

REQUEST FOR PROPOSAL

OCI's Conference and Tradeshow

Videography 2025

Issue Date: 24/07/2024

Closing Date: 09/08/2024

Ontario Centre of Innovation (OCI)

For over 37 years, the Ontario Centre of Innovation (OCI), has been a central pillar of Ontario's innovation community, with a mission to equip Ontario businesses with the transformative emerging technologies to keep them growing and globally competitive. OCI is the only province-wide organization that connects and engages Ontario's innovation community for the benefit of all.

OCI brings industry, academic, and government partners together to invest in collaborative R&D, technology development, and commercialization opportunities that generate the highest return on innovation for Ontarians. As an ecosystem connector, OCI initiates unparalleled partnership opportunities, develops, and manages successful industry-academic collaborations, supports high-potential SMEs in commercializing ground-breaking research, and provides hands-on training and skills development opportunities for the next generation of highly skilled talent. OCI drives economic growth and job creation through investments in the development, commercialization, and adoption of advanced technologies.

OCI is a non-profit organization funded by the Government of Ontario.

www.oc-innovation.ca

The **DiscoveryX Conference**, hosted by OCI, is an innovation conference, trade show, and technology showcase. The OCI Conference will bring together key players from industry, academia, government, and the investment community to connect and collaborate, providing speakers, sessions, and demonstrations of breakthrough technologies across all sectors.

Last year, the conference garnered over 2200 + attendees and 250+ exhibitors in 2024, the OCI Conference showcases leading-edge technologies, best practices, and collaborative research across Ontario's innovation ecosystem.

Conference 2025

Conference Requirements

The objective of this Request for Proposal (RFP) is to solicit proposals for providing videography services for OCI's Annual Conference in 2025. The conference will be held at the Enercare Centre, Toronto.

- Conference 2025 will be held on April 16 and 17

Details of the services required are outlined below but are subject to change.

Issuance of this RFP does not commit the Ontario Centre of Innovation to pay any cost incurred in the preparation and submission of a response, or to procure a contract for any services, software, and/or equipment.

Conference Objectives

- Build a profile for OCI and the innovation community in Ontario along with its stakeholders to maximize networking opportunities and help build partnership opportunities for entrepreneurs, industry, researchers, and others.
- Provide a forum for collaboration and exchanging new ideas and critical information among government, researchers, academia, industry, entrepreneurs, students, and investors.
- Showcase Ontario's world-class research and innovative technologies, including those currently being developed with OCI support, to a diverse range of potential partners including small, medium, and large companies, governments, and academia as well as foreign markets and media.
- Support Ontario's industrial growth, expansion of markets, and the creation of Ontario-based employment in OCI-supported sectors
- Showcase entrepreneurs to investors, other companies, and academia.
- Grow the OCI Conference annually, increasing attendee and exhibitor participation.

Our goal each year is to find new and better ways to meet the needs of our participants, increase exhibitor and attendee ROI, provide unique content to stimulate ideas and discussion, improve the delivery of our event, and maintain the OCI Conference as the "must-attend" event in the innovation space in Canada and further develop its international reputation.

Target Audience

- Industry (Owners, Presidents/CEOs, heads/members of corporate R&D teams)
- Entrepreneurs
- Investment community (Angels, VC, Financial Institutions)
- Regional Innovation Centres
- Provincial, federal government
- Academic researchers
- Post-secondary students
- Media

The audience is primarily Canadian, with the majority of attendees based in Ontario.

Key Messages/Themes

- Canada's leading innovation-to-commercialization conference
- A destination for the brightest minds in research, innovation, business
- A forum for collaboration – exchanging new ideas and critical information among researchers, academia, and industry.
- OCI is at the centre of innovation, driving economic growth and job creation through investments in the commercialization and adoption of new technologies. As host, OCI is showcasing the best of Ontario's technology companies.

Preliminary Agenda & Conference Specifications for 2025 (subject to change)

o Tuesday, April 15

- Load in
- Rehearsals
- Exhibitor set-up

o Wednesday, April 16

- Registration opens at 8:00 am
- Pre-meetings and workshops (TBD)
- Exhibitor Showcase opens at 9:00 am
- Opening remarks at 9:30 am
- Keynote speaker(s)

- Luncheon 12:00 pm - 2 pm
- Programming: multiple simultaneous panels/sessions/ pitch competitions from 10:00 am-4:00 pm
- Networking Reception 4:30 pm – 6:00 pm

o **Thursday, April 17**

- Exhibitor showcase opens at 9:00 am
- Programming: multiple simultaneous panels/sessions/pitch competitions from 9:00 am – 11:00 pm
- Keynote speaker(s) and closing ceremonies 11:00 am – 1:00 pm

Conference Venue:

Enercare Centre, Halls A, B, C (approx. 230,000 – 280,000 sq. ft. depending on Halls utilized per year)

- Expected registrations 2025: 3500 Expected Exhibitors 2025: 350 Halls A, & B

Potential conference elements:

- Facilities for media, speaker’s green room, VIPs, and registration
- Preconference meetings and workshops
- Opening remarks and keynote addresses
- Opening networking reception
- Luncheon
- Awards ceremony
- Panel discussions
- Pitch competitions
- Trade delegations
- Mentoring sessions
- Roundtable discussions and training

The conference will integrate speaker and panel sessions within the trade show, with possible modifications (if you would like to view previous show floor plans and agendas please request).

