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P.O. Box 607

Clovis, CA

93613-0607

916.441.CRRA [2772]

Fax 916.676-4882

California Resource Recovery Association

REQUEST FOR PROPOSAL (RFP) FOR CONFERENCE MANAGEMENT FOR THE CALIFORNIA RESOURCE RECOVERY ASSOCIATION

GENERAL INFORMATION

The California Resource Recovery Association (CRRA) is accepting proposals for an individual or group to plan and manage its annual conference. Please deliver proposals to the following address:

CRRA
PO Box 607
Clovis, CA 93613-0607

Or electronically to: julie@crra.com

Or by E-fax at (916) 676-4882

CRRA asks that all proposals are submitted electronically, however if a copy is being sent, to please make sure it is double sided and printed on recycled content paper.

Questions or comments regarding the RFP must be in writing and faxed, emailed or mailed to the above contact information. Once your RFP is received, a confirmation email will be sent within 2 business days of receipt. If you do not receive a confirmation email, please contact Julie Muir by phone at 650-444-2820 or by email at julie@crra.com.

AFFILIATE OF



NATIONAL
RECYCLING
COALITION
INC.
<http://www.nrc-recycle.org>

INVITATION

An invitation to respond to this RFP is being extended to all individuals, groups, and/or businesses that can perform the tasks efficiently and appropriately. The proposals will be reviewed by CRRA Staff and discussed by the hiring committee. The final decision will be determined by the Board of Directors and will be based on the entire package presented in the RFP. We may request meetings or interviews with potential contractors. We will notify, in writing, all proposers of their status as decisions are made. The selected contractor (s) will be expected to sign a contract and begin work on October 1, 2009.

This RFP does not constitute a contract for services nor does it purport to contain all of the elements of the contract.

Failure to submit information in accordance with this RFP's requirements and procedures will normally result in disqualification.

WHO IS CRRA?

The California Resource Recovery Association (CRRA), founded in 1974, is a non-profit 501(c)(3) organization dedicated to promoting waste reduction, reuse, recycling, pollution prevention, and composting. The CRRA convenes [conferences](#), workshops and [technical councils](#), and offers a curriculum of [certification training courses](#) through which people working with these issues share their experiences, findings, programs, technologies, and opinions. CRRA members are encouraged to focus on new ideas and practices that will help create jobs, reduce waste, conserve and preserve natural resources, build a sustainable economy, mitigate climate change, and protect the environment. The result is open dialogue within the membership which enables all of us to make our resource conservation efforts more effective, sustainable and profitable. Learn more about CRRA at <http://crra.com>

CRRA is a membership organization, funded in part by membership dues. Benefits of membership include a discount on the annual conference, as well as access to a member listserv. The CRRA member listserv is also a valuable tool for the Conference Manager to communicate with the membership.

As a dispersed, "virtual" state-wide organization, CRRA members, committees, and Board of Directors communicate and conduct meetings primarily via e-mail, listservs, and conference calls instead of face-to-face. CRRA has no office facilities. The Conference Manager will work out of his/her own home or office. This office can be located anywhere, although a California location is preferred.

BACKGROUND INFORMATION

CRRA plans an annual 4 day conference in California with approximately 800 attendees, 60 exhibitors in an Exhibit Hall, several plenary sessions, 40 sessions with four speakers or moderators each, off-site tours, round table discussions, receptions, banquet-style meals, an awards ceremony, a play/musical review and other after hours entertainment. Occasionally other activities such as a golf tournament or pub crawl are included. The conference is typically held at a "green" hotel which can accommodate all overnight guests, rooms for sessions, and an exhibit hall. CRRA believes its conference is unique in the way that it reflects its environmental mission and blends serious policy and technical discussions with fun entertainment, and networking opportunities. Conference attendees are extremely committed to CRRA's mission. Each year the location of the conference alternates between Northern California and Southern California. CRRA has organized this annual conference for 32 years.

The conference relies upon sponsor donations to keep the cost of attending affordable for participants. Some participants may offset the costs of attending by volunteering to work during the conference. The Conference Manager supervises such volunteers. Proceeds from the conference help to fund CRRRA's ongoing activities throughout the year. The economic viability of CRRRA is dependent upon a financially successful conference.

CRRRA Staff, Board Members, leaders, and members are involved in planning and organizing the annual conference. The Conference Manager will coordinate the efforts of a part time, volunteer Conference Committee. The Conference Committee traditionally has approximately 11 sub committees who work on various aspects of the conference: awards, food, exhibit hall, etc. A Program sub-committee has primary responsibility for selecting speakers and organizing sessions.

