

Audio/Visual & Live Streaming Vendor RFP for ONA18

JW Marriott - Austin

110 E 2nd St, Austin, TX 78701

Dates: Sept 13 – 15, 2018

JW Marriott - Austin facility layout and room capacity chart are available [here](#).

ONA use of space map [click here](#).

Introduction/Overview

The Online News Association is composed largely of professional digital journalists. Founded in 1999, ONA now has more than 2,500 professional members across the globe whose principal livelihood involves gathering or producing news for digital presentation. ONA is a 501 (c)(3) tax-exempt non-profit organization.

ONA is searching for an Audio/Visual partner who will offer creative solutions to our ever-growing conference needs. ONA18 will have approximately 80 exhibitors, 2,500 attendees and 100 educational sessions. Exhibiting organizations range from legacy media companies (Reuters, AP, Gannett) to technology/platforms for digital media, start-ups and organizations for training and academic institutions.

Organizational Background

ONA is a leader in the rapidly changing world of journalism; a catalyst for innovation in storytelling across all platforms; a resource for journalists seeking guidance and growth, and a champion of best practices through training, awards and community outreach.

Conference History

Our annual conference focuses on the latest in journalism, media and technology. The ONA Conference & Awards Banquet has grown to be the premier gathering of highly engaged digital journalists who are shaping the future of media. Record-breaking numbers of journalists travel to ONA's conference each year to learn about new tools, techniques and technologies, to discuss advancements and challenges in the industry, take advantage of the rare opportunity to network face-to-face, and share best practices with peers from all over the map.

They also come to soak up the vibrant entrepreneurial spirit that distinguishes ONA conferences. Attendees are a tech-savvy bunch. They include producers, content editors, technologists, programmers, designers, videographers and newsroom decision-makers from major media markets, independent websites and leading academic institutions interested in emerging practices in news gathering, software, hardware, revenue generation and content and distribution platforms. In 2017, for the 11th year in a row, our conference sold out, with an all-time high of more than 3,000 attendees traveling to Washington, D.C. from around the world.

On the final night of our conference, we celebrate excellence in digital journalism around the world at the Online Journalism Awards Banquet. The OJAs, launched in May 2000, are the only set of digital-only awards for journalism. Over the past 17 years, the OJAs have recognized major media, international and independent sites and individuals producing innovative work in multimedia storytelling. The OJA Committee and judges place special emphasis on entries that demonstrate mastery of the special characteristics and emerging technology of digital journalism.

Format of Your Proposal

- An introductory statement which reflects your understanding of this project.
- A statement detailing the availability of services and fees that will be in effect during ONA event. Expenses related to the preparation and completion of a response to this RFP is the sole responsibility of the bidder.
- Each RFP must include the information requested in numerical order listed under the Proposal section. Feel free to expand upon on any answer. Submissions not formatted correctly will not be considered. The submission of a boilerplate collateral piece will result in your bid being disregarded.
- A list of not fewer than three (3) professional references; customers who have used your services within the last year.

Evaluation

Proposals will be evaluated according to the following criteria:

- Ability of vendor to provide high level of service
- Age and types of equipment to be provided
- Amount of equipment owned by the vendor
- Availability of required equipment
- Creativity
- Information provided in the response to the RFP
- Proposal in the response to the RFP is in the proper sequence
- Overall cost of services
- Recommendations from previous and existing clients
- Staff Experience
- Travel/shipping costs if equipment is trucked or flown in
- Union/non-union

Timeline

Deadline Date for Responses: January 26, 2018

Expected Decision Date: February 8, 2018

Submit responses to Melinda Cooke at melinda@bmagenta.com

Contract Contact Information

Melinda Cooke, Event Consultant

Email: melinda@bmagenta.com

Event Profile

Primary Event Facility Name: JW Marriott

Event Location City: Austin, TX

Published Event Start and End Dates: September 13 - 15, 2018

Pre-Event Meeting: Yes

Post-Event Meeting: Yes

Pre-Event Move-in & Set-up Required: Yes

Attendee Profile

Expected Total Event Attendance: 2,500

Number of Pre-Registered Attendees: 2,000

Number of Domestic Attendees: 92% (Note: Domestic Attendees live in the same country where the event is held)

Number of International Attendees: 8%

Demographics Profile (Attendees Only): Digital journalists.

