

Request for Proposals Consultant Services



Summary

Food and Beverage Atlantic has secured an 800 sq ft booth space at the Natural Products Expo East in Philadelphia this coming September 20-23, 2023. It will be used as a shared booth space housing up to 8 Atlantic Canadian companies. Recruitment is now underway for co-exhibitors within the pavilion. A Walker Program will also be made available to companies who are not ready to exhibit but who want to attend the show as an educational and exploratory activity. The goals of the mission are to showcase and promote the high-quality food and beverage products from Atlantic Canada, to increase export opportunities for Atlantic Canadian companies, and to increase the number of Atlantic Canadian companies exporting outside the Atlantic Provinces.

Project Description

Food and Beverage Atlantic, working jointly with the provinces of New Brunswick, Nova Scotia, Newfoundland and Labrador and Prince Edward Island, is seeking Consultant Services to help prepare and support its Pavilion exhibitors prior to, during and following the Natural Products Expo East

Project Scope

The selected Consultant will be considered part of the execution team for NPEE. This may require additional collaboration as needed with the Show organizers and the participating companies as needed to ensure a successful show. We are looking for a Team Player.

The selected Consultant will be responsible for the following:

- ✓ Prior to the show:
 - One-on-one consultations with each of the exhibitor participants to understand target market and objectives for attending NPEE
 - 1 hour webinar with all participants (exhibitors and walkers) to share tools to get the most out of attending NPEE
- ✓ At the show:
 - On site consultations as needed with participants to field questions as they arise over the 3 days of the show
 - Opportunity to walk the show with consultant (available to exhibitors and walkers)



- ✓ After the show:
 - One-on-one consultation with each of the exhibitor participants to discuss follow up and next steps
 - Post-event webinar for all participants (exhibitors and walkers)
 - Summary report submitted to Food & Beverage Atlantic

Compensation

- ✓ The Maximum budget available for the work of the consultant is \$14,000 plus expenses as outlined below.
 - This includes training webinar prior to the show, one-on-one consultant services at the show, post event webinar and one-on-one follow ups.
- ✓ Travel expenses (flight, accommodation, ground transportation)
 - Expenses should be submitted with copies of receipts and will be reimbursed.
- ✓ Daily meal allowance as per Federal government rates

Proposal Guidelines

- Proposals will be accepted until **Friday July 14th at 4:30pm AST**. Proposals received after this date and time will not be considered.
- Proposals must be submitted electronically to jocelyn@hostmanagement.ca
- Proposal should include examples of this type of consulting done in the past and demonstrate qualifications for this particular show.
- Proposal should be clearly organized with proposed methodology and timelines.

Proposal Evaluation

The pan-Atlantic planning committee will evaluate all proposals based on the following:

- Overall proposal suitability: proposal must meet the scope and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their Experience: Bidders will be evaluated on examples of past work as well as proposed way forward for the SIAL Canada 2023 showcase.
- Previous work: Bidders will be evaluated on examples of their work

All applications will be reviewed by the Atlantic Provinces organizing committee for their selection.

Timeline

June 27 th	RFP open
July 7 th	Deadline for questions, all questions can be emailed to jocelyn@hostmanagement.ca
July 14 th	Deadline to submit proposal by 4:30pm AST
July 15-20	Evaluation of proposals
July 21 st	Selection of Consultant Services