

Request for Proposals

Event Management & Event Supply for the 9th HbbTV 2020 Symposium & Awards in Paris

February 2020

The HbbTV Association invites for proposals (the "**Proposals**") providing the overall management and organization of the annual HbbTV Symposium & Awards in collaboration with the chair of the Marketing & Education working group (the "**MEWG**"), the MEWG and the marcom partner. The proponent (the "**Event Manager**"), shall have experience in organizing and/or producing events in the broadcast / media industry, references are appreciated. The position requires excellent management skills as well as excellent skills in English speaking and writing.

The position requires high agility and flexibility to adapt the working hours to the need (focus being on the months February – November with a peak in September to November).

This Request for Proposals (the "**RfP**") is describing the needed provisioning of logistics and supporting services for the realization of the HbbTV Symposium and Award in Autumn 2020 in Paris (the "**Event**"). The selected Event Manager will be in charge of the overall management of the Event under the supervision of the HbbTV Association, specifically represented by the MEWG.

The content and structure of the Proposal shall follow the guidance given in the RfP. Details of how to submit your Proposal and the deadline for submission are provided in the RfP.

This year Event is in partnership with "SALTO", the new French streaming platform. Envisaged dates are Wednesday until Thursday, potentially in calendar weeks 43, 45 and 46, preferable on 4-5 November 2020.

The format of the Event is two days; late start at the first day to accommodate delegates flying in on the same day; early finish on second day, to accommodate people flying out on that day. The Event shall be hosted in a quality conference facility with an auditorium and space for an exhibition of sponsors with an Awards Ceremony on the evening of the first day (for details see related chapter).

This RfP provides an overview of the activities required from the Event Manager to deliver logistics services supporting the HbbTV Symposium and Awards Ceremony.

The logistics and support services objectives of the RfP are the following:

- Submission of a short list of potential venues fulfilling the requirements listed in the chapter entitled "Conference Venue".
- Supply of catering services, coffee breaks and lunches for the two conference days, at the exhibition space of the conference venue (see "Catering services for the Conference" chapter for the details).
- Provision of 20 business demo areas, i.e. the sponsor booths, to be installed in the exhibition area of the symposium, as described in the chapter "Exhibition spaces and Sponsors Booths"
- Submission of a short list of potential venues fulfilling requirements listed in the chapter entitled "HbbTV Awards Ceremony" comprehensive of supplying of a catering services for the cocktail party.
- Submission of a proposal for marcom services, including the Event brochure editing and publishing to be realized in electronic format.
- The proposal must consider the management of speakers, in collaboration with MEWG, and the management of sponsors with regards with their needs for their sponsor booth installation.
- Award jury and general award management, including the realization of physical awards, in collaboration with MEWG.
- Managing the registration process through the hbbtv.org website (WooCommerce), including invoices, when requested, access badges and other general needs, in collaboration with MEWG.

1. Overview of the Conference Format & Programme

The event is planned as a two-day event:

- Day zero: Exhibition setup
- Day one (timing is indicative):
 - 09.30 – 10.30 Registration & Welcome **Coffee**
 - 10.30 – 13.00 Conference
 - 13.00 – 14.00 **Lunch** and networking
 - 14.00 – 16.00 Conference
 - 16.00 – 16.45 **Coffee** and networking
 - 16.45 – 18.00 Conference and closing remarks
 - 20.00 – 23.00 **4th HbbTV Awards**
- Day two:
 - 08:30 – 09.00 Registration and **Coffee**
 - 09.00 – 10:30 Conference
 - 10:30 – 11.15 **Coffee** and networking
 - 11.15 – 13.00 Conference
 - 13.00 – 14.00 **Lunch** and networking
 - 14.00 – 16.00 Conference and closing remarks

2. Conference Venue

The conference venue shall provide the following features:

- Located in Paris, well-served by transportation means
- An auditorium with capacity for 300 – 350 delegates
- An exhibition area with capacity for about 20 exhibitors/sponsors booths (estimated at 200 – 250 sqm)
- Good AV facilities for displaying presentations and HD videos (Full HD support, 4K nice to have)
- Video/Audio/Lights shall be controllable. Personnel to run the control shall be offered
- Professional Wi-Fi (> 200Mbit/s for the delegates)
- Ability to support temporary satellite dishes for exhibitor demonstrations
- Delegates seating with power for laptops, etc (optional).
- Managed wardrobe, toilettes
- 42" display(s) shall be available to the panellist/speakers to follow the Symposium Programme
- 24" display shall display a countdown timer for the moderator/speaker.
- A podium with 5-7 cosy chairs for the roundtables / panels and a speakers' desk shall be available. Tables in front of the chairs with beverages shall be available.
- Speaker stand aside the podium

- Sufficient microphones shall be available (i.e. 2 headsets for Master(s) of Ceremony, 10 headsets for speakers, 2 handhelds for delegates questions)
- One “Organizer” room for about 3-4 organizers shall be available close to the auditorium/exhibition
- The HbbTV Association Steering Group will hold a face-to-face meeting on the second day after the end of the Symposium and on the following day; a meeting room for 17 people is required.