Accessibility/Special Needs:

Our online registration form asked attendees for any accessibility or special needs requests. We will notify the hotel and vendors of these requests, if any.

Event Description and Requirements

Registration & Help Desk

The registration team prefers to set-up on Tuesday and we opened registration on Wednesday evening. The Help Desk is a separate area registration directs attendees to help with general conference questions such as locations, programming, etc.

Hours

Set up Tuesday Sept. 11

Wednesday, Sept. 12 - 4:00 - 7:00 p.m.

Thursday, Sept. 13 - 7:00 a.m. – 7:00 p.m.

Friday, Sept. 14 - 9:00 a.m. – 5:30 p.m.

Saturday, Sept. 15 - 9:30 a.m. – 5:30 p.m.

The requirements for registration are:

- 3 large white boards for job postings
- (1) gobo with located at entrance lobby on 9/12 as guests arrive
- 1 - HP COLOR LASERJET CP3525N -- or similar -- looking for a smaller-size color laser printer (including toner and deliver with extra toner, if possible, to be returned if not used)
 - 1 - 54" AV CART -- PREFER SMALL CART, if available
- 11 - computers capable of running Windows XPPro - 1946 IBM T60 CORE 2 DUO 2GHZ 15.4" -- OR SIMILAR
- 7 - WINXP MICROSOFT WINDOWS XP PRO -- pre-loaded on machines
- 7 - OFFICE07 Microsoft Office Pro 2007 or higher -- pre-loaded on machines
- 7 - 2440 USB OPTICAL MOUSE
- 10 - 4333A 25' EXTENSION CORD
- 12 - 4130 POWERSTRIP 6 OUTLET

Staff Office

The ONA staff arrives on Sunday (Sept. 9) before the conference. Staff typically work out of the Executive Director's suite on Monday and Tuesday.

- 1 - Color Printer - pre-set in staff office (9/9/2018)
- 1 - Color Printer - pre- set in ED office (9/9/2018)

Student Newsroom

The Student Newsroom immerses undergraduate and graduate college students in a digital media environment by providing hands-on experience during the three-day Online News Association Conference & Awards Banquet. The room is set-up as a real-time digital news environment. Twenty students and up to 20 mentors report on stories during the conference.

The Student Newsroom has its first newsroom meeting at 5pm on the Wednesday prior to the conference. It's ideal to have the computers and internet connection set-up start Wednesday morning.

We will also need an onsite coordinator inside the student newsroom through the conference.

The requirements for the student newsroom are:

- (1) Dedicated technician for room for 4 days
- 8 iMac 21.5" to 27" 2.8GHz Intel i5 / 4gb RAM / 1tb HD
 - Pre-loaded with following Software:
 - MS Office
 - Adobe Creative Suite
 - FinalCut Pro
- 1 Ethernet 24 Port Switch & Necessary Cabling
- 4 External DVD Drive for iMac's

- 1 File Server
- 1 HP 400 Series Laser Printer or equivalent
- 4 Memory Card Reader (USB) N/C
- 1 Wireless Router
- Power Strips & Extension Cords

Student Newsroom Tech hours

Wed. Sept. 12	4:00 pm - 11:00 pm
Thurs. Sept. 13	6:00 a.m. - 11:00 pm
Fri. Sept. 14	6:00 am- 11:00 pm
Sat. Sept. 15	6:00 a.m -11:00 pm

Exhibits / Midway

See Exhibitor section for load-in times, dates, and hours.

Exhibitor / Midway Profile

Overview

ONA has three main types of on-site vendors for the conference.

Lounges

These are normally technology/media services companies that want a higher-traffic area for top exposure. Normally a lounge, 15×15, with F&B or recharge stations. Examples: Disney News Service, WordPress, Facebook

Midway

Exhibit Hall / Midway

Rooms 301 - 302 - Midway programming sessions

- standard LCD Package
- 5 wireless mics
- Wireless audience mic

*Note: **Lone Star D** is a walk-through hallway-like space with no A/V required.

This is a tech-focused area for a range of firms, from startups to established firms. We host a combination of table-top spaces (6×5), interactive lounges (Google hosted Google Glass demos and a headshot station in previous years), recharge areas, creative spaces and larger table top spaces. Examples: LinkedIn, Google, Change.org, Tableau.

