



Request for Proposal (RFP)

for

Association Management Services for

Canadian Association of Exposition Management (CAEM)

DEADLINE TO SUBMIT PROPOSALS

May 3, 2023

Proposals submitted by email to Jennifer Allaby: jallaby@caem.ca

Introduction and Background Information

The Canadian Association of Exposition Management (hereinafter referred to as CAEM) is seeking proposals for association management services to support the annual operations of CAEM as of January 1, 2024.

CAEM is the national association for professionals involved in the production, management, and planning of trade and consumer shows. A precursor of CAEM was formed in the mid 1970's as the Association of Trade and Consumer Exhibitions. The association gave concerned show managers a common voice to face the challenges they were experiencing. In the early days of the Association, a pattern of activities, programs and regular meetings were established. In 1983, CAEM was formally incorporated as the Canadian Association of Exposition Managers – a professional association formed to benefit exposition professionals. In 2000, its members approved a name change to the Canadian Association of Exposition Management. Now in its 40th year, CAEM continues to evolve and serve its membership. Well known for the networking opportunities and industry education, CAEM became very much an advocacy organization in the face of the COVID 19 pandemic. With events put on pause for over two years, CAEM quickly shifted gears and began advocating for the safe reopening of the exhibition industry across Canada, as well as lobbying for funding at all levels of government to assist in sustaining our member organizations through the business shutdowns and eventually on to the road to recovery.

As the exhibition industry began to reopen, the CAEM Board deemed it important to undertake a strategic planning process to ensure the changing needs of their members were being met. This process took place in Fall 2022 and culminated in a strategic plan framework for 2023-2025 being approved by the Board of Directors in January 2023. The overarching theme of the strategic plan is *Engage, Evolve, Elevate*.

There are two main categories of CAEM membership: Exposition Member – Individuals involved in producing and organizing trade and consumer shows; and Associate Member – Individuals supplying products and services. CAEM currently has approximately 95 Exposition members and 140 Associate members.

The Board of Directors consists of a mix of Exposition and Associate Members in accordance with the Association By-Laws. The Executive Committee of the Board consists of the President, 1st and 2nd Vice Presidents, Past President, Secretary, and Treasurer. The Board has 5 to 6 Zoom meetings per year. The Executive meets as required between Board meetings. The Annual General Meeting is typically held in conjunction with the CAEM Annual Conference in June.

CAEM currently produces the following events which drive the industry specific education, networking, and financial sustainability objectives of the association. These events are:

1. **Certified in Exposition Management (CEM)** accreditation courses co-located under an annual contract with International Association of Exhibitions and Events (IAEE) – generally 5 to 6 in person courses per year.
2. **CAEM Annual Conference** – two-and-a-half-day in person event held in mid-late June across Canada on a rotation schedule.
3. **Holiday Luncheon** – held early December in the Toronto area
4. **Webinars** – targeted industry education offered in 1-hour sessions on the Zoom platform. Typically, 3-4 webinars are produced each year.

ASSOCIATION MANAGEMENT SCOPE AND DELIVERABLES

The contracted individual/company will provide services and support to the Board of Directors and CAEM membership as follows:

Overall Association Management

- A full-time office presence or post office box for receipt of mail
- Telephone coverage during regular business hours Monday through Friday
- Separate line for CAEM phone and voicemail
- Custom CAEM email address(s) for each person responsible for CAEM business
- Governance of CAEM according to its By-Laws, policies, and terms of reference.
- Maintain adequate insurance coverage policies for liability and Director's coverage
- Maintaining and providing security for all files, membership database, legal and historical documents

Board of Directors Services

- Prepare documents, collect, and compile committee reports prior to Board and Executive meetings. Plan for, provide notice of, attend, and take minutes of Board and Executive meetings. All documents and minutes to be maintained in chronological order in CAEM's electronic files
- Participate in all Board and Executive meetings and provide reports, advice, and recommendations
- Assist with, and maintain records of Board orientation and annual transition of new Board Members
- Management and production of CAEM's Policy Manual, as well as Committee Terms of Reference
- Liaise and communicate with service providers, external organizations, and government offices as appropriate, to conduct the affairs of the Association in cooperation with the Board
- Assist the Board in activities relating to strategic planning and achieving long-term goals
- Review the By-Laws and policies periodically, in conjunction with the Secretary, and make recommendations for amendments as needed

Meetings

- Prepare notice and agenda for the Annual General Meeting (AGM), in conjunction with the President. The AGM is typically held at the Annual Conference
- Preparing the annual report and committee reports for the AGM
- Planning and supervising any special meetings of members that may take place in accordance with the Association's By-Laws.

Financial Management

- Maintain dedicated CAEM bank account to process, record and deposit all revenues
- Provide budgeting, budget analysis, cash flow analysis and financial management services to the CAEM Board of Directors, Treasurer and Finance Committee
- Collection and pursuit of all accounts receivable owing to CAEM
- Provision of fully automated bookkeeping and accounting services. CAEM currently uses QuickBooks software for this purpose
- Process, record, and deposit income from member dues, conference registration, events registration, sponsorships, etc.
- Pay all bills with approval of and signature of the Treasurer and President. CAEM currently uses Telpay for most of its accounts payable
- Prepare monthly financial reports and cash flow statements for review by the Treasurer and President, as well as for all meetings of the Finance Committee and the Board
- Develop the annual consolidated budget for approval by the Treasurer, Finance Committee and ultimately the Board. Regularly review actuals to budget and recommend reforecast when necessary
- Ensure the authorized procedure for expenditures is properly administered and that all funds, physical assets, and other property are properly safeguarded and administered.
- Monitor and report on investments in conjunction with the Treasurer and Finance Committee
- Arrange and prepare all necessary documents for the annual financial review. Work with appointed accounting firm to ensure financial statements and reports are prepared for review by the Treasurer, Finance Committee and for final approval by the Board. The financial reports must be presented to the membership for approval at the Annual General Meeting.

