



Delivered by e-mail

Date: 09 January 2024

Dear Bidder,

**Subject Matter: Quotation for Creative Assets Roll-out for Meetings Africa & Africa's Travel Indaba 2024**

We are pleased to extend this opportunity for the provision of Creative Assets Roll-out for Meetings Africa & Africa's Travel Indaba 2024. Our Request for Quotation (RFQ) requires you to submit a detailed breakdown of your proposed value offering and costs by the specified closure date, in order to be considered as a preferred supplier for the above services for Meetings Africa & Africa's Travel Indaba 2024.

Synergy Business Events (Pty) Ltd has been appointed as the official management company of **Meetings Africa & Africa's Travel Indaba** on behalf of South African Tourism for the period of 2024. As part of this contract, Synergy Business Events (Pty) Ltd team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest business events on the African tourism calendar – **Meetings Africa & Africa's Travel Indaba 2024** .

**Background:**

South African Tourism Board (SA Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of SA Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents, and its visitors. It is common cause that tourism is a key strategic industry in terms of The National Tourism Sector Strategy documents as it supports governments' objectives of alleviating the triple challenges of unemployment, poverty, and inequality.

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive, and cost-effective and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.



As indicated in the Strategic Plans and Annual Performance Plans, part of SA Tourism's mandate is marketing and promoting South Africa as an attractive tourism destination for both business events and leisure tourists. South African Tourism has to host its owned trade platforms, Meetings Africa and Africa's Travel Indaba. A refreshed brand creative was introduced for the two platforms (Meetings Africa – Business Events & Africa's Travel Indaba – Leisure) during the 2023 iterations of the shows.

South African Tourism's proprietary trade platforms, Meetings Africa and Africa's Travel Indaba take place in February and May respectively.

Meetings Africa, established 2006, is a business events/MICE (Meetings, Incentive, Conferences and Exhibitions) targeting business tourism product offerings to local and overseas business tourism product buyers. Meetings Africa is the only event of its kind on the African continent and promotes both South African and African product. Meetings Africa is the only exhibition on the continent to offer marketing solutions for the entire business events industry inclusive of venues for meetings of any size; incentive travel packages; global conferencing solutions; new and interesting ideas for events and year-end functions and exotic meeting destinations. The thought leadership, support services and products make Meetings Africa a leader in the international Business Tourism Industry. Moreover, it is the ideal event for conference organisers, meeting planners, corporate travel agents, associations and government departments to consider their business events options; negotiate the best deals available and network with key industry players. Educational seminars provide local and international experts to address delegates on current issues and the latest trends in the industry, Meetings Africa is the perfect opportunity to meet the top role-players and decision-makers in the meetings industry.

Africa's Travel Indaba is South African Tourism's proprietary leisure tourism trade platform. Africa's Travel Indaba is the largest and most prestigious travel and tourism exhibition in Africa. It is the largest leisure tourism marketing events on the African calendar and is considered in the top three 'must visit' events of its kind on the global calendar. Africa's Travel Indaba has an ever-growing number of exhibitors from both South Africa and other African countries. It showcases the widest variety of African leisure tourism product and attracts international visitors and media from across the world. Africa's Travel Indaba has become a formidable trade show platform for leisure products with a cross section of products and experiences from across the continent.

Both events have been hosted over a period of 1 week in the Sandton Convention Centre and Durban International Convention Centre, respectively.

## **The scope of services**

### **Creative Assets Roll-out**

- Utilise the existing creative concept for both Meetings Africa and Africa's Travel Indaba in accordance with the positioning and corporate identity developed for the 2023 iterations of the two platforms.
- Retain the theme-specific concept for Meetings Africa and Africa's Travel Indaba from 2023, that visually articulates the communications strategy – this has not been fully exhausted during 2023, so this theme is being continued with in 2024.
- Update creative assets that already exist which bear the 2023 dates, so that they are relevant to the current time-frame / show.
- Develop production-ready creative assets, against a pre-defined list of digital and analogue branding and communications requirements. This will include chase-list creative requirements against a pre-determined media-buy strategy.
- Distribute all final materials to the various production partners for implementation.
- Recommend additional creative / innovative ways in which to amplify the respective themes for the two brands.
- Ensure the maintenance of the brand hierarchy when dealing with main and sub-brands.
- Provide proof for approval ahead of final submission.
- Provide all assets in accordance with agreed timelines for flighting / production.

