

Cover Sheet

Show name:

Tender Information

Show purpose

Headline description of the show, further description incl types of exhibitors, what they want to get out of the show - narrative, who are the visitors?

Background & Aspirations

EXAMPLE: The show has been successful for over 30 years but now has a new competitor gaining some ground and is looking to invest to secure its place in the market. This has led to a new creative and a desire to improve the appearance of the show, with the features being an important part of this. Using elements of the new creative and a design led, innovative approach the features need to have impact.

Sponsors/Key Speakers

EXAMPLE: The show is looking to attract sponsors and would like features that sponsors are keen to put their name to. The show has invested in XXX. This is a new venture for the show and the features need reflect this.

Colours/Themes

EXAMPLE: Key themes to be reflected from the creative are: Include anything in the marketing concept, shapes, colours, patterns, text font & strip style & icon.

Information and Prices

Initial Show Information Sheet

Show	
Dates	
Show Open Times	
Build	
Break	
Venue	Are there any access issues to bear in mind - handballing, restricted lift access, staircases etc.
Access via lifts?	
Tenancy Adequate	Is the build & break period sufficient for the type of show
Number of Exhibitors	
Space/ Shell Split	Percentage of shell vs space
Gross. Net Meterage	
Features	Simple list of feature areas on the show floor -not a full spec for them at this stage
Key Sponsors	
Key Partners	Associations, media partners etc
What makes this show different	Technical? Kids? Tricky Exhibits? Items of Special Risk?
Op Manager	

Services available for tender

Description	More information i.e. spec, m2, outline of requirements and service required. If you have full requirements already then suggest these are sent as separate 'draft' requirements alongside this document	Contractors rates - where possible ask for 'like for like' unit costs.
AV	Incl exhibitor ratecard, Organiser ratecard, sample show floor theatre quote	
CAD	Incl editing software?	
Carpet	Incl standby cover, range of colour options, range of quality options	FOR EXAMPLE: XXXXm2 of cord carpet for aisles, XXXXm2 of cord carpet for shell stands, XXXm2 cord + poly for features. Some cut ins required.
Electrics	Incl standby cover	
Features		
Floral		
Furniture		
Graphics		
Logistics		
Manual	Online, weblinks - how do they manager customer service elements	
Mark out		
Registration		
Shell	Incl standby cover	
Shell packages	Incl information on if these are sold at POS or in manual	
Others		

Key Contacts

Show Manager		
Client company name		
Venue manager (if known)		

Ops Goals

What does a contractor need to understand / take on	
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Scope of deal

Length of deal	1/2/3 years
Number of shows	Potential other shows

Added benefit

FOCs & discounts	
Incentives - commissions, multi show options	Furniture, AV, Floral, Manuals etc.

Considerations:	Contractor 1	Contractor 2	Contractor 3	Contractor 4
Costs				
Costs- to Exhibitors				
Costs- to Organisers				
Sustainability				
Do they have sustainable methods or working?				
What are their future plans to increase sustainability				
Innovation				
Do they have innovation ideas?				
Design				
Service				
Cost saving				
Are they prepared to do things differently?				
'Just in time' working & deliveries				
Overnight main contractor build				
What other ideas do they have?				
Management				
How will they manage the contract				
Exhibitor management				
Ops management				
Client management				
Do they subcontract? And if so, how is this managed? Is there clarity?				
Credibility?				
Are they an ESSA member?				
Corporate Responsibility				
Have they got solid training plan for their staff?				
What's their staff well-being program like?				
What do we know?				
Do we know them?				
What have they done recently?				
Do they have a good reputation?				
Are they busy at those times of the year?				
Have they worked in the venue before?				
What makes them different?				