

Market Survey - Request for Information
Project “Provision of professional corporate event services”

NCI Agency Reference: MS-CO-115862-NID

The NCI Agency is seeking information from Nations and their Industry regarding the availability of professional service providers to support the successful organisation and operation of its flagship event with Defense and C4ISR Industry.

NCI Agency Point of Contact (POC):

Sarah Hazebroek, Senior Contracting Officer

E-mail: MSCO115862NID@ncia.nato.int

To: Distribution List (Annex A)

Subject: **NCI Agency Market Survey - Request for Information
MS-CO-115862-NID**

1. The NCI Agency requests the assistance of the Nations and their Industry regarding the availability of professional service providers to support the successful organisation and operation of its flagship event. This Market Survey is being issued to identify potential solutions and possible service providers pertaining to the upcoming NCI Agency flagship event(s) NATO Edge, focused on different aspects of cooperation with C4ISR, cyber, defense and emerging and disruptive technologies Industry.
2. The NCI Agency requests the broadest possible dissemination by Nations of this Market Survey and Request for Information to their qualified and interested industrial base. Particular attention should be given to the specific nature of the requirements for **corporate event providers**.
3. A summary of the NCI Agency requirement concerning these services is set forth in Annex B attached hereto.
4. Respondents are requested to reply via the questionnaire at Annex C. Other supporting information and documentation (data sheets, references, marketing brochures, non-binding catalogue price lists, descriptions of existing service packages, installations, etc.) are also welcome.

5. The NCI Agency reference for this Market Survey Request is **MS-CO-115862-NID**, and all correspondence and submissions concerning this matter should reference this number.
6. Responses may be issued to the NCI Agency directly from Nations or from their Industry (to the staff indicated at Paragraph 9 of this Market Survey Request). Respondents are invited to carefully review the requirements in Annex B.
7. Responses shall in all cases include the name of the firm, telephone number, e-mail address, designated Point of Contact, and a NATO UNCLASSIFIED description of the services and capabilities available.
8. Responses are due back to the NCI Agency no later than **Tuesday, February 28, 2023 at 15:00 Hours Central European Time (CET)**.
9. Please send all responses via email to the following NCI Agency Point of Contact:
To Attention of: Sarah Hazebroek, Senior Contracting Officer
E-mail: MSCO115862NID@ncia.nato.int
10. Face-to-face briefings/meetings with Industry are not foreseen during this initial stage. Respondents are requested to await further instructions after their submissions regarding any potential future bidding process and are requested not to contact directly any NCI Agency staff other than the POC identified above in Paragraph 9.
11. Any response to this request shall be provided on a voluntary basis. Responses to this request will help identifying and selecting firms eligible for any future bidding opportunity and contract that may arise from this Market Survey/Request for Information.
12. Responses to this request, and any information provided within the context of this survey, including but not limited to pricing, quantities, services, capabilities, functionalities and requirements will be considered as informational only and will not be construed as binding on NATO for any future acquisition.
13. The NCI Agency is not liable for any expenses incurred by firms in conjunction with their responses to this Market Survey/Request for Information and this shall not be regarded as a commitment of any kind concerning any future agreement or contract of the items described.
14. Your assistance and participation in this Market Survey request/ Request for Information is greatly appreciated.

FOR THE CHIEF OF ACQUISITION:

Sarah
Hazebroek
Sarah Hazebroek
Senior Contracting Officer



Digitally signed by Sarah Hazebroek
Date: 2023.02.03 12:27:31 +01'00'

Enclosures:

- Annex A (Distribution List)
- Annex B (Market Survey Request - Summary of Requirements)
- Annex C (Market Survey Request - Questionnaire)

ANNEX B **Summary of Requirements**

The NCI Agency requires the assistance of a high quality, professional service provider to support the successful organisation and operation of its flagship event with its defense and C4ISR Industry: NATO Edge. NATO Edge is an Agency flagship event, combining the Agency's two previous flagship events, NITEC and NIAS, and focused on different aspects of cooperation with defense and emerging and disruptive technologies Industry.

