

REQUEST FOR PROPOSAL

Exhibition:	Africa's Travel Indaba 2024
Dates:	BONday Day: 13th May 2024 Exhibition Days: 14 - 16 May 2024
Services:	Production and delivery of The Daily Newspaper at Africa's Travel Indaba
Venue:	Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal)

We are pleased to invite you to submit your proposal for providing services at Africa's Travel Indaba 2024. Our Request for Proposal (RFP) requires you to submit a detailed proposal and breakdown of your proposed concept and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2024.

Synergy Business Events (Pty) Ltd has been appointed as the official management company of **Africa's Travel Indaba 2024** on behalf of **South African Tourism** for the year 2024. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa's Travel Indaba 2024**. This event is held annually in Durban during the month of May.

Africa's Travel Indaba 2024 will take place at the Inkosi Albert Luthuli International Convention Centre in Durban, KwaZulu-Natal from 13th to 16th of May 2024.

We look forward to receiving your proposal and potentially partnering with you for this prestigious event.

SECTION 1
GENERAL INFORMATION
BACKGROUND

Africa's Travel Indaba, a trade exhibition, is one of the largest tourism marketing event on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. **Africa's Travel Indaba** is a three-day trade event that attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, 550 local and international media, and 1 500 local and international buyers.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travelers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

2. THE BRIEF

Synergy Business Events (Pty) Ltd is seeking an experienced company skilled in advertising and communications with the proven ability to execute and manage the full process of producing a great trade exhibition daily newspaper. This is done in close collaboration with Synergy Business Events and SA Tourism PR and Communications team.

Synergy Business Events (Pty) Ltd is calling on all interested parties who are confident that they can deliver great management and production services of exceptional standards that will fit into the calibre of the exhibition. It is imperative that the entire prospective communication and advertising company is well trained and knowledgeable about the newspaper content management, design and layout and onsite production processes of newspaper specifically for trade shows. They are mandated to assist through the Africa's Travel Indaba Daily Newspaper at the exhibition to portray the image of Africa's Travel Indaba as a world class exhibition.

1. SCOPE OF WORK

Synergy Business Events (Pty) Ltd prefers to award one contract to a single service provider that meets with all elements specified in this RFP. **Synergy Business Events (Pty) Ltd** is under no obligation to choose the cheapest cost proposal.

The appointed service provider will provide onsite execution, management and production services of the Africa’s Travel Indaba Daily Newspaper that meet or exceed the basic requirements:

Per year:

Format of Newspaper	Digital flip book format, which can live on the ATI APP, and website. Africa’s Travel Indaba Daily Newspaper has historically been tabloid style – however we are open to a suggestion of a more engaging size
Paper Specifications	Environmentally friendly, recycled paper Locally produced/manufactured paper to be used
Content	Please illustrate how the design and content will reflect the theme “Unlimited Africa”
Quantities	Bonday, 13 th 1 000 copies 14, 15 and 16 th 2000 copies
Number of Publications	Africa’s Travel Indaba is a three (3) day trade exhibition. The service provider shall produce BONDay and three editions of the Africa’s Travel Indaba Daily Newspaper for the following days: 13 th May 2024: BONDay 14 th May 2024 – 16 th May 2024: Trade show days
Size	8 -12 Pages (dependant on the layout)

Synergy Business Events (Pty) Ltd encourages the appointed service provider to be a high calibre, highly respected professional in the area of expertise with strong communications and advertising and onsite newspaper production skills.

- The specific experience and values that the applicant should have are follows:
 - Extensive experience in the event and exhibition industry, specifically trade shows.
 - Operate according to sound business principles;
 - Have sufficient staff to undertake the project.
 - Be able, and willing to engage and interact with various role players.
- South African Tourism and **Synergy Business Events (Pty) Ltd** reserves the right to hold interviews with applicants who have been short listed.
Synergy Business Events (Pty) Ltd does not accept responsibility for any other cost associated with the execution, management and production of the Africa’s Travel Indaba Daily Newspaper.

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This includes and not limited to samples provided for the proposal any other costs not related to the execution of services rendered.

2. RESPONSE TO THE RFP

RFP Submissions:

Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Submission date – 16:00, Wednesday 10 April 2024

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification / rating certificate
- Association Certificate
- Greening Questionnaire

Please email your proposal to Nkateko Manganyi at nkateko@synergybe.co.za and deliver to Synergy Business Events Offices: No.6 Susman Avenue, Blairgowrie, Randburg, Johannesburg, Gauteng.

Any proposal received after this date and time will be considered non-responsive and rejected.

3. REJECTION OF PROPOSALS

Synergy Business Events (Pty) Ltd reserve the right to reject any or all proposals. Issuance of this RFP does not bind **Synergy Business Events (Pty) Ltd** to award a contract, nor do **Synergy Business Events (Pty) Ltd** in any way assume liability for expenses incurred by the proposer in preparation of its proposal manufacture and production.

