

***Business Service Provider
Atlantic Coordination of the Aerospace, Marine and Defence Sector***

Atlantic Alliance of Aerospace and Defence Associations



Request for Proposals (RFP)

The Atlantic Alliance of Aerospace and Defence Associations therein known as AAADA has engaged with the Atlantic Canada Opportunities Agency (ACOA) in a multi component project with a component being individual projects known as the AAADA Strategic Workplan. As such the AAADA Planning Committee is soliciting proposals for the purposes of entering into a contract through competitive negotiations for professional services to undertake engagement of a business support service for the delivery of the AAADA Strategic Workplan for the fiscal year 2014-2015. The AAADA would engage these services for a seamless delivery of all its industry members and government stakeholders in Atlantic Canada.

This would include enhanced coordination through increased communication and advocacy throughout Atlantic Canada, at the national and international level. The service provider would ensure the delivery of all the proposed workplan elements including:

- Collect and disseminate any internal; and external relevant information in the interest of the membership;
- Continue to brand the Atlantic industry on a regional, national and international stage;
- Increase awareness of the products, services, skills and expertise resident within the Atlantic industry and develop supportive marketing and promotional materials and metrics

In order to be reactive to evolving and changing dynamics in the sector, it should be noted that the work plan, (Appendix A), at the discretion of the AAADA Planning Committee in consultation with ACOA, may be amended during the period. Any amendments would also be done in consultation with the successful Proponent of this RFP

RFP Release Date	August 18, 2014
Contact Name & Information	Gordon Gale BSc; MSc Executive Director ADIANS / OTCNS Suite 800; 1701 Hollis St. Halifax, Nova Scotia B3J 3M8 Tel: 902.425.0070 Email: Gordon.gale@adians.ca
RFP Due Date	September 2 nd , 2014 Submitted electronically as PDF by 12:00 p.m. September 2 nd , 2014 to Gordon.gale@adians.ca

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Appendix A

AAADA Strategic Workplan 2014-2015

REQUEST FOR PROPOSAL

1.0 ADMINISTRATIVE REQUIREMENTS

The following terms and conditions shall apply to this Request for Proposal and to any other subsequent proposal(s) or contract(s) entered into with the Atlantic Alliance of Aerospace and Defence Associations. Submission of a proposal in response to this Request for Proposal indicates acceptance of the following terms:

2.0 DEFINITIONS

RFP	Request for Proposal
Proponent	Any coordinator(s)/consulting company(s) that submits, or intends to submit a proposal to AAADA Planning Committee for consideration of acceptance in a particular project.
Business Service Provider	The successful proponent to this RFP who is provided the opportunity to enter into a written contract with AAADA Planning Committee
AAADA	Atlantic Alliance of Aerospace and Defence Associations (AAADA) organisation that would enter into contractual arrangement with the Business Service Provider. For financial purposes ADIANS would be the vehicle for funding disbursement
AAADA Planning Committee	This committee is comprised of representation from the following organisations: <ul style="list-style-type: none">• New Brunswick Aerospace and Defence Association (NBADA)• Aerospace and Defence Industry Association of Newfoundland and Labrador (ADIANL)• Aerospace and Defence Prince Edward Island (APEI)• Aerospace and Defence Industry Association of Nova Scotia (ADIANS)• Atlantic Canada Opportunities Agency (ACOA)

2.1 Acceptance of Terms

All of the terms and conditions of this Request for Proposal are assumed to be accepted by the proponent and incorporated into the proposal as a result in a proponent responding to this RFP.

2.2 RFP Amendments

AAADA reserves the right to amend or supplement this RFP, giving equal information and cooperation by way of issued addendum to all proponents as a result of such an amendment.

2.3 Rejection of Proposals

AAADA has the right to reject or accept any or all proposals submitted for this RFP. Proponents may be eliminated from consideration if there is a failure to comply with any of the specifications of this RFP, including the Terms of Reference.

2.4 Proponent Costs

All costs incurred prior to acceptance of a proposal and written agreement are to be solely incurred by the proponent including preparation of the proposal, presentation(s) to AAADA and/or travel expenses for this RFP.

2.5 Proposal Submissions

All proposals, supporting documentation and manuals submitted by a proponent for this RFP become the property of AAADA.

2.6 Acceptance of Proposals

The RFP neither expresses nor implies any obligation on the part of the AAADA to enter into a contract with any proponent submitting a proposal or proposals for this RFP.

