

## **REQUEST FOR PROPOSALS: VIRTUAL MEETING VENDOR**

### **A. Introduction**

The Children's Oncology Group (COG), a National Cancer Institute supported clinical trials group, is the world's largest organization devoted exclusively to childhood and adolescent cancer research. The COG unites more than 10,000 experts in childhood cancer at more than 200 leading children's hospitals, universities, and cancer centers across North America, Australia, and New Zealand in the fight against childhood cancer. Through this Request for Proposals (RFP), COG seeks bidders to provide the services and specifications as outlined below.

### **B. Proposal Format**

In order for PHI to conduct the most efficient proposal evaluation, bidders are required to include the following information in their proposals as described below:

1. **Corporate Overview** – A description of the bidder and a list of references
2. **Price Proposal** – A description of the bidder's price schedule (monthly/yearly/discounts)
3. **Contact Information** – A statement of main point of contact for negotiations

### **C. Submission of Proposals & Closing Time**

Please submit proposals to:

**Brooke Martinez**

Email: [bmartinez@childrensoncologygroup.org](mailto:bmartinez@childrensoncologygroup.org)

Proposals are due by:

**Thursday, December 30, 2021**

4:00pm – Pacific Standard Time

### **D. Solicitation Guidelines**

#### **1. Agreement**

COG, through its fiscal sponsor, Public Health Institute (PHI) intends to issue a fixed price agreement to the successful bidder from this procurement process. The agreement will outline approved billing rates for each type of service provided and the terms and conditions applicable to the work performed.

#### **2. Discretion**

PHI may, at its sole discretion and after the evaluation process, choose not to issue any agreement as a result of this process. PHI may also, at its sole discretion, choose to issue as many or as few agreements as deemed necessary to meet PHI's business needs.

#### **3. Offers/Quotations**

Prices must be inclusive of all costs, including taxes and fees, in US Dollars. Quotes prices should remain valid for thirty (30) calendar days from proposal submission.

#### **4. Proposal Costs**

There is no reimbursement for costs associated with preparing or submission of proposals in response to this RFP or costs associated with possible award negotiation.

## **5. Proposal Evaluation**

PHI will select the bidders whose offer will provide the most favorable mix of corporate credentials and cost, thereby ensuring overall best value procurement.

The following evaluation criteria will be utilized to evaluate the proposals by an internal evaluation team from PHI:

- Technical Capacities
- Cost Reasonableness
- Cost Competitiveness
- Diversity and Inclusion

## **E. Required Services / Specifications**

### **1. Service Type(s): Virtual Meeting Services**

### **2. Specification(s): Annual Spring Meeting Scheduled – April 4-8, 2022**

One 5-day meeting in the Spring

- (a) Approx. 1000 attendees total
- (b) Approx. 150 live sessions (varying attendance – from 5 to 600)
- (c) Approx. 20 recorded sessions

### **3. Statement of Work:**

Virtual Meeting Services Required:

1. Recommend Virtual Event Strategy best suited for a live meeting with multiple breakouts of size indicated (large amount of live meetings - sometimes multiple speakers within same meeting broadcast) and approximately 50 “closed” sessions that will require specific password protection via Zoom link (or similar provider) created.
2. Recommend and oversee best technology platform to accommodate meeting needs – ensuring quality of technology for optimal viewing and appropriate formatting as needed. Last Year’s Agenda provided for reference on request.
3. Provide Operations Manager to oversee and keep on task timeline for all needed materials related to the Virtual Production to COG staff. Schedule and attend periodic meetings to review and answer questions.
4. Provide data reports/data capture on total meeting attendance (including registrant names and email addresses) and individual session attendance for every session.
5. Meeting Website: Create and serve as host and provide quality content oversight for the meeting website. Provide appropriate professional backdrop for meeting with virtual help desk with dedicated email address and phone line, site navigational video and logo highlighted throughout. Provide at least three opportunities for COG staff to review content and make changes to all sections of meeting website.

6. Liaise with meeting manager to create an online virtual meeting schedule.
7. Schedule and Liaise with speakers as needed to assist with technology for their live and recorded sessions. Provide appropriate training and rehearsals.
8. Coordinate with planner on agenda and program changes.
9. Coordinate with planner and IT to receive registration data.
10. Help to develop appropriate communications to virtual meeting attendees (as needed).
11. Provide qualified show producer and staff for duration of Virtual Meeting to oversee entire meeting and ensure quality control.
12. Secure meeting website and content with password protection and ensure data cannot be accessed by outside sources.
13. Provide up to 150 live interactive sessions throughout 5-day conference.
14. Provide viewing for as many number of viewers as needed for each session without extra cost.
15. Set up Live Round table discussions and breakout sessions as needed.
16. Produce and post pre-recorded and recorded content as requested.
17. Create online sponsor recognition page/possible interactive environment for up to 20 sponsors. Also provide cost for trade show booths with options.
18. Archive sessions for future access and provide on hard-drive after the meeting.
19. Pre and post conference meetings regarding execution.
20. Post conference summary reports and budget reconciliation. Summary reports to include aggregate viewing data for each On Demand session, both during the meeting and post event. Includes for each session: Total Plays, Avg % Viewed, % Desktop, % Mobile, and No. of Mobile Users.
21. Other services as required to meet client's specific virtual planning needs.

**4. Location(s): Online**

**5. Other Requirement(s):**

- Production team to be available to start work in mid-January and available through April meeting dates.
- Must be a SAM registered vendor

**6. Diversity and Inclusion Initiative**

PHI is dedicated to promoting diversity in its procurement of goods and services. Pursuant to PHI's commitment to diversity, PHI encourages vendors that are certified as any of the following businesses:

- WOSB: Women-Owned Small Business
- SDVO: Service-Disabled Veteran-Owned Business

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- HUBZone: Historically Underutilized Business Zone
- SDB: Small Disadvantaged Business
- 8(a)BD: African American, Asian Pacific American, Hispanic American, Native American, Subcontinent Asian American