The requirements for Midway are:

- 1 wireless mic and amplifier for announcements

Exhibits

These are larger spaces — 8×8 or 10×10 — where vendors, including tech firms, wire services and schools, promote their work. Examples: Associated Press, Twitter, Legacy.com.

Vendors

Number of Exhibitors Attending (including on-site sponsors & Midway): 100

Number of Domestic Exhibitors: 85 (Note: Domestic Exhibitors live in the same country where the event is held.)

Number of International Exhibitors: 15

Demographics Profile (Exhibitors Only)

These organizations range from legacy media companies (Reuters, AP) to technology/platforms for digital media, start-ups and organizations for training, and academic institutions.

Number of Exhibiting Companies/Organizations Represented: 100

Accessibility/Special Needs: None

Other Exhibitor Profile Comments

We do three major types of on-site sponsor/exhibitors:

- traditional exhibit spaces (8×8 or 10×10 with backdrops, tables/chairs and sometimes small builds)
- a Midway space of smaller exhibits mixed in with interactive lounges/demo/work stations and separate dedicated A/V space
- and larger sponsored area such as lounges and coffee/snack stations

The Midway, while logistically considered an exhibit space, is actually closer to programming for ONA.

They will be shipping some materials for their booths in advance, and we will also be receiving shipments from about 40 firms with attendee bag items.

Location(s) of Exhibits: Central

Exhibitor Registration Location(s): Same as regular registration

Gross Square Feet Used: TBD

Net Square Feet Used: TBD

Exhibit Rules & Regulations Attached: Will Develop

Storage Needs: Yes

Anticipated POV (Privately Owned Vehicle) Deliveries (#): None

Exhibitor Schedule

Move-in Begin Date: Sept. 12
Move-in End Date: Sept. 13 6:00 am - 9:00 am
Move-out Begin Date: Sept. 15 2:00 pm
Move-out End Time: Sept. 15 5:00 p.m.

Service Contractor Schedule: TBD

Other Exhibits Comments: Very useful to have shipping on-site set up shop near exhibit/Midway area for ease of move-out.

Schedule

The schedule below reflects the events expected to take place at the conference. The schedule is based upon the last year's schedule and is subject to change.

Wednesday, Sept. 12

- 4:00 – 7:00 p.m. Registration and Help Desk
- 6:00 - 7:00 pm Opening Sponsored session

Thursday, Sept. 13

- 7:30 – 7:00 p.m. Registration and Help Desk
- 7:30 - 9:30 am Tech Rehearsal Opening Plenary
- 8:15 -9:15 a.m. First Timer's Orientation
- 9:45-11:00 a.m. Opening remarks and plenary keynote
- 11:00 a.m. – 4:30 p.m. Midway / Exhibit hours
- 11:30 a.m. – 12:30 p.m. Session Block 1 - breakout sessions
- 12:30-2:30 p.m. Lunch (2 hours)
- 2:30-3:30 p.m. Session Block 2 - breakout sessions
- 4:00-5:00 p.m. Session Block 3 - breakout sessions
- 6:00 - 7:00 p.m. Receptions

Friday, Sept. 14

- 7:30 a.m. 8:30 am Morning Yoga
- 8:00 a.m. – 5:00 p.m. Registration and Help Desk
- 10:00 a.m. – 12:00 p.m. Program: roundtable discussions + 2 breakout sessions
- 12:00-4:30 p.m. Midway / Exhibit hours
- 12:00-3:30 p.m. Lunch (awards technical rehearsal)
- 2:00-3:00 p.m. Session Block 1 - breakout sessions
- 3:30-4:30 p.m. Session Block 2 - breakout sessions

- 5:00-6:00 p.m. Plenary keynote
- 6:00 - 7:00 p.m. Receptions

Saturday, Sept. 15

- 9 a.m. – 5 p.m. Registration and Help Desk
- 10 a.m. – 2 p.m. Midway / Exhibit Hours
- 10-12 p.m. Session Block 1 - breakout sessions
- 12:00-2:00 p.m. Lunch (awards dress rehearsal)
- 2-3 p.m. Final Plenary Keynote
- 3:30-4:30 p.m. Session Block 3 - breakout sessions
- 5:00 - 6:00 p.m. Receptions
- 7-10 p.m. Online Journalism Awards

