



REQUEST FOR INFORMAL PROPOSAL (RFIP)

Solicitation Number: 0608-013

RFIP TITLE:

Event Coordinator for the Public Health Nursing Conference

Issued By
STATE OF ALASKA
Department of Health & Social Services
350 Main Street, Room 6
Juneau, Alaska 99801-1149
or
PO Box 110650
Juneau, Alaska 99811-0650

Issue Date:
May 5, 2007

Closing Date:
May 16, 2007
3: 00 PM Alaska Prevailing Time

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Procurement Officer
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Introduction

The Alaska Department of Health & Social Services (DHSS), Division of Public Health, Nursing Section seeks a conference coordination contractor to coordinate the planning, development and implementation of a Public Health Nursing Conference to be held April 2008 in Anchorage, AK.

Term of Contract

The term of the contract will be from date of award through June 30, 2008.

Contract Budget:

The total budget for professional services for conference planning, promotion, coordination and implementation of conference plan is \$20,000. Proposals priced at more than \$20,000 will be considered non-responsive and be rejected.

Issuing Office Address

The issuing office address for this Request for Informal Proposals (RFIP) is:

Alaska Department of Health & Social Services
Grants & Contracts Support Team
350 Main Street, Room 6
Juneau, Alaska 99801-1149
or
PO Box 110650
Juneau, Alaska 99811-0650

Mailing Address and Deadline for Receipt of Proposals

Offerors must submit their proposal either by fax or email to the attention of the Procurement Officer. Proposals must be received prior to the date and time indicated on page 1 of this document or their proposal will be considered non-responsive and be rejected.

Contact Person

Any technical or procedural questions regarding this RFIP should be addressed to the Procurement Officer at the contact information listed on page 1 of this document.

STANDARD PROPOSAL INFORMATION

Required Review

Offerors shall carefully review this solicitation without delay, for defects and questionable or objectionable matter. Questions, objections, or comments must be brought to the attention of the Procurement Officer. A protest filed based upon any omission, error, or the context of the solicitation will be disallowed if not brought to the attention of the Procurement Officer prior to the scheduled RFIP closing date. Verbal contact must be followed up with written notification.

Authorized Signature

An individual authorized to bind the offeror to the provisions of the RFIP must sign the proposal. The proposal must remain valid for at least ninety (90) days from the proposal receipt deadline.

Aggrieved Respondents

An interested party shall attempt to informally resolve a dispute with the Procurement Officer. If the attempt is unsuccessful, the interested party may protest the solicitation or the award of a small procurement in accordance with Title 2 of the Alaska Administrative Code (AAC) 12.695.

ADA Certification

The State of Alaska complies with Title II of the Americans with Disabilities Act (ADA) of 1990. Individuals with disabilities who may need auxiliary aids, services, and/or special modifications to submit a proposal should call the Procurement Officer named above to make necessary arrangements.

By signature of their proposal, the offeror certifies compliance with the ADA of 1990 and that program; services and activities provided to the general public on behalf of the state under a contract resulting from this solicitation comply with the ADA of 1990, CFR, Part 35, Subpart B 35.130 of the federal government.

Business License

Offerors must have a valid Alaska Business License or application on file for one, by the date of award in order to provide services in the State of Alaska. Offerors should contact the Department of Commerce, Community, and Economic Development, Division of Occupational Licensing, P.O. Box 110806, Juneau, Alaska 99811-0806, for information on these licenses. ABL information may also be accessed at the following website:

http://www.commerce.state.ak.us/occ/apps/BLEC_Start.cfm

Note: The Alaska Business License is not required if the vendor is located out of state and ships a product to Alaska or performs a service outside the State of Alaska.

STANDARD CONTRACT INFORMATION**Contract Approval**

This RFIP does not obligate the state until a contract is signed and approved by both parties. If approved, it is effective from the date of approval by the DHSS. The state shall not be responsible for work done, even in good faith, prior to DHSS approval of the contract.

Payment of Invoices

Invoices are to be mailed directly to the Grants & Contracts Support Team at the address on the Standard Agreement Form (contract document). The state will pay all invoices within thirty (30) days of payment approval by the Project Director. Submit all travel receipts along

with invoices (the state reimburses travel expenses at “cost” only) for travel authorized under the resulting contract.

