

REQUEST FOR PROPOSALS

FOR

ANNUAL MEETING HOUSING

The Society for Neuroscience (SfN) is looking for a convention housing firm to create, implement and support a housing program for our Annual Meeting. Historically SfN's Annual Meeting draws 28,000 to 30,000 attendees each year. Traditionally the composition of the attendees is 60% North American and 40% International with representatives traveling from 80 countries. If your organization is interested in responding to this RFP, please read the attached materials carefully to understand our requirements.

The following are the meetings the Society for Neuroscience is interested in securing proposals for:

37 th Annual Meeting	Nov. 3-7, 2007	San Diego, CA
38 th Annual Meeting	Nov. 15-19, 2008	Washington, DC
39 th Annual Meeting	Oct. 24-28, 2009	Chicago, IL

Society for Neuroscience
1121 14th Street, NW
Suite 1010
Washington, DC 20005
202-962-4000
(f) 202-962-4947

No. RFP-121806

REQUEST FOR PROPOSAL

THIS REQUEST FOR PROPOSAL ("RFP") IS NOT IN ANY MANNER TO BE CONSIDERED AN ORDER FOR, OR AN OFFER FOR, THE SERVICES / PRODUCTS SET FORTH HEREIN, NOR WILL THE SOCIETY FOR NEUROSCIENCE (SfN) INCUR OR BE LIABLE FOR ANY COSTS ASSOCIATED WITH THE PREPARATION OF YOUR OFFER. SfN RESERVES THE RIGHT TO ACCEPT OR REJECT ANY OR ALL OFFERS. ACCEPTANCE OF YOUR RESPONSE IN NO WAY OBLIGATES SfN TO ISSUE SUBSEQUENT RFPs OR CONTRACT INFORMATION TO RESPONDING FIRMS.

BY ACKNOWLEDGMENT OR RESPONSE TO THIS RFP, THE FIRM HEREBY CERTIFIES THAT NO GRATUITIES WERE OFFERED OR SOLICITED BY ANY SfN EMPLOYEE, EITHER DIRECTLY OR INDIRECTLY. ANY SITUATION WHERE A GRATUITY IS SOLICITED BY A SfN ASSOCIATE, MUST BE REPORTED IMMEDIATELY TO SfN'S DEPUTY EXECUTIVE DIRECTOR AT (202) 962-4000.

About Society for Neuroscience (SfN): SfN is a nonprofit membership organization of basic scientists and physicians who study the brain and nervous system. Neuroscience includes the study of brain development, sensation and perception, learning and memory, movements, sleep, stress, aging and neurological and psychiatric disorders. It also includes the molecules, cells and genes responsible for nervous system functioning. Recognizing the tremendous potential for the study of the brain and nervous system as a separate field, the Society was formed in 1970. It has grown from 500 members to more than 37,500 and is the world's largest organization of scientists devoted to the study of the brain and nervous system.

The Society's primary goal is to promote the exchange of information among researchers. For this purpose, the Society publishes the scholarly journal *The Journal of Neuroscience* and holds an annual meeting each fall, attracting 28,000 – 30,000 attendees from around the globe. The Society is also devoted to education about the latest advances in brain research and the need to make neuroscience research a funding priority.

The Society owns and occupies, with other tenants, an eleven-story, masonry and steel, professional Class A office building located on a 0.2-acre parcel at 1121 Fourteenth Street, NW, Washington, D.C. The building contains approximately 83,630 square feet of gross rentable space.

NUMBER:

RFP-121806

ISSUE DATE :

December 18, 2006

Registration:

December 22, 2006

PROPOSAL VALIDITY PERIOD:

Your offer shall be valid for a period of 180 days from the closing date.

CONFIDENTIALITY/NON-DISCLOSURE

This RFP is confidential and the property of SfN. Each Firm that receives this document, by its acceptance hereof, represents and agrees that it will not distribute or provide information contained herein to any person not directly responsible for generating a response to the RFP. Firms wishing to respond to this RFP must sign and date the "Non-disclosure" agreement then fax it to the attention of SfN's Procurement Manager at 202-962-4947.

