

REQUEST FOR PROPOSAL

Exhibit Design & Manufacturing Partner

New Multi-Year Exhibit Program

RFP Issue Date	Proposal Due Date	Decision Target	Program Start
[MM/DD/YYYY]	[MM/DD/YYYY]	[MM/DD/YYYY]	[MM/DD/YYYY]

1. Introduction & Purpose

[Company Name] is seeking a strategic exhibit design and manufacturing partner to develop and support a new multi-year exhibit program. This RFP invites qualified exhibit designers and manufacturers to propose a partnership approach that prioritizes quality, creativity, flexibility, and process simplicity.

We are not looking for a transactional vendor. We are looking for a true partner who will act as an extension of our team—streamlining our exhibit program while elevating quality, consistency, and creative impact across all shows.

2. Program Overview

Program Scope (customize as needed):

- Design and fabrication of a modular, multi-year exhibit system supporting approximately [X] shows per year
- Primary markets / footprint range: [e.g., 10x10, 20x20, 30x40, island configurations]
- Graphics development, updates, and brand consistency management
- Logistics coordination, storage, refurbishment, and on-site installation support as required
- Ongoing program management, value engineering, and continuous improvement recommendations

3. Partnership Philosophy

The ideal partner will demonstrate a clear commitment to long-term collaboration rather than one-off project delivery. Please address the following in your response:

1. How you will function as an extension of our internal team rather than a pure supplier.
2. Your preferred communication cadence, decision-rights model, and escalation paths.
3. Shared success metrics you recommend tracking together (on-time delivery, budget adherence, client satisfaction, setup efficiency, etc.).
4. Examples of how you have successfully partnered with clients on multi-year exhibit programs.

4. Evaluation Criteria & Scoring

Proposals will be evaluated using the following weighted criteria. Please structure your response so that each area is clearly addressed.

Criterion	Weight	What We Are Looking For
Partnership Approach	20%	Long-term mindset, collaboration model, cultural fit, shared metrics

Quality Systems & Execution	20%	Fabrication standards, QC processes, material longevity, reference feedback
Creativity & Design Thinking	15%	Original concepts, brand elevation, modular adaptability, fresh thinking
History of Success	15%	Relevant case studies, measurable outcomes, client retention, awards
Flexible Solutions	10%	Modular systems, reconfigurability, graphics/storage efficiency, value engineering
Client Satisfaction Focus	10%	NPS/CSAT data, post-project reviews, change-order handling, show support
Process Simplification	5%	Streamlined workflow that reduces internal coordination burden
Experienced Team	5%	Named core team, relevant experience, dedicated PM, show support capability

5. Required Proposal Sections

Please organize your proposal using the following structure:

5.1 Company Overview & Partnership Approach

- Brief company history and core capabilities in exhibit design and manufacturing
- Description of how you operate as a long-term partner vs. a project vendor
- Proposed communication, governance, and escalation model

5.2 Quality Systems & Standards

- Quality management processes (ISO or equivalent, QC checkpoints, material specifications)
- Approach to durability, refurbishment, and multi-year asset longevity
- Two recent client references specifically addressing build quality and reliability

5.3 Creative Approach & Design Capabilities

- Philosophy for balancing brand standards with original, elevating design
- Examples of modular, adaptable concepts that support multiple footprints
- Sample work or case studies demonstrating creative problem-solving

5.4 History of Success & Case Studies

- 2–3 relevant multi-year or multi-show exhibit program case studies
- Measurable outcomes: on-time delivery rates, budget adherence, client retention, awards
- Client testimonials or contactable references preferred

5.5 Flexible Solutions & Process Simplification

- Description of modular systems and reconfiguration capabilities
- How you minimize freight, storage, setup time, and internal client workload
- End-to-end workflow from concept through fabrication, install, and dismantle

5.6 Client Satisfaction & Support Model

- How you measure and improve client satisfaction (NPS, CSAT, post-project reviews)
- Change-order process and approach to on-site issue resolution
- Show support capabilities (including after-hours / emergency response)

5.7 Proposed Team

- Named core team members with roles (Lead Designer, Project Manager, Fabrication Lead, etc.)
- Relevant experience and years in exhibit / trade-show work for each key person
- Dedicated Project Manager accountability and availability model

5.8 Pricing & Commercial Structure

- Transparent breakdown: design, engineering, materials, fabrication, graphics, shipping, installation, storage
- Any multi-year or volume discount structures
- Assumptions and exclusions clearly stated

6. Proposal Do's and Don'ts

Do

Provide specific, relevant examples and measurable outcomes
Address every evaluation criterion clearly and directly
Show how your approach will simplify our internal workload
Name the actual team members who will work on the program
Offer transparent pricing with clear assumptions
Suggest value-engineering or alternative approaches where beneficial

Don't

Submit generic “we can do anything” claims without supporting evidence
Ignore logistics, storage, or multi-year reuse considerations
Propose rigid solutions that limit future reconfiguration or creative evolution
Leave pricing vague or hide fees in assumptions
Overlook cultural fit and collaboration style—these matter as much as technical capability

7. Submission Instructions

- Submit proposals in PDF format to: [email@company.com]
- Subject line: “RFP Response – Exhibit Program Partner – [Your Company Name]”
- Deadline: [MM/DD/YYYY] by 5:00 PM ET
- Questions must be submitted in writing by [MM/DD/YYYY]; answers will be shared with all invited vendors
- Finalist presentations (if required) will be scheduled the week of [MM/DD/YYYY]

8. Closing Statement

The ideal partner will simplify our exhibit program overall—reducing internal workload while raising quality, consistency, and creative impact. We look forward to reviewing thoughtful proposals from organizations that share this vision and can demonstrate a proven ability to deliver it.

Thank you for your interest and the time invested in your response.

[Company Name]
[Contact Name, Title]
[Phone] | [Email]