



## Request for Proposals

### To Host World Information Technology and Services Alliance's XIV<sup>th</sup> World Congress on Information Technology in 2014

**September 2009**

The World Information Technology and Services Alliance (WITSA) is an incorporated not-for-profit entity created to serve the interests of the global information and communications technology ("ICT") industry as represented by the national associations that are WITSA members. During its twenty-nine year history, WITSA has been involved in numerous activities in support of the ICT industry, including its awarding of the biennial **World Congress on Information Technology** ("World Congress" or "WCIT"), its signature event. Through WITSA activities and those of host associations, the World Congress has become an important and valuable event. WITSA is the owner of all rights to World Congress trademarks and proprietary material used in the marketing and holding of WCIT events. These rights will be licensed to the national WITSA member association selected to host WCIT2014 after proposals have been carefully considered by the WITSA Chairman, Secretary-General and Board of Directors.

WITSA hereby requests submissions of proposals to host WITSA's XIVth World Congress on Information Technology in 2014 ("WCIT 2014"). An electronic copy of each proposal must be sent to Dr. James H. Poisant, WITSA's Secretary General at [jpoisant@witsa.org](mailto:jpoisant@witsa.org) no later than close of business on **Wednesday, March 31, 2010** (*please be sure that the attachment size total is less than 10MB ; larger files must be either posted for download or sent to the Secretary-General on CD or similar media*).

Please be sure to follow up by telephone to ensure that the proposal has been properly received. An optional hard copy may also be sent to the WITSA Secretary General. Proposals must be sent to the Secretary-General of WITSA at the following address:

Secretary General  
World Information Technology and Services Alliance (WITSA)  
8300 Boone Boulevard, Suite 450  
Vienna, VA 22182. USA  
E-mail: [Jpoisant@witsa.org](mailto:Jpoisant@witsa.org) –  
Fax: +1 703 893-1269

WITSA will consider all eligible proposals from members deemed to be in good standing for final selection. Those WITSA members submitting proposals will be asked to make proposal presentations at the spring 2010 WITSA General Assembly meeting, in Amsterdam, The Netherlands.

### **1. World Congress on Information Technology**

First held in 1978, the WCIT is unique in its global perspective on ICT issues and its ability to draw users, providers, media and academia from around the world. Every two years, senior global business, government and academic leaders discuss emerging markets, legal and policy issues, political and economic trends, emerging technologies, ICT user perspectives and business opportunities in the global marketplace.

Among the featured speakers are internationally recognized leaders from government and industry. As an example, the 1998 World Congress had over 1900 delegates from 93 countries, with over 100 sponsoring organizations. WCIT 2000 held in Taipei and WCIT 2002 in Adelaide, Australia were equally successful, with Former US President, Bill Clinton, Prime Minister Thatcher, President Mikhail Gorbachev, Bill Gates and other notables featured in the programs. The WCIT 2004 conferences took place in Athens, Greece, and in 2006 in Austin, Texas, hosted some 2,000 delegates from over 80 countries. Featured keynote speakers included General Colin Powell, Steve Ballmer, Paul Otellini, Michael Dell, Anne Mulcahy, John Gage, Don Tapscott and Malaysian Prime Minister Datuk Seri Abdullah Ahmad Badawi.

The 2008 World Congress on IT took place in Kuala Lumpur, Malaysia. WCIT 2008 was called the best WCIT to date, hosting over 3,000 delegates. The 2010 World Congress on IT will take place in Amsterdam, The Netherlands. Information on the World Congress 2010 can be found at <http://www.wcit2010.org/>.

The 2012 World Congress on IT will take place on May 21-24 in Montréal, Canada. See the official web site at <http://www.wcit2012.org/> for more information.

