

**Uttar Pradesh State Industrial Development Corporation**

**Invitation  
for  
Expression of Interest (Eoi)  
from  
Reputed Event Management Agencies  
for  
Empanelment of Event Management Agencies  
in  
Uttar Pradesh State Industrial Development Corporation (UPSIDC)**

**Issued by**



**Uttar Pradesh State Industrial Development Corporation Ltd.**

**UPSIDC Complex, A-1/4 Lakhanpur Kanpur-208024**

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## 1. Back Ground

UPSIDC is a public sector undertaking of the Government of Uttar Pradesh spearheading the development of industrial infrastructure in the State for about six decades. Pioneer in development of industrial areas, UPSIDC has delivered iconic Industrial Areas, Townships and Industrial Parks on more than 42000 acres of land, which houses more than 26,000 units providing direct employment to lacs of people. By providing contemporary infrastructure facilities and services to entrepreneurs as its objective, UPSIDC strive to build on strength as a pillar of the pulsating industrial ecosystem of Uttar Pradesh that contributes toward the economic, development of the State in particular and the Country in general. To cater to the modern demands of High-tech quality infrastructure, the Corporation has ventured into many new areas by developing High-tech integrated industrial townships.

With an objective to deal with the emerging concept of 'Competitive Federalism' and assisting the corporation in its investment promotion activities, UPSIDC desires to empanel Event Management Agencies based on technical and financial eligibility as defined in this document. The empanelment would be applicable for a period of at least one year from the date of issuance of "Letter of Empanelment" and shall deemed to be extended, unless UPSIDC explicitly ends the empanelment of the specific agency with/ without due notice as deemed fit.

After empanelling Event Management Agencies, UPSIDC may invite technical/ financial bids from any or all empanelled agencies, based on "Terms of Reference (TOR)" for any activity or event, exhibition, conference, meet and other promotional activity to select one agency to provide end-to-end assistance in successfully planning, executing and managing that particular activity or event at site.

## 2. Broad Scope of Work

The scope of services for the empanelled agencies shall include (but not limited to) the following components:

1. Planning, executing and managing Regional and National Promotional Events at site.
2. Planning, executing and managing International Promotional Events at site.
3. Assisting UPSIDC in arranging for participation in Domestic and International Promotional Events.

### 2.1 Planning, executing and managing Regional and National Promotional Events

- a) Designing and conceptualizing the flow of event, in consultation with UPSIDC to meet the requirements of UPSIDC.
- b) Executing, Coordinating and managing the event as per the design and concept finalised by UPSIDC.
- c) Conceptualising, Designing, Fabrication, Erection and Interior Decoration of structure/stall at venue of the event (if required).
- d) Facilitating UPSIDC in arranging meetings during promotional events.
- e) Assisting UPSIDC in managing venue, Itinerary, Diplomatic Protocol, delegates, media, invitation coordination, and event sessions.
- f) Assisting UPSIDC in air and train travel bookings, arranging Hotel accommodation, Local Conveyance, Travel for Government officials, Industry Representatives (approved by UPSIDC), end-to-end logistics solutions and manpower for the event.
- g) Providing required infrastructure, promotional material and services as per the requirement of the event.
- h) Designing and printing of promotional material in English, Hindi and any other language (as and when required) and providing the designs in softcopy also.

## **2.2 Planning, executing and managing International Promotional Events**

- a. Designing and Conceptualising of the flow of event, in consultation with UPSIDC to meet the requirements of UPSIDC.
- b. Coordinating with UPSIDC to finalize the itinerary and meeting with target audience such as International trade associations, business delegations, NRIs, MNCs and Government Officials.
- c. Executing, Coordinating and managing the event as per the design and concept finalised by UPSIDC.
- d. Conceptualising, Designing, Fabrication, Erection and Interior Decoration of structure/stall at venue of the event (if required).
- e. Assisting UPSIDC in managing Venue, Stall or space, Itinerary, Diplomatic Protocol, delegates, media, invitation coordination, and event sessions.
- f. Assisting UPSIDC in air travel bookings and visa processing, Hotel accommodation, Local Conveyance, Travel for Government officials, Industry Representatives (approved by UPSIDC), end-to-end logistics solutions and manpower for the event.
- g. Providing required infrastructure, promotional material and services as per the requirement of the event.
- h. Designing and printing of promotional material in English, Hindi and any other language (as and when required) and providing the designs in softcopy also.