BACKGROUND, SCOPE AND LOCATION OF WORK

Background

Public Health Nurses (PHN) provide public health services to Alaska residents in their communities throughout the state. This conference will focus on several topics pertinent to the current practice of public health nursing. Speakers will be engaged both from within Alaska and outside of Alaska. The attendees will be State of Alaska public health nurses, community health nurses employed by tribal health corporations, school districts, community health centers, Department of Corrections, and the military, nursing educators and senior nursing students, public and community health nurses from other states, and nurses and other health professional colleagues from within the Division and the Department. This Public Health Nursing Conference is being planned to bring together public health nurses and other health professionals from throughout Alaska and surrounding areas to provide essential training and professional discourse in the specialty area of public/community health nursing. A feature of the conference will be an exhibit of medical product vendors and “poster sessions” of PHN local projects. This will be a three-day conference with an evening reception to be held in Anchorage early April 2008. Approximately 250 participants are expected to attend.

Scope of Work

The contractor will be responsible for the full spectrum of services required to coordinate the planning, promotion, production and conclusion of the Alaska Public Health Nursing Conference. The contractor will:

1. The contractor will work in collaboration with Section of Nursing Project Director and the conference planning committee. The contractor will be responsible to:
 - a. Facilitate the conference planning committee meetings, take meeting minutes and track decisions.
 - b. Develop a conference plan to be approved by project director.
 - c. Secure adequate conference facility, equipment and amenities
 - d. Set conference fees for participants and exhibitors to be approved by project director
 - e. Coordinate activities to select conference speakers (4-5 featured speakers and 5-6 break out session speakers)
 - f. Coordinate planning of conference poster session and vendor exhibit area.
2. Coordinate all activities related to confirmed conference speakers (contracts, travel, accommodations, ground transportation, speaking schedule, program materials, and equipment needs)
3. Solicit conference sponsors, track contributions, acknowledge sponsors in conference materials as appropriate and thank you's to sponsors.

4. Coordinate all publicity for the conference. The State will supply the logo.
5. Coordinate solicitation of potential attendees (email lists etc.)
6. Coordinate all facets of registration. Registration will be by email or toll free phone.
7. Coordinate CEU applications and ensure timely submittal
8. Maintain financial records for all conference income and expenditures including participants and exhibits fees, sponsor contributions and detailed invoices for services and supplies.
9. Coordinate vendors' exhibit area and poster session including collection of exhibitor fees.
10. Coordinate all on-site logistics during the conference, including food for 1-2 luncheons, am/pm breaks and evening reception.
11. Produce post conference report including list of registered participants, list of sponsors, compilation of participant evaluations, recommendations for future conference and financial report.

The State will be responsible for the following expenses:

Professional services (time) of the event contractor for coordination of all aspects of the conference and reporting requirements.

The Contractor is expected to set participants' and exhibit fees in collaboration with the Section of Nursing Program Director. The contractor will collect the participants' and exhibit fees. The contractor is expected to solicit sponsors and collect their contributions. Expenses associated with the conference are to be paid from participants' fees, exhibit fees and sponsor donations. These expenses include:

- Production of any registration materials, set up of toll free phone contact
- Production and distribution of publicity materials
- Production of conference materials: program, name tags, evaluation forms
- Production of any promotional materials: e.g. bags, mugs etc.
- Rental of the conference facility
- Rental of furniture and equipment at conference facility
- Conference speaker's contracts, travel, ground transportation and accommodations
- Food and beverages for the conference and reception

Location of Work

At the offeror's location of business. Contractor is required to attend committee meetings held in Anchorage, Alaska either in person or via teleconference. Attendance at the Alaska Public Health Nursing Conference April 2008 in Anchorage, Alaska is required.

Deliverables

Conference materials and setting are expected to meet customary professional conference standards.

Deliverables will include:

- Monthly status reports
- Conference plan with timeline
- Quarterly financial reports on all conference income and expenditures. Additional financial reports may be requested at the discretion of the Section of Nursing Project Director
- A successful conference
- Final conference report including list of registered participants, exhibitors, and sponsors; compilation of participant evaluations and recommendations for future conferences; and the final financial report.

COST

Contract will be awarded as a fixed price contract. Proposals must include costs for the offeror's professional services (time). The Division of Public Health, Section of Nursing estimates a budget of \$20,000 for this project. Any proposal received in excess of \$20,000 will be considered non-responsive.