### **Reporting**

- Provide a project plan for asset roll-out for each respective project, i.e. Meetings Africa & Africa's Travel Indaba 2024.
- Provide weekly status reports at core team status meetings as required by the core team.
- Provide guard-books / POE of all assets rolled out post-event, per trade show, to include in-situ branding placement, where applicable.

### **Format of proposals**

Bidders must complete and return all the necessary standard bidding documents (SBD's) attached to this request for technical and financial proposals.

### **Mandatory/eligibility criteria**

Bidders are required to submit their proposals should be concise, written in plain English, and simply presented in the same order as indicated below - Failure for the bidder to meet the below requirements will result in disqualifications.

- a) National Treasury Centralised Supplier Database (CSD) registration summary report with a valid tax compliant status;

- b) Bidders must have specific experience of work completed and submit 2 recent references (proof of completed projects on their client’s letterhead) where similar work was undertaken. Email references will not be considered.

**Evaluation Method**

3.1 The evaluation process of bids will comprise of the following phases:

100%	Percentage points allocated for FUNCTIONALITY	
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated	
<b>Deliverables / Performance Indicators</b> <b>Please refer to the detailed evaluation pointers under the scope of work shared above.</b>		Value allocated
<b>Expertise and experience in brand creative conceptualisation:</b> <ul style="list-style-type: none"> <li>- Provide at least 2 examples of work delivered linked to the references shared on letterhead (as per above)</li> <li>-</li> </ul>		50
<b>Expertise and experience of proposed team:</b> <ul style="list-style-type: none"> <li>- The agency needs to show proven experience of proposed team to be deployed to the project. The number of years and level of experience of the proposed team members. Abridged CV that includes key skills, clientele, and work experience.</li> <li>- Provide company credentials such as years of operation and at least 2 client testimonials/contactable references on a letterhead letters (reference must show what piece of the work they have delivered within the last 48 months).</li> </ul>		50
Total Weight		100

If required, there will be at a high level where criterion will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.

- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFQ.
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

**Table 3 Rating Scale**

Rating	Definition	Score
<b>Excellent</b>	<b>Exceeds</b> the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	<b>3</b>
<b>Acceptable</b>	<b>Satisfies</b> the requirement with <b>minor additional benefits</b> , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	<b>2</b>
<b>Average</b>	Submission meets the minimum requirement with <b>major reservations</b> . Considerable reservations of the supplier’s relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.	<b>1</b>
<b>Unacceptable</b>	<b>Does not meet the requirement.</b> Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources & quality measures required to provide the goods/services, with little or no supporting evidence.	<b>0</b>

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to the next phase for Price evaluations. Bidders who do not achieve the minimum threshold, which translates to a minimum score of 80 out of a 100% **“functionality”** means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, considering, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.
- III. The score for functionality will be calculated in terms of the 0 - 3 rating scale as shown in the functionality criteria matrix under Table 3.
- IV. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria.
- V. The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

#### **Awarding of Points for Price and Broad-Based Black Economic Empowerment**

The bidders that have successfully progressed through to Phase 3 (bidders who meet the minimum threshold for the functionality of (70%) will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations of 2017.

80 points will be awarded for price while 20 points will be allocated for preference points for B-BBEE as prescribed in the regulations.

Points for B-BBEE level of contribution will be awarded in accordance with the below table:

B-BBEE Contributor	Status Level of	Number of Points
1		20
2		18
3		14
4		12
5		8
6		6
7		4
8		2
Non-compliant contributor		0

**Financial (Prices must be inclusive of any applicable taxes, VAT, and disbursements)**

- Synergy Business Events (Pty) Ltd will not consider any hidden costs that are not stipulated on the financial proposal.
- Propose costing must be in a tabular format.