The Event Manager is requested to include a short list of venues with the described features.

In addition, the Event Manager is requested to include an offer for:

- On site management: installation services for the conference room branding, i.e. outdoor and indoor signage / billboard that will be provided by the marcom agency involved in the organization of the Event;
- Attendees management and administration, attendees reception and badges delivery and management on site where the attendee list is provided by HbbTV/appointed third party
- Optional: simultaneous translation (EN-French-EN) and headsets for simultaneous translation.
- Optional: Hotel room block at agreed price for 100 guests in the price range of 100€ to 150€ in 4star hotels
- Optional: Photographer for DAY1+2 including Awards Reception.

3. Sponsorship, Speakers, Conference Programme and Awards Management

MEWG has the overall responsibility of the Event. With this RfP, MEWG is looking for an entity/individual able to fulfil delivering a successful Event. Specifically, MEWG has the responsibility of the following:

- To sell the Event to sponsors, offering them the opportunity to showcase their own products and services to an exclusive audience of well informed and competent attendees in the field of the connected TV industry. MEWG is in charge of caring any kind of relation with potential sponsors; MEWG will define and publish a “Sponsorship Package” where all the sponsorship opportunities will be clearly presented.
- To define the agenda of the conference and identify the most valuable speakers.
- To take care of the Awards processes, like the call-for-entries, the judges selection, the definition of the judges information pack and the judging instructions. The judging process includes the identification of the winners to be awarded at the Awards Ceremony on the evening of the first day of the Event.

The Event Manager is asked for interfacing with the MEWG, related tasks will include

- attending the weekly conference call where the status of the work is discussed and the needed action to achieve the best implementation of the Event are taken.

- Managing applications for sponsors, speakers, awards once identified by the MEWG. e.g. chasing speakers, confirm speaker's speeches, answering sponsors requests and needs, reply to awards applicants to communicate their application success/denial and so forth.

4. Catering Services for the Conference

During the two days conference the following services are needed for about 300 – 350 people:

- 4 coffee breaks
- 2 lunches

The services shall be consumed at the exhibition space of the conference venue; lunch shall be prepared as finger food, coffee shall be accompanied with sweets/cakes. We estimate about 75 high stools plus 20 high tables to be distributed over the exhibition space).

Based on experience of the last events there are some special requests:

- Lunch shall be served at a high speed allowing delegates to spend as much as time possible for business affairs around the exhibition
- Coffee/Tea/cold drinks shall be available at all breaks

The Event Manager is requested to provide an offer for the catering services for the conference.

5. Exhibition Spaces and Sponsors Booths

Alongside the conference room, an exhibition space is required to host, at least, 20 business spaces for the business demonstration of the sponsors. Depending of the sponsorship level purchased, different sizes of both shall be granted:

- 3x Diamond sponsor – Business demo area 6x2 m.
- 5x Gold sponsor – Business demo area 3x2 m.
- 14x Silver sponsor – Business demo area 2x2 m.

The base furniture provision for the booth shall be:

- Rear wall, printable.
- Front desk, printable.
- 2 high stools.
- Power 230VAC.
- High speed Internet access (Wifi+Ethernet at least 10 Mbit/s per booth, referring to about 300 Mbit/s in total).
- Carpet (size as per profile sponsorship package).

Extra features, on request, are:

- Printing of the rear wall(s) and front desks
- Satellite connection
- TV sets

The Event Manager is requested to provide an offer for the design, the realization, the delivery and the support of the described business demo areas and the related provision of extra features before and during the event. DAY 0 shall be considered as stand-build and set-up day for the Exhibition. .

6. HbbTV Awards Ceremony

We intend to celebrate the 4th HbbTV Awards at the conference venue or at a location in walking distance of the conference venue; it shall have the following features:

- A capacity for about 300 delegates.
- A set up with good AV facilities for displaying the presentations of the Awards nominations, an appropriate PA system and a small stage to host a Master of the Awards Ceremony, the Awards presenter and the winner(s).