In 2022, NATO Edge was a high-level 2.5-day in-person event, consisting of plenary sessions, breakout sessions, technology exhibition (including an Innovation Theatre as a venue for innovation pitches), closed side-events and networking opportunities. The event attracted nearly 100 exhibitors and was attended by over 1800 participants.

It is anticipated that future NATO Edge events will be conducted at different NATO nations, to facilitate representation across the Alliance.

It is envisaged that the NCI Agency and service provider will work in close partnership and that the service provider will offer direct and comprehensive support to the Agency concerning the following (to include but not limited to) services in the areas of 1/ Facility, production and logistics, 2/ Audio-Visual and 3/Advertising. Event content development and management will be led by the Agency.

Key deliverables to be provided under this project are (non-exhaustive):

- Event preparation and implementation planning and execution
- Event venue search assistance and provision
- Concept and stage design according to the event theme
- Event communication planning
- Event promotion and communication
- Accommodation brokerage
- Production management
- Audio-Visual services
- Catering services
- Social Networking Activities
- Event security

ANNEX C
Questionnaire

Organisation name: _____

Contact name & details within organisation: _____

Notes

- Please **DO NOT** alter the formatting. If you need additional space to complete your text then please use the 'Continuation Sheet' at the end of this Annex and reference the question to which the text relates to.
- Please feel free to make assumptions, *HOWEVER* you must list your assumptions in the spaces provided.
- Please **DO NOT** enter any company marketing or sales material as part of your answers within this market survey. But please submit such material as enclosures with the appropriate references within your replies. If you need additional space, please use the sheet at the end of this Annex.
- Please **DO** try and answer the relevant questions as comprehensively as possible.
- All questions within this document should be answered in conjunction with the summary of requirements in Annex B.
- Cost details (as applicable) in the questions refer to Rough Order of Magnitude (ROM) cost, including all assumptions the estimate is based upon:
 - Advantages & disadvantages of your product/solution/organisation,
 - Any other supporting information you may deem necessary including any assumptions relied upon.

1. (Outreach) Does your firm's service include the provision of support for large-scale/international multi-day corporate events?
2. (Domain) If so, describe your firm's experience in organizing such events for the defense and /or emerging and disruptive technologies sector Industry?
3. (Customer) Does your firm have an experience of working with international organizations?
4. What aspects of this experience (outreach, domain or customer) are most relevant for the success rate of the event?
5. What would be your firm's expectation of the level of support and engagement to be provided by the NCI Agency for your delivery of a successful event?

6. Do your firm's services include different business models or service packages? If so, please detail.

7. What does your firm consider as the biggest risk areas as part of the key deliverables?

8. Does your firm work from a main office location or with a primary office and one or more satellite locations?

9. Does your firm work with local suppliers and how do you mitigate related challenges if any?

10. What quality criteria does your firm implement in the choice of Audio-Visual and Production suppliers?

- a. How does your firm work with Audio visual and Production suppliers to ensure contingency in case of unexpected changes?

11. How does your firm deal with underperforming subcontractors?

- b. Does your firm have mitigation plans and can you provide an example?

12. How does your firm provision promotional activities?

13. How would your firm ensure to attract a sufficient number of companies in relevant technologies field as exhibitors and attendees?

14. The intent is for the service provider to cater for all economic and financial risks associated with running the event. Revenue will derive from the sale of exhibition space, conference fees and sponsorship opportunities.

- c. Does your firm have any experience with this model?
- d. What advantages and disadvantages do you see in the model?
- e. How does this differ from a typical financial model your firm usually engages with?
- f. What would be your firm's typical overall profit margin expectation from an event of comparable size?
- g. From your experience, have you had a scheme where your customers would recover some of their expenses related to the organization of the event through the business/financial model put in place?

15. What would you consider the most significant cost drivers for organising a similar event in the proposed business model.

16. How does your firm set fees for attendees and exhibitors ?

Continuation Sheet	Page
Please feel free to add any information you may think that may be of value to NCI Agency in the space provided below. Should you need additional space, please copy this page and continue with the appropriate page numbers.	— of —