The Conference Manager will report to CRRRA's full time Executive Director, Bob Gedert. The Executive Director and Conference Manager are accountable to the nine-member CRRRA Board of Directors. One Director also volunteers to serve as Conference Committee chair and works closely with the Conference Manager and Executive Director on the event. CRRRA has hired a Web Administrator who will assist the Conference Manager in designing and implementing a conference web page and on-line registration.

CRRRA utilizes a web-based online registration system (RegOnline software) to pre-register participants for the Conference. The Conference Manager is in charge of on-site registration during the conference. Current conference information can be reviewed at <http://www.crra.com/2009conf/>.

PROJECT DESCRIPTION AND SCOPE OF SERVICES

It shall be the responsibility of the Conference Management to perform the following duties for the California Resource Recovery Association:

Except as specifically noted below, all tasks pertain to the 2010 CRRRA Conference. Each task must be completed according to the timeline set in August 2009. Work will begin on October 1, 2009.

A. General Services

1. Coordinate all activities with conference committee and subcommittees as they pertain to the scope of services contained herein
2. Oversee logistics and arrangements for all activities pre-conference, on-site, and off-site
3. Be the central point for all conference information
4. Be primary contact with conference hotel staff
5. Report weekly updates to the Conference Chair, Executive Director, President, and Treasurer on conference planning activities
6. Work with the Conference Committee to plan the conference including all meetings, sessions, and miscellaneous room assignments, special events, contracts and programs, and other needs
7. Coordinate conference committee meetings and prepare conference committee minutes and agendas. Attend two local conference meetings in person and all other monthly planning meetings via conference call

8. Handle phone calls and emails related to conference planning, registration and exhibit sales. Respond to member inquires within 48 hours
9. Assist in managing the conference budget. Track conference expenditures, financial commitments, and revenues on an on-line spreadsheet, updating it on a weekly basis
10. Report conference finances monthly to the Executive Director and CRRRA Board of Directors, including a monthly estimate of final conference financial results. Submit monthly report 7 days prior to Board of Director's monthly meeting
11. Provide itemized monthly report of the hours spent in performance of this agreement Executive Director and CRRRA Board of Directors
12. Attend Board of Directors Monthly Meeting meetings via conference call. Up to four face-to-face meetings each year including one at the conference
13. Create post-conference surveys for all conference attendees, exhibitors, sponsors, and speaker/moderators. Compile data and provide to CRRRA Board and include in post-conference report
14. Submit final conference report to Executive Director and CRRRA Board of Directors by September 30, 2010 as part of conference wrap up
15. Prepare and update conference binder

B. Speaker Relations and Program

1. Coordinate all meetings, sessions and miscellaneous room needs and assignments with Conference Committee
2. Prepare speaker and moderator letters, make follow-up contact with speakers, collect biographical data and make sure that all speakers are input in the registration database. There are approximately 160 speakers and moderators total
3. Confirm requirements and assure that on-site audiovisual equipment needs for all speakers and moderators are met
4. Collect speaker PowerPoint presentations and coordinate placement on computers with audiovisual vendor and on website post-conference with Web Administrator
5. Coordinate lodging for keynote speakers as needed
6. Coordinate onsite needs of keynote speakers with Conference Committee

C. Exhibit Sales and Management

1. Responsible for exhibit sales including follow-up contact with prospective leads
2. Develop database of potential vendors with assistance and leads from CRRRA Board and Conference Committee
3. Provide CRRRA with suggested booth sales prices

4. Prepare content for Exhibitor Prospectus
5. Label and mail/email exhibitor solicitation brochure
6. Negotiate exhibitor contracts
7. Provide confirmation, schedule and information package to vendors
8. Make sure that all speakers are input in the registration database
9. Provide bi-monthly report of exhibit hall contacts made and notes from conversation
10. Negotiate contracts and get quotes for exhibit hall support services (pipe & drape, security and insurance)
11. Coordinate creation of Exhibit Hall floor plan by Exhibit Hall contractor
12. Provide exhibitor registration info to decorator contractor
13. Schedule and supervise exhibit hall set up and tear down
14. Provide on-site support to vendors
15. Provide evaluation forms and following year conference information to vendors.
16. Coordinate additional needs with Conference Committee, including tables for Technical Councils, awards winners or others as determined
17. Provide weekly updated exhibitor information to Web Administrator for placement on website