A Firm may disclose relevant parts of the RFP to partners and/or subcontractors provided that the partner and/or subcontractors first execute a non-disclosure agreement identical to the non-disclosure agreement signed by the Firm. Distributing or sharing of this RFP by the Firm with any other party must be approved in writing by the SfN Procurement Manager.

Non-Disclosure of Information. Confidential Information means any and all information and technical data of a proprietary or confidential nature disclosed or made available by a party hereto to the other party in the course of performing hereunder, whether in written, oral, magnetic, photographic, optical or other form and whether now existing or hereafter created, including, without limitation, all Trade Secrets, know-how, information systems, technology, data, computer programs, processes, methods, operational procedures, plans, strategies or results, software, source code, drawings, databases, schematics, blueprints, memoranda, flow charts, specifications, test results, production, lab or engineering techniques and manuals, methodologies, all related intellectual property or its physical embodiments, membership lists or information, industry and competitive information, strategic business plans, marketing plans, product and proposed product information, pricing and cost data arrangements and agreements with distributors, licensors and licensees, information concerning employees, financial information and other information of a similar nature that is not generally disclosed by such party to the public, whether any of the foregoing is disclosed by access to a party's facilities or documents or by conversations with a party's employees, directors or consultants. "Confidential Information" shall not include any information which (i) is proven by written evidence to have been in a receiving party's possession prior to disclosure by the other party; (ii) is received from a third party having the right to disclose such information; (iii) is or hereafter becomes public knowledge through no act or fault of a receiving party; (iv) is proven by written evidence to have been independently developed by a receiving party without access to the Confidential Information of the other party; and (v) is required by law to be disclosed; provided that to the extent practicable, the other party is first given notice of the required disclosure and an opportunity to seek appropriate legal relief to prevent such disclosure or limit its use and further disclosure.

Each party acknowledges and agrees that during the RFP process, access to certain Confidential Information belonging to the other party may be required. Each party agrees that it shall keep such Confidential Information in strict confidence and shall not disclose it to any person, firm, partnership or corporation other than to its agents or employees who have a need to know such information in order to perform hereunder, nor use the same for any purpose other than performance hereunder. Each party shall advise all such agents and employees with access to Confidential Information of the other party of its obligations with respect thereto. Notwithstanding the foregoing, each party shall be and remain liable and responsible for the confidentiality obligations of its agents and employees. In addition to the foregoing, each party shall protect and safeguard Confidential Information of the other party by using the same degree of care, but no less than a reasonable degree of care, to prevent the unauthorized use, dissemination or publication of such Confidential Information as such party uses to protect its own confidential or proprietary information of a like nature.

Authorized Officer or Director

Date

DEVELOPMENT COSTS AND CONDITIONS

Neither SfN nor its representatives shall be liable for any expenses a Firm incurs in connection with preparation of a response to this RFP. Applicants should prepare their proposals simply and economically, providing a straightforward and concise description of the Firm's ability to meet the requirements of this RFP.

The issuance of this RFP does not commit SfN to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request or to actually procure the requested services.

SfN reserves the right to reject any or all the RFP applications submitted in response to this solicitation, due to the lack of responsiveness, changes in SfN's operating objectives, lack of funding, or for any reason determined by SfN and at the sole discretion of SfN.

GENERAL INFORMATION

Time Extension: SfN may for good and sufficient reason extend the response deadline, in which case all potential vendors will receive an addendum setting forth the new time and date.

Request for Additional Information: Prior to the final selection, vendors may be required to submit additional information that SfN deems necessary to further evaluate the vendor's qualifications. As part of the evaluation process vendors shall furnish such additional information as SfN may reasonably require.

