



U.S. Green Building Council's Request for Proposals

**November 11-13, 2009
Phoenix, AZ, Phoenix Convention Center**

The U.S. Green Building Council is requesting bids from qualified parties for web-based abstract/paper collection for the Greenbuild International Conference & Expo. In 2008, the conference and expo will be held in Boston, MA with over 25,000 attendees and 1,400 exhibitor booths. We are anticipating over 25,000 in attendance for the 2009 conference in Phoenix, AZ and 1,500 exhibitor booths.

I. General Background

The U.S. Green Building Council is the nation's foremost coalition of leaders from across the building industry working to advance buildings that are environmentally responsible, profitable, and healthy places to live and work. Approximately 16,000 companies, organizations, and governmental jurisdictions are members. Council membership has grown an average of 700 members each month for the past 12 months.

Council members work together to develop industry standards, design practices and tools, policy positions, and educational tools that support the adoption of sustainable design and building practices. Members also forge strategic alliances with key industry and research organizations, federal government agencies, and state and local governments to transform the built environment. Council members developed LEED®—the Leadership in Energy and Environmental Design Green Building Rating System for designing, constructing, and certifying sustainable buildings. Launched in 2000, LEED has quickly been adopted as THE national standard by various private and public entities. LEED offers standards, training, technical assistance, professional accreditation, and web-based resources. Available for new commercial buildings, existing buildings and commercial interiors development of new products are underway for core and shell, neighborhood development, homes, and applications for special building types.

The Council offers an annual meeting for its members. In concert with a broad array of member organizations and strategic partners, the Council launched an international conference and exposition in 2002 to:

- accelerate green building in residential, commercial, and institutional markets;
- advance an innovative educational program that promotes the understanding and practice of a green built environment;
- serve as the pre-eminent showcase for leading edge green technologies in the building sector;
- serve as the annual “meeting place” for green building components of organizations with broader missions;
- produce ongoing revenue flows to support Council programs.

It is anticipated that at least 25,000 people will attend the event scheduled for November 11-13, 2009 in Boston. Future locations will also strive to emphasize local partners active in green buildings, as well

conference centers which demonstrate resource-sensitive practices such as on-site recycling and water conserving options for hotel guests.

Overall policy and program direction of the event will be established by an elected Program Committee and approved by a Steering Committee comprised of representatives from key sponsoring organizations. The Council will chair the steering committee, provide lead responsibility for the conference educational content, own the conference title, and retain majority ownership of the event.

Title: The U.S. Green Building Council's Greenbuild International Conference and Exposition

Location: Phoenix, AZ - Phoenix Convention Center

Dates: November 11-13, 2009

Target Audience: Builders, Remodelers, Architects, Land Developers, Engineers, Building Owners, Code Officials, Government Agencies, Associations, Utilities, Landscape Architects, Manufacturers, Researchers, Trade Contractors, Nonprofit Organizations and Academia

Attendance: 25,000+

Exhibitors: 1400+ booths

Education Sessions: 100+ sessions; 400+ speakers

Other: The Council wishes to emphasize green practices of participating hotels, convention centers, and exhibitors consistent with mission of conference. For example, hotels and convention centers will reflect USGBC's minimum green guidelines for conferences. Note that we will also consider building in time on the agenda exclusively for the exhibition, e.g., without overlapping conference program activity.

II. Abstract Software Requirements

- Configure, launch and administer submittal site based off of 2008-2009 schedule

2008-2009 schedule:

- **Nov. 18, 2008-Jan. 9, 2009** - USGBC accepts proposals for educational sessions online.
- **Jan. 26-Feb. 18, 2009** - All complete submissions are reviewed and scored on a set of five different criteria areas. Each abstract is reviewed by a minimum of 7 reviewers. (We have a total of 350+ reviewers.)
- **March 2-March 20, 2009** - Topic experts are asked to identify the strongest sessions from among the top-rated proposals in each of 30 subject areas.
- **April 3-18, 2009** - The Greenbuild Program Committee reviews the top rated sessions and sets the schedule for the 2009 Greenbuild Educational Program.
- **May 1, 2009** - Speakers are notified of the final decision on their proposal.
- **Mid June 2009** - The Greenbuild 2009 Program is posted online.
- Capability to support submission of 1,500+ submittals, many of which will come in 24 hours before the deadline.
- Show ability to handle the entire life cycle of proposal and speaker processing. Starting with online submissions, email confirmations, online review process, scheduling, administrative access, peer review and grading, compiling of data for

publishing delivery, and post event management including continued communication and upcoming event notifications to previous submitters.

- Provide direct first-tier customer service to all web users, including submitting authors, reviewers, and committee members, M-F 8:00am-5:00pm.

III. Proposal Format and Requirements

Proposers should submit three copies of the proposal, no more than 10 pages (single-spaced, 12-point type) to Sara Haywood, USGBC, 1800 Massachusetts Ave., N.W., Suite 300, Washington, DC 20036, phone: 202-587-7189, fax: 202/828-5110, email: shaywood@usgbc.org. Supporting promotional materials are not included in this page limit. The deadline for submission is 5:00pm EST, Oct. 3.

A. Title Page

Please indicate that the document is a proposal for the USGBC Greenbuild International Conference and Exposition and provide name, address, contact name, phone, fax, and email address.

B. Executive Summary (two pages maximum)

C. Proposal Text

1. Ability to provide services referenced in previous sections of this request and as supported by corporate experience and staff capabilities.
2. Key personnel responsible for major elements of proposal including designated contact to coordinate with the Director of Conference & Events and the Conference & Events team.
3. Detailed information about any subcontractors to be employed for carrying out major elements of the work referenced in the proposal.
4. A documented, demonstrated track record of delivering products referenced herein.
5. Proposed timeline and milestones for planning and producing the event.
6. A statement addressing implications of single or multi-year contracts with the Council.
7. Three client references including contact information and examples of similar projects.

D. Budget Preparation Guidelines

Provide a detailed proposed budget outlining all probable expenses related to the exposition, including but not limited to:

1. An overall budget summary plus details for each major functional area.
2. All necessary assumptions underlying the budget proposal

E. Proposal Addenda

The proposal may include addenda such as the examples listed below to support items clearly addressed in the proposal text:

1. Corporate profile and financial structure (ability to provide services.)
2. Long-term corporate philosophy and strategic plan
3. Relevant marketing materials, brochures, tracking reports for other events, and any other literature that would help inform the decision.

F. Proposal Evaluation Criteria

Complete proposals received by the time and date indicated will be rated according to the following evaluation criteria:

- Responsiveness to the proposal requirements
- Proven capabilities
- Past performance (e.g., quality, timeliness, cost, relations)
- Creative approaches to meeting conference mission and objectives
- Overall value in performing services