



Request for Quotation

Terms of Reference

Branding and Printing Services for the IUCN Africa Protected Areas Congress (7th – 12th March 2022) Kigali, Rwanda

I. Background

The IUCN Africa Protected Areas Congress (APAC) is the first-ever continent wide gathering of African leaders, citizens, and interest groups to discuss the role of protected areas in conserving nature, safeguarding Africa's iconic wildlife, and delivering vital life-supporting ecosystem services—all while promoting sustainable development and conserving Africa's cultural heritage and traditions. IUCN APAC will be convened in partnership with the Rwanda Ministry of Environment from 7th – 12th March 2022 in Kigali, Rwanda. A number of stakeholders including the civil society, youth, community leaders, protected area authorities, private sector, international institutions, and more will attend it.

Through a secretariat co-chaired by IUCN, Rwanda Ministry of Environment and the African Wildlife Foundation (AWF) – which is an IUCN Member – the Congress seeks to bring together authentic African voices across the continent to address conservation issues that matter most to African audiences and Africa's development.

The APAC 2022 Congress is expected to attract approximately 1500 participants, specifically:-

- Heads of State
- Ministers and Government officials
- Heads of International and regional organizations
- Youth
- Non Governmental organizations
- Indigenous People and Local Communities

Request for Proposals

The Africa Protected Areas Congress is seeking proposals from qualified firms to provide creative design, branding, media buying and printing services to produce branded material in print format for use pre, during and post Congress.

II. Scope of work and deliverables

The firm with relevant experience and qualifications is sought to carry out the following tasks:

CREATIVE DESIGN AND PRINTING OF BRANDED MATERIAL

ITEM	DESCRIPTION	QUANTITIES	SIZE
	Pull Up Banners	TBD	0.85x2m
	Wide base pull up banners	TBD	2x2m
	Tear drop banners	TBD	0.85x3.5m
	Cross road banners	TBD	5x80cm
	Branded speaker tables (foamboard)	TBD	40x60cm
	Tent Cards	TBD	A4
	Podium branding (foamboard)	TBD	40x120cm
	Shuttle stickers	TBD	TBD
	Vehicle stickers	TBD	TBD
	Signage (foam boards / corex boards)	TBD	2m x 0.8m
	APAC Flags	TBD	3m x5m
	Ramp Railing Banners	TBD	TBD
	Hanging banners (fabric)	TBD	2x5.5m
	Messaging Stickers on corex boards	TBD	TBD
	Screen branding within KCC	TBD	TBD
	Foam boards of APAC logo	TBD	TBD
	Pillar branding	TBD	TBD
	Auditorium (round top railing)	TBD	TBD
	Photo wall	1	12.1x4.5m
Backdrop Branding	Backdrop banners	TBD	4x3m
	Backdrop fabric banner and embedded LED screens	1	
Conference Pack	Conference bags	2000	
	Pins for VVIPs	250	
	Souvenirs for VVIPs	250	
	Folders	2000	
	Hard cover Notebooks	2000	
	Pens	2000	
	Delegate handbook	2000	

****Vendors with experience in handling these services at Kigali Convention Center (KCC) may propose additional creative branding required***

****While the above list reflects majority of the branded items required, note that additional items may be requested on a needs basis.***

****Vendors to quote per unit cost where quantities are not given and recommend sizes where no sizes are given***

MEDIA BUYING AND OUT OF HOME BRANDING

ITEM	DESCRIPTION
Street poles	Strategic street poles leading from the airport and towards KCC
Airport	Baggage claim area screen
	Airport screens
	Airport Parking (teardrops and banners)
Billboards	Strategic billboards leading to KCC
	Outdoor digital screens

CREATIVE DESIGN AND ARTWORKS

ITEM	DESCRIPTION
Creative design and artworks	The selected vendor will provide creative services for APAC including social media posts, APAC documentation, invitations and any other artworks required by the APAC secretariat etc (Provide a monthly retainer fee for five months)

III.RFP Requirements

Applicants interested in competing for this contract are required to submit/send their proposal to the IUCN APAC Secretariat. The applicant will provide a detailed description of the approach to the scope of work that addresses the following requirements for the proposal. The applicant's proposal shall include:

Administrative Documents

Please submit:

- Your company registration certificate
- The taxpayer Tax Clearance Certificate;
- The pension contribution clearance Certificate;

Corporate Profile

- The applicants should have at least over **five (5) years of experience** years in the business and/or in major event management.
- Outline your experience in creative, branding and printing services including scope of work done for previous events.

Demonstrated Success

- Shortlisted vendors must provide at least three (3) elaborated certificate of good completion of works issued by current or former clients (clients within the past two years), for which your company has performed works of at least similar nature, scope, size or complexity.

- Vendors also need to describe quality control and assurance standards and practices you will put in place to ensure the success of the deliveries.

Detailed Financial Structure and Proposed Costs

- Explain your organization's internal mechanisms/processes that are in place to ensure all costs stay within budget for the duration of the contract.
- Outline your detailed financial proposal budget (detailed breakdown of the corresponding fee for each deliverable including all costs for all individuals) for the management of the APAC Congress committee
- Include the total estimated cost of providing this service broken down above in the scope of work and deliverables

Additional Information Required

- Confirmation of financial responsibility in the form of a letter of reference from a bank or other financial institution and the name of your accounting firm. Both may be contacted.
- Possible interview/presentation involving key personnel proposed for management of the project

Proposal Structuring

The technical and financial proposals should be structured as follows:

Technical proposal:

1. Table of Content
2. Executive Summary
3. Administrative documents
4. Corporate Profile
5. Demonstrated Success

Financial proposal:

6. Detailed financial fee structure & costs
7. Additional Information Required

Proposal Submission

Technical and financial proposals must be submitted and emailed to vnjoroge@apacongress.africa and copied to norumoy@awf.org and caroline.nyamamu@iucn.org by 5pm,(Kigali Time) 10th December 2021,. Late proposals will be rejected



ANNEX 1-Exhibition area -Pull up banners and Pillar branding



ANNEX 2 Photo/Media Wall





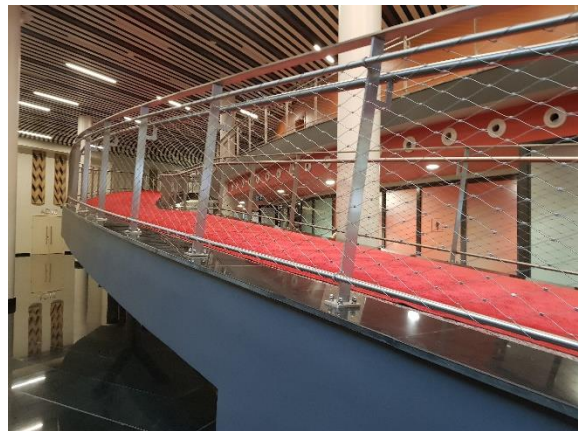
ANNEX 3

Sample Hanging Banners



ANNEX 4

Banners for Ramp Railings





ANNEX 5

Sample Auditorium branding



ANNEX 6

Sample Notebook branding





ANNEX 7

VIP PINS



ANNEX 8

Bags





ANNEX 9

Sample Standing Corex boards



ANNEX 10

Sample speaker Tables branding





Annex 11

Sample foam logo