During the Awards ceremony, catering for a cocktail party for 300 people is required. The evening schedule is starting with a finger food or flying buffet followed by the Award ceremony and a dessert.

The Event Manager is requested to provide a short list of venues, as described here above, including a cocktail party and finger food dinner / dessert for the HbbTV Awards Ceremony.

7. Symposium & Awards Marcom Services

The Marcom services objectives are the following:

- Symposium-Brochures, consisting of designing and editing about 32 pages to include the symposium conference program, the speakers and the sponsors details; the content will be provided by the MEWG on agreed time with the Event Manager. To be provided in pdf format.
- Pre-printed badges with the name and the company of the participant and, on the rear-side, the timing of the conference program: 300-350 pcs with lanyards (most likely provided by sponsors).
- 2 to 3 rollups for the “Conference Room”, to be positioned on the left and on the right of the speaker’s area; they will display the HbbTV and SALTO logos and text to be decided).
- About 5 to 10 signs with HbbTV / SALTO logos around the conference room, exhibition area, the awards area, the entrance reception area and a signage for the reception desks.
- Pointer to guide the attendees to the area hosting the reception of the HbbTV Award Ceremony.
- One “very large” poster or banner outside of the building printed with “9th HbbTV Symposium and Awards” and more details to be discussed and agreed with HbbTV / SALTO and the venue.

- Physical Awards for the Awards Ceremony (10 Awards) marked with the category and with the winner and the company names.
- 1 to 2 rollups displaying all the sponsors logos.
- Optionally the vendor shall quote delegates registration for about 300-350 pax.

The Event Manager is requested to provide an offer for the Marcom services as described above.

8. Symposium Website

The MEWG will take care of integrating a symposium and Award dedicated microsite embedded in hbbtv.org main site. This microsite is managed by our marcom partner agency and it will include all the Event information: an overview of the Event, the conference programme and related speakers, the presentation made available to attendees after the Event, the Award information, the sponsorship, media partner, a gallery of the Event images and a way to register to the Event.

The Event Manager is asked for taking care of the registrants, answering to their need of receiving an invoice and solving any potential issue related with the registration process and granting them access to the Event through a suitable pass the days of the Event.

Moreover, the Event Manager has to work in tight relation with the MEWG and our marcom agency. This includes

- the sharing of all the information needed to update the Event microsite, for instance with the speakers bios and abstracts,
- to edit the Event brochure, that includes the detailed programme and sponsorship pages, and
- to solve any logistics and support issues.

9. Guidance for Submission

7.1. Period of Validity

The Proposal shall be valid for a period of two months from the date of the Proposal.

7.2. Delivery of Proposal

The deadline for submitting a Proposal shall be at COB CEST on 8 March 2020.

The Proposal shall be submitted by the deadline by email to Angelo Pettazzi at angelo.pettazzi@mediaset.it.

7.3. Further Information

Contract, administrative and technical queries should be sent to Angelo Pettazzi at angelo.pettazzi@mediaset.it.

Queries should be clearly marked as confidential if the Event Manager wishes them to be treated as such.

Event Managers are allowed to send in questions related to RfP subjects within the first week from the date of this RfP. Anonymized responses to these questions will be provided by HbbTV within 5 working days.

7.4. Appointment Process

The process of making any appointments of an Event Manager or appropriate supplier is described below.

7.5. Evaluation and Appointment

Proposals will be opened and reviewed internally at the convenience of HbbTV Association. Within four weeks of the submission deadline, HbbTV Association will have completed a comparative assessment of received Proposals in order to make a decision as to which Proposals should be selected.

7.6. Clarification of Proposals / Changes to Process

Notwithstanding any other provision of this RfP, HbbTV Association reserves, at its entire discretion, the right to:

- a) Conduct discussions with any or all potential Event Manager for the purpose of clarification of Proposals;
- b) Waive, or decline to waive, any defect in any Proposal;
- c) Accept, reject, or negotiate any or all Proposals or the terms of any Proposal for the purpose of obtaining the best and final offer;
- d) Cancel or amend this RfP or issue other requests for proposals (and in doing so will endeavour to communicate transparently and in a timely manner with all Event Manager);
- e) Request Event Manager submitting Proposals to resubmit Proposals;
- f) Select no Proposals at all.

7.7. Not Accepted Proposals

HbbTV Association has no duty to provide Event Manager any explanation or justification of its decisions not to accept a Proposal or to accept a Proposal only in part.