After the submission of a proposal for this service the AAADA Planning Committee shall not request further information from the proponents for the basis of decisions in awarding a contract to a proponent. AAADA incurs no obligation to the proponents in any manner until a written agreement is signed between AAADA and the proponent that has been successfully chosen for this RFP.

2.7 Evaluation of Proposals

The AAADA Planning Committee will review the proposals submitted within fifteen (15) days of the deadline date and make a recommendation to AAADA executive for awarding based on the proposals given by the proponents.

AAADA also reserves the right to negotiate further with any proponent(s) that have submitted a proposal for acceptance to this RFP if necessary in successfully awarding a contract with a proponent(s).

2.8 Contract Cancellation

A contract entered into with the successful proponent may be cancelled for, but not limited to, for defaults in the observance and compliance of any of the conditions set forth in the contract or specifications of the RFP including Terms of Reference; or has become insolvent.

2.9 Validity Period

Proposals must be open for acceptance for at least sixty (60) days after the closing of this RFP. Upon acceptance, prices quoted within the proposal submitted by the proponent must be firm for the entire contract period unless otherwise specified and agreed upon with AAADA.

Note: the anticipated start date of the contract is September 25th, 2014, with business service execution on-going until April 30, 2015, followed by wrap up and reporting.

3.0 PROPOSAL PREPARATION

This section defines the preparation and submission procedures that shall be adhered to by a proponent(s) wishing to respond to this RFP.

The proposal shall be signed by a binding signature from an authorized person(s) on behalf of the proponent.

3.1 Proposal Format

All proposals should be articulated in accordance with the sample format structure outlined within this RFP. The overall structure shall follow these procedures however this does not limit the proponent from attaching additional information that may be applicable to their approach in replying to this RFP.

Proposal Format Guidelines:

Title Page

The title page shall show Request for Proposal #, proponent's name, and contact information including physical address, telephone number, contact person and date.

Table of Contents

Clearly identify the materials by section and page number.

Letter of Transmittal

Briefly state the proponents understanding of services to be performed and make a positive commitment to provide those services as requested within the RFP. Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, addresses and telephone numbers.

Executive Summary

This provides an overall summary of the contents of the proposal being submitted in response to this RFP.

Proposals

This section constitutes the core of the response from the proponent(s). The proponent shall include responses to sections 4-12; Please respond to these in order of which they appear in the Terms of Reference section of this RFP.

Appendices

Any additional information the proponent(s) deems to be important to the approach in developing a proposal for this RFP may be included.

Attachments

A list of materials or documents should be attached to ensure that any additional materials submitted in response to this RFP will be included for review.

3.2 Submission of Proposals

Each proponent shall submit one(1) electronic copy to AAADA (Gordon Gale, Executive Director, ADIANS), that then will be circulated to the AAADA Planning Committee. It is the proponent's responsibility to ensure that the electronic copy (PDF version) is the most recent and accurate proposal for review by the AAADA Planning Committee.

All proposals shall be sent to:

Gordon Gale BSc; MSc
Executive Director
ADIANS / OTCNS
Suite 800; 1701 Hollis St.
Halifax, Nova Scotia
B3J 3M8
Tel: 902.425.0070
Email: Gordon.gale@adians.ca

TERMS OF REFERENCE

4. PURPOSE

The AAADA Planning Committee is seeking proposals to execute professional services to undertake engagement of a business support service for the delivery of the AAADA Strategic Workplan for the fiscal year 2014-2015. The AAADA would engage these services for a seamless delivery of all its industry members and government stakeholders in Atlantic Canada.

This would include enhanced coordination through increased communication and advocacy throughout Atlantic Canada, at the national and international level. The service provider would ensure the delivery of all the proposed workplan elements including:

- Event Management of 11 pan-Atlantic initiatives identified within the AAADA strategic workplan;
- Proposal of branding and marketing activities to further elevate the profile and awareness of the AAADA and its members capacity and capability during the 2014-2015 fiscal year strategic workplan delivery to be used in conjunction at various events;
- Development of a reporting system to provide event metrics, attendance and member feedback to AAADA planning committee;
- Onsite delivery and logistics, as required;
- Engagement of suppliers and tendering of RFP's for initiatives and services, as required;
- Collect and disseminate any internal; and external relevant information in the interest of the membership;
- Maintenance of the AAADA website, communications and marketing strategies to members and government stakeholders;
- Continue to brand the Atlantic industry on a regional, national and international stage;
- Increase awareness of the products, services, skills and expertise resident within the Atlantic industry and develop supportive marketing and promotional materials and metrics

The successful contract will manage the project in its entirety in partnership with the AAADA, including planning, organising, all workplan items identified for fiscal year 2014-2015 and subsequent business services required for event execution and follow up reporting. This will include all aspects of event management including the budget, participants travel, speakers, etc.

