



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

YOUR CONNECTION TO GROWTH™

INVITATION FOR BIDS

Food Export – Midwest and Food Export - Northeast are seeking a company to construct and furnish the Food Export – Northeast pavilion at the 2023 Seafood Expo Global Show in Barcelona, Spain on April 25-27, 2023.

Attached please find the official Request for Proposal for details, requirements, and deadlines.

The deadline for proposals is 12:00 noon ET on **Friday, August 12, 2022**. Only emailed proposals will be accepted.

Please send proposals to:

Joy F. Canono, International Marketing Program Coordinator
Food Export USA - Northeast
Email: jcanono@foodexport.org

Questions should be directed to:

Andrew Haught, International Marketing Program Manager
Food Export USA – Northeast at 215-829-9111 or via email to
AHaught@foodexport.org

Colleen Coyne, Seafood Program Coordinator
Food Export USA – Northeast at 215-829-9111 or via email to
ccoynne@foodexport.org



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

YOUR CONNECTION TO GROWTH™

Request for Proposals Exhibition Standbuilder

Background

The Food Export Association of the Midwest USA (Food Export – Midwest) and Food Export USA – Northeast (Food Export – Northeast) are not-for-profit export associations whose primary function is to develop export markets for midwestern and northeastern (respectively) producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from thirteen midwestern and ten northeastern states.

Both groups are participants in the Market Access Program (MAP), a federal program handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP is intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately seventy-five other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export - Midwest and Food Export - Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export – Midwest and Food Export – Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others. Additionally, Food Export – Northeast promotes wild harvested and cultured fish and shellfish.

Food Export - Midwest and Food Export- Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export - Midwest focuses on midwestern exporters and a series of eight overseas target markets, including China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, Oceania and Mexico. Food Export -Northeast targets northeastern exporters and eight overseas markets, including China, Europe, Hong Kong, Central America, Canada, the Middle East, South America and the Caribbean. By collaborating, the activities and services of each organization are open to participation by companies from the other region. The net effect

is that exporters in the Midwest and Northeast have access to a larger range of export promotion opportunities, while the limited staff at Food Export - Midwest and Food Export - Northeast can focus on specific market development opportunities.

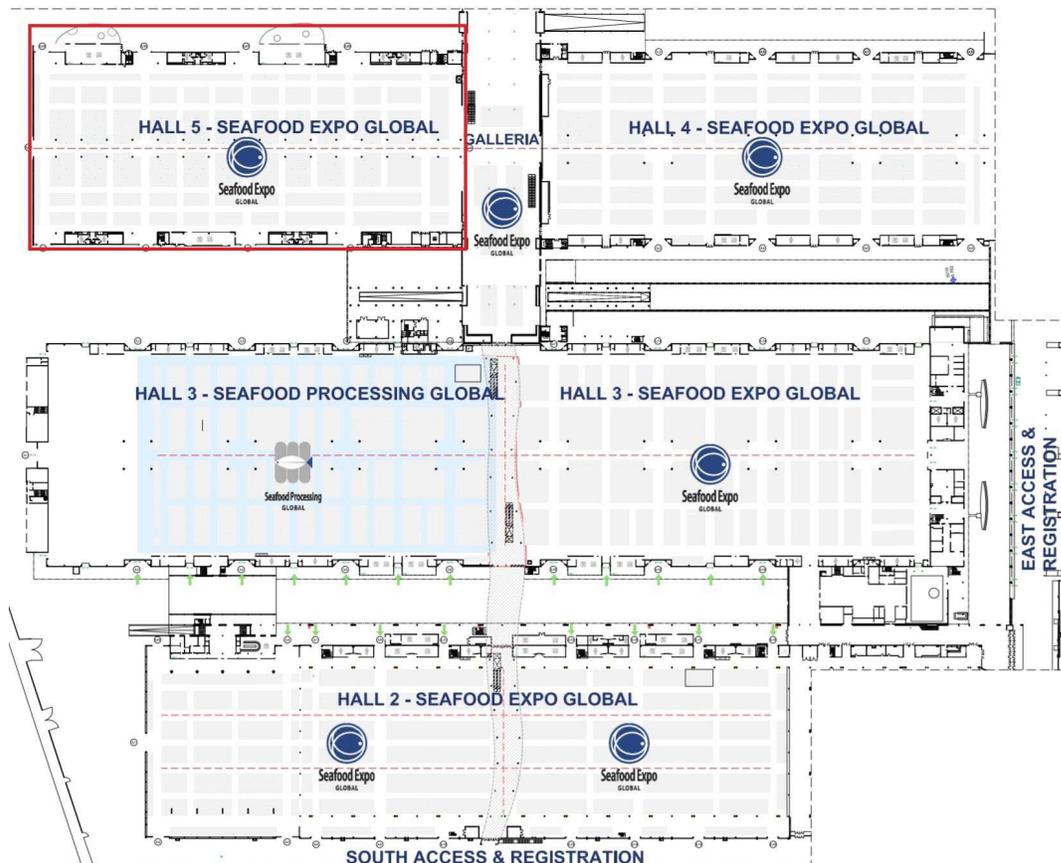
The states that are members of Food Export- Midwest include: Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, Missouri and Oklahoma. Food Export – Northeast encompasses: New York, New Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

