

## RFP for Conference & Event Management FAQs

Understandably, many questions focused on responsibilities. For detailed information on all parties involved in the B.E.V. NY collaborative event, [please click HERE for the draft responsibilities' matrix](#) for all parties involved in the B.E.V. NY event (a collaboration between NYWGF and Cornell).

- 1. Does the \$25,000 budget include consultant fee, admin and out of pocket and expenses only, or does it cover the entire program? What is the total budget for the hybrid event?**

The \$25,000 budget is for consulting fees related to event management of both the B.E.V. NY (hybrid) conference and the New York Wine Classic Awards (virtual) ceremony. It is all encompassing of the fee, administrative, and any out-of-pocket expenses on your behalf. There is a separate budget for implementation of events (food, space, speaker fees, etc.). That budget can be shared with the winning bidder.

- 2. (Regarding the budget), I assume that is the consultant fee, if so, what legal fees would there be? Is there a budget for each event?**

We are not aware of legal fees that would be required. Each event has a separate budget for implementation (i.e., space & food costs, speakers fees, travel, if necessary, etc.) as noted above, will be shared with the winning bidder.

- 3. Are you looking for a full scope of the entire project, including those outside of event coordination?**

The budget mentioned, and our priority for this partnership as outline in the RFP, is for professional event management services of both events.

- 4. Has a venue been selected for the one-day hybrid experience?**

Yes. Rochester Inn & Conference Center, Rochester NY

- 5. Is there signage/branding already created for the event from past events? Or will everything need to be ordered new? If so, how much space needs to be**

## **branded at the in-person event?**

The branding is done, and we have a graphic designer on staff to create signs as needed. Some additional signage would likely need to be developed and ordered but this is more of a use-case and timing issue, which the Event Consultant will help determine. Separate budget would be available for signage, etc.

## **6. Does the \$25,000 budget include all the planning and graphic design for both events?**

Please see above.

## **7. Will there be any promotional needs – including media press releases, advertising or e-newsletter promotion coordination or development?**

NYWGF staff will be primarily responsible for the creation and dissemination of these items.

## **8. Will the selected partner be creating and executing promotional materials for digital, social, and hard copy campaigns?**

No. NYWGF has a Communications Manager who will be primarily responsible for this task. Our Event Consultant team would be responsible for sourcing all relevant materials from speakers, sponsors, exhibitors, wineries, etc. as appropriate.

## **9. You mentioned script writing in the proposal, is that for the host/emcee of the event, or for a different purpose? I think it may be what I refer to as a call sheet- but I'm not sure.**

In past events our “call sheet” helped outline timing (run of show) which we will also need for each event. We do need script writing for those introducing conference speakers, facilitators, also for the emcee of the New York Wine Classic. Incorporate all messaging as appropriate re: sponsors, partnership, awardees, etc.

## **10. How many people do you anticipate will attend in-person? Virtually? (Estimates OK.)**

Estimates:  
B.E.V. NY – 125 in person and 300 virtual

New York Wine CLASSIC – 200 virtual only attendees

**11. How did you host your previous virtual event and what was the production cost?**

Previously, both events were hosted on Zoom and NYWGF does have an account. This year we are partnering with [eCornell](#) as the technology platform for B.E.V. NY. Registration will be done via Eventbrite. The New York Wine Classic was anticipated to be held on Zoom with registrations coming through Eventbrite. We also anticipated livestreaming the awards event on social media platforms.

**12. Will there be NY Wine & Grape Foundation staff involved in both events, or would the selected partner be managing all aspects of the events?**

NYWGF staff will be “attending” both events, however, the Event Consultant will be managing all aspects of the events, along with eCornell when appropriate.

**13. What is the approximate number of speakers to be coordinated for each event?**

Estimate:  
B.E.V. NY – 20  
New York Wine Classic Awards – 1 Emcee and 5-15 Award Winners

**14. Have you already selected your virtual event platform, or do we need to research and recommend?**

Yes. [Please click here to learn more about eCornell](#). The successful bidder will work closely with that team to execute the hybrid and virtual portions of B.E.V. NY in March 2022.

**15. Can you further define event production? Does this include facilitation with hotel and logistics providers on deliveries, event companies, setup timings, room schedules, menus, hotel staff, etc.**

The Cornell staff team will be responsible to coordinate with the hotel re: setup, rooms, food, hotel staffing. Consultant will provide all required information on # of speakers & sponsor to Cornell and relevant instructions to vendors, sponsors, speakers, etc. re: logistics of the in-person event day.

# Boldly, NY.

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**16. Is on-site event management expected for both events? What on-site logistics responsibilities will be included as part of this RFP?**

See above. On-site management support of speakers, sponsors, and luncheon is expected for the In-person day (March 29<sup>th</sup>) of B.E.V. NY. There are no other in-person events for either event after that day.

**17. Will any event providers need to be researched and secured – or does your staff manage all of this.**

No research needed.