



**REQUEST FOR PROPOSALS:
Marketing Services**

Issued: August 14, 2009

Responses Due: October 1, 2009

**18th World Congress on Intelligent Transport Systems and ITS
America's Annual Meeting & Exposition
October 16-20, 2011
Orlando, Florida**

ABOUT THE INTELLIGENT TRANSPORTATION SOCIETY OF AMERICA

The Intelligent Transportation Society of America (ITS America) was established in 1991 as a not-for-profit organization to foster the use of advanced technologies in surface transportation systems. We are the leading advocate for technologies that improve the safety, security and efficiency of the nation's surface transportation system. The formation of ITS America was motivated by the recognition that while numerous existing organizations were actively involved in transportation issues, no single organization existed to focus exclusive attention on emerging technologies. Our members include private corporations, public agencies, and academic institutions involved in the research, development and design of Intelligent Transportation Systems (ITS) technologies to enhance safety, increase mobility, and sustain the environment.

The advancement of ITS is addressed through the society's annual meeting and workshops, Webinars, and technical forums. ITS America also educates ITS stakeholders by being an educational resource through its Web site and publications.

ITS America is aggressively involved in advocacy efforts related to the most vital transportation issues, including measuring and improving performance through ITS, dedicated funding for ITS solutions, advancing next generation innovations, bringing transportation into the 21st century, and financing the future of transportation, and others.

ITS America's Mission

To be proactive leaders for all ITS stakeholders promoting collaboration and networking in research, development and design of ITS technologies to accelerate their deployment and sustain the environment.

Member Profile

- 50 percent of members fall into the private sector category (e.g., engineering firms, automotive manufacturers and suppliers, commercial vehicle operators, IT firms, telecommunication companies)
- 50 percent of members fall into the public sector category (e.g., local, state, and federal transportation agencies, universities and research institutions, metropolitan planning organizations, transit agencies, toll authorities)

Membership Benefits

ITS America is the platform through which ITS stakeholders can achieve their goals and work together on ITS-based solutions to real-world transportation challenges. Our members:

- Gain access to the expertise and experiences of the country's leading transportation decision makers and innovators.
- Build relationships and develop business opportunities with public sector and private industry partners.
- Leverage unique information resources - ITS America staff, conferences and other networking opportunities - to achieve their professional goals.

PROJECT OVERVIEW

The 18th World Congress on Intelligent Transport Systems (World Congress) and ITS America's 2011 Annual Meeting & Exposition (Annual Meeting) have been combined to create the largest international ITS event expected to attract 10,000 transportation, technology, and business professionals from more than 40 countries. In 2011, the World Congress & Annual Meeting will be held in Orlando, Florida from October 16-20.

Hosted by the Intelligent Transportation Society of America (ITS America), ERTICO-ITS Europe, and ITS Japan, this World Congress is expected to feature over 200 sessions led by more than 800 speakers, a 250,000 square foot exhibition showcasing the latest ITS technologies and services from more than 200 organizations, a fully-integrated demonstration of vehicle-to-vehicle and vehicle-to-roadside communication technologies operating just outside of the convention center, several technical tours highlighting the region's transportation infrastructure, and entertaining networking events. Delegates to the World Congress & Annual Meeting include legislators, governmental ministers and officials, automotive companies, international standards experts, engineers, telecommunications providers, manufacturers, and other ITS stakeholders.

ITS America is soliciting proposals for marketing services for the World Congress & Annual Meeting event. The marketing vendor will report to ITS America's Director of Communications, Sabrina McGowan, who is overseeing the World Congress marketing and PR efforts. The vendor will participate in regular team conference calls and meetings at ITS America (depending on the location of the PR vendor), World Congress Marketing & PR Subcommittee members, and other participants at ITS America, as necessary.

The overarching objectives for World Congress & Annual Meeting marketing include:

- Record attendance: 12,000 delegates from more than 50 countries
- Expanded exhibition and sponsors
- World class multi-technology demonstrations
- Increased federal participation
- Growth in industry segments
- Greater Political, technical and educational program
- Internationally-known technical tours
- Highly attended networking and entertainment events

This campaign will require an aggressive marketing plan and the retained company should be prepared to begin work on this project as soon as the contract is awarded and also be prepared to dedicate enough staff resources to the project to accomplish all requirements in a timely fashion. ITS America will be working very closely with the selected vendor to ensure that all opportunities are maximized.