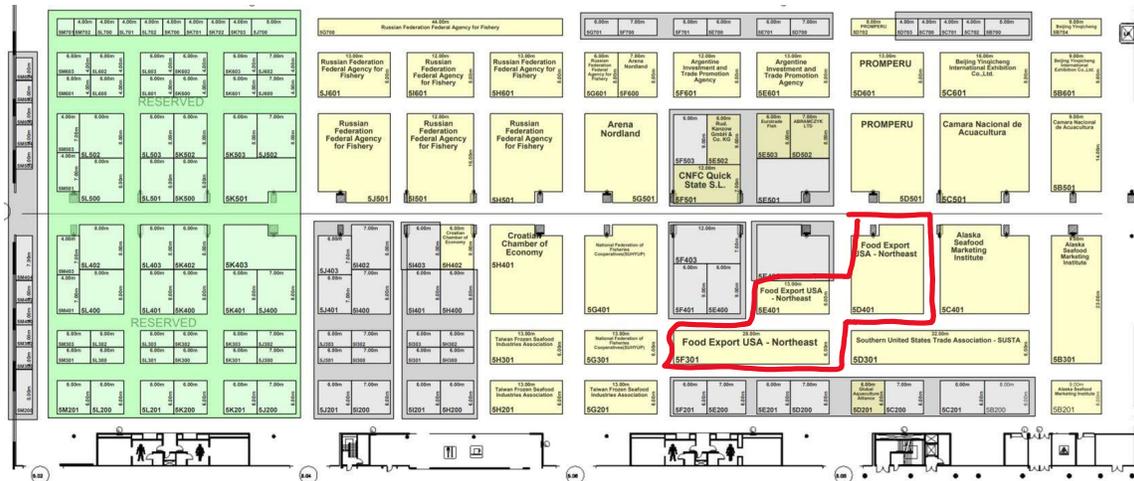
More information about Food Export – Midwest and Food Export - Northeast is available on the Internet at: www.foodexport.org.

Scope of Work

Food Export – Midwest and Food Export - Northeast are seeking a company to construct and furnish the Food Export – Northeast pavilion at the 2023 Seafood Expo Global Show in Barcelona, Spain on April 25-27, 2023.

The Food Export-Northeast Pavilion is expected to be in Hall 5 of the Gran Fira. The floor plans below indicate the position of the Food Export Pavilion, comprising 5D401, 5E401, and 5F301, at the 2022 show. As the 2023 space allocation process has not yet been completed, interested bidders should provide a quotation based on the 2022 pavilion size and configuration.





Please provide a quotation for the following services:

Block 5D401 is divided into multiple booths of various sizes ranging from 12m² upwards to 36m². Two meeting rooms and a storage area are to be situated in the center of this block.

Block 5F301 is typically composed of multiple booths that may be double booths (of 24m²) and single booths (of 12m²).

Booths are typically constructed of painted wood. Other material may be presented but standard modular shell scheme walls are not acceptable. Flooring for the entire pavilion is wood or laminated wood over a raised platform.

