

# MCH-Global Events for IRF Group/FOMEX

## RFP Guide/Questionnaire

### CORPORATE OVERVIEW

#### Question

Who are the key stakeholders of the FOMEX show?

When was FOMEX first held?

Why was the FOMEX show first created?

How is FOMEX positioned within the media industry in Saudi Arabia and on the global stage?

Which key industry segments are you targeting to exhibit at the show?

What is the full branding name of FOMEX/Saudi Media Forum. Please share corporate design thereof.

### EVENT OVERVIEW

#### Question

In square meters, how large was the floorplan of the previous show?

Where was the previous show held?

How many exhibitors participated in the previous show?

How many speakers and breakout seminars did the previous show include?

How many guests attended the previous show?

Please provide the previous show layout and documentation.

What are the intended dates of the 2025 show?

Where will the 2025 show take place?

In square meters, how large will FOMEX'25 be?

Who are the key stakeholders in the 2025 FOMEX show? Eg. SBA, FOMEX board, Ministry of Media, Saudi Tourism, etc.

Are there key audiences you are targeting to attend the 2025 show?

Are there any key goals which need to be considered for the 2025 show?

Are there any Key Performance Indicators you wish to use to measure the success of the 2025?

Please provide an outline of the expected timelines for the event including:

- Opportunity to send questions in reply to the brief.
- Brief submission deadline
- Expected decision deadline
- Project kick-off dates
- Any other key dates

## LEARNINGS

### Question

Were there any key learnings from the previous FOMEX show?

Can you tell us about areas where you would like to make improvements for the 2025 edition?

## OBJECTIVES

### Question

Please share clear KPI's and objectives that will be assessed as key success indicators for the response?

## KEY TRENDS & THEMES

### Question

Are there key themes which you tackled at the previous FOMEX edition?

Do you wish to revisit any of these themes for the 2025 edition?

What are the new themes you wish to explore at FOMEX 2025?

Do you see key industry trends which you would like to be considered in the proposal? Please list.

In terms of programming, are there any themes which you would particularly want the show to highlight in 2025?

## EXHIBITION CONCEPT

### Question

Should the 2025 edition of FOMEX have an overarching theme? Please provide details.

In terms of architectural build, what areas should be included in scope of this proposal?

## EXHIBITION ELEMENTS

### Space Design & Allocation

#### Question

Can you provide us with floorplans and layouts for all of the event spaces?

Can you provide an overview of the areas which should be included in the exhibition concept?

Eg. paid exhibitor spaces, stage area, catering spaces etc.

### Visitor Experience

#### Question

Which areas of the visitor experience fall into the scope of this proposal?

Eg. from ticket purchase through to the event experience?

Please describe the guest journey from the previous FOMEX edition?

Are there any changes you would make to the visitor experience based on the previous edition?

Does the event schedule include any special days? Eg. Media Day, VIP Day. Please list.

### Experiential Events

#### Question

Do you wish for curated content such as activations, exhibits or installations to be included in this proposal?

If so, please give an indication of this scope.

Are there opportunities to create experiential elements alongside event partners and sponsors?

### Live Production

#### Question

Do you/the venue already have any pre-determined partners who must be considered for the live production of this event?

Following the production of the previous event, can you identify any specific areas of production you believe this proposal should focus on?

### Hospitality

#### Question

What was the Food and Beverage offering included in the previous show?

How do you wish to improve on this for Fomex'25

Can you provide the previous show's hospitality layout and information on the offering?

Which hospitality should be considered in thgis proposal? Eg. Public F&B offering, Media day, VIPS etc.

### **Design Assets**

#### **Question**

Please provide all relevant brand assets including logos, colours and fonts.

Kindly provide brand gudielines, key messaging or any other specific conetnt / material we need to take into consideration for this RFP?

### **Event Operations**

#### **Question**

Please provide an outline of which areas of guest management should be covered in this proposal?

Eg. Who manages the ticketing portal? At which point does the bid winner become responsible for the guest journey?

Please provide an outline of which areas of exhibitor management should be covered in this proposal?

Eg. Who is responsible for sourcing exhibitors? Should the proposal include stand building for all exhibitors or can they use external partners?

Please provide an outline of which areas of speaker management should be included in this proposal? Eg. Is the bid winner responsible for sourcing speakers?

### **SCOPE OF WORK**

#### **Question**

Please clearly outline which elements of the show fall into the scope of work in this proposal using the prompts below.

Venue Management

Exhibitor Management

Speaker Management

Guest Management

Vedor Sourcing - Are there any predetermined vendors?

Stand and Infrastructure Construction

Content Creation

Experiential Elements

Hospitality

### **AGENCY CREDENTIALS**

**Question**

Please show a clear ability to deliver the scope of this RFP, showcase relevant examples, success cases and regionally relevant projects successfully delivered.

All proposals must include case studies / examples / testimonials of prior relevant work, ideally 1) in the events & exhibitions sector, 2) of a similar scale, and 3) in-market, in region or globally.

### **COMMERICAL PROPOSAL**

**Question**

What is the budget for producing this event?

Can you outline the commercial strategy of the event and how it is funded?

Do you wish to provide your own budget template for the bidders to work in or can they use their own budget templates?

Are there any tender bond/performance bond requirements?