

International Congress and Convention B.V.

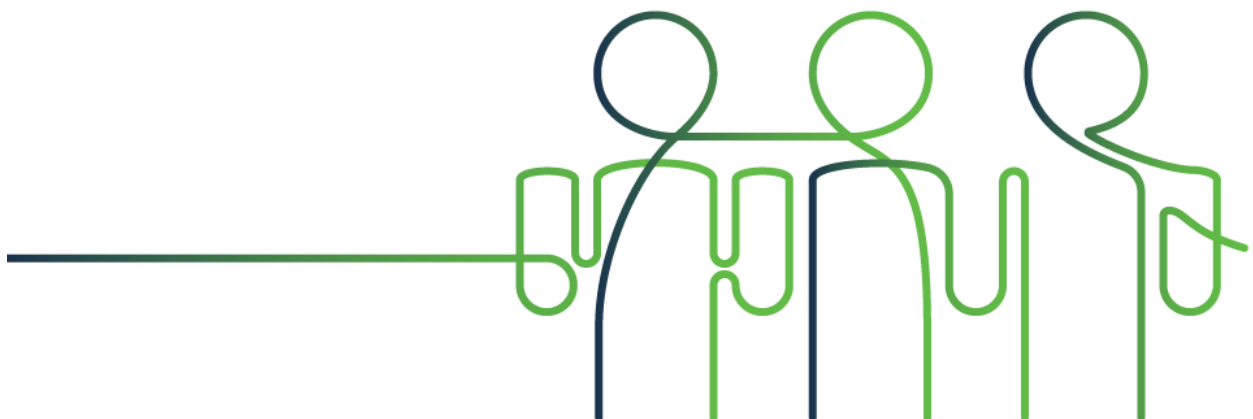
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ICCA: Alpha Tower, De Entree 57
1101BH Amsterdam, The Netherlands

Request for Proposal

**ICCA Tradeshows – Booth Builder
2027 - 2028**



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About ICCA

ICCA - the International Congress and Convention Association - is the global community and knowledge hub for the international association meetings industry.

ICCA is the global association leader for the international meetings industry and specialises in the international association meetings sector; offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA has represented the world's top destinations and most experienced suppliers specialising in handling, transporting, and accommodating international meetings and events. ICCA comprises of over 1,100 member companies and organisations in almost 100 countries and territories worldwide.

Background Information

The purpose of this Request for Proposal (RFP) is to enter into a contractual agreement with a successful bidder and select a suitable contractor to carry out the task of designing, producing, managing, and dismantling the ICCA booth at the following events:

- **IMEX Frankfurt, Germany:**
 - 2027 edition
 - 2028 edition

- **IMEX Vegas, USA**
 - 2027 edition
 - 2028 Edition

- **IBTM World, Barcelona, Spain**
 - 2027 edition
 - 2028 Edition

ICCA Audience

Association Executives

Those who are involved in negotiating, planning, and/or running international association meetings.

ICCA Members

ICCA members consist of the following types of suppliers, called Sectors:

- Destination Management
- Meetings & Events Management

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- Meetings & Events Solutions
- Venues & Hotels

Booth Builder Bidder Characteristics:

Status:

The provider shall be operating in the field of exhibitions and design with proven expertise in building exhibit tradeshows booths with multimedia capability.

Accreditations

No specific requirement.

Previous experience

Previous work with international institution operating in the field of exhibit trade shows with.

Proven experience in designing and building innovative exhibition booths with multimedia capabilities. ICC BV. reserves the possibility of checking this information through submitted references.

Experience in Business Events Industry flagship tradeshows (IMEX and IBTM) is preferred but not mandatory.

Logistic capacity

No specific requirement.

Staffing

There should be staff dedicated to design and build the booth within the set deadlines. A full-time technician throughout the tradeshow, and a team to dismantle the booth at the end of the tradeshow within the required times should also be allocated.

Work to be Performed

ICC BV. seeks to commission the design, production, management and dismantling of ICCA booth during international tradeshows to accommodate networking events, business appointments, publications, electronic media, and display sales materials.

ICC BV. is looking at reinventing itself in 2027-2028, featuring key pillars of our brand identity:

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- Advocacy: Sustainability, Legacy, DEI
- Community
- Business Focus
- Innovation & Creativity

Booth design should apply our values:

- Sustainable material
- Space to allow gathering, conviviality, cosy atmosphere
- Business opportunities: dedicated area for One-to-One meetings
- Advocacy project: branded display of ICC BV. initiatives

A technician needs to be available to both help set up, dismantle, and provide technical support throughout the tradeshow.

