



U.S. Green Building Council's Request for Proposals

**November 9-11, 2005
Atlanta, GA , Georgia World Congress Center**

The U.S. Green Building Council is requesting bids from qualified parties to develop and manage the Greenbuild International Conference & Expo educational program. In 2004, the conference and expo was held in Portland, OR with over 8,000 registered attendees and 500 exhibits.

I. General Background

The U.S. Green Building Council is the nation's foremost coalition of leaders from across the building industry working to advance buildings that are environmentally responsible, profitable, and healthy places to live and work. Approximately 5,300 companies, organizations, and governmental jurisdictions are members. Council membership has grown an average of 200 members each month for the past 12 months.

Council members work together to develop industry standards, design practices and tools, policy positions, and educational tools that support the adoption of sustainable design and building practices. Members also forge strategic alliances with key industry and research organizations, federal government agencies, and state and local governments to transform the built environment. Council members developed LEED®—the Leadership in Energy and Environmental Design Green Building Rating System for designing, constructing, and certifying sustainable buildings. Launched in 2000, LEED has quickly been adopted as THE national standard by various private and public entities. LEED offers standards, training, technical assistance, professional accreditation, and web-based resources. Available for new commercial buildings, existing buildings and commercial interiors development of new products are underway for core and shell, neighborhood development, homes, and applications for special building types.

The Council offers an annual meeting for its members. In concert with a broad array of member organizations and strategic partners, the Council launched an international conference and exposition in 2002 to:

- accelerate green building in residential, commercial, and institutional markets;
- advance an innovative educational program that promotes the understanding and practice of a green built environment;
- serve as the pre-eminent showcase for leading edge green technologies in the building sector;
- serve as the annual “meeting place” for green building components of organizations with broader missions;
- produce ongoing revenue flows to support Council programs.

It is anticipated that at least 10,000 people will attend the event scheduled for November 9-11, 2005 in Atlanta. Future locations will also strive to emphasize local partners active in green buildings, as well conference centers which demonstrate resource-sensitive practices such as on-site recycling and water conserving options for hotel guests.

Overall policy and program direction of the event will be guided by a Steering Committee comprised of representatives from key sponsoring organizations. The Council will chair the steering committee, provide lead responsibility for the conference educational content, own the conference title, and retain majority ownership of the event.

Title: The U.S. Green Building Council's Greenbuild International Conference and Exposition

Location: Atlanta, GA , Georgia World Congress Center

Dates: November 9-11, 2005

Sunday, November 6	Exhibitor Move-In / Set-Up Exhibitor Registration USGBC Board Meeting
Monday, November 7	Exhibitor Move-In / Set-Up Pre-Conference Workshops Attendee/Sponsor/Exhibitor Registration USGBC Board Meeting
Tuesday, November 8	Attendee/Sponsor/Exhibitor Registration USGBC Day (members only) Exhibitor Move-In/Set-Up Welcome Reception for Conference in Exhibit Hall
Wednesday, November 9	Breakfast Keynote Presentation Educational Breakouts Lunch Presented Poster Session Local Host Committee event Partner Receptions
Thursday, November 10	Breakfast in Exhibit Area Keynote Presentation Educational Breakouts Lunch Presented Poster Session USGBC Leadership awards program and reception
Friday, November 11	Complimentary Interactive workshops Exhibit Hall closes at 11:00 AM Conference Concludes at 12 Noon Post-Conference Workshops Greenbuilding Tours

Target Audience: Builders, Remodelers, Architects, Land Developers, Engineers, Building Owners, Code Officials, Government Agencies, Associations, Utilities, Landscape Architects, Manufacturers, Researchers, Trade Contractors, Nonprofit Organizations and Academia

Attendance: 10,000+

Exhibitors: 500+ booths

Other: The Council wishes to emphasize green practices of participating hotels, convention centers, and exhibitors consistent with mission of conference. For example, hotels and convention centers will reflect USGBC's minimum green guidelines for conferences. Note that we will also consider building in time on the agenda exclusively for the exhibition, e.g., without overlapping conference program activity.

EDUCATIONAL PROGRAM MANAGEMENT

General functions to be addressed in proposal include, but are not limited to:

- Call for Abstracts online submission process
- Staffing the Program Committee
- Organizing Program Committee Retreat
- Facilitating process of obtaining speaker information
- Communication process with speakers
- Post-event evaluation and recommendations
- Periodic reports for Steering Committee

Proposal Format and Requirements

Proposers should submit three copies of the proposal, no more than 10 pages (single-spaced, 12-point type) to Kimberly Lewis, USGBC, 1015 18th Street, N.W., Suite 508, Washington, DC 20036, phone: 202/828-1141, fax: 202/828-5110, email: klewis@usgbc.org. Supporting promotional materials are not included in this page limit. The deadline for submission is 5:00 EST, December 10, 2004

- A. Title Page. Please indicate that the document is a proposal for the USGBC Greenbuild International Conference and Exposition and provide name, address, contact name, phone, fax, and email address.
- B. Executive Summary (two pages maximum)
- C. Proposal Text
 1. Ability to provide services referenced in previous sections of this request and as supported by corporate experience and staff capabilities.
 2. Key personnel responsible for major elements of proposal including designated contact to coordinate with Steering Committee
 3. Detailed information about any subcontractors to be employed for carrying out major elements of the work referenced in the proposal.
 4. A documented, demonstrated track record of delivering products referenced herein.
 5. Proposed timeline and milestones for planning and producing the event.
 6. A statement addressing implications of single or multi-year contracts with the Council.
 7. Three client references including contact information and examples of similar projects.
- D. Budget Preparation Guidelines

Provide a detailed proposed budget outlining all probable expenses related to the exposition, including but not limited to:

1. An overall budget summary plus details for each major functional area.
2. All necessary assumptions underlying the budget proposal

E. Proposal Addenda

The proposal may include addenda such as the examples listed below to support items clearly addressed in the proposal text:

1. Corporate profile and financial structure (ability to provide services.)
2. Long-term corporate philosophy and strategic plan
3. Relevant marketing materials, brochures, tracking reports for other events, and any other literature that would help inform the decision.

F. Proposal Evaluation Criteria

Complete proposals received by the time and date indicated will be rated according to the following evaluation criteria:

- Responsiveness to the proposal requirements
- Proven capabilities
- Past performance (e.g., quality, timeliness, cost, relations)
- Creative approaches to meeting conference mission and objectives
- Overall value in performing services