



Audio Visual –
request for proposal

IMEX America 2024
Mandalay Bay, Las Vegas





Introduction

IMEX America was launched in 2011 and is the leading tradeshow for incentive travel, meetings and B2B events. We now request proposals from audio visual partners for the future shows. The show currently occupies Bayside B-F of the Mandalay Bay Convention Center with a gross footprint of around 800,000 sq ft. and over 200,000 NSF of exhibit space. The show has enjoyed strong growth and in October 2023 exceeded its pre pandemic size and attendance and also won the Trade Show Executive gold award for growth in exhibitor numbers for the 2022 edition.

This year the show attracted a truly global audience of 15,000 attendees including over 5000 buyers who are pre-qualified by IMEX ensuring maximum return on investment for our exhibitors.

IMEX America requires a flexible and creative AV provider who has experience working with international associations and corporate customers to offer superior customer service to show management and exhibitors alike.



Requirements

IMEX is seeking an AV partner who will not only rent and operate equipment but will offer creative and forward thinking AV solutions to project IMEX as an innovative and thought leading tradeshow.

Knowledge and experience of operating as an official supplier within Las Vegas venues is essential due to the nuance of their regulations and relationship with in- house electrical and AV providers.

IMEX has a strong preference towards partners who demonstrate more than just a vendor to buyer relationship and who recognise IMEX's role in the industry as well as the expectations of meeting industry professionals.

Familiarity with smartsheet project management tool is beneficial as IMEX places all its work orders via this online platform.



Pricing

Proposals will be evaluated based on show management pricing, exhibitor pricing, and capability. Exhibitor pricing will be assessed with equal weight to show management pricing. We are attaching the current requirements based on actual usage in the 2023 show.

IMEX seeks a transparent pricing strategy for AV (for both exhibitors and show management) which is based on per show rental rather than per day rental and **includes** all relevant installation and dismantle labor. Operating labor for those meetings that require a technician to be present throughout should be quoted additionally.

Please complete the pricing table in Appendix I so that IMEX may conduct a price comparison.



Show specifications

IMEX America 2024

October 8-10, 2024

Mandalay Bay
Convention Center,
Bayside Halls B - F
Las Vegas, NV

Exhibitor Move-in:

Friday Oct 4, 12:00 PM -
Mon Oct 7, 8:00 PM

Exhibitor Move- out:

Thu Oct 10, 5:30 PM -
Fri Oct 11, 5:00 PM

Exhibit Hall Dates/Hours:

Tue Oct 8,
9:00 AM - 5:30 PM
Wed Oct 9,
9:00 AM - 5:30 PM
Thu Oct 10,
9:00 AM - 4:30 PM

Approx attendance:
15,000

Approx size of show:

800,000 gross sq ft /
200,000 net sq ft

Approx number of
exhibitors:
3,500

Future Dates:

2024 Dates: October 8-
10

2025 dates: October 7-9

2026 date: October 13-
15*

*to be confirmed



Key areas of responsibility for audio visual 1/3

a) Inspiration Hub

The showcase education booth for IMEX. This booth comprises 3 large seminar rooms (up to 150 pax) and 6 smaller theaters (up to 30 pax) and is the hub of all education provided free to all IMEX attendees. A full program of sessions run throughout the 3 show days with up to 300 concurrent attendees. There is a significant opportunity to utilise new technology and AV solutions in this area. Currently IMEX uses headsets to allow participants to listen to presenters on the noisy show floor without interference between the 3 seminar rooms or nearby exhibitor presentations.

b) Show Offices

IMEX show management offices are where our teams are based. The operations office is situated at Bayside D while the remaining 50 or so staff are located in the Meeting Planner Offices on level 3 of MBCC and arranged as co-working spaces. The AV needs for staff are largely monitors and printers which require networking for us between team members.

c) Break out rooms

Usually around 10 rooms to accommodate up to 200 pax and situated in the north convention center at MBCC. The specification for each room would be communicated with the AV project manager directly in most cases or occasionally exhibitors will place their own orders directly.



Key areas of responsibility for audio visual 2/3

d) Press center/conference room/office

This space is typically 3 conference rooms together built by the general service contractor to comprise a working office for our PR team, a press center to accommodate around 10-15 members of press, and a press conference room for conferences of up to 50 people. The primary need is AV production for the press conference theatre.

e) Project management

IMEX has found that working directly with one or two main PM's works best in order to deliver seamless and efficient service. We would welcome suggestions as to how to divide the areas of responsibility although we have found that separating the show floor from the meeting rooms is a good split.

f) Hosted buyer lounge

This is the 'VIP' lounge for the use of our 4000+ hosted buyers who are pre-qualified meeting planners. Naturally this area is a key sponsorship area and we have previously deployed AV solutions to enhance sponsorship revenues.



Key areas of responsibility for audio visual 3/3

g) Headsets & Radio frequency management

Buyers schedule in excess of 70,000 meetings in advance of the show, some of which will be group presentations. There may be as many as 50 exhibit booths who require a headset system to deliver their presentations on the booth. In addition IMEX has up to education 10 theatres (the Inspiration hub) where headset systems of between 10 and 150 capacity may be required.

Due to RF interference on the show floor IMEX requires its AV supplier to actively monitor and manage these systems to minimise conflicting signals. Currently IMEX uses its AV supplier as the exclusive provider of headsets for presentations on the entire show floor. The need for RF frequency distribution to be managed is a critical one.

h) Exhibitor orders

The incumbent AV partner serves around 110 booths with fairly standard monitors/video wall/sound system AV needs. IMEX provides a large space (approx. 15,000sqft) in the backspace of Bayside B from which the AV partner can operate. As an official supplier of IMEX, the AV provider is exempt of material handling charges.



Barter Agreement

IMEX finds that it is highly beneficial for our suppliers to leverage their position as Official Suppliers to exhibit at the show. Our unique appointment system driven by our buyers allows our official suppliers to both deliver the show and promote their services by association with IMEX. It is our expectation that our official AV provider would consider exchanging some services in exchange for their own booth.



MPI (IMEX's strategic partner)

Meeting Professionals International (MPI) provides a day of education on the Monday prior to show opening. This takes place within the North convention center and whilst they are not obliged, they are encouraged to work with IMEX official AV provider for all their needs*. Together with their daily keynotes, Smart Monday is the highlight of the education offering at IMEX America and so seamless execution is crucial to both MPI and IMEX.

*MPI currently has a partnership with the in-house provider, Encore for their AV.



Summary

IMEX welcomes a proposals which demonstrates high quality equipment, technical ability and a strong customer service focus. There should be a willingness to work as our partner and offer proactive solutions sharing event design ideas to maintain IMEX's position as the premier tradeshow for the meetings and incentives market.

Should further clarification be required then please contact Mark Mulligan:

Mark Mulligan

Director of Operations, IMEX Group

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Summary

Attachments

Appendix I – Sample pricing grid from IMEX America 2023. For completion by applicants.

Appendix II – Meeting room diagrams from IMEX America 2023

Appendix III – Images of 2023 Inspiration hub

Appendix IV – Exhibitor Order forms from IMEX America 2023



IMEX