D. Contracts and Vendors

1. Negotiate and monitor audio-visual, tradeshow vendor, catering and security contracts for CRRA President's approval within budget
2. Obtain at least three competitive proposals each for audio visual and exhibit hall decorator (pipe and drape) services
3. Have all conference related contracts and financial commitments (vendors, speakers, sponsors, exhibitors, receptions outside of hotel) approved in advance by the CRRA Board
4. Assist in verifying invoices from conference vendors
5. Submit all Conference contracts and financial commitments to the CRRA Web Administrator to be posted on the CRRA Board & Staff website

E. Registration

1. Assist development of conference registration prices
2. Set up and administer RegOnLine, our on-line registration system
3. Design and layout of the registration and exhibitor materials on the RegOnLine system

4. Devise system to confirm membership when attendees register at the membership rate on-line
5. Provide Executive Director and CRRRA Board of Directors with access to on-line registration information (Reg-Online)
6. Respond to registration inquiries within 48 hours
7. Accept & record registrations as received
8. Coordinate the deposits and conference finances/payments with Executive Director; required to deposit checks within 48 hours unless otherwise stated
9. Provide monthly registration progress reports to Executive Director and CRRRA Board of Directors
10. Develop and produce name badges for all attendees, including ways to designate tickets for special events, tours, speakers, moderators, sponsors, etc
11. Plan for and manage on-site registrations with an accurate and efficient on-site revenue tracking system
12. Determine registration computer requirements. If the registration computers can be provided by the same audio-visual vendor, will include the registration needs when negotiating the audio-visual contract
13. Staff with paid and volunteer staff on-site registration desk for agreed-upon hours to assure that the registration line is never more than 3 people deep at any time.
14. Process on-site registrations. If fee is paid by a credit card, process all visa/mc transactions onsite while attendee is there
15. Collect and transmit funds received on-site to Executive Director
16. Place all VISA/MC, checks, and cash in hotel safety deposit box at the end of each day. Only remove the cash needed for registration and leave all other receipts and cash in the safety deposit box until the end of the conference. The cash box shall be counted each evening of the conference with either a direct deposit at the bank or securing in a hotel safe. Make sure that all VISA/MC receipts are properly stored and in no way in jeopardy of being stolen. Deposit into the CRRRA bank account all cash and checks, and process all credit card receipts by 5:00 p.m. on the last day of the Conference
17. Troubleshoot registration problems as needed
18. Provide information needed to bill receivables and registration-related refund requests
19. Distribute CRRRA membership literature at the Registration booth
20. Process membership applications and dues at the Registration Booth

F. Hours During Conference

1. Contractor will schedule to have sufficient staff work all of the events at the conference and maintain the registration desk
2. Staff will be responsible for having registration and all events set up and ready 30 minutes prior to the starting time of the event
3. Staff will remain on duty until the registration desk has officially closed, all revenue has been reconciled, secured, and reported to the Executive Director, and the last event has ended
4. A schedule of staffing at conference will be provided to the CRRA Board

G. Promotions and Marketing

1. Facilitate Conference Committee in selecting a theme and designing a logo for the conference, work with graphic designer to implement theme and logo
2. Forward and coordinate all website appropriate content with Web Administrator and Conference Committee
3. Create no less than 12 electronic promotions (Constant Contact) with input from promotions committee on content and timeline
4. Collect marketing content from subcommittees and the CRRA Development and Communications Committee for use in printed in electronic promotions
5. Compile content for printed promotions with subcommittees and coordinate layout of content with designer, including a "Save the Date" postcard, one mailer, and on-site conference program

H. Food

1. Review Conference Committee food suggestions and coordinate to make sure that food needs are in budget
2. Coordinate food orders and guarantees with hotel and caterer for conference location and special events
3. Coordinate with hotel and caterers regarding timing and placement of food for conference and special events
4. Provide hotel and caterer final food guarantees and special food needs (such as vegan and vegetarian counts), after consultation with Executive Director and upon approval of registration counts
5. Create and coordinate distribution of food tickets, if necessary

I. Tours and Offsite Events

1. Prepare tour selection survey and distribute to conference database. Provide feedback of survey results to the tour committee
2. Coordinate transportation/busing for tours or for offsite events

3. Create and coordinate distribution of tour tickets, if necessary
4. Provide tour leaders a meeting place and a list of registrants for each tour prior to the start of each
5. Oversee and co-ordinate tour launches on site with tour leaders to assure that members are getting guidance and direction as needed