Denial of Reimbursement: SfN will not reimburse vendors for any costs associated with the preparation and submission of a proposal or for any travel or other costs that are incurred.

SfN will not be liable for any costs incurred by the vendor in connection with interviews (i.e., travel, accommodations, etc.) conducted as part of the evaluation or negotiation process.

Gratuity Prohibition: Vendors shall not offer any gratuities, favors, or anything of monetary value to any associate at SfN for the purpose of influencing consideration of this proposal. If an SfN associate solicits a gratuity, the vendor is obligated to inform SfN's Deputy Executive Director.

Right of Withdrawal: A proposal may not be withdrawn before the expiration of ninety (90) days from the proposal due date.

Right of Negotiation: SfN reserves the right to negotiate with the selected vendor the exact terms and conditions for a contract.

Liability and Insurance: The selected firm shall purchase and maintain insurance in the amounts and types as needed for the protection from claims caused by the contractor's personnel or work, or by any subcontractor performing work for the contractor.

Legal Compliance: In connection with the furnishing of supplies or performance of work under the contract, the contractor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, regulations and executive orders to the extent that the same may be applicable.

Disqualification: No award will be made to any firm, person or party, parent or subsidiary that is de-barred from providing services to the federal or state government, or with which SfN has an outstanding claim against or a financial dispute.

Performance and Approval of Sub-Consultants: The vendor will perform the project as an independent contractor and not as an agent or employee of SfN. The vendor shall secure written permission from SfN before subcontracting any part of the project. Such permission should be obtained during the proposal evaluation stage.

Licenses, Permits & Taxes: The price or prices for the work shall include full compensation for all taxes, permits, etc. that the vendor is or may be required to pay. SfN is a tax exempt entity.

Minority/Women Business Enterprise (MWBE) Policy: It is the policy of SfN to provide minority and women owned business enterprises with equal opportunity for participating in the selling of goods and services to SfN. In cases where a vendor plans to sub-contract a portion of the work, it is required to make "A Good Faith Effort" to engage qualified MWBEs for such work. Vendors shall keep records of such efforts, when applicable, that are adequate to permit a determination of compliance with this requirement. If subcontracting is involved in the proposal, a Proposed Schedule of Minority/Women Business Enterprise Participation shall also be submitted.

Please refer to the following in preparation of your Proposal:

1. ATTENDEE DEMOGRAPHICS

Historically 28,000- 30,000 attendees attend SfN's Annual Meeting each year. Typically 60% of the attendees come from North America with the remaining 40% international attendees representing over 80 different countries. In addition to the attendees, about 3,500 exhibitors attend the Annual Meeting. Data on sleeping room occupancy compiled over the last 10 years shows an even split between single and double occupancy reservations.

2. HOUSING DEADLINES

Currently, SfN's Annual Meeting begins on a Saturday and concludes the following Wednesday. Our typical room block is 10,000 rooms on peak nights (Saturday, Sunday and Monday) and a total of 45,000 to 50,000 rooms realized.

2007 tentative housing opening dates: SfN reserves the right to change these dates.

Early housing for VIPs	June 26, 2007
Member	July 10, 2007
Non-member	July 17, 2007
Press	July 18, 2007
Exhibitor	July 24, 2007

2. SCHEDULE

This request for proposal will be governed by the following schedule:

Release RFP for firms	December 18, 2006
Registration	December 22, 2006
Supplier Questions	January 3, 2007
Proposals Due	January 23, 2007

SfN may delay scheduled due dates if it is to the advantage of SfN to do so. SfN will notify respondents of all changes in scheduled due dates by written notice.

3. REGISTRATION

All Firms that will submit an offer in response to this RFP are required to register with SfN. To register, the Firm must send an e-mail containing a point of contact, statement of intent to file a proposal, and the Firms e-mail address to rfp@sfn.org. The signed and dated "Non-disclosure" agreement must be received by SfN COB December 22, 2006.

