

Western Red Cedar Lumber Association



Request for Qualifications:  
Trade Event Services

Issue date: September 15, 2008

Closing date and time:  
by 17:00 hours Pacific Time on October 31, 2008

**MAIL/COURIER/BY HAND ONLY:**

**Western Red Cedar Lumber Association  
1501 – 700 West Pender Street  
Pender Place 1  
Vancouver, B.C., V6C 1G8  
Attention: Peter Lang**



# Table of Contents

---

1.	Introduction to Western Red Cedar Lumber Association.....	3
2.	WRCLA: Trade Event Participation.....	4
2.1	Request for Qualification.....	4
3.	Request for Qualification Process.....	5
3.1	Enquiries .....	5
3.2	Submission Process.....	5
3.3	Evaluation .....	5
3.4	Proponents' Expenses .....	5
4.	Additional Terms .....	6
4.1	Confidentiality of Information.....	6
4.2	Conflict of Interest .....	6
4.3	Notification .....	6
5.	Evaluation Criteria .....	6
5.1	Mandatory Criteria.....	6
5.2	Desirable Evaluation Criteria – and Weighting .....	7
6.	Proposal Format.....	8

# 1. Introduction

## Western Red Cedar Lumber Association

The Western Red Cedar Lumber Association (WRCLA) is a non profit trade association incorporated under the Societies Act of British Columbia. Founded in 1954, the association is known worldwide as “the voice of the cedar industry”. It is an industry funded association whose membership is comprised of primary, secondary and tertiary manufacturers from Coastal and Interior regions of British Columbia. Members produce a full range of Western Red Cedar lumber, semi-finished & finished value added consumer products including specialty items such as sidewall shingles, furniture, garden structures and gazebos. Current membership consists of 17 manufacturing members and an affiliate membership of 49 Certified Cedar Distributors representing 133 branches. WRCLA members produce over 765 million board feet of products – representing approximately 60% of total North American cedar production. Approximately 80% of member export shipments are to the United States, with the balance being exported to offshore markets, principally Europe, Oceania and Japan.

### **Principal Purpose & Mandate**

The principal purpose of the WRCLA is to raise the awareness of, stimulate demand and support the value proposition for all Western Red Cedar products through the delivery of a comprehensive marketing program backed by technical support services, education and training. The primary mandate of WRCLA is the development of the North American market, however direct assistance is provided to its affiliate organization, the Western Red Cedar Export Association for the delivery of offshore market development programs.

### **Key activities**

The WRCLA North American promotional program is a comprehensive, multi-million dollar marketing campaign which is comprised of numerous elements that combine to achieve the desired objective of stimulating the demand for Western Red Cedar products such that the volume and value of shipments from British Columbia achieve levels that allow the industry to maximize operations consistent with a sustainable AAC. Major program components include:

1. Implementation of an extensive advertising program targeting architects, consumers and building professionals.
2. Delivery of a comprehensive PR program to increase publicity for WRC including radio and TV media tours, syndicated articles, architect case studies and TV participation.
3. Maximizing access to WRC products via print, multi-media & online resources.
4. Promotion of WRC at both major national level trade shows and smaller but key regional shows.

5. Participation at Street of Dreams projects featuring WRC in model homes.
6. Conduct educational seminars for architects, builders, installers & dealers.
7. Extensive development and use of on-line resources to maximize awareness of cedar's benefits, product availability, proper usage and access to resources via the internet.
8. Production of promotional and technical literature to communicate key information addressing cedar properties, uses, installation, finishing and maintenance.
9. Implementation of an Architect Design Awards Program.
10. Utilization of in market staff and training program to instruct key decision makers
11. Conduct market research and technical research to measure program effectiveness and resolve market access issues.

## **2. WRCLA: Trade Event Participation**

A key element of the WRCLA promotional program is participation at numerous trade show events in both the United States and Canada. Events include participation in major tradeshows such as International Builders Show and American Institute of Architects National Convention as well as numerous smaller regional shows, related promotional opportunities, and long-term exhibit opportunities.

### **2.1 Request for Qualification**

WRCLA contracts with suppliers to assist in the delivery of various aspects of its promotional program and is currently seeking qualified suppliers to provide international trade event production services. Specific services can be categorized into the following two areas.

#### **1) Exhibit Services:**

**Creative Production:** This includes high or low-tech exhibit or tradeshow booth design and construction; and design and production of marketing materials.

**Exhibit Management:** This includes set-up, take-down, on-site trouble-shooting, technical assistance, audio-visual assistance, and exhibit maintenance.

**2) Logistics Management:** This includes making recommendations for and securing of venues or tradeshow floor-space, shipping, sub-contractor or supplier coordination, liaising with partner organizations as required.

All applicants must have a minimum of five years international trade event and exhibit production experience and have demonstrated B.C. forest sector promotion experience. Preference will be given to those applicants who have direct experience in the markets identified above.

