

**National Small Business Week 2024**  
**Dates: April 28 – May 4, 2024**  
**U.S. Small Business Administration – Office of Communications & Public Liaison and SCORE**  
**Association**

**Event Management Contractor**  
**Request for Quote**

The Event Management Contractor will be expected to assist the U.S. Small Business Administration (SBA) Office of Communications and Public Liaison in pre-planning, on-site support, and promotional support of National Small Business Week. Travel to cities other than Washington, D.C. will not be required. The week consists of the following events:

Tentative: Sunday, April 28 and Monday, April 29, 2024: Washington, DC  
Tuesday, April 30, 2024: TBD Roadshow City  
Wednesday, May 1, 2024: TBD Roadshow City  
Thursday, May 2, 2024: TBD Roadshow City  
Friday, May 3, 2024: TBD Roadshow City

**Background**

For 60 years, the President of the United States has issued a proclamation declaring National Small Business Week during the first week of May to recognize the critical contributions of America’s entrepreneurs and small business owners. To celebrate the week, SBA holds events across the country and online to provide tips, tools, and trainings for small businesses and entrepreneurs. SBA also hosts an annual gathering in Washington, DC, of small business owners and stakeholder organizations on the Sunday and Monday of NSBW before hitting the road. Attendees include outstanding small business owners from all 50 States and the U.S. Territories that are named the “Small Business Person of the Year” for their state by SBA. From this group, the “National Small Business Person of the Year” is awarded by the SBA Administrator. Members of their families and small business stakeholder organizations are also present. Previous event attendees have included Presidents, Vice Presidents, other Cabinet officials, and “small business celebrity” speakers.

Information about previous years can be found on SBA’s NSBW website ([www.sba.gov/nsbw](http://www.sba.gov/nsbw)) and streams of previous events can be found on SBA’s YouTube channel ([www.youtube.com/sba](http://www.youtube.com/sba)).

Event attendees will consist of small business award winners from around the United States, corporate co-sponsors for the event, trade association representatives, as well as senior SBA staff and Administration officials. The projected attendance is approximately 300 people per event. There is no conference fee for attendees.

The contractor should provide the necessary staff, materials and equipment to perform the following Statement of Work as indicated by the general Scope of Activities:

**1) Planning Meetings and Overall Coordination -Administration**

- Maintain ongoing communication with SBA via email, telephone, and/or collaboration software. SBA can provide Microsoft Teams, but specific software is negotiable if Contractor has an alternate preference.
- Attend planning meetings at SBA HQ and/or via video conference as necessary
- Contract inception through May 2024 bi-weekly and weekly meetings as requested by SBA, March and April 2024 planning meetings will be held daily as determined by SBA.
- Prepare meeting agendas and provide meeting summaries to SBA staff.
- Prepare executive briefing materials (e.g., PowerPoint slides) to track overall project progress, as requested by SBA.

## 2) **Event Planning**

- Assist with overall event planning and management (no travel besides DC required)
- Prepare an event vendor plan (e.g., photographers, caterers, lighting design, AV, award trophy engravers, social media booth, vendor tables). Special emphasis is required on small businesses and “made in America” products. SBA may need event contract planner to obtain proposals from other vendors.
- Maintain a master schedule to include the DC awards ceremonies, roadshow events, and educational sessions/panel discussions.
  - Create additional timelines as instructed by SBA e.g. Administrator schedules
- Coordinate corporate sponsor in-person exhibitor logistics, in consultation with SBA
  - There are typically 10-20 event sponsors in DC and each of the 4 roadshow cities
  - Exhibits are typically booths with 6-foot skirted tables, power, and wifi.
  - No large exhibition sets are allowed.
- Assist with corporate sponsor presenter logistics. DC Award Ceremony Events – approximately 300 people for a two-day event (Sunday, April 28 and Monday, April 29, 2024).
  - Assist SBA to locate and procure an event venue for the DC awards ceremony. Venue specifications will be discussed with SBA upon contract award. Special emphasis will be placed on venues in the downtown DC area that have experience with Presidential-level security capabilities.
  - Draft, produce, and edit slides for stage presentations
  - Assist with stage set design (e.g., designing and ordering step-and-repeats)
  - Assist with online registration for DC award ceremony events (registration software is negotiable).

