

New Mexico Safe School Summit (NMS3)
RFP# 25-92400-00002: New Mexico Safe School Summit Event Management Services
Responses to Written Questions

Q: Confirming that there is no date or venue yet and one of the roles of the contractor would be helping to determine both?

A: Correct. Part of the scope of work for this RFP includes working with NMS3 Host Committee to negotiate and secure a venue for the summit, including speaker and participant lodging and event catering logistics. The selected event date will be based on the work outlined in the subsequent contract, conducted in coordinator with the host committee, prior to the end of the 24-25 school year.

Q: Are any venues already contracted for future meeting dates? If so, what venues and dates?

A: No, there is currently no venue contracted for the summit at this time. It is anticipated that the selected venue will be located in the Albuquerque metro area.

Q: Are there any off-site events, or will all summit elements be held at a single location / venue?

A: The NMS3 Host Committee would prefer to have all summit events located on the same property.

Q: We see the contractor should have experience with no less than 300 attendees. What is the projected number of attendees?

A: The NMS3 Host Committee is anticipating 350 - 500 participants. Just over 350 participants attended last year, which was the first year of the summit.

Q: Who are the attendees? Can you describe them in terms of demographic and professional characteristics?

A: The intended audience and speakers for the summit include, but are not limited to: New Mexico school administrators, staff of the New Mexico Public Education Department, the New Mexico Public School Insurance Authority, Bi-Partisan State Representatives, staff from the Lieutenant Governor's office, school social workers and counselors, teachers, state and local law enforcement personnel, state and local emergency managers, school nurses, School Resource Officers, and private sector school safety vendors.

Q: Can you describe the summit agenda or send a program from year's past?

A: A copy of the prior year agenda can be found [here](#). Based on input from the prior summit, the NMS3 Host Committee is planning for a three-day summit. With longer pre-conference workshops/certificate sessions, and no general assembly, on day-one, and day-two and day-three comprised of a general session and breakouts.

Q: Can you provide exhibition and sponsorship opportunities of a previous NMS3?

A: A list of exhibitors from the first year of the summit can be found [here](#). The amount raised by event sponsors/vendors last year was \$40,550 utilizing a variety of sponsorship packages (i.e., gold, silver, standard exhibitor packages, and sponsors of session breaks).

Q: For marketing the summit, what resources/assets will NM PED provide, such as photography and video content from past events?

A: The NMS3 Host committee will provide a logo, and a short video made during last year's summit. The prior summit did not have a professional photographer, but some photos can be provided. The NMS3 Host committee is interested in possibly exploring a new logo for the summit.

Q: Confirming that NM PED has a database of contacts for marketing the conference? If so, how many, and what contacts are included?

A: Yes, the NMS3 Host committee has a contact list for marketing the summit, which includes all attendees and registrants (approx. 410) from last year, as well as email addresses from all state school personnel, emergency management, and state security services. The NMS3 Host Committee will also *blast out* the conference information provided to their state contacts.

Q: Does NM PED currently have any specific marketing software or platform that they use? Or would that be selected by the contractor?

A: The marketing, registration and event planning software may be selected by the event management agency selected from this RFP, but should be described, as indicated, in their proposal.

Q: Confirming NM PED does not have a defined event registration system or software?

A: See prior question.

Q: Please describe registration categories and pricing, and any key registration dates. Will there be any option fees/add-on fees?

A: It is the intention of the NMS3 Host Committee not to charge attendees fees, but rather cover the cost of the event (venue costs, lodging, speaker expenses) through the base funds available for the NMS3 and through exhibitor sponsorship packages. Should exhibitor fees not offset the projected excess, the maximum number of participants and/or speaker honorarium will be limited to available budget (\$200,000.00).

Q: Will the scope of work include consulting on educational programming of the event?

A: The selected vendor will coordinate the summit agenda and speaker selection based on recommendations and input from the NMS3 Host Committee.

Q: We see in the RFP that the contractor would negotiate and secure arrangement of speakers – does this include a call for presentation process?

A: The selected vendor will coordinate the summit agenda and speaker selection based on recommendations and input from the NMS3 Host Committee. A formal Call for Presenters is not believed to be necessary.

Q: What is the projected total number of speakers?

A: Based on numbers from the prior year, we anticipate scheduling between 50 – 90 speakers, with approximately 10 requiring travel honorariums.

Q: What is the expected total number of volunteers?

A: Approximately 15 members of the NMS3 Host Committee will be able to volunteer during the event, and approximately 25 will contribute during the summit development process.

Q: What type of badging is desired for attendees and exhibitors?

A: All NMS3 Host Committee members, speakers, exhibitors, and attendees will be required to wear a badge during the conference. Badges should include names, organization, job title and the selected conference logo(s). Lanyards for the badges may be obtained as part of an exhibitor package. The NMS3 Host Committee would like to have IDs checked before giving out badges on-site, for safety reasons.

Q: Do you engage a drayage company and/or decorator?

A: We do not have a contracted drayage company for the event. Such logistics should be addressed in the applicant's proposal.

Q: Will continuing educational credits be provided to attendees? If so, for what profession(s)?

A: Participants should receive a certificate of participation, but the NMS3 Host Committee is not requesting that CEUs be provided.