



## **2012 CLA Conference Committee**

### **Request for Proposal (RFP)**

#### **Graphic Design Services – 2012 CLA CONFERENCE PROGRAM/GUIDE**

#### **“Meeting the Challenge”**

**Proposals due Tuesday, November 15, 2011 – 5 pm**

#### **Background:**

The Connecticut Library Association (CLA) is Connecticut's professional organization of over 1,000 librarians, library staff, friends, and trustees working together: to improve library service to Connecticut, to advance the interests of librarians, library staff, and librarianship, and to increase public awareness of libraries and library services. For over 121 years, CLA has organized and hosted a statewide professional development conference.

The 2012 Connecticut Library Association conference should attract over 700 librarians from all across the state from all types of libraries. Located at the Mystic Marriott, in Groton, the dates of the conference are May 7<sup>th</sup> and 8<sup>th</sup>. This year's conference theme is “Meeting the Challenge”. Libraries are rising to the challenge of addressing the growing needs of library patrons in the face of the continued technology boom and struggling economy and our conference will celebrate that.

This year's Conference Program also needs to “Meet the Challenge.” We're looking for a designer to create a vibrant conference program/guide that captures and conveys our conference theme and is usable in a variety of formats. We would like to update our current conference program/guide format to be more vibrant, flexible in its use and more economical than those of previous years.

#### **Scope of Project**

- **Overall Conference graphic design/style treatment that represents “Meeting the Challenge,” the 2012 CLA Conference theme.** The design should include the existing CLA logo and should be suitable for use in both print and electronic formats.

Required formats may include: color, black and white or black and grayscale and (vector-based) EPS, TIFF, JPEG and PDF, with PMS colors (and four-color equivalents) noted. The Designer will be expected to submit three concepts and make minor changes to chosen concept.

- **Conference guide/program cover design and inside layout for 2012 CLA Conference.** *We are looking for new ideas for program/guide formats that maintain the program's function as an effective conference marketing and navigational tool, but are more economical than previous years' programs.* In the past, our CLA Conference Guides have been 8 ½ x 11" booklets printed in two colors and including 16 pages and a pull-out "conference-at-a-glance" section for the two days. The programs has included approximately 22 presenter photos, some vendor advertisements, and a special vendor/exhibitor section. The 2012 CLA Conference Committee will deliver content for the inside layout in a format mutually agreed upon by the committee and designer. Proofing of the interior layout will be done by the 2012 CLA Conference Committee.

### **Schedule:**

**Tuesday, November 15<sup>th</sup>** by 5 pm: Proposals due.

**Friday, November 18<sup>th</sup>:** Project awarded to selected designer.

**Wednesday, November 30<sup>th</sup>:** Meeting with project subcommittee to discuss project and answer questions.

**Wednesday, January 4<sup>th</sup>:** Designer submits three designs for review by Conference Program Subcommittee.

**Friday, January 6<sup>th</sup>:** Conference Program Subcommittee selects preferred design and communicates any changes/modifications requested.

**Friday, January 20<sup>th</sup>:** Final design to CLA Conference Committee on CD Final design due in all requested formats. Required formats may include: color, black and white or black and grayscale and (vector-based) EPS, TIFF, JPEG and PDF, with PMS colors (and four-color equivalents) noted.

### **Submission Guidelines:**

**We request that you provide a quote for the entire work outlined in the Scope of Project by Tuesday, November 15, 2011 by 5 pm.**

Quotes should be sent electronically to: Amy Terlaga, 2012 CLA Conference Co-Chair, at [Terlaga@biblio.org](mailto:Terlaga@biblio.org)

All proposals submitted in response to this RFP must fully and directly address the statement of work. The following must be included in the proposal:

The company name, the name of a contact person, mailing address, telephone number, fax number, email address and website;

A concise description of Respondent's principal business including company background, characteristics of business strength, and products and services offered.

A discussion of Respondent's experience in providing deliverables similar in size, complexity and nature to those requested in this RFP.

Links to examples of Respondent's work.

At least two (2) references for similar projects completed by the Respondent, including name of organization, name of contact person, address, telephone number and email.

A discussion of the company's ability to complete the project within the CLA Conference Committee's desired timeline.

A detailed pricing proposal including a not-to-exceed price.

If you have any questions about this work, please contact Amy Terlaga at [Terlaga@biblio.org](mailto:Terlaga@biblio.org).

The award is subject to review and approval of the 2012 CLA Conference Program Subcommittee and the CLA Conference Committee reserves the right to accept or reject any or all bids. Inquiries may be directed to Amy Terlaga by email at [terlaga@biblio.org](mailto:terlaga@biblio.org).

**Selection Criteria:**

The Respondent whose credentials and submittal best meets the 2012 CLA Conference Committee's needs will be selected to perform this project. Evaluation criteria will consist of:

Quality of samples provided.

Thoroughness of proposal.

Responsiveness of proposal to RFP.

Demonstrated understanding of the purpose and desired outcomes of this project.

Cost will be considered but will not be the deciding factor in selecting the winning proposal.

CLA Conference Committee reserves the right to reject all submittals.