4. DELIVERABLES

Successful contractor should be able to deliver on the following:

Communication Management

- Collaborate with the PR and Communications team of South African Tourism to source forewords, opening remarks, and editorial content from the Minister of Tourism or CEO for one or more publications of the Africa's Travel Indaba Daily Newspaper.

Continual liaison and communication with the approved exhibitors and buyers for the show to source content for the newspaper.

Advertising

- Develop and market the advertising packages available for the Africa's Travel INDABA Daily Newspaper.
- Sell advertising packages to approved exhibitors, buyers and media houses

Design and Creative

- Design the layout of the newspaper, content management and advertising spaces available
- Suggest a fresh new look and feel for the 2024 addition
- Design the master head incorporating any recommendations from the client (South African Tourism).

Management

- Conduct site-visit to Inkosi Albert Luthuli Conference Centre to see size and space that will be used to work from during the exhibition.
- Source, collate and assemble all content relevant for each edition a day prior to the production of the newspaper.
- Manage the production of the newspaper.
- Submit a post-show report 1 week following the breakdown of the exhibition.

Photographer

- The appointed service provider will be responsible for the appointment of a reputable photographer responsible for taking high profile pictures as and when required.
- Brief photographer on events to cover.
- Responsible for supplying photographs and band captions to South African Tourism PR and Comm's team for distribution on an ongoing basis.

- Responsible for imitating and arranging photographic shoots with high profile buyers.
- All photographs to be supplied to **Synergy Business Events (Pty) Ltd** along with the post show report.

A Service Level Agreement as well as a Non-Disclosure Agreement needs to be signed after the appointment of the service provider.

5. SPECIFICATIONS TO BE PART OF CONTRACT

Specifications, statements and the requirements which accompany the proposals, which are accepted therewith, and which do not conflict with the provisions herein contained, shall be part of any contract that is entered into for the purchase of goods, services or both, herein anticipated by **Synergy Business Events (Pty) Ltd**.

6. CONTRACT AWARD

Synergy Business Events (Pty) Ltd reserves the right, as the interests of **Synergy Business Events (Pty) Ltd (Pty) Ltd** may require, to postpone, accept or reject any and all proposals and

to waive any informalities in the proposals received, and to award the contract to the best responsive and responsible Proposer.

In awarding a contract, **Synergy Business Events (Pty) Ltd** reserve the right to consider all elements entering into the determination of the responsibility of the Proposer. Any proposal which is incomplete, conditional, obscure, or which contains additions not called for or irregularities of any kind, may be cause for rejection of the proposal.

Acceptance and appointment of the contract, entitles the service provider access to the approved exhibitor list. This list will be used solely for the purpose of marketing the advertising packages for the Africa's Travel Indaba Daily Newspaper only. The exhibitor list provided should not be used, shared or sold for any other purposes outside of which it is intended. This will be in contravention of the POPI Act, consequences of which the service provider will be legally liable for.

7. TIME FOR PERFORMANCE

The Proposer shall fully perform all of his obligations, including without limitation the satisfactory execution of the onsite management, execution and production service of Africa's Travel Indaba Daily Newspaper and the satisfactory performance of all work to be complete to specification and within the agreed upon time frame.

SECTION 2

TERMS, CONDITIONS AND REQUIRED CLAUSES

1. REQUIRED CLAUSES

The following clauses shall be incorporated into any contract that results from this RFP.

2. CHANGES

Any proposed changes in Contract resulting from this RFP shall be submitted to **Synergy Business Events (Pty) Ltd** for its prior approval and **Synergy Business Events (Pty) Ltd** will make any subsequent changes by Contract modifications.

Synergy Business Events (Pty) Ltd may, at any time, by a written order, make changes within the general scope of this Contract. If any such change causes an increase or decrease in the cost of, or the time required for, the performance of any part of the work under Contract, an

equitable adjustment shall be made in the Contract price, and the Contract shall be modified in writing accordingly. Any claim by Contractor for adjustment under this clause must be asserted within 30 days from the date or receipt by Contractor of the change, provided however, that **Synergy Business Events (Pty) Ltd**, if it decides that the facts justify such action, may receive and act upon any such claim asserted at any time prior to final payment under this contract.

3. TERMS OF AGREEMENT

The service provider shall source, execute, manage and produce the Africa's Travel Indaba Daily Newspaper at their own cost.

Funding of this will be sourced through the advertising packages which they will sell to approved exhibitors, international and local buyers as well as the media houses.

The appointed service provider shall receive recognition for producing the newspaper through their company details being made available on the Africa's Travel Indaba website. This will be located on a tab on the website specifically allocated for the Africa's Travel Indaba. The service provider may also create exposure through the Africa's Travel Indaba Daily Newspaper as they see fit.