Programming and Meeting Room Requirements are:

There is a standard set up for meeting rooms, with some exceptions:

Standard LCD package with 5 handheld / table mics, projector with HDMI input, screen. (1) Q&A mic

- For meetings rooms:
 - (7) breakout meeting rooms will have a standard package: 4 table mics, 1 wired podium mic, amps, projector with HDMI input, screen, soundboard.
 - (1) breakout meeting room with 5 lav mics, 5 wireless handheld mics, amps, projector with HDMI input, screen, soundboard and (1) wireless Q&A mic
 - Additionally, breakout 3 meeting rooms will need to be equipped with 5 wireless handheld mics each, amps, projector with HDMI input, screen, soundboard, (1) wireless Q&A mic, and capability for single-camera livestream
 - Breakout rooms need to have audio record capabilities; some recording to be provided by vendor, some by a volunteer team of audio producers
 - (3) Overflow rooms – plasma screen with audio, and a laptop or other device with web streaming capabilities
 - Receptions/ yoga with background, handheld mics or lav mics
 - Finally, our general session / plenary room (also used for breakouts) needs:

Scenic

- Pipe and Drape
- Stage carpet
- 2 clear podiums
- Scenic backdrop that will look nice for live stream and photos

Lighting and Rigging

- lighting rigging for built stage
- Additional scenic lighting Saturday evening for our awards banquet

- On Saturday, minor additional lighting and rigging to light a step-and-repeat banner (provided by ONA) with lighting appropriate for photographing award recipients
 - Saturday - Gobo moved to awards reception

Sound

- For our 3 general (plenary) sessions, we will need rights-free intro music that we can live stream that will not get flagged by YouTube or Facebook
- For our awards banquet, we need an additional playlist with 30 or so songs appropriate for an awards banquet that are rights-free and won't result in our livestream being removed from Facebook or YouTube

Projection and display

- 3 -56 inch monitor with confidence monitor
- amps
- 6 lav mics
- 3 wireless handheld mics (note: remove floor mic listed)
- capability for live video stream from plenary, 3 camera angles
- Picture in picture for ASL interpretation.

Tentative Conference Room Assignments

*** indicates rooms that will no AV requirement, however details may change closer to the event.

LEVEL 2

Griffin Hall:	Exhibits
Brazos (206):	Reception / event room ***
201+202:	Programming 1: Sponsors
203-204:	Programming 2 (general breakout)
208:	Staff office
209:	Volunteer office ***
211+212:	Student Newsroom
213:	Meeting room 1 (L)

LEVEL 3

Lone Star A+B:	Programming 3: (sponsored sessions)
Lone Star C:	Programming 4: General breakout
Lone Star D:	Midway***
301-302:	Programming 5: Midway sessions
303-304:	Programming 6: General breakout
311:	Meeting room 2 (small)

LEVEL 4

Grand Ballroom Foyer:	Registration; Exhibits
Grand Ballroom Salons 1+2:	Programming 7 (Live stream 1)
Grand Ballroom Salons 3+4:	Programming 8 (Live stream 2)
Grand Ballrooms Salons 5+6:	Plenary, Table Talks, OJA Rehearsals (Live stream 3)
Grand Ballroom Salon 7:	Programming 9 (general breakout)
Grand Ballroom Salon 8:	Programming 10 (Livestream 4)
401: Lounge 2	TBD***
402:	Overflow 1
403:	Overflow 2
404:	Overflow 3
405 Boardroom:	Green room ***
406:	Video and audio teams ***
407:	Social team ***
408:	HBCU - projector and screen
409:	Meeting room 3 - Large

LEVEL 5

502+503 LOUNGE 3 (TBD)

504 - Meeting room 4 - medium

505 - Meeting room 5 - small

Pool Lounge Mood music and mics for receptions, music and lav mics for yoga

Sponsor Reception - Friday 6pm

Diversity Reception, Saturday 5pm

Chair Yoga, Friday am

Required Attendance at Meetings

It is strongly recommended that all Audio Visual vendors submitting a proposal plan to attend the conference, Sept. 13-15, 2018. The selected/contracted vendor must attend planning meetings and Pre-Convention meeting prior to the start of the conference. All costs for vendor personnel to attend these meetings will be at the expense of the contractor.

