

1. Do you have any indication on the budget (ballpark)
  - Please reference the tender documentation - we will not be providing an indication of budget for either tender
2. What are the KPI's/Sucess criteria and if these are quantitative how will these be measured?
  - We would expect to define these in our early meetings and agree with the provider
  - Some examples of existing KPI's include:
    - Income generated from stand sales
    - Income generated from sponsorships
    - Stand sales over time
    - Sponsorship enquiries
    - Visitor registrations
    - On the day footfall
    - NPS results from visitors, exhibitors and sponsors
    - General feedback of visitors, exhibitors and sponsors
3. How would any bonus be calculated?
  - A percentage of the profits generated from the event, agreed in advance and documented in the contract with the provider
4. Estimate of the man hours for each position and the spread of effort over the year?
  - We would expect the ISSBA sub committee to be regularly updated as to the progress throughout the year, so that they can update the main committee at each monthly meeting.
  - It would be up to the provider to estimate the man hours based on their experience of previous work.
5. What is the gross the net profit for the exhibition and any other useful financial information?
  - This information will not be shared at this stage
6. Has the venue been booked or confirmed for 2020?
  - We have confirmed that the event will be held at Trinity Park Conference & Event Centre for 2020 for Wednesday May 13th 2020
7. What rooms have been booked for the event (so I can establish space available, floor pans etc ...)
  - The event utilises the main exhibition centre, and the Trinity Rooms can be used for satellite events (e.g. networking breakfast, workshops) we also have use of the courtyard between the two spaces and the area in front of the exhibition centre along with parking.
8. What is the tenancy agreement with the venue (in terms of set-up and access time for the set up and live plus tear down of the event?)
  - The venue is booked for the day previous to allow for setup.
  - Break down must be completed following event close, with any collections clearing the venue by no later than 11am the morning following the event
9. What is included in the venue cost – catering, venue hire, AV, carpet, power etc ...?

- The venue can provide all of the above, however the exact details of the hire for ABE 2020 will be confirmed with the venue by the provider after tenders have been awarded.
  - At this stage ISSBA have simply reserved the date with the venue.
10. Are we responsible for sourcing suppliers such as shell scheme, AV, registration etc ...?
- You would be responsible for sourcing these suppliers, we can provide an introduction to our existing suppliers.
  - Limited AV support is provided by the venue (on-site fixed screens, PA unit)
11. Do you have any preferred suppliers that you currently use?
- We have existing suppliers who we can introduce you to, or you can suggest your preferred suppliers, we are open to all options.
12. How is registration for delegates and exhibitors managed? Is there an event management system you use to handle this or an external supplier? Or do you wish us to source or use our systems?
- There have been several different ways of managing registration.
  - Exhibitors registered through the web portal as part of their stand booking this year, with visitors registered through a simple form interface.
  - You may make suggestions based on your experience
13. Are we also responsible for producing the event content for the speaking elements in terms of agenda content development, sourcing and securing speakers, managing speakers etc ...?
- We would expect you to suggest content/topics and work with the committee and - where appropriate - our sponsors to identify and invite appropriate speakers
  - We would expect you to manage communication with speakers and ensure all logistics are managed before and during the event
14. If we wish to also bid for the sales and promotion, should we submit two separate proposals?
- You should submit a separate tender for each, if you wish to apply for both tenders.
15. Am I correct in saying that you wish to see an operations plan for the events organiser side and an event management fee rather than a budget for the venue and third party suppliers? E would include costs for on-site management of a team of Event Managers as well
- You would need to include all costs relating to the event in the Event Organiser's tender response. This would need to include your fee as an event organiser, plus costs associated with the venue, third party suppliers, on-site management of the team and any other costs you deem appropriate.
  - We do expect to see an operations plan which outlines how you plan to manage and organise the event
16. With regard to the Sales promotion side, are you looking for a sales promotion plan for this tender and costs to manage this rather than costs for marketing and advertising, flyers, video etc ... We would also produce a cost for an on site team to manage the exhibitors

- We expect to see a plan for how you would approach selling the stands, attracting and securing sponsors, and managing the promotion of the event itself to attract footfall
  - We expect the budget for the sales and promotion tender to include all costs relating to these activities, which would include advertising, marketing, paid media and any other materials you deem would need to be created to ensure a successful event
17. Who is responsible for setting the budget for the event operationally and sponsorship and exhibitor sales?
- The budget itself set by the ISSBA sub-committee in discussion with the providers
  - Targets for sponsorship and stand sales are set as part of determining the budget as above
18. Is the Event Management agency responsible for any financial commitments? Who carries the financial risk of the event?
- The budget is agreed in advance with the ISSBA sub-committee and the event management agency is responsible for ensuring that they remain within the budget agreed
  - Ultimately the financial risk of the event is carried by ISSBA
  - Regular reporting is expected in monthly meetings and any budget lines at risk of being breached should be raised at the earliest opportunities
  - Any variance to the budget subsequent to it being agreed will only be considered following consultation with the full ISSBA committee
  - Part of the contract agreement will include a profit sharing bonus - this will not be available should the event make a loss
19. Would you consider alternatives to shell scheme or maybe a more open look and feel, especially as they are smaller exhibitors?
- We are open to suggestions however we draw attention to many smaller exhibitors not having budgets for formal exhibition stands - shell schemes enable these exhibitors to use posters and printed material
20. Do you have any photos that can be shared of the look and feel of the event for this year or previous years?
- Photos are uploaded on the ISSBA website and can be found across the ABE social media channels
21. How long has this event been running for?
- 2020 will be the 24th year for the exhibition
22. What is the reason for not disclosing the budget and bonus payments at this stage?
- We wish to invite those providing a tender to provide their suggestions based on their experience of managing or promoting events of a similar size and complexity