

**REQUEST FOR PROPOSALS (RFP)**  
**Logistics Coordinator**  
**Pan Atlantic Mission to the**  
**Farnborough International Air Show 2010**

**Issued by**  
**Aerospace and Defence Industry Association**  
**of Newfoundland and Labrador**  
**March 16, 2010**



**On Behalf of**  
**The Atlantic Alliance of Aerospace and Defence Associations**



STRENGTH IN TEAMWORK. TRUSTED WORLDWIDE.

## **Background**

The Atlantic Alliance of Aerospace and Defence Associations (AAADA, The Atlantic Alliance: [www.atlanticalliance.ca](http://www.atlanticalliance.ca)) is an alliance of the Aerospace and Defence Industry associations of Atlantic Canada - New Brunswick Aerospace and Defence Association (NBADA), Aerospace and Defence Industries Association of Nova Scotia (ADIANS), Aerospace and Defence Industry Association of Newfoundland and Labrador (ADIANL) and the Aerospace Association of Prince Edward Island (APEI). The regional umbrella organization represents the interests of the manufacturers and service providers in the aerospace, defence, space and security industries within the Atlantic Region through the offices of the Provincial organizations. The AAADA strives to build on its leadership role in being an effective regional facilitator of strategic industry management and growth in Atlantic Canada.

The AAADA was formed in 2003 with the purpose of;

- Coordinating the associations' activities at a regional level and to provide an effective regional voice on behalf of the Aerospace and Defence sector in Atlantic Canada;
- Optimizing Industrial Regional Benefits (IRB's) for Atlantic companies through strategic management and coordination efforts;
- Promoting the region and the capabilities of its member companies and institutions to prime contractors and federal departments/agencies;
- Facilitating initiatives to develop skills, new technologies and competitiveness in the region; and
- Facilitating collaboration and pursuance of partnerships/opportunities amongst companies in the region.

## **Project Concept**

Building on the success achieved during Farnborough International 2004, 2006 and 2008 and the Paris Air Show 2005, 2007 and 2009 the Aerospace and Defence Industry Association of Newfoundland and Labrador (ADIANL), on behalf of the AAADA, is seeking the services of a **Logistics Coordinator** to support a pan-Atlantic science and technology trade mission to London, UK for the Farnborough Air Show Trade Event in conjunction with the Atlantic Canada Opportunities Agency (ACOA). This event is directed at Atlantic Canadian companies in the aerospace, defence and security industry, including technology and research institutions. The Farnborough Air Show will be held in UK, England July 19 - 25, 2010.

Mission components will include a presence at the Farnborough 2010 International Air Show trade event as part of the Canadian Pavilion, possible site tours of facilities, exposure to seminars and learning opportunities associated with global industry developments, networking events for all participants and workshop/round table discussions with key industry specialists (industry experts, government officials and embassy officers). Through this mission, the AAADA will be providing opportunities for 10 - 15 companies from across Atlantic Canada to increase exports, generate new leads or form new alliances with companies from Europe, as well as, provide exposure to potential partners in the Canadian delegation and with companies from the United States.

The macro scope of this project is to:

- Assist Atlantic Canada delegates increase their sales leads;
- Assist Atlantic Canada delegates increase their export sales;
- Assist new Atlantic Canada exporters to enter the international markets and assist existing Atlantic Canada exporters secure new markets;
- Assist Atlantic Canada delegates with follow-up and after-care with mission leads;
- Assist Atlantic Canada delegates obtain new technologies and technology exchanges;
- Assist Atlantic Canada delegates to develop and identify strategic alliances (i.e., assist with supply chain development strategies/targets);
- Promote Atlantic Canada's aerospace and defence industry for increased trade and investment opportunities; and

## **Project Purpose: Logistics Coordinator**

The Atlantic Alliance of Aerospace and Defence Associations will contract a logistics coordinator to assist the AAADA with the planning required for a successful execution of this high profile trade event. Specific responsibilities include the following:

- coordinating delegation in-country travel and accommodation;

- assembling the appropriate resource and promotional materials required by the delegation and arranging for delivery of same in a timely manner;
- staffing the AAADA presence at Farnborough 2010;
- liaison with AIAC – Team Canada for booth location and final assembly
- liaison with Embassy staff and coordinate networking reception.
- assist in coordinating networking events (meeting space) during the trade event;
- providing an individualized travel plan and schedule document for the delegate companies attending the Farnborough Air Show

The logistics coordinator will work with the Project Manager (ADIANL) and liaise with those involved in logistics co-ordination at the individual Association level.