## **2.3 Assisting UPSIDC in arranging participation for Domestic and International Promotional Events.**

- a. Designing and Conceptualising of the flow of event, in consultation with UPSIDC to meet the requirements of UPSIDC.
- b. Coordinating with UPSIDC to finalize the itinerary and meeting with target audience such as International trade associations, business delegations, NRIs, MNCs and Government Officials.
- c. Assisting UPSIDC in managing Venue, Stall or space, Itinerary, Diplomatic Protocol, delegates, media, invitation coordination, and event sessions.
- d. Assisting UPSIDC in air travel bookings and visa processing, Hotel accommodation, Local Conveyance, Travel for Government officials, Industry Representatives (approved by UPSIDC), end-to-end logistics solutions and manpower for the event.
- e. Providing required infrastructure and services as per the requirement of the event.
- f. Designing and printing of promotional material in English, Hindi and any other language (as and when required) and providing the designs in softcopy also.

## **3. Prequalification Criteria**

The Applicant/ Bidder agency which fulfil the following qualification Criteria shall be considered eligible for submitting their EOI.

- a. **Legal Entity:** The Applicant/ Bidder agency should be a single Business Entity. For the purpose of this Invitation for EOI document, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008 or a legal proprietorship firm, and operating for the last 10 years in Event Management/ Design Services as on project due date (registration certificate).
- b. **Financial Capacity:** The Applicant/ Bidder agency should have a minimum cumulative turnover of INR 5 (five) crores over the last 2 years and a minimum annual turnover of INR 3 (three) crores from Indian operations in a single year (auditor certificate) in Design /Event Management Services.

- c. Turnover from Government Services: The agency should have a minimum cumulative turnover of INR 1 Crore from Media, PR & Design work/ Event Management for Government/ Public Sector in India in each of the last 2 financial years (auditor certificate).
- d. Relevant Experience: The Applicant/ Bidder agency should have handled at least five reputed events or fairs as event partner for any company/ Centre or State Government in the last five years as on project due date.
- e. Experience in Uttar Pradesh: The Applicant/ Bidder agency should have handled at least one event or fairs as event partner for any company in the State of Uttar Pradesh or with Uttar Pradesh Government in the last five years as on project due date. (work order with date and event details).
- f. Consortium shall not be permitted.

#### **4. Desirable Criteria**

- a. Preference shall be given to firm/ company who has their Branch Office at Lucknow or Kanpur, and other metro cities (subject to verification by UPSIDC).
- b. Preference shall be given to those having experience in organizing events with any State Government in various sectors.
- c. Preference shall be given to those having experience in organizing events with any State Government at International level.

#### **5. General Considerations for Empanelment**

- a. UPSIDC is free to empanel any number of agencies who meet the eligibility criteria. UPSIDC in its discretion may not empanel few agencies who meet the criteria and may modify the turnover criteria for number of agencies post receipt of applications depending upon number of received applications who have qualified.
- b. All information provided by the applicant/ bidder agency may be treated as contractually binding on the applicant/ bidder agency, on successful empanelment by the UPSIDC on the basis of this EoI.
- c. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written Empanelment letter has been given by or on behalf of the UPSIDC.
- d. UPSIDC may cancel this empanelment at any time prior to a formal written contract being executed by or on behalf of the UPSIDC
- e. UPSIDC empanelment would be applicable for a period of at least one year from the date of issuance of "Letter of Empanelment".
- f. This EoI supersedes and replaces any previous public documentation & communications, and Agencies should place no reliance on such communications.
- g. The response Expression of Interest must be complete in all respects, Indexed and Hard Bound. The page numbers must be clearly marked on each page and cross reference be indicated on the Index Page.
- h. In case of any misconduct by the empanelled agency or conflict with any empanelled agency, UPSIDC reserves right to terminate the empanelment of that particular agency, with/ without due notice, as per discretion of UPSIDC.

## 6. General Empanelment Process

The Eols received will be evaluated on the basis of different criteria which includes (but not limited to) like Turnover, Experience, Manpower, National and International branch offices.

UPSIDC may issue RFP for above mentioned scope of work or part for scope of work or any new scope item for an event or multiple events at any time with a request to submit technical with financial bid for the same.

## 7. Selection Process of Event Management Agency Subsequent to Empanelment

UPSIDC may invite technical/ financial bids from any or all empanelled agencies, based on "Terms of Reference (TOR)" for any activity or event, exhibition, conference, meet and other promotional activity to select one agency to provide end-to-end assistance in successfully planning, executing at site and managing that particular activity or event.

## 8. Processing Fee

The Eol should be submitted along with the necessary supporting documents and a processing fee of INR 10,000/ (ten thousand) (Non-refundable) as demand draft in favour of Uttar Pradesh State Industrial Development Corporation payable at KANPUR.

## 9. Validity of Empanelment

The empanelment would be applicable for a period of at least one year from the date of issuance of "Letter of Empanelment" and shall deemed to be extended, unless UPSIDC explicitly ends the empanelment of the specific agency with/ without due notice as deemed fit or the empanelment as a whole.