Equipment required onsite:

- Small closed storage area and/or lockable cupboards for storage
- A small fridge
- A professional coffee machine
- Plugs in all areas
- Multi screens
- Bar area
- Branded panels
- Plants

The shape of the allocated space is not yet confirmed; therefore, the design could be either a rectangle or square (see reference of sqm used previous years). Flexibility in the design and cost are highly recommended.

- IMEX Frankfurt, Germany: 30 sqm
- IMEX Vegas, USA: 40 sqm
- IBTM World, Barcelona, Spain: 50 sqm

Final Design Development

The bidder will provide their proposed mock-up(s) for the design of the booth as part of their technical offer. An electronic version is required. These will be costed as part of the financial offer.

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ICC BV. will agree on the final design, the allocation of the individual spaces in the interior, and the final design and layout of the exterior panels.

The design development stage is expected to have several phases.

A design incorporating feedback from ICC BV. will be provided for final comment with the winning bidder.

Shipping and Handling

The bidder is expected to cater for the shipping and handling of the booth to and from the venue.

The bidder may need to further work in conjunction with the official designated shipping and handling agency for the tradeshow to clear the booth consignment for entry into the tradeshow venue. All costs associated with this will be covered by the bidder.

Estimated Project Timeline

- 09 March 2026 Deadline for questions
- 16 March 2026 Deadline for bids
- 23 March 2026 Winning bidder is informed and design commences
- 30 March 2026 Final design agreed

The proposal prepared by the bidder, and all correspondence and documents relating to the proposal exchanged between the bidder and ICC BV. shall be written in the English language.

Financial Arrangements

The stand builder's quotation is dependent on the booth size confirmed each year by ICC B.V.. Therefore, the quotation can only be provided once this information has been finalised. The corresponding invoice should be issued promptly upon ICC B.V. accept the quotation.

Cost of Proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal, including - but not limited to - the possible cost of discussing the proposal with ICC BV., making a presentation, negotiating a contract, and any related travel.

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ICC BV. will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

Contents of the Proposal

Proposals must offer services for the total requirement. Proposals offering only part of the requirement may be rejected.

The bidder is expected to examine all corresponding instructions, forms, terms, and specifications contained in this RFP. Failure to follow the instructions provided, terms and specifications and/or to submit the forms requested will be at the bidder's risk and may affect the evaluation of the proposal.

Example of previous booth design are included in the annexe.

Information of Submitting Proposal

Proposal must include the following sections:

- Company information
- Staffing information
- Experience and reference
- Understanding of the Requirements for Services, including Assumptions
- Proposed Approach, Methodology, Timing and Outputs
- Proposed Project Team Members
- Financial proposal including:
 - Design concepts, development
 - Printing costs
 - Delivery costs
 - Travel and Per Diem costs
 - Other costs, if any (indicating nature and breakdown)

Communications During the RFP Period

A prospective bidder requiring any clarification on technical, contractual, or commercial matters may notify ICC BV. via email at the following address:

Email for submissions of all queries:

Claudia Ximena Bastidas Sandoval, Senior Marketing Manager

Claudia.b@iccaworld.org

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and

Agapi Kapia, Senior Events Specialist

Agapi.k@iccaworld.org

Cancellation

In the event of cancellation by the partner after signing this agreement, a cancellation fee shall apply in accordance with the terms to be agreed upon in a separate contract drafted for the relevant event.

Force Majeure

If, for any reason, holding the event referred to in this agreement becomes impossible for the organiser due to reasons of force majeure, including but not limited to blackout, public safety, strikes, natural disasters, epidemics, pandemics, war, government regulations, internet failure or hacker attack, there will be no refund of the sponsorship fees already paid.

International Congress and Convention B.V. is entitled to postpone its events until a time that the event of force majeure no longer exists, as the organiser's obligation is to perform the Events under the desired conditions.

Confidentiality

The parties agree to treat and maintain as confidential the terms of this Agreement and all commercial, financial, marketing, and other information obtained from the other which they may have acquired as a result of entering into this Agreement and which is not in the public domain including without limitation management accounts, projections, budgets, pricing and discount policies, trade secrets, members, exhibitors, visitors and potential contacts lists and databases. Each party agrees not to divulge such information to any third party (except to such of their own employees and ICCA Board of Directors who need to know and their professional advisers) except with the prior written consent of the other party or where required by law or the Chamber of Commerce or where required for the performance of this Agreement.

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Disclaimer:

Unless otherwise stated, any reference herein to "ICCA" shall be deemed to refer to International Congress and Convention B.V., a private limited liability company registered with the Dutch trade register under number 85598232.

Annexe:

IMEX Frankfurt 2025:



IBTM World 2025:

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