4. SUPPLIER QUESTIONS

Questions may be e-mailed to rfp@sfn.org until 12:00 PM EST on January 3, 2007. No further questions will be addressed after this date. SfN will submit written responses to all questions to the e-mail address provided by registered participants.

5. PROJECT STATEMENT OF WORK

Contract Rates – Current operating procedures has SfN contracting directly with all hotels. However, the firm chosen will be responsible for negotiating the terms ensuring competitive rates and conducting future hotel contract negotiations, site inspections, and any other preliminary work needed for future Annual Meetings in accordance with SfN's current work schedule and deadlines.

More than half of the 2007 hotel block has been contracted, as well as the co-headquarter contracts for 2008 and 2009. Contracts for 2008 hotels have been issued to hotels and negotiations will start the first quarter of 2007.

Room Blocks – Explain how you plan to:

1. Manage the room inventory for the entire housing block; including the specialized blocks of sleeping rooms that SfN will establish.
2. Prior to the sale of any rooms, explain the procedures you will have in place to verify that your data concerning the blocks and rates are consistent with the contracted rates with the hotel.
3. SfN requires that the housing firm validate that the hotels are keeping to the terms of the agreement by conducting random checks of hotel's internet site and other travel sites such as "Travelocity". Explain how often you plan to conduct these searches and the procedures you will have in place to notify SfN and the hotel of a violation.
4. Explain how you plan to ensure that SfN's contracted rooms are not reassigned, sold, or otherwise apportioned to any individual, agent or other third party.

Housing Reservation Processing – Describe in detail the methods, including controls, by which you plan to implement SfN's and SfN's registration company's needs to provide attendees an integrated registration and housing process.

The following are additional requirements of the online Housing site.

1. It must be available 24 hours a day seven days a week.
2. It must provide real time inventory.
3. Attendees must receive confirmation immediately if they reserve a room on-line.
4. Attendees who mail or fax a reservation form must receive a confirmation within three (3) days of receipt.
5. The site must allow SfN to establish a progressive opening.
Currently the housing site first opens for SfN members that are registered for the Annual Meeting, then one week later the site opens for all nonmembers that are registered for the Annual Meeting.
6. The system must have features that allow attendees the ability to cancel and/or change a reservation without incurring a fee.

Historically, our members process their housing reservations for the Annual Meeting using the following methods: on-line (87%), mail (1%), fax (1%), and phone (11%). Those faxing or mailing forms will be directed to send them to the housing vendor.

Call Center- Explain the following:

1. How do you currently operate your call center, and more specifically how will you handle our international attendees. Do you provide, or have available, bilingual operators?
2. How many dedicated phone lines do you plan to make available to SfN?
3. Please explain in detail the structure of your phone tree.
4. Explain how you handle callers on hold and what happens to them on hold.
5. Please provide a prompt script.

Hotel Deposits- Are you able to accept all major credit cards (Visa, Master Card, Discover, & American Express), checks (US funds), and wire transfers?

In the future SfN may wish to require a hotel deposit from attendees or exhibitors. Explain how you would implement and handle the collection and distribution of hotel deposits.

Housing Website- Explain in detail how you plan to develop, host and maintain a housing website specifically for the use of SfN attendees and exhibitors.

The website must be a secure site with the following features and specifications:

1. A welcome page specific to SfN's Annual Meeting.
2. It must include an accurate description and amenities page for each hotel that includes an electronic hotel map, a hotel amenity grid and a reservation form.
3. Email address for comments and questions.
4. The site must have the capability to allow attendees to click on hotel properties to check their availability.
5. The site must incorporate SfN's logo and colors each year.
6. Enable the attendees, after making a reservation,
 - a. to make additional hotel reservations for nights they do not have a reservation
 - b. to check the availability of new rooms before canceling their reservations
 - c. to adapt and change format and content
7. The system must maintain and manage an on-line waitlist for attendees and exhibitors not assigned to their preferred hotels or room type.
8. The website must be able to accept logon information transferred from the SfN website or those of SfN third-party vendors in order to facilitate attendee logons.
9. Does your site allow SfN the capability to look up individual reservations?