- Manage the receipt, storage, and transportation of event materials for use during the DC events
- Assist with ordering stage/wheelchair accessibility, if required
- Coordinate set-up and breakdown of event space
- Design and print two daily event agendas for the DC event.
- Coordinate with SBA to provide a shuttle service for 300 if determined necessary by SBA
- Manage exhibitor space/logistics in DC, in consultation with SBA
- Provide staff members to support SBA staff with DC event check-in
- Produce Run-of-Show (show flow) documents for the DC event
- Provide an experienced staff member to serve as the DC event stage manager/technical director/show caller, in consultation with SBA officials

### **3) Graphic design and printing**

- Design and layout a National Small Business Week program booklet to be distributed at the events. The booklet includes 70+ small business award winner biographies, 15-20 corporate sponsor ads, and several additional informational items. SBA and Event planner will work together on printing options and delivery of booklets to DC event location.
- Prepare a version of the booklet to be published on SBA's website. The PDF document must be compliant with Section 508 standards.
- Print and ship the booklets. Number of booklets and locations will be determined by SBA in March/April 2024. Printing will be contracted separately by SBA, but we may ask the event planner to pick them up locally.
- Design approximately 4 styles of award trophies for business owner winners
- Coordinate with trophy vendor to engrave and ship approximately 100 trophies to DC. (Service will be contracted separately by SBA)

### **4) Post event**

- Conduct evaluation meeting after NSBW
- Create after-event report and improvement recommendations

### **5) Inspection and Acceptance**

The SBA will review, for completeness, preliminary or draft deliverables submitted by the Contractor, and may return them to the Contractor for correction. Absence of comments by the SBA will not relieve the Contractor of the responsibility for complying with the requirements of this work statement. Final approval and acceptance of deliverables required herein shall be provided to the contractor in writing by the designated government official. The Contractor shall not construe any letter of acknowledgment of receipt as a waiver of review, or as an acknowledgment that a deliverable is in conformance with this work statement. Any approval given during preparation of a

deliverable, or approval for shipment shall not guarantee the final acceptance of the completed deliverable.

## **6) Security**

### **Physical Security**

The Contractor shall establish and comply with appropriate administrative, technical, and physical safeguards to protect all Government data, property, facilities, and personnel.

### **Data**

All electronic data and documentation provided or made accessible by the Government, and all electronic data and documentation produced during performance of the services associated with this award are the property of, and are owned by, the Government.

The Contractor shall not disclose and must safeguard all data and personnel work products that are obtained or generated in the performance of this contract. The Contractor shall not access data or documentation that is not required in the performance of services awarded via this contract/task order, even if the data or documentation is available to contractor personnel. The Contractor shall immediately report any instance of non-compliance with this requirement to the SBA.

The SBA may authorize contractor access to controlled, sensitive, classified, or other government information for use in performance of this contract. The term "government information" includes information furnished by the government and information acquired or developed by the contractor in performance of the contract. The contractor shall provide immediate written notification to the SBA if a breach of any of the requirements in this section occurs.

The contractor shall not publish or otherwise divulge government information, in whole or in part, in any manner or form, or authorize or permit others to do so, taking such measures as are necessary to restrict access to such information to only those employees needing the information to perform work required by the contract, i.e., on a "need to know" basis. The contractor is cautioned that its employees and subcontractors have no blanket authorization for access to government information based on their employment status.

Government data, including electronic data, shall not be removed from the Government facility without the expressed permission of the SBA. Government data including documentation shall be surrendered to the Government upon contract completion and upon request. Government personnel, including government security personnel, have the express right to inspect documentation for any reason and at any time during the term of this award. The contractor shall ensure that direct and subcontract employees:

- Only access information required to perform their tasks as specified in this contract, and do not access information that is not required to perform these tasks.
- Ensure continuous government access to their work product in support of this contract.
- Do not remove, or conspire to remove, government information out of a government facility or system, either physical and electronic, without written authorization from SBA.

- Comply with non-disclosure agreements.
- Protect the confidentiality of government information, and do not disclose government information to any unauthorized person.

### **Facilities**

The contractor and all associated subcontractors' employees shall comply with all facility access and use policies and procedures, including security policies and procedures. Questions shall be referred to the SBA representative. The contractor shall provide all information required for background checks to meet facility access requirements. The contractor shall comply with all personal identity verification requirements associated with facility access. Should the security procedures at any individual facility change, the Government may require changes in contractor security matters or processes.

### **Property and Personnel**

The Contractor shall report threats to government property and personnel employed by or supporting the Government.

To help ensure the protection of the life and health of all persons, and to help prevent damage to property, the Contractor shall comply with all Federal, State, and local laws and regulations applicable to the work being performed under this contract. These laws are implemented or enforced by the Environmental Protection Agency, Occupational Safety and Health Administration (OSHA) and other regulatory/enforcement agencies at the Federal, State, and local levels.

