

REQUEST FOR PROPOSALS FOR TOURISM INDABA STAND

REQUEST

The Free State Tourism Authority (FSTA) is seeking for services of a creative stand designer who will come up with an appealing design that will attract Indaba visitors and exhibitors to the Free State Province stand.

BACKGROUND

The FSTA launched its Corporate Identity (CI) in May 2008 in Durban during the Indaba and had great success in creating interest about the Free State Province as a tourism destination. The positioning of the Province is steeped in the geographical and emotional positioning, that is, the centre of all destinations in South Africa and also the place where tourists can centre themselves within the tranquillity and centrality of the Province. The Province is made up of five Districts that are key to the delivery of products infrastructure and hosting of valuable tourists.

SCOPE OF WORK

To design, construct and maintain a 375 square metre exhibition stand that is fully functional and that fully represents the FSTA brand at the 2011 INDABA Exhibition in Durban. Of the 375, 25 square meter area will be reserved for activities aimed to attract people to the Free State stand.

TASKS

The FSTA key personnel will avail the CI Brand guidelines and brand rationale to assist service providers to accomplish the request.

DELIVERABLE

The following are key deliverables to adhere to:

- The Visual Language of the Brand
- The regional brand theme
- Functionality:
 - Reception space
 - Executive hosting areas
 - Backroom/ storage space
- Thematic representation of the **Centenary Celebrations** to hosted in Bloemfontein.
- The stand should be modular in its design.
- Provision of the Basotho Hut should be made immediately outside the stand.
- Provide activity plans that will attract people into the stand, those activities should be in line with the tourism trends of the Free State as a tourism destination and the host of **2012 Centenary Celebrations**.

TIMELINE

A successful service provider will be expected to deliver the final mock-up to Kagisho Exhibitions by March 31 2011

KEY PERSONNEL

The service provider will work closely with the GM: Marketing and staff in designing a look and feel that will appeal to tourists.

REQUIREMENT FOR SUCCESSFULL BIDDERS

The service provider must demonstrate knowledge, experience and background in the field of stand design to demonstrate ability to undertake the task at hand.

REQUIRED SUBMITTALS

- Company details and BEE documentation

PROPOSAL STRUCTURE

- A full creative rationale on the design
- Dimensions of the stand and full functional descriptions.
- Material usage and full descriptions thereof
- A comprehensive Costing of this project.
- All proposals should be submitted with a 3D rendition of what the proposed stand would look like in totality.

EVALUATION CRITERIA

The FSTA does not bind itself to accept the lowest or any proposal. The right is reserved to accept any proposal in whole or in part.

SUBMITTALS

- The closing time for all proposals is Tuesday, 15 March 2011 at 12h00 – no negotiations will be entered into if proposal is sent after the closing deadline.
- Proposal should include one sealed original and four copies and should be marked:

Free State Tourism Authority
RFP Indaba 2011
131 Mimosa Mall
2nd Floor Office Tower
Kellner Street
Brandwag
Bloemfontein

OR Private Bag x 20805
Bloemfontein
9300

Attention: Mr Lefa Kalane

CONTACT PERSON

Enquiries can be forwarded to:

Tshediso Lerumo @ 051 411 4300 / tshediso@freestatetourism.org / 082 092 3896