



National Electrical Manufacturers Association

The Association of Electrical Equipment
and Medical Imaging Manufacturers
www.nema.org

Request for Proposal (RFP)

A. Background. NEMA, the trade association representing more than 400 companies in the \$120 billion electrical equipment industry, is on a fast-track for selection of a public relations firm to develop a major media campaign including: (1) messaging content, (2) short-term and (3) long-term communications strategies. You can learn about the broad scope of our companies' technologies at www.nema.org.

We will select two firms to present proposals to our Executive Committee on Wednesday, March 13, 2013, with a final selection likely on March 14th. Proposals are due Thursday, March 7, 2013.

The audience for our communications campaign is the Administration (policymakers and regulators), members of Congress, state and local policymakers, and media.

If you are interested in this opportunity and can accommodate our time frame, please let us know by COB **February 22, 2013**. Our contact point is Chuck Konigsberg, Vice President for Strategy and Policy, chuck.konigsberg@nema.org. We will arrange for selected firms to come to NEMA on February 27, 2013 to learn more about our industry from our top experts as you prepare proposals in response to this RFP.

B. Purpose and Timeline. This is a unique moment for our companies, with policymakers on both sides of the aisle increasingly focusing on energy efficiency, competitiveness, climate change, and technologies to improve resilience following extreme weather events. Our goal is for policymakers and decision makers to contact NEMA on a regular basis on issues where our companies have unique knowledge, expertise and solutions including energy efficiency, reliability and affordability. NEMA is seeking a public relations agency with proven experience to develop a comprehensive and strategic communications campaign.

C. Scope of work and Deliverables. The scope of work includes the development of messaging content and short- and long-term strategies that will reach our desired audience and yield the following results:

- Develop an effective message and update the NEMA brand. As part of this, we are looking to develop a succinct sentence, phrase, or tagline that unifies the diverse interests within NEMA's membership (diverse in terms of both their products and interests) around a common theme that the majority of our members can deploy as well.
- Measureable increase in national media coverage.
- Measurable increase in requests for input from key policymakers in the White House and Administration; key regulators; members of Congress and their staff; and state and local policymakers.
- Measurable increase in requests for interviews from reporters covering energy efficiency, competitiveness, climate change, technologies to improve resiliency, high performance buildings, smart grid, industrial energy efficiency, and intelligent transportation systems.

E. Items to include in your Proposals: Curriculum Vitae for project managers; overview of your firm's experience in the energy and related sectors; an in-depth list of competencies and expertise; list of past and current clients; a statement on whether you have any clients that might pose a conflict to managing our account; list of clients with whom you have achieved success over a long period of time; client references; a description of your experience with non-profit trade associations or related clients; a list of media or online

relationships you have within our market; details on retainer and fee schedules; and proposed budgets to achieve specific deliverables as noted above.

NEMA is the association of electrical equipment manufacturers, founded in 1926 and headquartered in Arlington, Virginia. Its member companies manufacture a diverse set of products including power transmission and distribution equipment, lighting systems, factory automation and control systems. Worldwide annual sales of NEMA-scope products exceed \$120 billion.

NEMA provides a forum for the development of technical standards that are in the best interests of the industry and users, advocacy of industry policies on legislative and regulatory matters, and collection, analysis, and dissemination of industry data. In addition to its headquarters in Rosslyn, Virginia, NEMA also has offices in Beijing and Mexico City.