7.8. Intellectual Property

The HbbTV Association retains all rights to all materials accompanying this RfP or materials made available separately by the HbbTV Association for the purpose of preparation of Proposals to this RfP. Nothing in this RfP gives recipients the right to use these materials for any purpose other than preparing Proposals to this RfP.

The HbbTV Association shall own all intellectual property rights of all material produced as part of the logistics support contract excluding elements licensed from third parties.

7.9. Exclusion of liability / Costs

The HbbTV Association has prepared this RfP in good faith with a particular interest for swift appointment of an Event Manager contract. To the extent permitted by law, the HbbTV Association excludes any liability (whether in contract, tort, negligence or otherwise) for any incorrect or misleading information contained in this RfP.

Any costs or expenses incurred by any Event Manager or other person under the present submission process will not be reimbursed by the HbbTV Association and neither the HbbTV Association nor any of its representatives will be liable in any way to any Event Manager or other person for any costs, expenses or losses incurred by any Event Manager or other person in connection with this RfP.

7.10. Confidentiality

All sections of the Proposals may be shared with any member of the HbbTV Association.

7.11. Applicable Law and Dispute Settlement

This present RfP, as well as subsequent negotiations shall in all respects be governed by and construed in accordance with Swiss law.

The present RfP must be regarded as a modality of a negotiation subject to the general rules of the Swiss Code of Obligations. Swiss law does not subject requests for proposals in the present context to any specific rules, such as e.g. public procurement rules, and HbbTV Association is entirely free to enter into contract with whatever Event Manager it considers best suited for the awarded work. As a consequence, no claims can be brought against the HbbTV Association out of the present procedure. For all practical purposes, the following dispute settlement rules shall nevertheless apply.

All disputes arising out of or in connection with the present RfP shall be submitted, in the first instance, to the Dispute Adjudication Board ("**DAB**") in accordance with the Dispute Adjudication Board Rules of the International Chamber of Commerce (the "**DAB Rules**"), which are incorporated herein by reference.

The DAB shall consist of three (3) members to be appointed as follows: when a dispute arises that could not be amicably settled, each of the potential Event Manager and HbbTV Association (each a "**Party**", collectively the "**Parties**") may send a written notice to the other Party requesting the establishment of the DAB. Each Party shall then within 10 business days appoint one independent DAB member who must have the following credentials: (i) be demonstrably experienced in the subject matter of the dispute, and (ii) be an employee or representative of a company that is a member of the HbbTV Association. The two appointed DAB members shall appoint, within 10 business days, the third independent DAB member, who shall act as chairman of the DAB.

The DAB procedure shall be purely private, and the parties shall not revert to the ICC Dispute Board Center. Problems arising from not having the support of the ICC Dispute Board Center shall be resolved ad hoc by the DAB.

For any given dispute, the DAB shall issue a decision in accordance with the DAB Rules and within a time period of 2 months. The deadlines for the various steps of the procedure shall be set (and if longer deadlines are mentioned in the DAB Rules be systematically reduced) to allow for a swift rendering of the decision of the DAB within the time limit of 2 months.

If (i) any Party fails to comply with a decision when required to do so pursuant to the DAB Rules, (ii) any Party sends a written notice to the other Party and to the DAB expressing its dissatisfaction with a decision, as provided in the DAB Rules, (iii) the DAB does not issue the decision within the time limit of 2 months, or (iv) if the DAB is disbanded pursuant to the DAB Rules, the dispute shall be finally resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers of Commerce (the "**Swiss Rules**") in force on the date when the notice of arbitration is submitted in accordance with these Swiss Rules. The number of arbitrators shall be one (1). The applicable procedure shall be the expedite procedure under Article 42 para 1 of the Swiss Rules (in particular: award to be made within six months). The seat of the arbitration shall be Geneva and the arbitral proceedings shall be conducted in English.

Each Party hereby: (i) irrevocably consents to the exclusive jurisdiction of such arbitral tribunal for the resolution of such disputes; (ii) irrevocably waives any objection that it may now or hereafter have to the

venue of any such action or proceeding in such arbitral tribunal or to the convenience of conducting or pursuing any action or proceeding in such arbitral tribunal; and (iii) irrevocably waives any right to a trial by jury regarding the resolution of any dispute between the Parties hereto.

Neither the DAB procedure, nor the arbitration under the Swiss Rules oblige the HbbTV Association to suspend or abort its work on the submission, assessment and testing of test material.