The Contractor agrees to use only qualified, responsible, ethical, and capable people to perform the work. Contractor employees shall perform services, at all times, in a professional, ethical manner. Unprofessional, unethical, or threatening conduct will not be tolerated. Contractor employees with knowledge of unprofessional, unethical, or threatening behavior or conduct by any person shall immediately report such behavior or conduct to the Contractor. The Contractor shall immediately report receipt of a report concerning such behavior or conduct to the SBA.

The contractor and its employees shall only conduct business covered by this contract during periods paid for by the government and shall not conduct any other business on government premises or government time. The contractor shall not use government time, equipment, materials except for the express purpose of providing government support.

Contract personnel attending meetings, answering Government telephones, and working in other situations where their contractor status is not obvious to third parties shall identify themselves as Contractors to avoid creating an impression that they are Government officials. The Contractor shall also ensure that all documents or reports produced by the Contractor are suitably marked as Contractor products or that Contractor participation is appropriately disclosed.

The Contractor shall, at its own expense, immediately remove employees who have displayed or are displaying or engaging in unprofessional, unethical, or threatening behavior or conduct. The SBA may require that the Contractor remove from the job at its own expense, employees who jeopardize or

interfere with mission accomplishment, or endanger or threaten to endanger persons or property, or whose continued employment under this contract is inconsistent with the interest of agency security.

### **SOW Questions**

Offeror must submit all technical questions concerning this solicitation in writing by e-mail to the SCORE Association, Candice Stennett, VP of Marketing at [Candice.stennett@score.org](mailto:Candice.stennett@score.org). All questions must be submitted via e-mail, and received no later than 1:00 PM Eastern Time (ET) on August 22, 2023. Answers will be provided in form of an amendment.

### **SOW Due Date**

The due date for response to this RFQ at the addresses specified below is on or before 1:00 PM ET August 22, 2023. The SBA reserves the right to not accept quotes received after the closing date and time. It is the responsibility of the offeror to provide a timely submission and ensure successful delivery to the SBA. Required technical and price quote volumes must be submitted via electronic copy directly to [Candice.stennett@score.org](mailto:Candice.stennett@score.org).

In order to participate under this acquisition offeror must submit a quote with the product and price in five pages or less and related to the requirements identified herein.

The following information must be submitted in order to be considered for award:

1. Price Quote : your price quote shall include the lump sum and breakdown of each subline, the extended total and the total amount; the SCORE Association preferred method of payment is by check and payments will be made monthly.
2. Technical Approach Narrative to include all elements of the statement of work;
3. Schedule to include kick-off meeting and organizational chart to meet task deliverables;
4. Prior experience of three (3) events of similar size and scope that include Presidential, Vice Presidential and/or Cabinet-level security protocols;
5. Provide pricing information to include any and all discounts taken into consideration.
6. The quote must also contain the following:
  - Complete Business Mailing Address, SOW number and project title
  - Contact Name, email and phone number

Your quote may be considered non-responsive and may be rejected without further consideration for failure to submit any of the information requested in this SOW.

## DRAFT Schedule of Events

### DC Event (Sunday and Monday)

#### ***Sunday - 4-9pm – Opening Dinner Reception & Registration***

4pm-5pm – Registration, Photoline, and Networking

5:00pm-6:00pm – Educational session/panel discussion

6:30pm-7:00pm - Networking

7:00pm - Dinner

7:30-7:40pm – Remarks by Cosponsor

7:40pm-7:50pm – Remarks by SBA Administrator

7:50-8:05pm – Remarks by Keynote Speaker

8:05-8:35pm - Awards

- 1) SBIC (3 minutes)
- 2) SBDC (3 minutes)
- 3) WBC (3 minutes)
- 4) VBOC (3 minutes)
- 5) SCORE (3 minutes)

9:00pm – Event Ends

#### ***Monday - 8:30am-1pm – Awards Ceremony***

7am – Staff arrival and setup

8am- Doors Open

8:30am –Breakfast

9:00am-10:00am – Educational session/panel discussion

10:15am – 12:30pm– Awards/Luncheon

- 1) Opening Remarks from Emcee – 5 minutes
- 2) Keynote– 10 minutes
- 3) Keynote Speakers – 15 minutes
- 4) Phoenix Awards – 20 minutes
- 5) Exporter – 5 minutes
- 6) Federal Procurement – 15 minutes
- 7) Small Business Person of the Year – 30 minutes
- 8) Closing remarks – 5 minutes

1:00pm – Event Ends