The following is a list of those WITSA member associations which have either hosted or are scheduled to host a World Congress, though 2012:

1994 Yokohama, Japan	Japan Information Services Industry Association
1996 Bilbao, Spain	Asociacion Espanola de Empresas de Tecnologias de la Informacion (SEDISI)
1998 Fairfax, Virginia	Information Technology Association of America (ITAA)
2000 Chinese, Taipei	Information Service Industry Association of Chinese, Taipei (CISA)
2002 Adelaide, Australia	Australian Information Industry Association (AIIA)
2004 Athens, Greece	Federation of Hellenic IT and Communications Enterprises (SEPE)
2006 Austin, Texas	Information Technology Association of America (ITAA)
2008 Kuala Lumpur, Malaysia	Association of the Computer and Multimedia Industry of Malaysia (PIKOM)
2010 Amsterdam Netherlands	ICT~Office
2012 Montréal Canada	Information Technology Association of Canada (ITAC)

## **2. Selection Criteria**

The award of WCIT 2014 will be based primarily on the financial and organizational viability of the proposal. WITSA will also view the level of commitment expressed by the host to organize a world class conference that will reflect positively on the host country and on WITSA. It is important for the host to demonstrate that the WCIT will receive support from not only the ICT industry but government as well.

Due consideration will also be given to proposed program content, speakers, projected attendance, geographical location, and venue. WITSA requests that bidders give some thought to an appropriate theme for the congress; however due to constant changes in the global economy and the ICT industry, WITSA recognizes that themes may change by the time the event occurs.

Any member of WITSA in good standing is eligible to be selected as the host association. The WITSA Board of Directors will consider all proposals for final selection at its spring 2010 meeting. Those WITSA members submitting proposals will be asked to make presentations at that meeting.

The following host qualifications are required:

- A) Host association must be a WITSA member in good standing. Meaning that all dues must be paid. It is also important that members that bid should have actively participated and supported WITSA activities. However this is not a prerequisite.

- B) Host association must be financially sound and must have full-time professional staff capable of managing the Congress or explain if a separate organization under the management of the WITSA member will be involved in the congress.
- C) Host association should have broad representation among its membership across the various sectors of the information technology industry

Applications to host WCIT events must be submitted in electronic form.

### **3. Selection Prerequisites**

The WITSA member association selected as WCIT 2014 Host Organization must assume all financial responsibility associated with the World Congress. The Host Organization shall pay WITSA as follows:

- a. \$100,000 (USD), payable no later than April 15, 2011.
- b. \$200,000 (USD), payable in full no later than April 15, 2012;
- c. \$250,000 (USD), payable in full no later than April 15, 2013;
- d. \$200,000 (USD) in full sixty (60) days prior to the first day of the Congress.

All payments required under this Agreement shall be free and clear of any VAT, income, or any other tax and, to the extent such payments are subject to any tax, shall be grossed up in such additional amounts as necessary to make WITSA whole; and shall be timely made by wire transfer in accordance with written instructions provided by the WITSA Secretary General.

A contract (in form and substance comparable in all material respects to the WCIT 2014 model contract posted at [www.witsa.org/rfp](http://www.witsa.org/rfp)) must be signed between the WCIT 2014 Host Organization and WITSA within 60 days after WITSA's selection of the host member association. The contract specifies other requirements and responsibilities regarding the event. The WITSA Secretariat shall have the unilateral right to withdraw the Conference in the event that a contract cannot be agreed.

The host association must also provide a venue for a WITSA General Assembly and Committee meetings in conjunction with the event. These meetings usually take place over two days immediately prior to the event.

Complementary WCIT registration shall be provided for three (3) WITSA Secretariat staff, as well as for the WITSA Chairman, Deputy Chairman, Public Policy Chairman, Chairman Emeritus (2), General Counsel and Secretary General. Provide WITSA with eight (8) Guest Attendee Registrations, including the Registration Fee but excluding expenses related to lodging, travel, personal insurance and optional tours. WITSA shall supply the Host Organization a list by name of the officials eligible for Guest Attendee Registrations at least thirty (30) calendar days

prior to the Event Date. In addition, the Host Organization shall use reasonable efforts to guarantee registration of such officials at the Headquarters Hotel, or if necessary, at a second and nearby hotel satisfactory to WITSA, its approval not to be unreasonably refused.

WITSA requests that the host provide 8x10 ft exhibit space with table and three (3) delegate tickets for each WITSA Global Partner. WITSA will pay for the signage required under agreement with each partner.

