



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

YOUR CONNECTION TO GROWTH™

INVITATION FOR BIDS

Food Export Association of the Midwest USA (Food Export-Midwest) and **Food Export USA–Northeast** (Food Export-Northeast) are seeking a meeting planner (individual or company) to assist with the planning and implementation of two annual Member State meetings.

The selected contractor will be responsible for the aforementioned activities during our 2024 Program Year from October 1 through December 31, 2024. Previous experience with not-for-profit groups/trade associations, international marketing, and food and/or agricultural groups will be considered favorably.

Attached please find the official Request for Proposal for details, requirements and deadlines.

The deadline for proposals is 12:00 noon EST on **Friday, August 30, 2024**. Emailed proposals will be accepted.

Please address all proposals and questions to:

Laura England, Chief Communications Officer/Deputy Director
Food Export Association of the Midwest USA
Food Export USA–Northeast
1617 JFK Blvd., Suite 420
Philadelphia, PA 19103
Phone: (215) 599-9738
Email: lengland@foodexport.org

Background

Food Export Association of the Midwest USA (Food Export-Midwest) and Food Export USA – Northeast (Food Export-Northeast) are not-for-profit export associations whose primary function is to develop export markets for midwestern and northeastern producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from 13 midwestern and 10 northeastern states.

Both groups are participants in the Market Access Program (MAP) and the Regional Agricultural Promotion Program (RAPP), federal programs handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP/RAPP are intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately 75 other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export-Midwest and Food Export-Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export-Midwest and Food Export-Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others.

Food Export-Midwest and Food Export-Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export-Midwest focuses on midwestern exporters and a series of nine overseas target markets, including China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, Mexico, Oceania, and Africa. Food Export-Northeast targets northeastern exporters and nine overseas markets, including France, Germany, the United Kingdom, Central America, Canada, South America the Middle East, Africa, and the Caribbean.

By collaborating, the activities and services of each organization are open to participation by companies from the other region. The net effect is that exporters in the Midwest and Northeast have access to a larger range of export promotion opportunities, while the limited staff at Food Export-Midwest and Food Export-Northeast can focus on specific market development opportunities.

The states that are members of Food Export-Midwest include: Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, Oklahoma, and Missouri. Food Export-Northeast encompasses: New York, New

Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

More information about Food Export-Midwest and Food Export-Northeast is available at: www.foodexport.org.

Scope of Work

Food Export-Midwest and Food Export-Northeast are seeking individuals and/or companies to assist with the planning and implementation of two annual Member State meetings, a day and a half meeting in April and a two-day meeting in October. The primary responsibility will be researching locations and negotiating hotel contracts for 2025. Additional meeting planning services could include the following:

- Work with Food Export-Midwest's and Food Export-Northeast's planning committee.
- Development of project timeline and ensuring adherence to the project timeline.
- Development of an event budget.
- Ongoing hotel contract negotiation and liaison.
- Pre-event site visit.
- Development of all banquet event orders and audiovisual requirements.
- Assistance with agenda development, including speaker invitations and confirmations.
- Development of list of and liaison with offsite entertainment options.
- Event promotion (familiarity with Cvent is a plus).
- Recruitment of and coordination with sponsors.
- On-site assistance, as needed.
- Post-event follow-up, including review and approval of all hotel and related charges.
- Help staff with:
 - Attendee registration.
 - Preparation (or supervision of) necessary signage, name badges, and meeting handout materials.

We are open to consideration of other services not listed here.

All eligible conference expenses will be reimbursed under the USDA Market Access Program (MAP). Therefore, knowledge about these regulations, such as government per diems and how they apply in this situation, will be considered favorably.

Please provide a quotation on the services outlined above at a per hour rate.

Requirements

The individual and/or company must be able to cite previous experience in meeting planning. Previous experience with not-for-profit groups, international marketing, food

and/or agricultural groups will be considered favorably. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated project. In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Complete Mailing Address
3. EIN/TIN/SS number (or if an overseas entity, the equivalent tax identification number in your country)
4. Type of Structure (choose one):
 Individual Corporation LLC Partnership Sole Proprietorship

Food Export-Midwest and Food Export-Northeast are not liable for any costs associated with any company's response to this RFP. Food Export-Midwest and Food Export-Northeast reserve the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received. The awarded contract may be renewed for up to three (3) years.

The selected contractor must agree to abide by Food Export-Midwest's and Food Export-Northeast's Terms and Conditions:

Food Export-Midwest and Food Export-Northeast do not discriminate on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export-Midwest and Food Export-Northeast do not tolerate fraud in their programs or services and expect all participants to comply with our code of ethics (www.foodexport.org/codeofethics).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export-Midwest and Food Export-Northeast, do not comply with MAP/RAPP, FAS, Food Export-Midwest and Food Export-Northeast regulations or policies, or otherwise reflect positively on them, their members states, FAS, or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information, please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export-Midwest and Food Export-Northeast require that its contractors may not discriminate on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public

assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Food Export-Midwest and Food Export-Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor's ability to carry out the scope of work.

By responding to this request for proposal, you are certifying that your company nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. If you are unable to certify to the preceding statement but wish to proceed with a proposal to this request, you will need to include an explanation as to why you cannot certify this statement as an attachment to your proposal.

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be re-used for any purpose, in whole or part, including any text, or related concepts, strategies or tactics described, without written permission from Food Export-Midwest and Food Export-Northeast.

Submission Deadline

The deadline for proposals is **12:00 noon EST on Friday, August 30, 2024**. Emailed proposals will be accepted. Please forward to:

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