Block 5E401 is the pavilion lounge.

Food Export’s central lounge area is designated to welcome visitors and to conduct meetings with buyers. The lounge will be equipped with a sink, refrigerator, cooktop, and counter to place a coffee machine. The coffee machines will be rented from the caterer who provides the drinks. However, the refrigerator, the sink and the serving cupboard with shelves and doors must be provided and constructed by the stand builder.

The central lounge area must be furnished with a welcome counter with high stools and a storage room with a coat rack.

Food Export booths are part of the USA Pavilion, and it is highly desired that design elements for our booths are consistent with or have a cohesive look with the other exhibitors within the USA Pavilion. Previous exhibitors and likely repeat co-exhibitors in the USA Pavilion are the Alaska Seafood Marketing Institute and the Southern United States Trade Association.

The stand building proposal should contain:

- Submission of a flexible design that address the adaptations described above. Budgets for each design option must be included.
- Creative suggestions for the signage, including banners suspended from the ceiling, innovative flooring and the exterior decoration of the second floor on the four sides visible to visitors walking by the pavilion.
- Examples of furnishings (serving stations, tables and comfortable chairs).

Exhibitor Booths:

- Each 12m² booth space is offered a furnishing package consisting of a round table, four chairs, a waste bin, one informational/storage counter with lockable doors and a high stool. The stand building contractor will charge Food Export based on actual usage of the standard furnishing package by exhibitors' advance selection of pre-selected package items. Stand building contractor should possess the ability to provide additional and alternate furnishings and to offer upgraded furnishing options, including the printing and installation of company wall graphics, through separate arrangement with individual exhibiting companies.
- Company name signs - The stand builder will incorporate the company signboard into the whole design and style of the pavilion.
- Each booth must be equipped with minimum 2 multi-plugs (1500 w each).
- Exhibitors rent freezers or displays cases on their own. Individual company electrical needs may vary considerably and this assumption should be incorporated into overall design. Stand building contractor should possess the ability to provide additional electrical service through separate arrangement with exhibiting companies.
- The stand builder must develop a booth floor plan template form for each exhibiting company to use to indicate their desired placement of freezer cases and other electrical fittings. The stand builder must also provide a means for companies to order additional furnishings and services. Our company exhibitors must be able to order additional accessories (such as AV equipment, furniture, fridges, digital posters, banners, etc.) from the stand builder until the start of the show. The stand builder must agree to invoice our exhibiting companies directly for any additional services and items supplied.
- The stand builder must agree to make minor modifications that are requested on site during set-up day at no additional cost.

IMPORTANT POINTS

Design Elements:

- Food Export requests the ability to determine the final design option by February 15, 2023 since Food Export will attempt to secure full company participation as close to the start of the show as possible.
- The overall theme of the pavilion design and inside common pavilion areas must incorporate Food Export-Northeast seafood program branding and graphics are available at:
<https://www.dropbox.com/s/eozkyly1le9r2yb/Brand%20Guidelines%20V5.pdf?dl=0>
- The stand builder must have the ability to produce customized wall murals and banners for individual companies. Payment arrangements for these services will be between the individual exhibitors and the stand builder.
- Please note that some company spaces and locations may stay the same each year, particularly those companies having 3 booths or double corners. These spaces can impact the layout of our lounge and these spaces may limit overall pavilion design flexibility.

Electricity Supply:

- 1) Food Export-Northeast expects the booth constructor to work with the exhibition center for all paperwork for the electricity supply.
- 2) The booth constructor must plan electrical connections and the total consumption. Electrical consumption costs must be included within the stand building proposal. It is important to note that at least one connection of 24/24 hours is necessary for freezers, tanks, and/or refrigeration.

Water Supply:

- Food Export-Northeast expects the booth constructor to work with the exhibition center to for all the paperwork for the water supply.

Approval of the Design by Show Management:

- The stand builder will submit the pavilion stand building project to the show organizer for approval and the stand builder will inform Food Export-Northeast when approval is obtained.

Communication and Changes:

- Some exhibitors may express special needs or require changes to their space. The stand builder must have an English-speaking representative to work with on site on a daily basis.

