



**REQUEST FOR PROPOSALS:
Public Relations 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.

ITS America is soliciting proposals for public relations services for the World Congress & Annual Meeting event. The PR 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.

This will be both a domestic and international media initiative focusing primarily on garnering coverage of the World Congress & Annual Meeting in mainstream media outlets, with industry trade media being a secondary target. The selected vendor should have extensive experience in targeting these types of media outlets.

The overarching objectives for World Congress & Annual Meeting public relations are to strengthen coverage in all trade publications, technology publications, and with consumer media while also strengthening trade relationships. More specifically:

- Aggressive outreach to consumer, ITS trade, automotive, telecommunications, homeland security, financial services, public safety, commercial vehicle, and technology media
- Relationship-building and continuous proactive outreach
- Ensure timeliness of media releases/editorials to meet publication deadlines
- Leverage vertical segments individually
- Use an overall fresh and creative approach

This campaign will require an aggressive media 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

Regarding mainstream media outlets, the retained vendor's primary job will be to develop coverage angles pertaining to the World Congress and to conduct an extensive pitch effort to media to generate as much publicity 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 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 selected PR vendor will be responsible for development and execution of all elements described below:

- **Development of a Strategic Media Plan and Timeline.** Supports the initiatives planned as part of the overall World Congress marketing plan. The media plan must detail the tactical approach for garnering coverage from target media. The plan components must include:
 - o PR objectives
 - o Strategy to address and achieve each objective
 - o Focused action plan (trade, consumer, sectors)
 - o Scope of services (pre-show, onsite, post-show)
 - o Story ideas
 - o List of editorial contacts
 - o List of media targets
- **Development of Media Target and Media Contact Lists.** This list will become an asset of ITS America. ITS America is actively developing a list of PR contacts for exhibiting companies at the World Congress. The retained vendor is to utilize this list to conduct an outreach effort that will allow them to mine for information about exhibitor activities and product launches related to the World Congress. Use of this information is two fold:
 - o Consumer media – (i.e., broadcast TV, newspapers, radio, online, magazines) this information will be used to develop and substantiate World Congress coverage angles, and should be included in media materials directed to this target. It is important to note that the expectation here is that the retained vendor will determine and make recommendations as to which exhibitors should be included in the overall effort to this target.
 - o Trade media – this information is to be used to develop support materials and to provide a new product guide and a lead list that reporters can use to develop articles about the World Congress and its exhibitors. It is important to note that all exhibitors who respond to an outreach effort will expect that the information they provide is included in the materials made available to trade media contacts.
- **Increasing Media Attendance.** Increase media attendance and the registration effort.
 - o Develop and distribute advisories to media contacts in advance of the show to promote media attendance as well as to provide details of attending, registration information and instructions.
 - o Serve as primary contact for all media inquiries related to attending World Congress
 - o Receive and manage all media registrations, ensuring proper credentialing and maintaining a list of all attending media. This information should then be

communicated to either America or Experient, the World Congress registration vendor, who will ensure it is input into the show registration system.

- o On-site, distribute media credentials to contacts as they “check-in” at the media room.
- o Work with ITS America staff to maximize resources available via the World Congress Business Development Subcommittee. This could help ensure their efforts are in tandem with the overall World Congress campaign.
- **Managing Media Relations.** Develop and maintain relationships with primary contacts on the media list with the objective of ensuring placement of editorial content and positive coverage for the World Congress. The PR vendor will be responsible for responding to and maximizing all media inquiries.
 - o Organizing pre-show media briefing in Orlando.
 - o Setting up media tours in Orlando and elsewhere with key ITS America staff or board members, or World Congress Organizing Committee members.
 - o Development and execution of opening day “show launch” release and media effort.
- **Manage Online Media Room.** Work with ITS America to develop and manage the online “media room.” The World Congress Web site has an area dedicated to media relations, which is to be maximized as a vehicle to encourage and support both media coverage and attendance of the event to all targets. This area will need to be developed to support all aspects of the overall PR strategy and tactical rollout.
 - o The retained vendor will be responsible for defining the various areas of the online media room as well as strategize and author or compile all content. ITS America will be responsible for hosting this area as part of the overall World Congress Web site, building pages and posting content as directed by the retained vendor. ITS America will be responsible for creating any special online elements required such as data collection forms, etc.
 - o The vendor will be responsible for developing a timeline associated with building the online media area and providing the elements and directing site updates in a timely manner.
- **Manage Onsite Media Room and Media Relations.** Responsibilities include:
 - o Developing and executing an opening day media tour of the exhibit floor.
 - o Arranging interviews with speakers and other VIPs.
 - o Staffing media room while coordinating with ITS America communications staff and host city PR staff.
 - o Sending out “at show” releases of news and events from the World Congress show floor.
 - o Providing coordination assistance with exhibitors and partners who wish to hold media conferences.
 - o Ensuring that media have adequate materials and providing general customer assistance.
 - o Drafting at least two communications to exhibitors letting them know of opportunity to distribute information to the media and to utilize the media room onsite.
- **Pre-Show Publicity.** Author and release information relevant to the show’s developmental progress and showcasing event highlights. The overall goal is to increase attendance to the World Congress and to create and release a steady stream of information about the event. Specific activity includes:
 - o Build excitement about the World Congress