World Congress & Annual Meeting Mission

To make the country and world aware of the financial global benefit that ITS technologies provide to make the transportation network more efficient and safer in order to demonstrate that a technology driven transportation network is the path to a stronger economy.

SCOPE OF WORK

The marketing vendor's primary job will be to develop angles pertaining to the World Congress & Annual Meeting and to conduct an extensive marketing effort to potential attendees to generate as much awareness for the event as possible. The selected vendor will need to develop key messages to support and amplify topics being addressed at the World Congress & Annual Meeting including, but not limited to, our vision of solving community challenges through the application of smart technologies and:

1. Transportation Safety
2. Congestion Reduction/Mobility
3. Environmental Sustainability
4. Security

The transportation industry is also faced with the following issues:

- Worldwide economy
- Deployments of safety and mobility systems like IntelliDriveSM – vehicle infrastructure integration – will begin
- Transportation funding solutions like Vehicle Miles Traveled will evolve
- Rapid enhancements to the next generation traveler information products
- Air quality solutions will be in demand
- Regional congestion pricing will be envisioned for most major cities

The purpose of this contract is to support the attendance marketing portion of the World Congress & Annual Meeting at the direction of ITS America staff and in support of efforts from the Marketing Subcommittee and Organizing Committee.

Specific requirements and services include the following:

Execution of Marketing Plan

- Work with ITS America staff and marketing subcommittee to develop a marketing plan which includes, but is not limited to the following elements:
 - o Industry awards program development and promotion (e.g., Best of ITS Awards – more info available at www.itsa.org/awards.html)
 - o Attendance recruitment (e.g., e-mail campaigns, direct mail campaigns, telemarketing)
 - o Content for publications (e.g., brochures, Web site, e-newsletter)
 - o Social media strategy
- Carry out the various tactics included in the marketing plan related to publications and attendee marketing - please note that the scope of this contract does NOT include video production or public relations elements.

Web site Development - Hosting and Maintenance

- Develop, host, and maintain the conference Web site, working in concert with registration vendor (for seamless on-line registration), expo sales vendor (for seamless virtual tradeshow), and any other contractors engaged in this event for the following capabilities:
 - o E-newsletter Sign Up
 - o Online trade show for exhibitors
 - o Call for Papers online submission
 - o Online registration and housing (accommodations)
 - o "My World Congress" customization for registered delegates

General Marketing Consultation

- Support ITS America staff and Marketing & PR Subcommittee by reviewing other elements of the World Congress & Annual Meeting tasks, acting as a marketing “consultant” to the various subcommittees and staff charged with carrying out all the elements of the event.

Note 1: a “look and feel” for this conference has already been developed by ITS America’s preferred graphic design firm and we do not wish to take a different approach at this time. Your proposal should therefore take into consideration working with our design firm.

Note 2: your proposal should itemize direct costs where applicable (e.g., printing and postage for specific tactics), but take into consideration that some tactics may arise after contract award and cannot possibly be anticipated within this scope. Your proposal should therefore take into consideration working with our printer and mail house.

REQUESTED INFORMATION

- Overview of proposed staffing for the project; bios of staff to be dedicated to the project.
- Relevant work samples of marketing campaigns.
- Plan describing how your agency would undertake the described marketing campaign.
- Relevant experience in marketing international transportation trade shows.
- Estimate of flat professional services fee and explanation of direct expenses.
- Sample services contract.

RESPONSES DUE BY 5:00 P.M. EDT ON THURSDAY, OCTOBER 1, 2009

Please submit proposals via e-mail and six (6) printed copies to:

Sabrina McGowan
Director of Communications
Intelligent Transportation Society of America
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Washington, DC 20036
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We will review all proposals and narrow our selection to at most three companies. These companies may be asked to meet in-person for additional questions, discussion, and/or presentation prior to selection of a final bid.