



June 5 – 8, 2022
Baltimore Convention Center
Baltimore, Maryland
[#IASAXchange](#) | [IASA.org/xchange22](#)

REQUEST FOR PROPOSALS – PHOTOGRAPHY SERVICES For IASA Xchange™

Issued Date: Monday, January 10, 2022

Due Date: 5:00 PM on Friday, February 18, 2022

IASA

Tracey Gould, Marketing and Communication Director
tgould@iasa.org

[RFP Response Via EmailMe Form](#)



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INTENT OF SERVICE

The Insurance Accounting and Systems Association, Inc. ("IASA") is seeking a professional photography vendor ("vendor") to capture photos and/or videos during the 2022 IASA Xchange™ and OnPOINT in Baltimore, Maryland, from June 5-8, 2022. The vendor will capture images for use on all media channels including, but not limited, IASA's website, social media accounts, promotional publications, and advertisements of both candid and art directed photographs. The successful vendor is required to have extensive experience in conference photography, preferably for conferences between 1,000 – 5000 people.

PROJECT BACKGROUND AND OVERVIEW

IASA will use these images and videos (as needed) primarily for IASA related materials including print ads, social media campaigns, and brochures.

These outlets require prominent and captivating images that help tell the story of the IASA and feature the elements that will bring members and non-members to future conference while capturing the "moments" of the current conference. Images captured by the selected vendor will be added to the IASA picture and video repository that will be used for several years.

EVENT / ATTENDEE PROFILE

Expected Total Event Attendance: 1,000

Sessions: 50-60 IASA events (including sessions)

Signature Programs: Opening Reception, OnPOINT, Keynote Speakers, Super Session, Tech Tank and Closing Reception

EVENT VENUE

IASA Xchange™ and OnPOINT will take place at The Baltimore Convention Center located at One West Pratt Street, Baltimore, MD 21201.

SCOPE OF WORK

Images will highlight the aspects of the conference that makes it appealing to attendees, IASA members, non-members, and corporate sponsors. Staff will work with the vendor on the specific images and locations that will be required for this project. Those may include:

- OnPOINT Executive Education
- CPE Sessions
- Opening General Session
- Keynote Speakers
- Opening Reception
- Closing Reception
- Tech Tank

ESTIMATED HOURS

The estimated times needed for photography services are detailed below. This includes general session/keynote, breakouts, registration, social events, off-site events, Board headshots, and other photography as required.

ACTIVITY	DESCRIPTION
Photography	4-day Photography Shoot for Multiple Conference Events
	Sunday, June 5, 2022: Walk-thru with IASA 8am – 9am Cover events 9:00a – 12:30p and 2:00p – 7:30p (10 hours)
	Mon, June 6, 2022: Cover events 9:00a – 5:30p, minus an hour for lunch (7.5 hours)
	Tues, June 7, 2022: Cover events 8a – 8p, minus an hour for lunch (11 hours)
	Wed, June 8, 2022: Cover events 8a-11a (3 hours)

** Times subject to change by mutual consent of IASA Management and Photographer*

Photo Requirements

IASA will receive all raw image files and one edited uncompressed jpeg format for each photograph. IASA retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses.

The selected vendor will not add or embed photos with branding captions or watermark signature on image files provided to IASA. The selected vendor will be allowed to use approved images captured for this project for demo purposes only.

1. Deliverables - Full resolution digital images uploaded to Dropbox/Google with full usage rights and ownership by June 12, 2022, and then shipment of final images via one (1) TB

Hard drive. PC compatible within 15 days of the closing of conference.

2. All sponsored events signage should be captured with sponsor logos
3. Provide all photos in organized folders by day and event.

Photography Shots to Include*:

Group shots

Sponsor Shots

Motion Shots

Candid Shots

Crowd and Overall Shots

Exterior and Entry Way Shots

Location Shots

Program and Event Collateral

Award Winners

Presenters

** A more extensive shot list will be provided to selected vendor no later than two weeks prior to the event*

SPECIFICATIONS FOR RESPONSE

Qualifying proposals require the information below. However, submitting vendors may choose to include additional materials as appropriate within the page limits specified under Proposal Format.

Proposal Format

- Proposals must be submitted through the EmailMe RFP Portal.

EmailMe Link: [RFP Response Via EmailMe Form](#)

Information within the proposal should be clear and in the format requested for each section:

1. **Executive Summary:** Provide an overview of the proposed services, your organization and its ability to be able to provide the services proposed.
2. **Examples/Past Project:** Include a summary describing three (3) relevant past projects. These examples should include a brief summary of each project and a sample of images as used in the final product. Should the vendor have an online portfolio, please provide the proper link to view.

3. **Additional Considerations to be Addressed:**

- i. Number of photographers to fulfill assignment
- ii. Term of Service: Submit event pricing and options.

4. **References:** (max 1 page) Provide a minimum of three (3) references including the name of person(s) who may be contacted, title of the person, email address and phone number.

5. **Cost Summary:** (max 1 page) A detailed cost for your services broken into product and service costs including anticipated travel expenses.

6. **Travel Expenses -** Please indicate if your pricing is inclusive of travel expenses or if reimbursement will be required. If requesting reimbursement please specify needs (i.e. travel, lodging, food, number of photographers, etc.)

7. **Appendix/Portfolio:** Applicants may provide a portfolio of work, either as an upload or via weblink to highlight the vendor's past work as applies to this proposed project. Applicants may also use this section to provide any additional information regarding the applicant's qualifications or methods relevant to this project.

EVALUATION AND SELECTION PROCESS

All applications will be evaluated and rated based on applicant's demonstrated capability and experience in providing professional photography services to an organization, preferably for associations. Applicant's qualifications will be evaluated and graded by IASA staff and leadership. IASA reserves the right to find any applicant qualified or unqualified to perform the duties outlined in the Scope of Work section.

TENTATIVE SELECTION SCHEDULE

The following timetable is tentative and subject to change:

January 10, 2022	Request for Proposal is released
February 18, 2022	Proposals due by 5:00 PM
March 7, 2022	Finalist photographers notified of virtual interview
March 21-25, 2022	Interviews with top candidates
April 4, 2022	IASA awards Professional Services Agreement
June 5, 2022	Photographer start date at 8am
June 8, 2022	Photographer end date at 11am

Questions concerning Proposal Requirements

All questions regarding this RFP should be addressed to:

Tracey Gould, Marketing & Communications Dir.

Phone: 919-489-0991

E-Mail: tgould@iasa.org

Questions must be submitted at least three (3) business days prior to the RFP submission deadline.

NOTICE TO CANDIDATES

This Request for Proposal does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of IASA.

IASA reserves the right to:

- Make the selection based on its sole discretion
- Reject any and all proposals
- Issue subsequent Request for Proposals
- Postpone opening proposals if necessary for any reason
- Remedy errors in the Request for Proposal process
- Approve or disapprove the use of particular subcontractors
- Negotiate with any, all, or none of the vendors
- Accept other than the lowest offer
- Waive informalities and irregularities in the proposals
- Enter into an agreement with another vendor in the event the originally selected Vendor defaults or fails to execute an agreement with IASA
- Elements and/or tasks may be added or deleted at the discretion of IASA pending negotiation of the Scope of Work and compensation
- Cancel this RFP in its entirety at any time prior to final agreement award

IASA assumes no responsibility for “late proposals,” and it is the sole responsibility of the consultant to ensure that the proposal is received at IASA prior to the due date. No faxes will be accepted. Late response, including responses postmarked before but not received until after proposal due date, will not be accepted.