## 10. Fact Sheet

Serial No	Particulars	Details
1	Eol Availability	13 <sup>th</sup> November,2017
2	Discussion on queries	21 <sup>st</sup> November,2017
3	Last date for submission of your proposal as well as qualification criteria	3 <sup>rd</sup> December,2017
4	Technical Presentation of Shortlisted Event Management Firm	18 <sup>th</sup> December,2017
5	Website for Eol Documents	<a href="http://onlineupsidc.com/">http://onlineupsidc.com/</a>
6	Contact Details	Ms Monika Kumar Nodal Officer, BPPC, UPSIDC. E-mail id: <a href="mailto:upsidc.etc@gmail.com">upsidc.etc@gmail.com</a> Phone: +91-522-4233139 <a href="http://www.upsidc.com">www.upsidc.com</a>
7	Address	3 <sup>rd</sup> Floor, PICUP Bhawan Lucknow 226010 Uttar Pradesh, India.

## Annexure- I : Proposal Covering Letter

Date:.....

To,

Managing Director

UPSIDC,

3<sup>rd</sup> Floor, PICUP Bhawan

Lucknow 226010

Uttar Pradesh, India.

E-mail id: [upsidc.etc@gmail.com](mailto:upsidc.etc@gmail.com)

Phone: +91-522-4233139

[www.upsidc.com](http://www.upsidc.com);

Sub: Expression of Interest for Empanelment of Event Management Agency

Dear Sir,

We ..... (Agency name) hereby submit our Expression of Interest in response to your invitation for empanelment of Event Management agency issued vide dated ..... , document no. .... and confirm that :

1. All information provided in this proposal and in the attachments is true and correct to the best of our knowledge and belief.
2. We shall make available any additional information if required to verify the correctness of the above statement
3. Certified that the period of validity of Eol is 180 days from the last date of submission of response
4. We are quoting for all the services mentioned in the tender.
5. We, the responders, are not under a Declaration of Ineligibility for corrupt or fraudulent practices or blacklisted by any of the Government agencies
6. Uttar Pradesh State Industrial Development Corporation (UPSIDC) may contact the following person for further information regarding this tender:
  - a. Name of Contact person
  - b. Contact No.
  - c. Email ID
  - d. Company Name
  - e. Address of Company
7. We are submitting Eol along with this letter, both original and copy form, along with DD of Processing fee of INR 10,000/-

Yours sincerely,

Signature

Full name of signatory

Designation

Name of the Responder (firm etc.)

## **Annexure- II :Brief about Agency**

Provide here a brief (maximum 10 pages) description of the organization, business activities and profile of your association and employees.



### Annexure- III: Details of qualification criteria

1.	Name and Address of the Organization					
2.	Telephone No					
	Fax No			Website:		
3.	Contact Person					
4.	Year of Establishment (submit supporting documents):					
5.	Legal Entity: The agency should be a single Business Entity. For the purpose of this Invitation for EoI document, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008, Proprietor or a Partnership and operating for the last 10 years in Media/ PR/ Design Services as of project due date				Certificates of Registration/ Incorporation, MoA	
6.	Worldwide presence through its 1. Branch offices 2. MoU Partners 3. International Linkages 4. Associates (Mention details Separately) (submit supporting documents)					
7.	Experience of rendering service as Partner for organising investment promotion events in India (submit supporting documents):					
	Sr. No.	Client	Region	Focus Sector	Duration of Appointment	Event Value (INR)
8.	Experience of rendering service as Partner for organising International investment promotion events (submit supporting documents):					
	Sr. No.	Client	Region	Focus Sector	Duration of Appointment	Event Value (INR)
9.	Details of Events for State or Central Government which Association/ Chamber of Commerce have provided lead organisation services in the past five years (submit supporting documents):					
	Sr. No.	Name of Investors Meet	Place & Venue	Duration & Dates	Organizer	No. of Delegates mobilised

10.	Details of international clients for which Association/ Chamber of Commerce have provided investment promotion services in the past 5 years (submit supporting documents):					
	Sr. No.	Client Name	Country	Sector/ Region	Duration	Role/ Scope of Work
11.	Details of events organised in the past 5 years in Uttar Pradesh (submit supporting documents):					
	Sr. No.	Project Name	Client	Project Cost	Role/ Scope of services	Event Value (INR)
12.	Financial Strength (as per the audited statements): INR					
	Year	2013 – 14	2014 – 15	2015-16	2016-17	
	Total Turnover Rs. (INR)					
13.	Total No. of Employees No. of employees at Lucknow office with designation and qualification (submit supporting documents)					
14.	PAN Number of the Association (Attested copy of proof may be attached separately)					
15.	GST No.					
16.	Any other details in support of your fulfilling Eligibility Criteria:					