Technology – Please address:

1. Provide information on technologies used for the housing database, e.g. SQL Server, etc.
2. How many other databases, if any, do you plan to host on the same server SfN site is hosted during SfN's registration period?
3. Provide information on server and network configuration, including information on redundancy, technologies used, network diagrams, etc. for any servers or other systems that will be used in SfN's proposed solution.
Provide information on the capacity for simultaneous users that can be logged onto and using the reservation system. Note that SfN expects the system to accommodate up to 600 users simultaneously
4. Provide information on your co-location site or other server hosting arrangements, including security policies and service level agreements (SLAs)
5. Provide information on the available bandwidth for SfN's proposed system including burstable capacity to handle periods of peak use.

Technical Support –Please provide a section explaining how you plan to provide technical support.

1. Will the support team be staff and/or do you contract technical support?
2. Provide information about the staff and/or contractors assigned to provide technical support.

Contingency Plan –Please provide your Business Continuity Plan or contingency plan.

Reporting – Is your system capable of allowing SfN to retrieve and run housing reports containing real-time information on-line twenty-four hours a day?

Please provide a copy of your firms standard reports for each of the reports listed below:

- a. Attendee report overview
- b. Booking Pace report; full city wide pick-up report
- c. Hotel Pick-up report comparison based on the number of weeks out.
- d. Wait list report
- e. Suite report
- f. Audit report
- g. Room Block Revenue report
- h. Comp report showing the predicted number of comps as well as all COAB's
- i. Reservation Methods
- j. Room type – overall and by attendee type
- k. Weekly block inventory status report – including “true” cancelled rooms

On-site Support – What type of support staff do you plan to provide at the Annual Meeting to assist attendees with questions, problems and audits?

6. PROPOSAL REQUIREMENTS

Content of Proposal

The proposal must be submitted using the format as indicated below in the proposal format guidelines.

Preparation of Proposal

Each proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond those sufficient to provide a complete, accurate and reliable presentation.

Number of Proposal Copies

Please submit an original and five copies of your proposal.

Submission of Proposals

Please submit proposals to:

Society for Neuroscience
1121 14th Street, NW
Suite 1010
Washington, DC 20005
Attention: Paul Troxell
Telephone: (202) 962-4000
Email: ptroxell@sfn.org

All proposals must be delivered to the above office no later than 4:00 P.M. Eastern time on January 23, 2007. Proposals received after the above date and time will not be considered.

Rejection of Proposals

The Society reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of the Society. It is also within the right of the Society to reject proposals that do not contain all elements and information requested in this document. The Society for Neuroscience shall not be liable for any losses incurred by the vendors throughout this process.

Proposal Format Guidelines

Interested contractors are to provide the Society with a thorough proposal using the following guidelines:

Proposal should be as brief as possible. Each proposal will adhere to the following order and content of sections. Proposal should be straightforward and concise and provide “layman” explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals, which appear unrealistic in the terms of technical commitments, lack of technical competence, or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected. The following proposal sections are to be included in the vendor’s response:

1. Cover Letter

A cover letter, not to exceed three pages in length, should summarize key elements of the contractor proposal. An individual who is authorized to bind the company must sign the letter. The letter must stipulate that the proposed terms will be valid for a period of at least 180 days. Indicate the address and telephone number of the contractor’s office located nearest to the Society’s headquarters, and the office from which the project will be managed.

2. Background and Approach Section

The Background and Approach section should describe your understanding of the Society, the work to be done, and the objectives to be accomplished.

