and experience with chosen virtual platform(s)
- Provide a studio for live sessions being recorded and act as the command center for the ACE core team for rehearsals and day of
- Creation and updates of Run of Show
- Conduct pre-event rehearsals with speakers and production calls with staff
- Speaker management for both pre-recorded and live sessions
- Serve as director and live crew for both pre-event rehearsals and call the show on event day
- Security
  - GDPR Compliant
  - ISO 27001 Compliant for Data Security
  - Single-Sign On
  - Live Tech support