All other costs associated with the conference planning and implementation should be identified in the "Project Approach Section" of your proposal as projected costs. These costs will be covered by participant and exhibit fees and sponsor contributions.

MINIMUM QUALIFICATIONS AND REQUIREMENTS

To be considered responsive to this solicitation, the offeror must provide factual written evidence that they have experience planning/marketing/coordinating at least one other similar event of a nursing or allied health professional nature.

Offeror must provide a portfolio of previous similar conferences for which they have been the principle coordinator. Portfolio should include registration forms, conference announcements, conference program, and exhibit area brochure, if applicable.

Offeror must submit letters of reference illustrating previous conference coordination experience.

PROPOSAL EVALUATION CRITERIA

The total number of points used to score proposals is 100. All proposals will be reviewed to determine if they are responsive. The Procurement Officer and Division of

Public Health, Section of Nursing will evaluate each proposal based on the criteria listed below.

Project Approach and Management Plan

Project approach will be a percent forty (40%) evaluation factor. Offerors should provide a concise narrative statement that sets out the approach they intend to employ if awarded the contract, illustrating how all aspects of conference will be planned and implemented to meet the April 2008 conference schedule. Projected costs for each aspect of the conference plan must be included. A management plan outlining roles and responsibilities of conference staff, a work task timeline and a financial plan for collection of fees and solicitation of sponsors must be included.

Experience and Qualifications

Experience and qualifications will be ten percent (10%) evaluation factor. Proposals should include applicable experience in professional conference coordination, a portfolio of previous conference experience and materials and letters of reference.

Cost Proposal

Cost will be a forty percent (40%) evaluation factor.

Offeror must submit the cost proposal for professional services included in this RFIP. The lowest priced proposal will receive the maximum number of points allocated to cost.

Alaska Offeror's Preference (10 POINTS)

If an offeror qualifies for the Alaska Bidder Preference, the offeror will also receive the Alaska Offeror's Preference. The preference will be 10% of the total available points. This amount will be added to the overall score of each Alaska offeror after evaluation of proposals.

5% Alaskan Bidder Preference

An Alaska Bidder Preference of five percent will be applied prior to evaluation. The preference will be given to a person who:

- (a) holds a current Alaska business license and;
- (b) submits a proposal for goods or services under the name on the Alaska business license and;
- (c) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal and;
- (d) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship, and the proprietor is a resident of the state or is a partnership, and all partners are residents of the state and;
- (e) if a joint venture, is composed entirely of entities that qualify under (a)-(d) of this subsection.

PROPOSAL FORMAT AND CONTENT

The Department wishes to discourage unnecessarily lengthy and costly proposal preparation; however, all proposals must contain the following information in the following format. Proposals should be limited to the requested information and shall consist of four parts – Cover Letter, Project Approach and Plan Management, Experience & Qualifications and Cost.

All pages must be consecutively numbered.

Cover Letter

An individual authorized to bind the offeror to the provisions of the RFIP must sign the proposal. The cover letter should contain the complete name, mailing address, telephone number, a statement confirming that the proposal is valid for ninety (90) days from the closing date for receipt of proposals, a certificate or statement that the firm qualifies for the Alaska Bidders Preference, Alaska Business License number (if applicable) and a statement relating to any perceived or potential conflict of interest.

Cost Proposal

The proposal shall include a completed Cost Proposal for professional services included in this RFIP. The offeror must present an hourly rate for professional services and an estimate of work hours for each work task.

COST PROPOSAL

The offeror must present the following breakdown of costs:

Cost Breakdown

Hourly Rate \$_____ Estimate of Hours by task

Work Task 1. Conference planning	_____
Work Task 2. Conference speakers' arrangements	_____
Work Task 3. Solicitation of sponsors	_____
Work Task 4. Publicity	_____
Work Task 5. Solicitation of attendees	_____
Work Task 6. Registration	_____
Work Task 7. Coordination of CEU credits	_____
Work Task 8. Maintenance of financial records/report submittal	_____
Work Task 9. Coordination of exhibit area/poster session	_____
Work Task 10. On site logistics for conference	_____
Work Task 11. Report preparation (status, quarterly, final)	_____

Total Hours: _____

Cost for **professional services** for planning and coordination of conference \$_____.

This page must be completed and submitted with all offers and received by the State at the time and date set for receipt of proposals.