



Request for Proposals

To Host WITSA's Global Public Policy Summit 2013

Issued: June 2011

BACKGROUND

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 thirty three year history, WITSA has been involved in numerous activities in support of the ICT industry, including its Global Public Policy Summit (GPPS). The GPPS has become an important and valuable event. WITSA is the owner of all rights to GPPS trademarks and proprietary material used in the marketing and holding of GPPS events. These rights will be licensed to the host national association selected to host the GPPS 2013.

SUBMISSION OF PROPOSALS

The WITSA Secretariat hereby requests submissions of proposals to host WITSA's Global Public Policy Summit 2013. Only WITSA members in good standing are eligible to submit proposals. An **electronic copy** of each proposal must be sent no later than **Sunday, October 02, 2011** to jpoisant@witsa.org [*please be sure that the attachment size total is less than 10MB. If the proposal is 10MB or greater, a link where the proposal can be downloaded from can be submitted*]. Please be sure to follow up by telephone to ensure that the proposal has been properly received. An award is expected at the November 6, 2011 Board of Directors’ meeting

taking place in conjunction with the 2011 Global Public Policy Summit (GPPS) in Guadalajara, Mexico.

SUMMIT OVERVIEW

The Global Public Policy Summit is one of two a flagship events of WITSA. Between 350- 500 senior ICT executives, government officials and policy makers from more than 40 countries are expected to gather at this event, which offers unprecedented networking opportunities. WITSA serves as the oversight organization for the GPPS, which is hosted by one of its member associations. Recent GPPS host associations include:

2011	Guadalajara, Mexico	CANIETI/AMITI, Mexico
2009	Hamilton, Bermuda	Business Technology Division of the Bermuda Chamber of Commerce
2007	Cairo, Egypt	Egyptian Information Technology, Electronics and Software Alliance (EITESAL)
2005	Kuala Lumpur,	Association of the Computer and Multimedia Industry of Malaysia (PIKOM)
1999	Buenos Aires	Camara des Empresas de Software y Servicios (CESSI)

GPPS 2013 will be a forum with valuable discussions of the "state of the world" in relation to public policies affecting the ICT industry. It aims to promote and educate industry and governments regarding the growth potential of the digital economy and at the same time, examine key ICT public policy issues and explore the key policy concerns of ICT businesses. GPPS 2013 attendees will be key senior management and decision makers from governments, international bodies, multinational corporations, Academia and businesses as well as the media. Attendees will be drawn from a cross section of industries and from all regions of the world. GPPS 2013 will also provide its sponsors the chance to participate in a high quality, content-rich event with excellent opportunities to target their product and services at policy makers and business leaders.

REQUIREMENTS

The following host qualifications are required:

- A) Host association must be a WITSA member in good standing.
- B) Host association must be financially sound and must have full-time professional staff capable of managing the summit.
- C) Host association should have broad representation among its membership across the various sectors of the information and communications technology industry.
- D) Application to host the GPPS must be submitted in electronic form.

The sponsoring WITSA member association assumes all financial responsibility associated with the GPPS. The Host Organization shall pay WITSA \$37,500.00 (USD) payable in full no later than June 1, 2012. The remaining fee of \$37,500.00 is payable within sixty (60) days prior to the event.

The host association must also provide a venue for a WITSA Board of Directors and Committee meetings in conjunction with the event. These meetings usually occur for two days prior to the opening of the GPPS.

A contract in form and substance comparable to the attached form contract must be signed between the GPPS 2013 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 Summit in the event that a contract cannot be agreed.

Complementary GPPS 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. The host organization also agrees to 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 these officials eligible for Guest Attendee Registrations at least sixty- 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.

PROPOSALS

All proposals should provide the following information.

Given the importance of the GPPS to WITSA and the global ICT community, it is vital that all proposals include a brief overview of the plans, expectations, potential challenges and current understandings of the proposing WITSA member including but not limited to:

- Executive Summary
- Location
- Venue (Capacity of 500)
- Theme
- Dates
- Duration
- Staffing Plan
- Past Experience in organizing large international events
- Sponsoring association (Legal status)
- Organizational partners (e.g., government/s, economic development authorities, universities, and/or other trade associations)
- Expected attendance and foreign/domestic breakdown
- Ability to support English as the event's official language
- Major events (e.g., opening ceremony, demonstrations, keynote speeches, special activities, networking events, etc.)
- Value to attendees

- Affirmation that applicant understands and accepts the payment amounts and conditions
- Affirmation that the applicant has no objection to any material term or condition in the contract.

Program Content

An important element of a successful Global Public Policy Summit is a strong and interesting program. Therefore, to properly evaluate the prospects for the proposed event the proposal should outline the major theme of the GPPS 2013 and to detail how the theme will be addressed (e.g., panels, keynotes, demonstrations, forecasting, regional topics, sectoral topics, etc.). To the extent possible, potential speakers, particularly drawn from the region, should be listed.

Location

The location of the GPPS is an important determinant of delegate attendance. The evaluators will look carefully at the proposed location so as to make an evaluation as to the likelihood of attracting executives and high-ranking government officials.

The GPPS Proposal should profile the advantages of the proposed location and venue. This could include:

- Information regarding the sponsoring association;
- Local ICT community and industry;
- Local cultural/historical sites;
- 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 with respect to transport to and from hotels and meeting facility;
- Lodging qualifications;
- Other local amenities.

Venue Qualifications

The RFP should provide the following information about the GPPS venue:

- Name and address
- Seating Capacity
- Technical Capacity
- Translating Facilities
- Map

Organizational Partners

The resources and enthusiasm of a number of organizational partners have bolstered previous GPPS hosts. If such support is envisioned, your proposal should include a list of these organizational partners, and the following information:

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

Public Relations/Marketing Plan

The Proposal should detail both the press coverage and the promotion/marketing of the GPPS 2013:

- Staffing Plan for Marketing and PR
- Plans for event promotion (press summits, 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

Sponsors/Funding

Proposals should include information on committed and/or potential sponsors, both corporate and public sector, including contact information.

Security Measures

Please explain the security measures that will be taken to secure all delegates, speaker and media from arrival to departure of hotel and venue sites.

Proposal Enhancements

WITSA welcomes hosts to add enhancements to bid requirements in order to improve GPPS events and to benefit WITSA members. These enhancements are optional.

CONTACT

All questions should be directed electronically to:

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Secretary General

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