



Request for Proposal

GALA design needs

Overview

The Globalization and Localization Association (GALA) is an international non-profit association that promotes local communication as an indispensable component of a global strategy. Our member companies are experts in language services and technologies. They deploy sophisticated and proven tools and processes to help global enterprises understand in-country issues, languages and needs.

GALA is seeking proposals from qualified individuals to provide design and production assistance for materials related to our annual conference as well as updates to general print materials for the association.

Timeline

Request for proposals issued.....	25 November 2008
Closing date for Submission of Proposals.....	12 December 2008
Discussion/interviews with short-listed candidates.....	Week of 15 December 2008
Award to successful candidate.....	TBD
Design deliverables deadlines.....	see below

Inquiries and Proposals

Please send all inquiries and proposals via e-mail to:
Laura Brandon, *Association Development Manager*
lbrandon@gala-global.org

Proposals must be received by Friday, 12 December 2008 at 9:00AM Eastern Time.

Design Components

Part A. Annual Meeting Materials

GALA will host its first Annual Meeting for members and clients in September 2009. We need an event look and design that can be applied to all event materials, both print and web. The designer will provide the event look and design as well as print production assistance and coordination (with GALA-approved printers), and coordination with web developers for the website design insertion. The proposal should include the following core components:

1. General:
 - o Event logo and/or core graphic and color scheme that can be used throughout the event, including but not limited to the website, marketing materials and event collateral. The event branding should incorporate and/or be harmonious with the existing GALA brand. We request three general mock-ups for the Annual Meeting look and feel for initial feedback before proceeding with the practical applications (listed below).
2. Online materials:
 - o Website landing page that will go live prior to full site design completion.

- o Website design. Website header graphic and general site design that works with Drupal templates. The designer will need to coordinate with our web developers so that the design can be applied to a Drupal template/theme. Our web developers will build the site and may have input on a few specifics.
- o E-mail template design (for uses such as “save the date!” mailings, invitations and marketing).
- 3. Printed materials:
 - o Vendor/exhibitor Tickler. 1 page 4 color flyer. To be used as printed mailer and PDF.
 - o Vendor/exhibitor promotional packet. B&W or little color. 5pp.
 - o Sponsorship Tickler. 2 page flyer or brochure.
 - o 1-page document template for basic conference materials (exhibitor’s reference packet, contracts, shipping deadlines, etc.) for in-house document production and use.
 - o Program/flyer. 8pp. Color. Graphic used on cover should be our main graphic for the entire event. This same piece will be developed into the full conference brochure for the event itself.
 - o Full conference brochure (see above)
- 4. Other materials:
 - o Signage designs (general) for application to the following:
 - a. Banners for sponsored events – lunch, dinner, etc.
 - b. Banners acknowledging major sponsors
 - c. GALA Annual Meeting 2010. See you next year!

Deadlines*:

Three mock-ups for general look	12 January 2009
Website landing page (front page) live and general event branding completed.....	02 February 2009
E-mail marketing template.....	02 February 2009
Registration open, full website live.....	02 March 2009
Vendor/exhibitor Tickler.....	16 February 2009
Vendor/exhibitor promotional packet.....	16 February 2009
Sponsorship Tickler.....	16 February 2009
1-page template.....	16 February 2009
Program/flyer for potential attendees ready.....	02 March 2009
Full conference brochure.....	TBD
Signage designs.....	TBD

**These deadlines may change prior to the project kick-off.*

Part B. Association Materials

GALA already has a general look and brand as well as several graphics that we use in various materials. We need these materials to be updated for a new print run.

1. Update of core GALA brochure. 2-page (front and back, folded) 4-color brochure design. Modify and improve the existing design for an updated and improved look.
2. LocalizationCAREERS.net flyer. 1-page (front) 4-color flyer design. Modify and improve the existing design for an updated and improved look.

Deadlines:

Both printed and ready shipped to Berlin, Germany for Localization World.....01 June 2009

Notes

- For printed materials, the designer will need to coordinate with our printer to oversee the process, including coordination file prep, proofing and printing specifications.
- Please itemize and include estimates on any additional associated costs, such as stock photography.
- Upon project completion, the designer will also deliver the actual design files for GALA's records and future design projects.
- By mutual agreement, GALA will own, and the designer grants GALA all rights (including but not limited to copyright and patent) to any items created by the designer for GALA. The native files for these items will be delivered to GALA upon request but in any event, no later than completion of the project.
- For the proposal, please itemize costs as much as possible. Please include information about your hourly rate for any projects not already outlined in this RFP.