**Adjudication and Final Award of Bid**

- The successful bidder will be the service provider scoring the lowest price subject to meeting the full scope of work and conditions of the RFQ.
- National Treasury Centralized Supplier Registration
- All bid submissions must include a copy of successful registration on the National Treasury’s Centralized Supplier Database (CSD) verification certificate (if you have been assessed).
- Proposals that do not include these documents will not be considered.

**Confidentiality**

- The request for a technical and cost proposal and all related information shall be held in strict confidence by bidders and usage of such information shall be limited to the preparation of the bid. All bidders are bound by a confidentiality agreement preventing the unauthorized disclosure of any information regarding Synergy Business Events (PTY) Ltd and SA Tourism or its activities to any other organization or individual. The bidders may not disclose any information, documentation, or products to other clients without the written approval of Synergy Business Events (PTY) Ltd and SA Tourism.



### **Terms of engagement**

- Before commencing with the assignment, the successful bidder will be required to meet with the project leader to align the final statement of work (SOW) and criteria for approval.

### **Payments**

- As Synergy Business Events (PTY) Ltd is a management agency of SA Tourism, Synergy Business Events (PTY) Ltd adheres to the SA Tourism procurement and supply chain processes. With this in mind, no advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly by the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).
- The successful bidder shall, after completion of the contract, invoice Synergy Business Events (PTY) Ltd for the services rendered. No payment will be made to the successful bidder unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to Synergy Business Events (PTY) Ltd.
- Payment shall be made into the bidder's bank account normally 30 days after receipt of an acceptable, valid invoice.

### **Non-compliance with delivery terms**

- The successful bidder must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the bidder that they will not be able to deliver the services within the delivery period and/or against the quoted price and/or as specified, Synergy Business Events (PTY) Ltd Account Manager must be given immediate written notice to this effect.

### **Retention**

- Upon completion of the assignment and/or termination of the agreement, the successful bidder shall on-demand hand over to the project leader all documentation, information, etc. relevant to the assignment without the right of retention.

### **Cost**

- The bidder will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the bidder will be borne by Synergy Business Events (PTY) Ltd.
- Cancellation of the request for a technical and cost proposal
- Synergy Business Events (PTY) Ltd may, before the award of the bid, have the right to cancel the bid if:
  - (a) Due to changed circumstances, there is no longer a need for the service; or
  - (b) Funds are no longer available to cover the part and/or total envisaged expenditure, or
  - (c) No acceptable bids are received.



- Synergy Business Events (PTY) Ltd reserves the right to withdraw this request for technical and cost proposals, to amend the term, or to postpone this work by email notice to all parties who have received this request.

#### Clarification

- Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference, or any other aspect concerning this request for technical and cost proposals, is to be requested in writing from the Synergy Business Events (PTY) Ltd Account Manager.

#### Deadline for submission

All proposals must be e-mailed, in PDF format, to [molebogeng@synergybe.co.za](mailto:molebogeng@synergybe.co.za) by Tuesday, 16 January 2024 at 16h00pm and should remain valid for at least 45 days after the closing date.

#### RFQ Submissions:

##### Submission date – 16:00, Tuesday 16 January 2024

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:

- Cover letter.
- Summary of proposal requirements
- Overview of the proposer's company

Proposers company experience and personnel:

- Years in business
- List of previous and current clients
- List of any notable awards if applicable
- Company organogram (include all personal names and years of service)

Please note that the following documentations 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

Should you have any questions relating to this RFQ, please contact Molebogeng Masote at [molebogeng@synergybe.co.za](mailto:molebogeng@synergybe.co.za) or +2711 476 5104. On a successful appointment, a service level agreement (SLA) agreement will be provided for all parties. Your primary point of contact will be Synergy Business Events.