### 3. Request for Qualification Process

#### 3.1 Enquiries

All enquiries related to this Request for Qualifications are to be directed, in writing, to the person identified below.

Name: **Peter Lang**  
Address: Western Red Cedar Lumber Association,  
Pender Place 1  
1501 – 700 West Pender St  
Vancouver BC, V6C 1G8  
Phone: (604) 891-1234  
Fax: (604) 687-4933  
E-mail: [lang@wrcla.org](mailto:lang@wrcla.org)

#### 3.2 Submission Process

All submissions are to be in writing and delivered by mail, courier or delivered by hand to the WRCLA's office located at:

Address: Western Red Cedar Lumber Association,  
Pender Place 1  
1501 – 700 West Pender St  
Vancouver BC, V6C 1G8

Submissions must not be sent by facsimile or electronically  
Submissions must be sealed in an envelope clearly marked with:

- Proponent's Name & Address
- Project Title

#### 3.3 Evaluation

Evaluation of Submissions will be done by WRCLA staff. They will check Submissions against the mandatory criteria as outlined in Section 5.1 Submissions not meeting all mandatory criteria may be rejected without further consideration

Submissions that do meet all the mandatory criteria will be assessed and a final selection made based on the Desirable Criteria listed in Section 5.2 including (in no particular order): history of proven performance; creative approach to displaying Western Red Cedar as a unique specialty product; cost effectiveness of services provided; ability to integrate the trade event program with other elements of WRCLA's Real Cedar promotional program; ability to work in close cooperation with other key contractors of WRCLA. WRCLA's intent is to select one or more firms that meet the criteria in Section 5.2.

#### 3.4 Proponents' Expenses

Proponents are solely responsible for their own expenses in preparing their Submission and for subsequent contract negotiations with WRCLA, if any.

## **4. Additional Terms**

### **4.1 Confidentiality of Information**

Information pertaining to WRCLA obtained by a Proponent as a result of participation in this project is confidential and must not be disclosed without written authorization from WRCLA.

### **4.2 Conflict of Interest**

- a) In their Submissions, Proponents should indicate any real or potential conflict of interest of which they are aware regarding performing work under this Request for Qualifications.
- b) WRCLA may reject a Quotation if it appears that there would be a significant conflict of interest in connection with the services requested.

### **4.3 Notification**

At the conclusion of the Request for Qualifications process, all Proponents will be notified of whether WRCLA wishes to enter into a contract with them.

## **5. Evaluation Criteria**

All submissions will be evaluated on the basis of mandatory and desirable criteria. Submissions not clearly demonstrating that they meet the mandatory criteria, will receive no further consideration for evaluation.

### **5.1 Mandatory Criteria**

A minimum of 5-years demonstrated high level experience in international event management and marketing including design and construction of high-end exhibits, creative support material production, event coordination and/ or logistics management.

Working Language of WRCLA: The working language of WRCLA is English and all responses to this Request for Qualifications must be in English.

## 5.2 Desirable Evaluation Criteria – and Weighting

Submissions meeting the mandatory requirements will be further assessed against the following desirable criteria.

<b>Desirable Evaluation Criteria</b>	<b>Weighting</b>
<b>Applicant Value to WRCLA:</b> Applicants are requested to describe why they believe their skills and experience meet the requirements of WRCLA and demonstrate why they feel they should be selected for inclusion on WRCLA's list of qualified applicants.	10%
<b>Applicant's Profile:</b> Applicants should provide a profile of themselves or their firm as appropriate and describe the individuals who will be working on this project. Please provide a summary of all staff and other resources (i.e. specialists, associates or sub-contractors) to be used, with their respective curricula vitae.	15%
<b>Applicant's Qualifications:</b> • Applicants should list examples of work that have been successfully completed demonstrating exhibit services &/or logistics management experience; • Applicants should include the outcome of the project(s), with particular emphasis of the value added to the client. Examples should include graphics, where applicable, and summaries of particular trade events; • Applicants should list their demonstrated experience in working with the B.C. forest sector as well as the markets in which they have participated.	45%
<b>References:</b> Applicants should provide a list of client references. The Submission should include not more than five client references that are best suited to validate items in all areas of their Submission, and specific to the examples of work indicated as being most relevant to WRCLA. Please provide the reference name, company or organization, address, telephone number, and email address.	10%
<b>Price:</b> A pricing schedule should be listed by relevant service categories and should be provided as hourly rates and daily maximums. Rates of sub-contractors are to be identified.	20%

## 6. Proposal Format

Please provide a detailed Qualification summary including, but not limited to:

- Cover letter indicating why Proponent is qualified to undertake the requested activities
- Curriculum Vitae
- Description of past achievements in related events
- Fee schedule for delivery of specific services
- Any other information that you believe is relevant to support your proposal and which will help to meet the evaluation criteria listed in Section 5.1 and 5.2.