Concurrent programming locations:

Venues are located on the show floor for various presentations, panel discussions, and mentorship. The number of required stages and B2B & B2G zones are dependent upon programming for a given year.:

Scope of Work Videographer:

Objective: Capture high-quality, comprehensive videos of the event documenting the atmosphere and excitement of DiscoveryX that could be leveraged for marketing and social media campaigns in future years.

- One (1) welcome video (runtime 90 seconds) leveraging stock footage and footage provided by OCI from past conferences, and
- One (1) loop video (runtime 30 seconds) an interstitial leveraging stock footage and typography.
- One (1) competition video (runtime 90 seconds), to be edited right after filming and shown on day two during the award ceremony,
- One (1) thank you video (runtime 60-90 seconds), to be edited throughout the conference onsite so that it's ready for the end of the conference,
- One (1) keynote speaker (runtime 240-300 seconds), leveraging presentation footage to be provided by OCI (AV team) intercut with audience reactions, showcasing highlights from the main keynote speakers,
- One (1) DiscoveryX 2025 trailer (runtime 60-90 seconds), to be created to promote the conference in 2025,
- One (1) DiscoveryX 2024 promo video (runtime 150-240 seconds), we'd create a dynamic energetic video that highlights the event, speakers, company participants in the event, and
- Two or three (2-3) Discovery Conference social cutdowns (runtime 30 seconds) from the approved DiscoveryX 2024 promo video.

Below are links to all the videos.

- https://youtu.be/rpAn38lVT_0?si=Hjktm6T6s0lRmUNy
- https://youtu.be/fz2wE_N8BZI?si=WYfipPQCRxCiHnH4
- <https://youtu.be/xBkipEtPW5g?si=ezJ9dkktR610lmJF>
- <https://youtu.be/GE-zunDtuM8?si=uZt8HexMlPQaRYzZ>
- <https://youtu.be/dmOO566vQso?si=NFSZiVPbhmJr-Ms9>
- https://youtu.be/CnE5sii-5XM?si=k37hYUnZK91Ol_gS
- <https://youtu.be/kjx20GeSdHQ>
- <https://youtu.be/s9roIY1QAsc>

Additional Notes:

For next year, we'd like more short, social media (vertical) videos to share. This could be as a promo ahead of the event and for post-event as well.

OCI Evaluation

- RFP submissions will be evaluated using the following criteria:
- Experience, expertise, qualifications, and capability to carry out work described in the above (40%)
- Price; Payment and Pricing Terms (50%)
- Presentation of Proposal / Company Background and References (10%)
- Select organizations will be requested to present to the OCI committee and will be requested to provide four (4) copies of their formal presentation.

Timeline

- Submit proposals by 4:00 p.m. Wednesday, 09/08/2024
- Presentations by shortlisted companies First week of September 2024
- OCI advises companies on decisions Second week of September 2024

Subsequent Contract Terms and Conditions

- The Ontario Centre of Innovation (OCI) reserves the right to award all, partial or none of this solicitation.
- This RFP does not create an employment relationship. Individuals performing services required by the contract are not employees of OCI. Vendor's employees shall not be considered employees of the Ontario Centre of Innovation and as such shall not be eligible for benefits accruing to OCI employees.
- Any changes to the scope of services and associated costs following the execution of the contract must be submitted in writing and are subject to approval by OCI
- Travel and travel reimbursement is not authorized for this acquisition.
- The vendor will be paid upon submission of proper invoices to OCI at the prices stipulated in the contract.
- Invoices will contain the contract number and reference number.

Response Deadline/Schedule

Responses are required via email by **4:00 p.m., August 09, 2024, to the following:**

Palak Verma

Tradeshaw and Exhibition Lead

Ontario Centre of Innovation

pverma@oc-innovation.ca

All bids will be acknowledged with a return receipt.

Proposal Retention

Proposals submitted in response to this RFP will not be returned. It is the understanding that the contents of the proposals are the property of the agency and will not be utilized in any marketing efforts unless the company enters into a written agreement with the Ontario Centre of Innovation.

Questions / Clarifications

Questions may be addressed via email to Palak Verma.

Responses may or may not be shared with all potential bidders.