



## **Regional & National Bridal Market Opportunities for the IBMA.**

This proposal has been issued on behalf of and representing the majority of IBMA members.

### **Statement of Purpose**

The International Bridal Manufacturers Association (IBMA) is accepting vendor proposals for new and existing bridal market opportunities for spring 2013 and beyond. The IBMA is looking to create a relationship with a market operator who can help stimulate, bring attendance and increase overall traffic to a current bridal market or assist in the creation of a new market.

### **Scope of Work**

Create a new market, or enhance an existing market, for the benefit of the IBMA membership. Offer premium pricing for IBMA members. Support the IBMA mission and generate awareness. Create a revenue stream for the IBMA. Assist with market timing, and work with the IBMA on new market dates to optimize IBMA exhibitors' benefits from new or existing show.

This must be a standalone proposal, not linked to any other IBMA business.

### **Terms of Contract**

All contracts are subject to review by IBMA's legal counsel, and will be awarded upon signed agreement of contract that outlines terms, scope, budget and other necessary items. Proposals must be voted on and receive a majority vote from the Board and general members.

### **Requirements for Proposal Preparation**

Maximum proposal length including title page, cover letter, proposal, qualifications, and budget and fees should not exceed 30 pages.

- Title Page
- Cover Letter acting as the letter of intent that includes a background of your company, a location description and the square footage of the proposed location. (1-2 pages)
- Qualifications. (1-10 pages)
- Cost per square foot for IBMA exhibitors.

- Cost per square foot for non-IBMA exhibitors.
- Hotel discount rates.
- Amount your organization will spend to subsidize travel and lodging for attendees.
- Amount your organization will allocate for IBMA functions and events at the show; i.e cocktail hour, IBMA Fashion Show. Provide new ideas for IBMA functions and promotions.
- Explain how your show will generate revenue for our organization.
- Proximity to downtown area, airport, hotels, etc.
- Alternate options for location.
- Budget and Fees, in and out costs.
- Whether union or non-union organization.
- Plans for Marketing and Advertising of new show or enhanced show. Funds allocated for IBMA promotion related to show.
- Booth requirements. Miscellaneous costs associated with show.
- Food & beverage services offered.
- Describe your expectations from the IBMA.

## **Review and Voting**

Final review of proposals will be held on April 13, 2012 and will be voted on by the IBMA Board and general members. Our priorities will focus on the overall benefit and cost of a potential bridal show, as well as what will be best for the bridal industry.

## **Evaluation Criteria**

Proposals that meet the mandatory requirements will be evaluated with the following criteria:

- Suitability of the Proposal.
- Candidate/Company experience and overall expertise.
- Aesthetic Capabilities.
- Value/Pricing Structure.
- Proposal Presentation.

## **Process Schedule**

Please have your proposal submitted to the IBMA on or before the week of March 12, 2012, no later than 5:00 PM EST, Friday, March 16th. Proposals will be evaluated immediately thereafter and distributed to the general membership for their review. During this time, we may request additional information and would expect the updated proposal on or before April 1<sup>st</sup>, 2012. As previously mentioned, final selection will be made on April 13th, 2012.

## **Proposal presentations**

Proposers with valid proposals, submitted on or before the aforementioned dates, will be invited by the board to present their proposals in person to the IBMA and general membership at our next bi-annual meeting on April 13, 2012, at the New York Athletic club. Presentation time is limited to 20 minutes per presenter. A maximum of two representatives may present from each company. Copies of the proposal may be distributed to those in attendance. Audio visual equipment must be supplied by the presenter and arranged for prior to April 1, 2012.

## **Please mail all proposals to:**

### **IBMA**

C/O The Dessy Group  
Attention: Alan Dessy  
118 West 20th Street, 3<sup>rd</sup> floor  
New York NY 10011

### **Contact:**

Any questions or requests for more information please contact:

### **Alan Dessy**

IBMA President  
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Tel# 646.638.9609