



## **Request for Proposal**

### *Rebranding of NSCA*

#### **National Systems Contractors Association**

NSCA is the leading not-for-profit association representing the commercial electronic systems industry, and the resource for improving low-voltage systems integrator performance. With a slate of nearly 1000 member companies, NSCA is a powerful advocate for all who work within the systems integration industry.

Led by a Board of Directors comprised of systems integrators, and an Executive Director who once owned his own systems integration firm, NSCA is uniquely positioned to lead industry research initiatives, and provide training and support services relevant for systems integration companies.

#### **Project Description**

##### **The Problem**

NSCA has long had an identity problem for a variety of reasons detailed further below:

- What began 30 years ago as the National Sound Contractors Association serving only installers of audio systems, is now the National Systems Contractors Association (NSCA) that serves low-voltage systems integrators in multiple areas of specialty including audio, video, security, telephony, lighting, control systems, and more.
- The signature event for which we were once known, the Systems Integration Expo®, no longer exists.
- Other signature services for which we have also been known including technical training and certification are no longer offered by NSCA.
- We struggle helping those in the commercial construction business understand what our members “do,” explain how their work is different than what an electrical contractor does, and where we fit in relationship to a general contractor, and the other sub-contractors on design-build projects.
- We offer memberships and services to member types beyond contractors/integrators, but our name and messaging do not clearly convey that.
- We struggle conveying the relevance of the benefits and strongly conveying our unique selling position.
- Most people join an association for the trade show it offers, the professional training or journals offered or published, the certifications required, etc. As we no longer have our own trade show, or certification programs, we struggle to market our relevancy.
- The products, services and the methods we use to deliver our programs and services are not up to speed with what our technically-savvy industry demands.

##### **The Opportunity**

After a recent strategic planning meeting, the Board of Directors and executive staff created a new brand positioning statement:

## ***NSCA is the resource for improving low-voltage systems integrator business performance***

We realize a name change may be necessary in order to “abandon” the identify associated with our current name as many associate our existing name with the tradeshow we no longer own or host.

Additional Information Generated During the Strategic Planning Meeting That Helps Shape our “New” Identify:

### **The NSCA customer profile**

- We want to be known for offering services for companies at all stages of development – from start-up with small staffs to Fortunate 500 companies.
- Must be low-voltage integrators.
- Must sign and adhere to NSCA code of ethics.

### **What does the NSCA ultimate member experience offer?**

- Networking & community
- Industry research
- Business training
- Government affairs advocacy and resources
- Unique resource support

### **What we are setting aside:**

- Technical training
- Trade shows
- Certification
- EST programs & support

### **Goals/Objectives**

Our objectives for this project are:

- To be able to identify and clearly define who the true NSCA members are
- Communicate clearly who we serve to both our members and others within the industry
- Clearly articulate our relevancy to members, prospects, and others within the commercial construction industry
- Have a unique selling and branding position for where, and how, we fit in the industry
- Defining our messaging strategy and tactics to the proper customers

- Build a measurable brand

Once the objectives are met, our longer-term goals are:

- To increase membership
- To increase attendance at our business conference and other events
- To gain greater financial and membership support from industry manufacturers
- To re-design our existing website to support the new direction

### **Technical and Infrastructure**

The web application server is about 2.2 GB in size, including all [ASP.NET](#) files and user accessible docs like PDF, Word doc, the logos, and images. The database is about 2.4 GB in size for the web site and 5.5 MB for the Jobbex.

Database (iMIS) at this time is SQL Server 2003 running on a Microsoft Windows 2000 server. The application server uses .NET Framework 2.0 and the programming is [VB.NET](#) and C#.NET. The content management system is DotNetNuke 4 (DNN4).

### **Estimated Project Duration**

We hope to have the objectives detailed above achieved by March 1, 2012. We further desire to communicate our new name (if applicable) and refined message 90 days after project completion.

Note: We are open to the expertise of the firm chosen to determine how much time should be allotted to complete all of this successfully; feel free to make suggestions on a modified timeline as you see fit.

### **Assumptions and Agreements**

It is assumed (and preferred) that each bidding firm will provide a proposal that includes the following:

- Detail for the scope of work, estimated duration, and costs associated with meeting each objective detailed above.
- Description of your firm's philosophy on branding and messaging at a strategic and tactical level.
- An overall project price, reflecting a substantial discount, should the project be accepted in full at one time.
- Recommendations on the order for completion of project objectives detailed above.
- Willingness to participate in conference calls and/or face to face meetings with NSCA staff and Board of Directors as needed for project clarification and award of contract.
- 3 references with contact name and number.

### **Submission Information**

Submissions will be accepted through November 15, 2011. Submissions should be directed to Cathy Mrosko & Andrea Lewis via email: [cmrosko@nsca.org](mailto:cmrosko@nsca.org), [alewis@nsca.org](mailto:alewis@nsca.org).

Submissions may also be submitted through our FTP site:

- Browse to <http://nscaremote.nasca.org/upload.asp>.
- Browse to the location of the proposal file.
- Click "Upload."
- After uploading, we will receive it in an internal folder and can review.

### **For Additional Information or Clarification**

For additional information or clarification on the details contained within this Request for Proposal, please contact Cathy Mrosko at 571.263.9800 or via e-mail at: [cmrosko@nsca.org](mailto:cmrosko@nsca.org).

### **Basis for Award of Contract**

We are a small trade association with an annual budget of \$1.5 million. Contracts will be awarded based a combination of factors including bid project estimates, review of testimonials submitted, past experience in this area of work, and review of impact made as a result of re-branding work with previous clients.

- Creativity – 20%
- Philosophy – 20%
- Experience and Qualifications – 20%
- References – 20%
- Investment – 20%

### **Anticipated Selection Schedule**

The vendor chosen will be notified by December 30, 2011.