Since the establishment of the Atlantic Alliance of Aerospace and Defence Associations (AAADA) in 2004, it has grown significantly in members and scope. Most recently, as a result of the National Shipbuilding Procurement Strategy (NSPS), the marine industry has been incorporated as a key part of the AAADA's makeup and focus across the region. The four member provincial associations, the New Brunswick Aerospace and Defence Association (NBADA), Aerospace Prince Edward Island (AeroPEI), the Aerospace and Defence Industries Association of Newfoundland and Labrador (ADIANL) and the Aerospace and Defence

Industries Association of Nova Scotia (ADIANS) encompass over 155 member companies but the industry is representative of over 500 Atlantic Canadian firms (which include members of sister associations) involved in or exploring the defence industry throughout the region.

The AAADA was formed to aggregate the capacity of Atlantic industry and to assist in marketing the region internationally. In an increasingly global market, we recognized that the Atlantic aerospace, marine and defence sector featured a number of strategic advantages that could be leveraged to foster even greater success, collectively, in international markets.

In recent years, the AAADA has grown, building and expanding on its original mandate. Today the AAADA is leading initiatives to spur innovation and commercialization opportunities for the sector, facilitating engagement of its membership to capitalize on major projects and providing opportunities to help the industry prepare for global value chain opportunities.

AAADA will continue to build on new growth areas and advance our regional industry agenda through targeted advocacy as well. Advocating for the interests of SMEs in the current defence environment is also an element of our proposed future objectives.

We play an important leadership role as the regional voice and facilitator for strategic industry engagement and have a proven track record as an effective vehicle for harmonizing national and global promotion and advancement of the sector in Atlantic Canada.

Critical, on the go-forward to continue this kind of success, will be working in partnership with our provincial associations and sister associations throughout Atlantic Canada to reflect their provincial needs on a pan-Atlantic scope to build on these successes, foster innovative cluster areas and prepare members to be eligible to compete for defence market opportunities. Key to this growth, will be the engagement of a business service provider to help fully deliver activities and event management to ensure we as an organisation have the reach and resources to meet all our members various needs.

5. DELIVERABLES

The successful proponent to this RFP shall provide all services and functions in organizing events included in the AAADA strategic workplan fiscal year 2014-2015. Once a proponent has been selected the organizer(s) are expected to work closely and regularly with the AAADA Planning Committee and its sister organisations on a project by project basis.

Project Management:

The AAADA Planning Committee shall provide to the successful proponent with guidance and overall management services for the duration of the planning and implementation of the strategic workplan and related events and initiatives.

The proponent shall demonstrate a response in the proposal to the following three phased approach:

5.1 Phase I – ORGANISING AND PLANNING

The organisation and planning of individual events and initiatives in collaboration with the AAADA Planning Committee shall decide on conference formats and lengths, determining timing options, providing direction on desired venue locations, setting an overall theme for the events, determining plenary and/or keynote speaker options.

5.2 Phase II – EXECUTION AND IMPLEMENTATION

Working with the AAADA Planning Committee or a representative of one or more (not necessarily the whole committee) engaged in the specific component/project within the workplan, the Proponent would determine and implement the following:

1. Logistics requirements for the specific event including, but not exclusive of, venue, audio visual requirements, refreshments and catering requirements in consultation with the AAADA planning committee or representatives thereof
2. Facilitate and consolidate recruitment for the specific project
3. Invoice and collect any pertinent fees etc. required for participation in a specific project
4. Ensure such funds are credited to ADIANS on behalf of the AAADA in order to comply with the 75-25 formula the AAADA - ACOA contract demands
5. Facilitate and disburse any costs etc required by guest speakers, participants etc. that would be required to present/engage with a specific event. (Note: Should upfront costs be required for a specific project the AAADA Planning Committee or representatives thereof, would ensure an advance payment)
6. In some instances AAADA events may be delivered in partnership with other organisations (Provincial, Federal, NGO etc.), the Proponent would engage with such potential partners in a seamless delivery of the project. (Note: In a number of instances partners may be contributing financially to the project, if so clear accounting should be recorded and applied appropriately to ADIANS on behalf of the AAADA particularly for the 75-25 formula)