3. Implementation Plan

Submit a work plan to accomplish the scope as defined in this RFP. The work plan must include identification of and time estimates for each significant segment of the work, and the staff level to be assigned. Planned use of specialists or sub contractors must be specified. The work plan should address the following information on the audit approach:

- a. Type of housing program used (tailor-made or standard commercial).
- b. Number of hours to be allocated to this engagement for each team member, state approximately how many hours will be on-site.
- c. Estimate the number of hours senior level associates will be actively involved.

4. Project Organization and Staffing Section

Describe your approach and methods for managing the operation as well as the completion of this project. Identify the project director and/or manager and the person(s) who will be the key contact(s) with the Society during this project. Include resume for project director and key contact(s), along with the following information:

- Company ownership
- Location of the company offices.
- Number of employees both locally and nationally
- Location(s) from which employees will be assigned.
- Name, address, and telephone number of the Vendor’s point of contact for a contract resulting from this RFP.
- Company background/history and why Vendor is qualified to provide the services described in this RFP.

- Length of time Vendor has been providing services described in this RFP.
- Vendor's Dun and Bradstreet number and/or financial statement.
- Please provide a list of contracted housing programs that will be open July through November – Also provide the date housing opens for each group.

Vendor must include in the proposal a complete disclosure of any alleged significant prior or on going contract failures, any civil or criminal litigation or investigation pending which involves the Vendor or in which the Vendor has been judged guilty or liable. Failure to comply with the terms of this provision will disqualify any proposal. SfN encourages the formation of teams or working groups that pool specialized expertise throughout project development, and reserve the right to encourage vendors to form teams after initial proposal review, if appropriate.

The Society reserves the right to reject any proposal based upon the Vendor's prior history with the Society or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failure(s) to meet contract milestones or other contractual failures.

5. References - At least five (5) references for projects of similar scope should be included. For each reference, indicate the reference's name, organization affiliation, title, complete mailing address, and telephone number. The Society reserves the right to contact any of the organizations or individuals listed. Information provided shall include:

- a) Meeting Dates
- b) Meeting Facilities and Location
- c) Number of Attendees
- d) % Breakdown by Method Used to Make Hotel Reservations

7. Other Information – Include any other information you consider to be relevant to the proposal. It is the intention of the Society for Neuroscience to award a contract to the firm who furnishes satisfactory evidence that the firm has the requisite experience, ability, sufficient capital, facilities, and plant to enable the firm to execute the work successfully and properly, and to complete it within the specified schedule in the contract.

7. EVALUATION CRITERIA

The criteria that will be used to evaluate all proposals that are received are listed below:

1. Project understanding and soundness of proposed project methodology, including the detail and accuracy of the proposed scope, statement of work, and implementation plan.
2. The demonstrated ability of the vendors to develop and host an on-line housing site.
3. The respondent's financial and technical qualifications to perform the work required by the RFP as presented in its proposal and determined by any other investigations conducted or information obtained by the Society.
4. References provided by the respondent, particularly from projects of similar complexity and scope.
5. Commitment and ability to complete the project within the time frame specified in the proposal
6. The proposed cost
7. Demonstrated ability to provide services and deliverables comparable to those requested in this RFP
8. Compliance with RFP requirements

The Society may also contact and evaluate the vendor's and subcontractor's references; contact any vendor to clarify any response; contact any current users of a vendor's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process. The evaluation committee shall not be obligated to accept the lowest priced proposal, but shall make an award in the best interests of the Society.

Discussions may, at the Society's sole option, be conducted with any vendor who submits a proposal determined to be reasonably likely to be selected for an award. Discussions may be for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements.

Vendors shall be accorded fair and equal treatment with respect to any opportunity for discussion and written revision of proposals. Revisions may be permitted after submissions and before award for obtaining best and final proposals. In conducting discussions, the Society will not disclose information derived from proposals submitted by competing vendors.

A Notification of Intent to Award may be sent to the vendor selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing vendors unless an agreement is reached.

If contract negotiations cannot be concluded successfully, the Society may negotiate a contract with the next highest scoring vendor or withdraw the RFP.