



American Public Transportation Association

1300 I Street NW
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The American Public Transportation Association (APTA) members serve the public interest by providing safe, efficient and economical transit services, and by improving services to meet national energy, safety, environmental, and financial concerns. Ninety-five percent of those using public transit in the U.S. are carried by APTA members.

APTA is a trade association, and its membership totals more than 1500 member organizations that includes motor bus, transit and commuter rail systems, as well as organizations responsible for planning, designing, constructing, financing, and operating transit systems. APTA members also include business organizations which supply products and services to the transit industry, academic institutions, and public interest groups.

Statement of Purpose

APTA is soliciting bids to provide production work for our 2019 Annual meeting in New York, NY at the Marriott Marquis Hotel – October 13- 16.- Broadway Ballroom is where the General Sessions and Awards breakfast will take place.

APTA's annual meeting has been rebranded this year to: APTA's 2019 TRANSform: a reimagined annual meeting and we are soliciting bids from a company to help us with a new vision for the event. You can check our website for more information on the event. www.apta.com

Our annual meeting has approx. 2,200 attendees. The general sessions will be set theatre style. The awards breakfast will be at rounds of 10.

Scope of Work

Traditionally, we have had the opening reception on Sunday night, Opening General Session on Monday morning, other sessions throughout Monday, Tuesday and Wednesday morning, an awards luncheon on Tuesday, and closing general session at 11:00 am on Wednesday.

This year, we are going to move the “APTA business” of transitioning the outgoing to incoming chair, APTA’s accomplishments for the year, etc. to Sunday night 5:00 – 6 PM, followed by the opening reception.

All events will be in the Broadway Ballroom. APTA must have ADA access to all parts of the stage, so if you are planning on utilizing the stage’s stairs in your design, you must include an ADA Ramp.

The Monday morning general session will have a few remarks from our incoming chair, local political types and transit executives from NYC followed by Randi Zuckerberg as the keynote speaker.

The Awards lunch is going to take place as breakfast on Tuesday from 8:00 – 10 AM. In the past there was an opening with music and screen graphic followed by the announcement of approx. 16 Award winners in various categories who walked from the center of the ballroom down an aisle in the crowd to the stage to get their award. Each person has a short video highlighting their career.

We are looking for help in making some major changes for these events, both in look and feel and setting the tone for the conference. This will consist of creating a show graphic element, producing a few videos and providing some ideas to make our awards event cohesive, lively and interesting.

The native files for the 2019 APTA meetings graphic will be provided to you.

Request for Proposals

Things we need:

Show look that can be carried out throughout the sessions in the ballroom to include a set design.

Sunday – We will need a video using photos from APTA that highlight our accomplishments from the year. (we also plan to have some sort of Broadway entertainer kick off the session – however, they cannot confirm who until August when the performers know their show schedule)

Monday – Need a kickoff video showcasing New York both the city and the various transit agencies in the area. Also need ideas for walk in screens. We may get another performer for Monday if it is in our budget. I am working with Equity Cares on the entertainment already

Tuesday Awards – We have an emcee who staff loves and has worked with us for years. One of the companies who is bidding on this event has indicated they have exclusive rights to her, so we will need suggestions for someone. Preference is for diversity and/or female.

This year we will be combining 3 other events into the awards and this is where we are looking for help to make it appear to be a complete show. We will need some sort of opening – video – whatever that sets the tone for the event. perhaps Celebrating Excellence or something along those lines.

We have 12 Marketing Award winners and APTA staff will edit and make a short video that will highlight these winners. We would like them to be on stage for a very brief recognition.

We have approximately 25 APTA Scholars. These are students who are recipients of our Foundation Awards. We need something visual to explain a bit about this program/the people/etc. to show and then have them on stage as a group and perhaps just announce their names.

Request for Proposals

We will have 25 Leadership APTA participants and what we need is the same as the Scholars, but obviously something different.

Finally, we have the 16 “big” award winners. They each will submit videos that will require editing. Their videos will be shown, and they will be announced. This year they will come from backstage after their video plays, receive their award from their “sponsor”, get a picture and on to the next one.

Some sort of closing to Celebrate them all.

We MAY need additional graphics in the way of title slides for our VIPS/Speakers, etc... tbd - that match the show graphics, or at least the slide template for our use.

Freeman will be our onsite show producer and we are using the in-house a/v for equipment and staffing.

We may need to find a stage manager, so please indicate if you can provide this and the cost.

First can all this be accomplished in 2 hours, including time to eat? We are open to any all suggestions to make this flow. Whether the 3 new things get interspersed with the traditional awards, or do we keep them separated, yet still feel special and part of the event

Deliverables

Responses are due to APTA by July 15th. We will review these and invite at least 2 respondents in for presentations to staff. Determination will be made on both the creativity and ability to accomplish our goal of a new look for the event as well as price.

Term of Contract

This is a one-time contract with the option of extension to our annual meeting and EXPO in 2020. This event takes place in Anaheim, CA at the convention center – October 11 – 14.

Contractual Terms and Conditions

These will be included with final contract.

Requirements for Proposal Preparation

Along with your creative proposal, please include your company's history; key personnel who will be working with APTA and 2 references for similar events. Presentation will take place in APTA's offices in mid-July. Please indicate what A/V equipment is requested for your presentation here at APTA.

Evaluation and Award Process

After presentations, APTA will notify each bidding company of their status and the reasons why they were selected or not.

Process Schedule

Final selection will be made by the end of July 2019.

Point of Contact

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