- Objective: 80% of activity completed no later than three months prior to show; 20% post-show
- Objective: 200 or more media attendees
- Objective: Phone outreach – contact each editor at least once; two to three calls required for main targets (to be determined)
- Objective: 100 or more total editorial placements
- Objective: 50 or more calendar listings online and/or in print
- o **Telecommunications (wireless, telematics)**
 - Objective: editorial placements in telecom publications
 - Objective: calendar listings in telecom publications
- o **Financial Services**
 - Objective: editorial placements financial services publications
 - Objective: calendar listings in financial services publications
- o **Automotive (OEMs and suppliers)**
 - Objective: editorial placements in automotive publications
 - Objective: calendar listings in automotive publications
- o **Public Safety / First Responders (police, fire, emergency medicine)**
 - Objective: editorial placements in public safety / first responder publications
 - Objective: calendar listings in public safety / first responder publications
- o **Homeland Security (FEMA, TSA, other government agencies)**
 - Objective: editorial placements in financial services publications
 - Objective: calendar listings in financial services publications
- o **Environment and Sustainability**
 - Objective: editorial placements in environmental publications
 - Objective: calendar listings in environmental publications
- o **Commercial Vehicle Operations (trucking, ports, logistics)**
 - Objective: editorial placements in commercial vehicle trade publications
 - Objective: calendar listings in commercial vehicle trade publications
- o **ITS Trades**
 - Objective: editorial placements in ITS trade publications
 - Objective: calendar listings in ITS trade publications
- o **Transportation Trades (public transportation)**
 - Objective: editorial placements in transportation trade publications
 - Objective: calendar listings in transportation trade publications
- o **Local and National Consumer Media (includes Broadcast TV and newspaper)**
 - Objective: editorial placements in local and / or national consumer media
 - Objective: calendar listings in local and /or national consumer media.
- o **Create unique exposure opportunities for exhibitors**
- o **Tie in industry relevant issues to releases** to increase probability of placement in non-trade media
- o **Work closely with exhibitors to highlight and publicize new and innovative products** and services to be displayed and/or launched at the World Congress

ITS America will support the exhibitor outreach effort by assisting in development of any online content and forms for data collection. The retained vendor will be responsible for managing and analyzing the data received; determining the best way to incorporate it into coverage angles, media materials and pitch effort; developing new product listings and leads lists.

- **Post-Show Publicity.** Author and disseminate follow-up articles reporting on the outcome of the World Congress to each of the various media targets types.

- **Reporting Progress of Media Efforts.**

- o Pre-Show updates. PR vendor will be responsible for compiling reports on a bi-weekly basis detailing ongoing efforts (including outreach by e-mail and phone) as well as summarizing show coverage. PR vendor is responsible for providing advance notice of articles that will appear as often as possible so that notices can be sent out to the World Congress Organizing Committee and ITS America's Board of Directors. PR vendor also will be required to provide various types of specific information about progress as requested by ITS America.
- o Clippings and samples. PR vendor will be responsible for developing a media portfolio which must include collecting clippings of all articles published about the show and providing samples of whole publications where articles appeared. Copies of clippings are to be distributed regularly as part of the pre-show updates.
- o Post-show report. PR vendor will be responsible for creating a post-show report and analysis of the overall media efforts for the World Congress. Report will be due one month following the show dates and will include:
 - All registered media – onsite and total registered.
 - Lists of all pre-show and post-show media placements.
 - Copies of all media releases.
 - Complete media database used to support the World Congress PR effort.
 - Summary of measure results for each PR objective.
 - Synopsis of coverage including selected quotes or sections from coverage to be included as part of the report.

REQUESTED INFORMATION

- Overview of proposed staffing for the project; bios of staff to be dedicated to the project.
- Relevant work samples of mainstream media campaigns.
- Plan describing how your agency would undertake the described campaign.
- Relevant experience in publicizing 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:

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