General Design/Branding

The ONA conference is designed to provide an organized, professional, attractive and branded environment for attendees. The Audio Visual vendor will be expected to incorporate provided graphics into all items produced and provided for the events.

Requirements

ONA's selected audio visual vendor will be required to develop and customize a simple stage design and set for general sessions. Most speakers use PowerPoint slides, some may have video, and ONA will show video and play music during entrance/exit.

The audio visual vendor will provide equipment for the following events:

- First Timer's Reception
- Digital Leadership Breakfast
- Sponsor Reception
- Midway/Exhibits
- General Sessions (3)
- Breakout Sessions (100)
- Registration
- ONA Local Meetup
- Online Journalism Awards

Other Specific Requirements

We are also looking for a vendor that can live stream our general sessions and four of the concurrent breakout sessions.

Proposal

Instructions for Responding:

- Each proposal responding to this RFP must include the information of this RFP (in the order presented).
- Expenses related to the preparation and completion of a response to this RFP are the sole responsibility of the vendor.
- The proposal with the lowest dollar amount will not necessarily be considered as the best proposal.

Proposal Content

Company Name:

Mailing Address:

City, State, Zip: Country:

Website:

Primary Sales Contact and Title:

Phone:

Email:

Experience

1. How many events of similar size and scope has the company provided services for in the past three years?
2. When was the company founded?
3. What is the company's scope of services?
4. Describe the company's working relationship with the facility selected for this event (i.e., Are you the preferred vendor? How many events and of what type have you serviced there?).

Response to Requirements

1. Can the company can meet the event's specific equipment requirements with its own equipment?
2. If No, what are the types and amounts of equipment that would need to be outsourced?
3. Can the company can meet the event's specific staffing requirements with its own staff?
4. If No, supplemental staff is supplied by:
5. Can the company meet the other specific requirements outlined in the RFP?

Additional Personnel Information

1. Does the company have an office in the city where the event is being held?
2. If No, staff would travel from:
 - City:
 - State/Province:
 - Country:
 - No. of Staff from this location:
1. What is the number of staff that would work the event?
2. Please list all staff members, responsibilities, and years of experience.
3. Provide an estimate of what charges, if any, will be charged to the event organizer for travel expenses, including number of guestrooms required, if any.

Labor

1. What is the minimum number of hours that are charged per person working (e.g., four-hour minimums)?
2. Does the company use union labor?
3. If No, indicate why and in what areas union labor is not used:
4. What is the company's experience with the unions in the city where the event is being held?
5. Hourly rate for supervisors: (indicate currency type)

Describe the anticipated responsibilities of each supervisor:

1. How is overtime calculated?
2. When does overtime begin and end?

Planning the Event

1. How would the company and its staff participate in planning meetings?
2. Who would accompany the event organizer on site visits? (Full Name, Job Title)
3. What is the charge, if any, for staff to accompany the event organizer on site visits? (indicate currency type)
4. How many months in advance of an event does the company customarily participate in site visits?
5. Who would be responsible for travel costs to a location for planning purposes more than 12 months prior to the event?

Planning Comments:

Equipment

1. What percentage of the equipment to be used for this event is owned by the company?
2. What percentage of back-up equipment does the company customarily take to the event site?
3. List all other companies with which the company customarily subcontracts:
4. Is the company currently contracted to provide service in the facility(s)?

Costs & Services

1. Explain the company's method for discounting equipment and/or labor:
2. Explain all other costs you foresee as part of this event:
3. Describe other services the company provides, addressing the method of billing for these services.
4. Describe the company's payment policy, including any deposits required and how any discrepancies are handled.
5. Describe any incentives offered for paying the total bill on-site.

Insurance Coverage

1. Indicate the types and levels of insurance the company carries:
 - Errors & Omissions Insurance.
 - Workers Compensation Insurance
 - Commercial Liability Insurance
 - Commercial Automobile Liability Insurance

References

Provide three references for events similar in size and scope of this event.

Attachments

Please attach the following to this proposal:

- Standard sales kit for the company
- An equipment list indicating the number available of each type of equipment, the cost of rental, and any discounts that can apply
- A labor rate sheet indicating rates for straight time, overtime, and double-time