#### **4. Executive Summary**

Given the importance of the World Congress to WITSA and the global ICT community, it is vital that all proposals include a brief overview of the marketing and media plans, organization and staffing support, a draft budget, as well as:

- Lodging and Airport/s -Please include information on nearest international airports as well as lodging capabilities and availability.
- Venue (Minimum capacity 1800)
- List of prior events similar in size and scope to the World Congress held at the venue site, or locality.
- Theme (Themes may change due to changes in the ICT industry-WITSA would however like to receive the host's ideas for possible themes).
- Dates-WITSA recommends that Congresses begin on a Sunday morning with a golf tournament and end on Wednesday afternoon. Congress planners are welcome to add on business matching, networking activities and post social and tourism related activities after the congress. An assessment of conflicting conferences and other events should be made prior to submitting the proposal.
- Sponsoring association (what organization will actually be responsible for planning, fundraising and operating the event?).
- Organizational partners (e.g., levels of governments (Typically, governments contribute between 20-25% of the total revenue needed to support this event), economic development authorities, universities, and/or other trade associations).
- Financial guarantees-Please describe funding sources that are capable and committed to support this congress. WITSA recommends that letters from these sources be included in your response. Responder agrees and commits to payment schedule.
- Expected attendance and foreign/domestic breakdown.
- Ability to support English as the event's official language.
- Major events (e.g., opening ceremony, technical demonstrations, keynote speeches, breakout session, special activities, networking events, Spouse/Guest program, etc.); and
- Value to attendees - Affirmation that responder understands and accepts the payment amounts and conditions.
- Affirmation that responder has no objection to any material term or condition in the contract.
- Please feel free to add other information that will enhance your bid.

## **5. Program Content**

A critical element of a successful World Congress is a strong and compelling program. Therefore, to properly evaluate the bidders proposals should outline the major theme of the WCIT 2014 and detail how the theme how the program will be presented (e.g., panels, keynote addresses, technical demonstrations, etc.). To the extent possible, potential speakers, particularly drawn from the region and internationally recognized luminaries should also be listed.

## **6. Location**

The success of previous World Congress events has been measured by the number and diversity of attendees. It is believed that the location of the event is an important determinant of attendance. The evaluators will look carefully at the proposed location so as to make an evaluation as to the likelihood of attracting the targeted audience.

The proposal should profile the advantages of the proposed location and venue. To include:

- Information on the sponsoring association;
- Local ICT community and industry;
- Financial support;
- Support from local government (i.e. funding, security resources, medical personnel and facilities);
- Planned support from state, regional and Federal (Central) government
- Local cultural/historical sites;
- Access and availability of volunteers;
- Local universities or research parks;
- Transportation qualifications (international/domestic airports and number of international flights serving the airport each day). Also please include information on what attendees might expect as to ground transportation to and from hotels and meeting facility;
- Lodging qualifications;
- Spouse/Guest program;
- Other local amenities.

## **7. Venue Qualifications**

The Proposal should provide the following information about the World Congress venue:

- Name and address
- Seating Capacity
- Technical Capacity
- Translating Facilities
- Map
- List of similar events held at the venue

## **8. Organizational Partners**

Previous World Congress hosts have been supported by the commitment, resources and enthusiasm of a number of organizational partners. If such support is envisioned, your proposal should include a list of these organizational partners providing the following information:

- Name of Partners
- Location
- Background information
- Contact
- Current Commitment

## **9. Public Relations/Marketing Plan**

The Proposal should detail both the press coverage and the promotion/marketing of the WCIT 2014

- Staffing plan for Marketing and Public Relations (Media coverage)
- Plans for event promotion (press conferences, news releases, presentation tours, promotional materials, etc)
- Marketing plan, which clearly states approximate, dates for major marketing events, proposed mailing lists, etc.
- Opportunities for press events
- Media outreach
- Media contacts
- Local press

## **10. Sponsors/Funding**

A draft budget detailing the estimated cost of the Conference and sources of revenue must be submitted as part of the proposal. The Proposal should include information on committed and/or potential sponsors, both corporate and public sector, including contact information.

The Proposal must furthermore demonstrate a strong partnership with relevant government branches or agencies.

## **11. Conclusion**

WITSA requests that all bidders respond to each of the requirement mentioned within this RFP. WITSA is not averse to receiving other offerings that enhance the bid and the conference, but only after all of the required information is submitted.

All questions should be directed electronically to:

Dr. James H. Poisant  
Secretary-General  
World Information Technology and Services Alliance (WITSA)  
8300 Boone Boulevard, Suite 450  
Vienna, VA 22182. USA  
E-mail: [jpoisant@witsa.org](mailto:jpoisant@witsa.org)  
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Thank you for your interest in hosting a World Congress on Information Technology.

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