

# Nursery/Landscape EXPO

2021 Mobile App Request for Proposal

**TEXAS NURSERY & LANDSCAPE ASSOCIATION'S NURSERY/LANDSCAPE EXPO**

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## 2021 Mobile App Request for Proposal

### EVENT INFORMATION

Nursery/Landscape EXPO is the premier horticulture show for profitable face-to-face interaction, education, connections, sales, and professional development opportunities. EXPO reaches over 6,000 nursery and landscape professionals, and is the largest gathering under one roof in the Southwest & South Central United States.

The best of our Industry is on display with products including Trees/Shrubs, Grower Equipment & Supplies, Grasses/Groundcovers, Color & Decorative Plants, Retail Nursery & Garden Center Products, Landscape Equipment & Supplies, Irrigation Equipment & Supplies, Business Services, Outdoor Living Products and more!

### Face-to-face Interaction

EXPO is a perfect opportunity for all Industry professionals to unite face-to-face under one roof.

### Industry Connections

Visiting and exchanging ideas with colleagues is very popular at EXPO including the Education Conference, Keynote Speaker Presentations, EXPO Events, TNLA Booth, Parks & Patio Display, Product Showcase and the TNLA PAC Lounge. Also, no one wants to miss the opening night Welcome Party bringing over 2,000 people together.

### Education

Keynote Speakers are featured during two-days of Tradeshow. EXPO's Education Conference provides more than 32 Sessions and offers over 100 CEU credits for our audience from a variety of accreditors including: Texas Nursery & Landscape Association, Texas Education Agency, Texas Commission on Environmental Quality, Texas Department of Agriculture, and Texas Board of Architectural Examiners and International Society of Arboriculture. Education Session topics covered include Irrigation, Business Management, Drought Management, Plant Materials, Pest Management, Trees and Other Living Things.

### TARGET AUDIENCE

Based upon attendee and exhibitor summaries from our 2019 Nursery/Landscape EXPO, our target audience is primarily male between the ages of 35-66.

Number of Booths Expected:

2021            San Antonio – 950

Number of Exhibitors Expected:

2021            San Antonio – 500

## MOBILE APP SERVICES RFP GUIDELINES

Show management expects that all work will be performed in a professional manner. All information provided to contractor in the RFP is proprietary for this purpose only. Information cannot be released outside the contractor without the written permission from Show Management.

### KEY ITEMS:

+ **Selection Criteria** – All quotes must be specific amounts where possible. Please only use percentages if determining show management discounts.

+ **Response** – Responses must address all areas noted in the RFP.

+ **Contract Award Process** - Contractor selection is made based on the following criteria:

- Ability of contractor to provide high level of service
- Recommendations from previous and existing clients
- Overall cost of the service
- Show creativity in past projects
- Ability to work with tight deadlines
- Teamwork identifiable with the TNLA and EXPO Culture
- Ability to work with exhibitor and education listings
- Working knowledge of trade shows and events
- Information provided in the response to the RFP
- Onboarding support

## MOBILE APP SERVICES RFP SPECIFIC REQUIREMENTS

Below are the required elements for **EXPO's mobile app** services for the **2021 Nursery/Landscape EXPO**. Show Management presents this list based on the show as it looks today. Should significant changes occur that could change your proposal, Show Management will reissue this page prior to the written deadline date.

### SCOPE OF WORK:

#### Mobile Platforms:

- Apple iOS for iPhone and iPad solo or paired with “parent”
- Google Android for Android Phone or Tablet
- List any additional platforms available by provider

#### Backend:

- Ability to Sync with A2Z Events/Personify API

### Functions and Features:

- Exhibitor Listings searchable by company name and booth number
- Product Listings with the ability to search by product category (over 100 categories)
- Education Schedule listing sessions listing searchable by CEU, Topic description or Speaker (over 32 Education Sessions and an estimated five accrediting agencies per session)
- Session handouts and document viewer
- Event Schedule
- User custom schedule
- Interactive/wayfinding maps, floor plans etc.
- Key Business Contributor Listing
- Local information
- Event Info (About EXPO, FAQ's and additional info)
- External Links placed within app's menu navigation
- Parking Maps
- Social Networking listing EXPO and TNLA social networking sites
- Advertising space/banners and sponsor branding opportunities
- Ability to provide gamification and user interaction
- Push Notifications:
  - Sent prior to, during and post EXPO
  - Estimated total of 50-60 push notifications throughout the duration of the app
  - Ability for TNLA to edit and schedule push notifications
  - Push notifications listed on the app
- Please list any additional vendor features available

### Analytics:

- Opportunity to track and measure analytics on a routine basis
  - Track total number of downloads
  - Ability to review user demographics
  - Provide page click-throughs
  - Calculate total Sponsor click rates and impressions
  - Track Exhibitor and Product listing sessions
  - Provide Education listing track rates

### Support Pre-Launch:

- List ability for Show Management to test the app prior to launch
- Describe how Show Management will be trained to use the app and be able to update information within the backend of the app
- Marketing assistance and templates

### Support During EXPO:

- Describe assistance provided during the week of the EXPO

### **Support Post EXPO:**

- List assistance Post EXPO and wrap up reports provided after the event

### **Costs**

Describe the services the company provides, addressing the method of billing for these services:

- Hosting the Mobile App
- Content Management (include training to EXPO staff for support)
- Features of EXPO App – breakdown cost estimate per feature (exhibitor/product search, schedules, speaker profiles, videos, alerts, photos, social media, floor maps and parking maps, touch wayfinding/interactive maps, local area resources and push notifications)
- Use of App on a variety of mobile devices (iPhone, Android and Other) estimate price per mobile platform
- Support and Training
- Analytics and Tracking
- Security of the App and its content
- Explain all other costs you foresee as part of this App
- Describe the company's payment policy, including any deposits required and how any discrepancies are handled
- Describe any incentives offered

### **Personnel**

- Number of staff and title that would be working with the Nursery/Landscape EXPO mobile app

### **NEXT STEPS:**

1. Electronic submittal of proposals for the Mobile app Services RFP, November 3, 2020, submit to [sarah@tnlaonline.org](mailto:sarah@tnlaonline.org)
2. TNLA to notify candidates in writing via email regarding the final determination, around November 30, 2020
3. Final Candidate to begin working on 2021Nursery/Landscape EXPO Mobile App services starting December 1, 2020 with the App's final launch to be March 1, 2021

## **MEET THE TEAM – NURSERY/LANDSCAPE EXPO SHOW MANAGEMENT**

The Nursery/Landscape EXPO is produced by the Texas Nursery & Landscape Association (TNLA). TNLA members are part of a community: a support group of over 1,600 nursery/landscape businesses.

The **Texas Nursery and Landscape Association's Mission** is to Enhance Members' Business Success Through Legislative / Regulatory Advocacy, Education, Networking, and Promotion of Professionalism. To learn more about TNLA go to [www.tnlaonline.org](http://www.tnlaonline.org). To learn more about the EXPO go to [www.nurserylandscapeexpo.org](http://www.nurserylandscapeexpo.org).

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