Specifically, a logistics coordinator will be secured to undertake the following:

Act as a facility, participant and supplier liaison;

- Participant Liaison;
- Assist in co-coordinating air transportation on the most cost-effective basis;
- Co-ordination of group transportation (bus, rail and other transportation as required);
- Coordinate delegate communications requirements (i.e., cellular phone rentals, etc.)
- Co-coordinate business meeting room bookings
- Secure and manage group accommodation bookings
- Manage the booth space (staffing/supervision, logistics, displays and inventories)
- Coordinate/develop promotional materials as required
- Coordinate site/facility tours as may be required
- Coordinate and staff Atlantic Alliance networking reception
- Coordinate and host delegate orientation briefing session
- Participate in organizing committee conference calls and coordinate resulting deliverables
- Maintain participant/delegation lists and coordinate event invitations as required
- Submit weekly status updates for review by the organizing committee
- Provide regular mission updates to delegates as required (i.e., program schedule, accommodations, transportation, events, etc.)
- Secure hotel reservations at contracted hotel;

## **Schedule**

The **Logistics Coordinator** will begin work immediately upon signing of the contract with ADIANL on behalf of AAADA. The expected start date for this project is March 24, 2010 or upon immediate signing of the contract. The

completion date of this project is August 31, 2010.

## **Selection Criteria**

The successful contractor will be determined based upon the following:

- the level of experience in co-coordinating the logistical arrangements associated with international trade events;
- the level of experience in working with a diverse range of stakeholders with differing needs and including companies, industry associations and industry associations;
- evidence of knowledge and experience in making logistical arrangements into the UK and Europe;
- experience in staffing industry booths at international events;
- understanding of the scope and objectives of the proposal requirements;
- proposed work plan, approach, schedule and deliverables
- references and
- Cost\*.

*\*Determination of best value may not result in the lower cost being accepted.*

## **Price and Method of Payment Proposal:**

The contractor shall be reimbursed for professional fees, travel expenses for required travel, with the basis of these costs in accordance with current Treasury Board Travel and Living Guidelines, other direct charges (materials, supplies, and components) and other incidental expenses. Indicate general categories and the pricing basis. Also, indicate whether items are likely to be used or consumed during the course of the work. Identify any other direct charges anticipated such as long distance communication, printing etc. The total estimated price (excluding HST/GST) and the Harmonized or Goods and Services Taxes must be identified separately.

Payment will be made upon the contractor submitting invoices with supporting documentation in a form satisfactory to ADIANL. Payment schedule as follows:

- 25% upon signing of contract with a consulting firm or individual consultants;
- 50% upon submission of final event schedule prior to departing to the event; and
- The final 25% payment will be made to the Logistics Coordinator following completion of contract requirements at the Farnborough International Air Show 2010.

## **Consultant Proposals**

Proposal should include company prospectus, services offered and background and experience of qualified personnel relating to project management and/or logistics coordination.

Names of former clients and associates for whom similar or relevant work has been performed should be presented as references, as well as a description of the work completed.

Inquiries should be made to Sharon Beattie, General Manager of ADIANL at telephone number 709 772-7340.

## **Submission of Proposal**

Proposals must be clearly marked **RFP - Pan Atlantic Mission to Farnborough 2010 – Logistics Coordinator** and received no later than 4:00 pm (ATLANTIC) Monday, March 22, 2010.

ADIANL reserves the right to refuse all or any of the submissions.

Proposals must be delivered in an electronic version to, in addition to receipt of (one) 1 original and two (2) hard copies to:

1. Sharon Beattie at [sbeattie@adianl.ca](mailto:sbeattie@adianl.ca)
2. **Mail to:**  
ADIANL  
90 O'Leary Avenue  
St. Johns, NL A1B 2C7