



Mat-Su Health Foundation Request for Estimates

Event Planner for the 2022 Mat-Su Veterans Resource Fair

Date Issued: July 28, 2022

Proposals Due: 5 p.m., Alaska Time on Friday, August 12, 2022

Purpose of the Mat-Su Veterans Resource Fair: The primary purpose of the Veterans Resource Fair is to connect veterans with resources and local agencies providing veteran services. This event will be a tradeshow style event. An event planner is needed to provide creative and logistical support during the planning of the event and on the day of the event as well as event promotion. The resource fair will be held on November 12, 2022 at the Curtis D. Menard Memorial Sports Center in Wasilla and is expected to be attended by approximately 100-150 people.

Due date for proposals: All proposals must be received via email to kswartz@healthymatsu.org no later than 5 pm on Friday, August 12, 2022.

Contract award date: The contract will be awarded no later than Friday, August 26, 2022.

Deadline for project completion: The Veterans Resource Fair is planned for November 12, 2022. Contract end date is November 30, 2022 to accommodate one post-event meeting and a report from the contractor detailing event attendance numbers, advertising impressions achieved and other relevant data.

Scope of work: The Veterans Resource Fair is being planned by a workgroup that includes the Mat-Su Health Foundation, the Office of Veterans Affairs, the Alaska VA, and the Wasilla Vet Center. The contractor will assist the workgroup in planning, promoting and conducting the event.

The venue space has been reserved at the Curtis D. Menard Memorial Sports Center. The number of booths needed for organizations is not yet determined but may be at least 30.

Details about the event space are listed below.

- The Curtis Menard Turf area with booth spaces to include a table and two chairs.
- A registration table at the entrance for vendors and presenters to sign in. This will also act as a welcome and informational focal point for veteran attendees.
- An area with tables and chairs for veterans to sit and relax.
- Meeting rooms with tables and chairs.

The contractor will provide the following for the Veterans Resource Fair:

- Create event branding, communication, and messaging about the Veterans Resource Fair that is inviting, informative, and welcoming. Dissemination of marketing materials. Any materials should identify the sponsors.
- Create an atmosphere that embodies health and wellness through signage and the overall design of the event.

- Design and create activities that will hold attendees' attention and invite them to stay at the event. Consider options such as door prizes, refreshments, and how to provide information to attendees.
- Attend planning meetings with the workgroup once a month and then once a week starting a month prior to event via zoom.
- Assist in the design of the flyers for the event and postcard and/or map with list of booths/organizations.
- Design floor plan, registration space and support registration and check in for the event.
- Set up a PA or microphone and conduct announcements if needed during the event.
- Assist with the overall logistics of the event.
- Oversee and/or plan the tables, include any design elements, and assist with power distribution.
- Set up for the booths/tables will be completed either the day before the event or the morning of the event, depending on the instructions and availability of the Menard Center. Installation of booth/tables will be completed prior to event opening to the public.
- Provide background music to be played through the Menard Center's audio system.
- Provide regular check-ins during the entire time of the event to assist or reconfigure if any issues.
- Possibly tear down booth/tables and recycle materials after the conclusion of the event.
- Help develop a COVID safety plan with availability of PPE, hygiene items, and information for participants.
- Post-event meeting with organizers to discuss lessons learned and highlights from post-event report..
- Other tasks as identified.

Budget: Cost estimates must include all materials and staff time. A budget has not been established for this project. Interested vendors are requested to submit a budget based on their knowledge of the time and resources needed to complete the project as described.

How to Submit: Interested contractors should submit their proposal via email to kswartz@healthymatsu.org

We do not require a complex proposal; please limit to 2 pages of text plus a budget proposal and photos of similar events managed by the contractor.