

Request for Proposal (RFP)

Matawa Education Conference 2026

Event Dates: March 10–12, 2026

Location: Thunder Bay, ON

Anticipated Attendance: ~400 delegates

1. Introduction

Matawa Education is seeking proposals from qualified event management and production firms to provide comprehensive event planning, design, logistics, and support services for the Matawa Education Conference 2026. This annual event brings together educators, administrators, community members, and partners to engage in workshops, plenary sessions, and networking opportunities.

The successful proponent will demonstrate the ability to deliver full-service event support, including pre-event planning, on-site coordination, creative design, communications, and post-event reporting.

2. Scope of Work

A. Pre-Event Support Services

- Development of a custom-branded event portal with:
 - Delegate, exhibitor, and presenter registration forms
 - Automated confirmations and communications
 - Workshop selection and session ceiling management
 - Sponsor recognition pages and metrics
 - Agenda, FAQ, and post-event resource pages
- Domain setup and hosting (if required)
- Delegate, vendor, and presenter registration support (up to 420 participants)
- Pre-event management including:
 - Up to 10 virtual planning meetings
 - Development of a technical agenda

- Coordination of all deliverables and files
- Communication campaigns including up to 12 eBlasts (design, writing, and delivery)

B. Design & Branding Services

- Artwork and branding development for the 2026 conference theme
- Digital and print-ready promotional materials (e.g., posters, agenda, signage)
- Conference program design (up to 60 pages, including sponsor ads)
- Name tag design and production (approx. 420, with variations for delegate type)
- Directional signage and wayfinding (design, print, and installation)
- Multimedia and animated transition slides for plenary sessions
- Printing of booklets, signage, placards, lanyards, and other materials
- Must work with our printing contractor for all print jobs.

C. On-Site Event Services (March 10–12, 2026)

- Event setup, registration desk support, and equipment coordination
- Delegate check-in and distribution of welcome kits
- Management of plenary and concurrent workshop sessions (approx. 9 breakouts)
- Directional signage and wayfinding installation
- On-site coordination team to ensure smooth delivery of the event

D. Post-Event Services

- Post-event survey development, distribution, and data collection
- Comprehensive post-event report including:
 - Delegate input and attendance metrics
 - Financial tracking
 - Survey results and analysis
- File preparation and handoff of all digital and physical event assets
- Production of a printed post-event report (up to 60 pages)

3. Proposal Requirements

Interested firms are invited to submit a proposal that includes:

1. **Company Profile** – Background, relevant experience, and examples of similar events delivered.

2. **Work Plan** – Approach to delivering the scope of work, including timelines and staffing.
3. **Budget** – Detailed cost breakdown by service category (pre-event, design/branding, on-site support, post-event).
4. **References** – At least two client references for comparable events.
5. **Value-Added Services** – Any additional services, innovations, or efficiencies your firm can provide.

4. Evaluation Criteria

Proposals will be evaluated based on:

- Experience and demonstrated capacity to deliver comparable events
- Creativity and quality of event branding and design approach
- Ability to meet timelines and budget requirements
- Cost-effectiveness and transparency of pricing
- References and past client satisfaction

5. Submission Instructions

- **Deadline for Submission:** Friday, October 3, 2025
- **Submission Format:** PDF, emailed to conference@matawaeducation.ca
Questions/Clarifications: All inquiries should be directed to conference@matawaeducation.ca

6. Timeline

- RFP Issued: Friday, September 12, 2025
- Proposal Submission Deadline: Friday, October 3, 2025
- Event Delivery: March 10–12, 2026