5.3 Phase III – WRAP UP AND REPORTING

Feedback from the AAADA Planning Committee, its members, industry stakeholders and government partners is integral in assessing the success of the strategic workplan over the fiscal year 2014-2015. Therefore, the business service provider shall:

- Develop a method for collecting feedback from attendees, partners and stakeholders that can be delivered across initiatives over the fiscal year;
- Provide briefs reports to the AAADA Planning Committee following each initiative including programs overviews, major themes, attendees, budget and any issues/concerns that must be addressed or received from clients;
- Liaise with suppliers on behalf of the AAADA Planning Committee to ensure that all supplier invoices are received for payment and settlement in a timely manner

6. INFORMATION

It is important for the successful proponent of this RFP to work closely with the AAADA Planning Committee. The successful proponent will also be required to review any existing material relevant to the planning and implementation of initiatives and events as well as complete initial research to supplement existing information if necessary. It may be required to use outside sources for information to fully develop a successful event.

7. REPORTING PROCEDURE

The services provided through the business service provider will be directed by the AAADA Planning Committee and may include during the planning process other key stakeholders to participate during meetings and consultations depending upon topic(s) being covered.

The business service provider shall be prepared to meet (conference calls) with the AAADA Planning Committee at different phases of the planning process to discuss progress, an on an event by event basis. A principal contact will be assigned between the business service provider and the group relating to planning content and activity.

Electronic reports must be received by the AAADA Planning Committee at least five working days prior to the scheduling of a meeting.

8. COMPLETION OF THE CONTRACT

The project will be completed upon acceptance of the successful execution of all initiatives within the AAADA strategic workplan, and the final report received.

- PDF Copy - one(1) electronic copy of the final report prepared for reproductive capabilities

9. METHOD OF PAYMENT

ADIANS on behalf of the AAADA will execute a contract with the business service provider for the work to be performed. Payment will be made on a monthly basis of invoices submitted for work completed.

PROPOSAL CONTENT

10. STATEMENT OF WORK

The proposal shall outline the work the business service provider will undertake to meet the core objectives of the proposed mandate in carrying out the work across various projects over a fiscal year. Core mandated objectives of the business service provider include:

- Collect and disseminate any internal; and external relevant information in the interest of the membership;
- Continue to brand the Atlantic industry on a regional, national and international stage;
- Increase awareness of the products, services, skills and expertise resident within the Atlantic industry and develop supportive marketing and promotional materials and metrics

A description of the methodology to be used is required and shall be submitted, in reference to working with various stakeholders, event management of multiple projects and marketing and coordinating across stakeholders and servicing various client groups.

11. QUALIFICATIONS

The business service provider shall demonstrate in the proposal, an extensive background in event management, in Atlantic Canada, nationally and abroad, as well as planning successful events. Experience in working with the Atlantic aerospace and defence sector in terms of coordination, marketing and client engagement. Extensive experience in the engagement of key suppliers, contract delivery and delivery of RFPs.

Experience in the delivery of communications and marketing products to promote an industry sector.

In addition the proposal should include the following:

- Names and levels of responsibility of personnel that would be engaged in the planning and implementation of the business services and a detailed outline of the extent to which each person will participate.
- The name of firms with which the organiser(s) would be affiliated during the project and extent of their participation.
- The per diem or hourly rates that will be charged in relation to all staff listed and the level of effort to be produced by each staff; including those from other firms.
- Two “relevant references” to which the AAADA Planning Committee may refer to as part of the selection process. Include company name, contact person and telephone number, and a description of the services provided by your company.

12. COST AND TIMING OF STUDY

The proposal should include a detailed budget that includes all costs required to execute and complete the business service provider duties such as professional fees, administrative costs and travel, for the delivery of the entire AAADA strategic workplan, and not on a project by project basis.

The total fixed price for carrying out the work must be indicated by the proponent in the proposal. The successful proposal will be based upon the amount and quality of the work to be carried out for the fixed price quoted in the proposal.

It is anticipated that the total fixed price would be in the range of \$80,000 – \$95,000.