J. Volunteers

1. Identify on-site volunteer tasks and make recommendations to the Conference Committee
2. Solicit for conference volunteers
3. Manage on-site volunteers

K. Other Conference Planning Activities

1. Provide CRRRA membership literature for the CRRRA booth in the exhibit hall and the registration booth
2. Oversee greening of the conference. CRRRA has green conference planning guide.
3. Comply with all CRRRA internal sustainability standards, (for example all printed materials must be produced on 30% or greater post-consumer recycled paper)

L. Future Conference Planning

1. Assist Executive Director with search for future conference location and negotiation of hotel/facility contracts
2. Provide future conference literature for potential attendees, exhibitors, and sponsors at both the CRRRA booth in the exhibit hall and the registration booth
3. Attempt to register all on-site exhibitors for the next two conferences at special reduced rates

M. Review of Reporting Requirements *(note: nothing new, just summarized)*

1. Report weekly updates to the Conference Chair, Executive Director, President, and Treasurer on conference planning activities
2. Track conference expenditures, financial commitments, and revenues on an on-line spreadsheet, updating it on a weekly basis
3. Provide bi-monthly report of exhibit hall sale contacts made and notes from conversation
4. Provide weekly updated exhibitor information to Web Administrator for placement on website
5. Report conference finances monthly to the Executive Director and CRRRA Board of Directors, including a monthly estimate of final conference financial results. Submit monthly report 7 days prior to Board of Director's monthly meeting. Alternatively, replace these reports with a live, on-line, real-time report that is updated daily

6. Provide monthly registration progress reports to Executive Director and CRRRA Board of Directors
7. Provide monthly report of the hours spent in performance of this agreement Executive Director and CRRRA Board of Directors
8. Final conference report will be due September 30, 2010

REQUIREMENTS

- A. Contractor will report and coordinate activities to the Executive Director, Conference Committee Chair and/or President of the Board of Directors.
- B. Contractor may be required to hire subcontractors to staff on-site registration, answer phones, or perform various tasks as needed.
- C. Contractor must provide its own office, computer, e-mail account, fax line, phone line, cell phone, and office supplies. CRRRA will reimburse Contractor for postage to an agreed amount.
- D. CRRRA will provide extension line off of CRRRA main phone line. Contractor must respond to inquiries (phone, email, fax, or letter) within 48 hours.
- E. Travel: CRRRA will provide the Contractor with up to two 2-person hotel rooms for five nights for staff to use during the conference. All other travel expenses will be the responsibility of the Contractor. Besides the conference, there will be other in-person meetings that will be reimbursed according to Board of Director's policy.
- F. Contractor shall provide services to the Organization pursuant for a term starting October 1, 2009 and ending on September 30, 2010, (the "Agreement Term").
- G. Time demands may range from 10 hours per week to more than 70 hours per week. Contractor must be ready and able to commit to providing as many hours as needed to complete all aspects of the contract on time in accordance with written conference project deadlines while remaining within the limits of the board approved budget for all conference expenditures.
- H. Although compensation will be based on a fixed fee basis, and not on an hourly basis, Contractors shall track the hours spent in performance of this agreement and shall submit monthly report of such hours to Executive Director.
- I. Contractor must provide evidence of at least a one million dollar business liability insurance policy.

PROPOSAL REQUIREMENTS

1. Information regarding your firm, including length of time in business.
2. Descriptions of abilities, background, and qualifications of persons who will be involved in this project.
3. At least 2 examples of organizations for whom you planned, organized and implemented an event. Please include names, phone numbers, email addresses, and URL's of references.
4. At least 2 examples of an activity that you have done to make a conference or event more "green" and the results of that activity.
5. At least 1 example of how you might change our conference for the better.
6. Description of experience with contract negotiations, exhibitor relations, volunteer coordination, and attendee relations.
7. Provide a cost proposal for scope of work for conference planning, organizing, and implementation, a milestone chart with hours and a personnel listing. Performance-based fee schedule encouraged. Bid not to exceed \$50,000.

PRE-BID MEETING:

8:00 a.m., Wednesday, August 5, 2009

Rancho Las Palmas Resort and Spa

Rancho Mirage, CA

http://www.crra.com/2009conf/planning_trip.shtml

PROPOSALS DUE: Friday, September 19, 2009

SUBMIT TO:

CRRA

PO Box 607

Clovis, CA 93613-0607

Or electronically to: info@crra.com

Or by E-fax at (916) 676-4882

QUESTIONS: Submit all questions in writing by fax or email.