Daily cleaning:

- Daily stand cleaning is expected and should be included in the proposal fee. Cleaning staff must be on duty and accessible on demand.

Standbuilder Support for Exhibitors Available Onsite:

- On April 24, 2023, show set up day for exhibitors, the booth constructor must agree to make staff available to assist the exhibitors and Food Export-Northeast staff to hang posters, remove doors or modify furnishings, if necessary. During the show one person must be available on demand to assist with any problems that may arise - such as electricity default.
- On April 27, 2023, at 3.00 pm, one hour before dismantling time, Food Export-Northeast expects the booth constructor to make staff available to assist individual exhibitors to remove their panels and banners.

Long-term Storage:

- Proposals should note if long-term storage options are available and any associated costs. In the case that this contract is awarded again in the following year(s), Food Export may request that the stand builder store materials on their behalf until the next year's show. Storage materials could consist of organization literature & promotional items, photographs, vertical banners and other compact items. Similarly, individual companies may need storage of wall murals and banners, which should also be addressed.

Deadlines:

- On April 22, 2023, at 3.00 pm, Food Export-Northeast staff will be on site to check the signage, the placement of the companies and to check the requests of the exhibitors.
- The entire pavilion construction must be completed by April 23, 2023 at 9:00am.

Legal Considerations:

- Permits, licenses and fees required by the Expo Center, show management or safety authorities are the responsibility of the stand builder.
- The stand builder must be licensed, or approved, to work in Spain and have Barcelona-based support and ground staff available during the time preceding the show, during the show and afterwards to accommodate set up and breakdown.
- Proposal respondents must verify that all workers have contracts in compliance with Spanish laws and any and all other applicable laws and regulations.

Requirements

The vendor must be able to cite previous significant experience in standbuilding. Previous experience with not-for-profit groups, international marketing, and food and/or agricultural groups will be considered favorably. The contractor must also be financially and legally

capable of entering into and executing a contract for the above stated projects. In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Main point of contact
3. Complete Mailing Address / Physical Office Address
4. EIN/TIN/SS number (or if an overseas entity, the equivalent tax identification number in your country)
5. Type of Structure (choose one):
 Individual Corporation LLC Partnership Sole Proprietorship

Food Export – Midwest and Food Export - Northeast are not liable for any costs associated with any company’s response to this RFP. Food Export – Midwest and Food Export - Northeast reserve the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received. The awarded contract may be renewed for up to three (3) years.

Selected vendors may be requested to participate in interviews with Food Export staff and/or its representatives.

The selected contractor must agree to abide by Food Export –Midwest and Food Export – Northeast Terms and Conditions:

Food Export Midwest and Food Export - Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means of communication of program information should contact us.

Food Export – Midwest and Food Export – Northeast do not tolerate fraud in their programs or services and expect all participants to comply with our code of ethics (www.foodexport.org/codeofethics).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export – Midwest and Food Export – Northeast do not comply with MAP; FAS; Food Export – Midwest and Food Export – Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information, please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export – Midwest and Food Export – Northeast require that its contractors may not discriminate on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Food Export

– Midwest and Food Export – Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor’s ability to carry out the scope of work.

By responding to this request for proposal, you are certifying that your company nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. If you are unable to certify to the preceding statement, but wish to proceed with a proposal to this request, you will need to include an explanation as to why you cannot certify this statement as an attachment to your proposal

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be re-used for any purpose, in whole or part, including any text, or related concepts, strategies or tactics described, without written permission from Food Export – Midwest and Food Export – Northeast.

The deadline for proposals is 12:00 noon ET on **Friday, August 12, 2022**. Only emailed proposals will be accepted.

Please send proposals to:

Joy F. Canono, International Marketing Program Coordinator
Food Export USA - Northeast
Email: jcanono@foodexport.org

Questions should be directed to the following:

Andrew Haught, International Marketing Program Manager
Food Export USA – Northeast at 215-829-9111 or via email to
AHaught@foodexport.org

Colleen Coyne, Seafood Program Coordinator
Food Export USA – Northeast at 215-829-9111 or via email to
CCoyne@foodexport.org