

2020 GC3 Conference RFP

The 2020 HIMSS Gulf Coast Conference (GC3) will take place December 2 – 4, 2020 at the Marriott Convention Center in New Orleans, Louisiana. The event consists of a pre-conference symposium on Wednesday afternoon and the conference, which starts Thursday morning and runs through lunchtime on Friday. Attendance has historically been about 225 attendees and 40 sponsors (including 25 tabletop exhibits).

When responding, please also provide:

- A minimum of 3 references
- Resume for lead account manager and resource assigned to the GC3 account

Response deadline is Thursday, February 27 at 4 PM. Responses must be submitted to GC3HIMSS@gmail.com.

HIMSS GC3 is seeking a third party that will perform, at a minimum, the following tasks:

LOGISTICS

Provide operational management of all aspects of the event logistics and coordination, including:

- Manage attendee and sponsor registration and reconciliation, including hotel invoice and room reconciliation. This does not include managing onsite attendee registration.
- Participate on committee planning calls as needed
- Provide Certificate of Liability Insurance for conference. Coverage needed for 2020 conference is in Exhibit A

Program Management

Collaborate with the GC3 leadership team on ensuring a robust and effective program, including:

- Under the guidance of the GC3 Program Committee coordinate speaker communication and management (once confirmed by GC3 committee) - including managing all notifications to speakers as it pertains to preparing for the event as well as any onsite needs
- Complete all necessary requirements for CEU application and processing, including preparation and communication with accreditors, and onsite and follow up processes/needs for attendees

Continued...

Sponsorship

Support GC3 in fulfilling the sponsorship packages available to their participating partners, including:

- Once a sponsor is confirmed by GC3, the sponsor contact and information will be provided to Third-Party Administrator to communicate with sponsor to best fulfill sponsorship
- Under guidance of GC3 Sponsorship Committee, manage all sponsor invoices, communication and reconciliation
 - o This does not include processing of payments and/or holding of money – process to accept and complete payments must be confirmed with committee
- Be onsite support contact for sponsors
 - o To include ensuring that all sponsors greeted, provided information needed on deliveries, and have access to contact the onsite support.
 - o Onsite support should stay in or close to the vendor hall

Marketing & Communications

Support the following marketing and communication needs based on the direction of the committee:

- Onsite collateral needs (logos, signage, name badges, conference guide, check-ins, evaluations, etc.) – development and coordination for program
- Development of marketing, communications, social media and email planning (does not include distribution of email or maintenance of conference website)
- Coordinate vendor giveaways for registration and vendor drawings at conference