Advocacy

- Manage CAEM's advocacy efforts at all levels of government. Includes leading meetings with government officials and policy advisors; preparing documents such as the Federal Pre-Budget submission; written correspondence with all levels of government and any other government relations activities identified by the Board
- Working with advocacy related committees that may be activated by the Board, i.e., GR Committee or other working groups or task forces as required
- Manage the relationship with government relations firms which may be contracted by the Board
- Provide advocacy and maintain relationships with external groups/associations as required, e.g., Meetings Mean Business Canada, Tourism Industry Association of Canada, Tourism Industry Association of Ontario, Convention Centres of Canada, etc.

Membership

- Main point of contact for all members, including responding in a timely manner to all inquiries and requests

- Maintain the membership database ensuring data is always current and available to the Executive, Board and Membership Committee
- Executing membership renewals and programs, including collection of membership fees and seamless processing of memberships through the website and CRM (Wild Apricot)
- Assist Membership Committee with marketing and promotion of CAEM to potential members
- Distribution of membership renewals to all members and collection of membership fees

Certified in Exhibition Management (CEM) Professional Designation Program

CAEM partners with IAEE (International Association of Exhibitions & Events) to provide in person courses specific to the exhibition industry. The courses may be taken individually or a program of 9 courses which must be completed within three years to achieve the CEM designation.

- Liaise with IAEE's Program Manager regarding course schedule and management; student registration; current CEM recertification deadlines; and course changes and development
- Negotiate co-location agreement with IAEE on a continuing basis
- Work closely with CAEM's CEM Council to determine yearly course schedule and market the CEM program.
- Find host venue sponsor for courses and negotiate all AV and food and beverage needs
- Field all inquiries from potential students, current students and current CEMs who are recertifying

Committees

- Preparing and distributing meeting polls, agendas, budgets, critical paths, taking minutes, and attending meetings of the Board of Directors, Executive Committee, Finance Committee, Membership Committee, CEM Council, Conference Committee, and other committees as required
- Provide guidance, support, and assistance to the committee chairpersons and committees
- Liaise and provide guidance to the Nominating Chair and Committee
- Ensure that committee activities are in line with CAEM objectives and that committee decisions and recommendations on major matters are submitted to the Board for approval

Communications

- Developing and maintaining a communications plan and calendar, responsive to the needs of the membership, including basic graphic design and deployment of emails through email communication software – CAEM currently uses Wild Apricot
- Planning, writing, and executing all communications to membership, including but not limited to newsletters, announcements, releases, event and conference communications, surveys, etc.
- Replying promptly to all correspondence and other communications

Annual Conference Management

- The Annual Conference is in person only
- Planning and overseeing the logistics and execution of the Annual Conference in conjunction with the Conference Committee, including managing the on-site execution
- Prepare agendas, critical paths, budgets, and minutes for all Conference Committee meetings.
- Manage venue selection and contractual negotiations

- Plan and execute logistics around marketing of conference, registration process, managing revenues and payables, etc.

Other Events Management

- Work with respective Committees to plan and execute other events throughout the year including the Holiday Luncheon; CEM Courses; Webinars and any other events that may occur

Sponsorship & Advertising

- Manage annual sponsorship sales and deliverables for the Annual Conference, Holiday Luncheon, Webinars, CEM Courses, and Strategic Partnerships
- Manage, create, and publish content on CAEM's social media channels: Instagram, Facebook, Twitter, LinkedIn, and You Tube

Website

- Manage outsourcing of website development and hosting in consultation with the Board
- Manage website content (WordPress platform) ensuring regular updates
- Manage membership and event online registration process through website and seamless integration with database management (Wild Apricot)
- Manage online advertising opportunities

GUIDELINES FOR PROPOSAL SUBMISSION

All proposals must contain:

1. Detailed description of your ability to provide support for each aspect of the Scope and Deliverables section outlined above.
2. An explanation of your company's experience in related industries and how your organization will meet the immediate challenges and assist in the growth of CAEM.
3. Cost breakdown of what is included in your overall fee and description of any additional expenses. Monthly fee structure is preferred.
4. An outline of your proposal for transition, including cost estimate, so that transfer of management is as seamless as possible as of January 1, 2024.

Qualifications and References:

The respondent must provide a detailed explanation of their qualifications and the qualifications of individuals being proposed to undertake all tasks.

Provide a detailed list of three (3) references of the successful provision of the same or similar services or goods.

Confidentiality:

All information included in this RFP is confidential and only for the recipient's knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party.

Lowest Offer:

The lowest offer or any offer will not necessarily be accepted.

Evaluation:

Criteria for evaluating proposals will include the following:

- Clarity of proposal
- Complete information on pricing for services requested with a grand total for the total project
- Knowledge and experience managing similar associations
- References supplied
- Knowledge and experience with financial management of associations

RFP Costs:

There will be no reimbursement for RFP preparation or for any costs incurred in conjunction with responses to this RFP. Any recipient of this RFP acknowledges CAEM is not required to advise them of any changes to the contents or the requirements specified in this document.

CAEM reserves the right to negotiate with the successful respondent for adjustments in fees should the required scope of work requested change. If CAEM and the respondent cannot agree on a new agreement, CAEM shall have the right to terminate negotiations without further obligation.

RFP DEADLINE AND SUBMISSION INFORMATION

All contact and questions regarding this RFP must be made through CAEM's current Executive Director:

Name: Jennifer Allaby
E-mail: jallaby@caem.ca

TIMING

Deadline for RFP submission is 5:00 pm ET on Wednesday, May 3, 2023, by email to jallaby@caem.ca