4. OWNERSHIP OF RECORDS

Synergy Business Events (Pty) Ltd shall be the owner of all documents prepared pursuant to a Contract or provided to Contractor by **Synergy Business Events (Pty) Ltd**. Any re-use of the documents by **Synergy Business Events (Pty) Ltd** for other than the purpose intended by such Contract shall impose no liability on the Contractor.

5. PROPOSERS DETAILED PROJECT PLAN

The proposer needs to include their detailed project plan on how they wish to execute the process of managing the development and production of the Africa's Travel Indaba Daily Newspaper. This will include and not limited to scheduling interviews with South African Tourism Management team, pre-show sales of advertising packages, submission of number of staff working onsite, duties for each staff member, onsite management processes, chain of command onsite, scheduling of news stories submissions, onsite production process, post-show report submission deadline.

6. B-BBEE STATUS VERIFICATION

The Proposer must provide **Synergy Business Events (Pty) Ltd** with complete documentation stating their BBB - EE status by including a certified copy of the certification with the proposal. Do note that preference will be given to the following groups as per the BBB-EE guidelines:

- a) Black people

- b) Black people who are youth

- c) Black people who are women

- d) Black people with disabilities

- e) Black people living in rural or underdeveloped areas or townships

- f) Cooperatives which are 51% owned by Black people

- g) Black people who are military veterans

7. TAX CLEARENCE

The Proposer must provide **Synergy Business Events (Pty) Ltd** with a Tax Clearance Certificate to validate their good standing with SARS and the South African Treasury.

8. INDEMNIFICATION

Contractor shall indemnify and save harmless **Synergy Business Events (Pty) Ltd**, its trustees, clients, officers and employees from and against all loss, costs, liability, damage and expense whether direct, consequential or incidental, for personal injury and for property damage. Such loss, costs, liability, damage and expense arising out of, or resulting in whole or in part, directly or indirectly, from work or operations under the contract but not limited to the acts, errors, omissions and negligence of contractor's employees and agents, except to the extent of liability imposed due to **Synergy Business Events (Pty) Ltd** own negligence, shall be payable as directed **Synergy Business Events (Pty) Ltd**.

7. SELECTION PROCESS

The Proposals will be evaluated by representatives of **Synergy Business Events (Pty) Ltd**. Proposals will be evaluated on the criteria noted below. The total evaluation points, as separately determined by each Selection Committee.

EVALUATION GRID	
UNDERSTANDING AND APPROACH	Rating
Understanding product deliverables	10
Organisation structure	5
Track record and Experience	10
B-BBEE Status and Rating	10
PROPOSED MANAGEMENT SERVICES	
Detailed Project Plan	5
Samples of previous work	10
Advertising packages developed for the newspaper	10
An ability with experience to observe protocol	10
A demonstrable understanding of the Africa's Travel Indaba objectives	10
Uniqueness, Variety, Creativity, deliverance	10
Have strong project management, reporting and implementation skills	10

Synergy Business Events (Pty) Ltd reserves the right to reject any or all proposals, to accept other than the lowest price proposal, to negotiate separately with any source whatsoever and to accept the proposal considered to be most advantageous to the client. **Synergy Business Events (Pty) Ltd** also reserves the right to select the contractor on the basis of proposals received without seeking further information or clarification from Proposers.

Finally, **Synergy Business Events (Pty) Ltd** reserve the right to conduct no-notice site visits, if deemed necessary.

Upon review of the proposals, **Synergy Business Events (Pty) Ltd** will designate the most qualified Proposers as finalists.

SECTION 3

PROPOSAL FORMAT

This section summarises the documents required by **Synergy Business Events (Pty) Ltd** for the response to this proposal request.

One (1) copy and one (1) original of Contractor's proposal must be submitted and shall be organised in conformity as follows:

1. Cover letter.
2. Original Request for Proposal Documents signed and each page initialed.
3. Summary of proposal requirements.
4. Overview of the proposer's company.
5. Detailed project plan specifying information and deadlines required to be met for the successful delivery of the Newspaper
6. Three (3) traceable and contactable references of previous clients within the last year to include:
 - a. Client name, contact person, contact number, contact email address and overview of completed job for the client.
7. Proposers company experience:
 - a. Years in business.
 - b. Company Location.
 - c. List of previous and current clients.
 - d. List any notable awards if applicable.
8. Proposers company personnel.
 - a. Company organogram (include all personal names and years of service).
 - b. Number of personal responsible for pre-planning directly responsible for this proposed scope of work.
 - c. Number of personal responsible for onsite management directly responsible for this proposed scope of work.
9. B-BBEE Certificate (Certified Copy).
10. Tax Clearance Certificate (Original).
11. Proof of Company Address.

Synergy Business Events (Pty) Ltd would like to thank you for taking the time to respond to the Request for Proposal.