NGen is requesting proposals to develop a Preliminary Integrated Design concept (IDC) for Canadian pavilions at Hannover Messe 2025.

Next Generation Manufacturing Canada (<u>NGen</u>) is the industry-led not-for-profit organization

leaders and high ranking public officials from both countries in conference discussions about emerging industrial trends, as well as international media exposure to highlight the

The following visitor groups will participate at Hannover Messe 2025: business executives, technology specialists, engineers, and researchers (from all major economies); C-level business leaders; politicians, government officials, representatives from non-governmental organizations (primarily focused on innovation and R&D). Hannover Messe is a truly international event, but there is a large contingent of German business visitors and the event is considered one of leading business-to-business events.

Although most visitors will have a pre-existing impression and some level of awareness of -edge

economy and place to do business. Therefore, the visitor experience that is provided by the

investment opportunities for Canada and new business opportunities for Canadian industry exhibitors. Pavilion design should help to attract fair participants to Canadian exhibits, engage visitors in unique (and sometimes unexpected) experiences, and create

innovation ecosystem.

The experience should also challenge pre-conceived/stereotypical notions of Canada, providing the visitor with a feeling that they learned something new from their interactions with Canada. While visitors will see many impressive and large pavilions pavilions should stand out and remain embedded in the minds of viewers well after their visit.

thematic approach, realized throughout Canadian pavilions. The IDC must fully resonate through all design and functional elements of . The IDC must Hannover Messe 2025, and should

elements of design, innovation and culture of First Nations, Inuit and Métis, to be implemented in a meaningful and culturally sensitive manner. The IDC must be reflected throughout all pavilion spaces - with particular attention to representational areas, such as conference and event spaces.

The Canadian pavilions will operate for an average of 8-10 hours per day over the 5-day duration of Hannover Messe 2025. From an

highlight regional, cultural and linguistic diversity, including a specific focus of First Nations, Inuit and Métis design, innovation and culture; be a showcase of Canadian design excellence, creativity and capability; Clusters, universities and colleges, and research institutions. The pavilion is a backdrop for VIPs including the Chancellor of Germany and the Canadian Prime Minister and Ministers and includes a stage and conference area. The pavilion integrates a dedicated s and territories to promote their unique innovation

strengths and for their delegates to gather and do business. The pavilion may include other branded spaces, such as executive boardrooms/lounges where Canadian stakeholders can engage with international C-level decision makers. The core of the pavilion is estimated to be approximately 1,200 square metres; however, given the high level of interest from Canadian stakeholders, NGen is exploring the possibility of structuring the

greater scalability.

Initial List of Functional Requirements:

Conference area with stage and seating that can be adapted to also be used as an event space for networking receptions Audio/visual control site Coffee bar and catering area, including a full kitchen Open lounge space for business meetings/informal gatherings Executive suite including 1-2 closed meeting rooms for VVIP meetingsBT/F4 12 Tf1 0 0 1 108.02 384 potential customers, investors, and business partners. (Exhibitions space will be determined by NGen in discussions with exhibitors.) Industry pavilions must be welcoming, functional and comfortable for exhibitors, who will spend considerable time at their exhibits/workstations. They must also provide exhibitors with ample exposure to visitor traffic. As the industry pavilions will be spread out across multiple halls, they should re physically

separated, the IDC should enable a cohesive presentation of Canada across all industrial pavilions, while presenting unique design features in each pavilion that will motivate visitors to spend time in each Canadian space.

Initial List of Functional Requirements:

Exhibit spaces that can accommodate small (individual workstations/monitors) or large technology displays integrating equipment Walls that can be used to separate exhibits, mount screens, and display branding Open concept coffee bars Fully equipped kitchen (1-2 halls) Closed office to accommodate meeting space for 4-6 people Stage/presentation areas in the automation and digital solutions pavilions.

We expect the

and Event Production Partner. For greater clarify, the development of the IDC is broken down into 3 specific work phases, as follows:

Following contract award, the selected Applicant will consult with NGen and ecosystem partners and complete research and investigative work to further clarify and develop a proposed IDC. Using an iterative approach, the selected Applicant must confirm key requirements of the project, validate all Deutsche Messe regulations and guidelines, and adjust the preliminary IDC and project management plans accordingly.

Phase 1. Tasks and Deliverables

The selected Applicant must prepare the following deliverables and undertake related tasks to be used throughout the project to guide project delivery.

Preliminary Integrated Design Concept: The selected Applicant must work with NGen and stakeholders to validate all concepts and proposals. Preliminary selection of visuals and other media components including any necessary equipment must be determined in . NGen must review each draft element

before the selected Applicant proceeds to the final concept.

As part of the research and investigation work and further development of the IDC, the selected Applicant must take into consideration Indigenous stories, as Canada continues to be committed to a renewed relationship with Indigenous Peoples based on recognition of rights, respect, co-operation and partnership. The selected Applicant must ensure that the representation of Indigenous Peoples and their cultures in the pavilions is done in partnership or consultation with Indigenous Peoples. The selected Applicant

Working Sessions: The selected Applicant must hold working sessions to advance the deliverables identified for this phase.

This stage will advance the next steps of development for the project following confirmation of the key elements of the IDC in Stage 1.

Phase 2: Tasks and Deliverables

Final Concept and Pre-Production: Revise the concept/treatment for the thematic visitor experience of the pavilions. The selected Applicant must work with Partner to finalize theme statements and any scripting or storyboarding required for production.

Room Data Sheets: The selected Applicant must further detail and define the space

The first presentation will be at the 50% completion of the Schematic Design, the second presentation at the 100% completion of the Schematic Design.

The final presentation must explain how the Schematic Design reflects and illustrates

audio-visual, film and multimedia elements in their development stage will also form part of the presentations. In addition, the presentations will include presentation of selected furniture options, interior décor, colour schemes and finishes. The selected Applicant must submit comments from the presentation in the form of meeting minutes. Based on comments received at each of the presentations, the selected Applicant must revise the materials presented as required and resubmit for approval.

September 2024

Applicants should provide budget estimates with their proposals. Budgets should not exceed \$500,000. Budgets should not include any costs associated with components sourced in Canada or with the construction of pavilions, which will be expensed separately. Travel and accommodation expenses should be included in the budget and comply with the ______. Fixed-price budgets will be required as part of the production management workplan to be agreed by NGen.

- Applicants must be able to demonstrate their pavilion design capabilities at previous headline events.
- Applicants must have capacity to provide on the ground support in Hannover.
- Applicants must be willing and able to collaborate with organizing committee members and other partners involved in defining pavilion requirements.
- Applicants must attest that they comply with Canadian sanctions regulations.
- Additional preference will be given to bidders who can demonstrate ownership and or leadership by an historically under-represented group including women and/or First Nations, Inuit and M tis.

- a. Previous projects related to manufacturing or industrial trade shows
- b. Event production & design pre-, mid-, and post-experience

_____: Please direct all correspondence relating to this RFP via email to: <u>frank.defalco@ngen.ca</u>

______ During the period prior to the proposal submission deadline, changes made by NGen to the proposal documents will be issued by NGen to Applicants as written addenda. The Applicant shall list in its proposal all addenda that were considered in the preparation of its proposal.

______ Any clarification of the proposal documents required by, or any communication to NGen from an Applicant prior to the submission of its proposal, shall be requested/communicated.

Applicants will be permitted to withdraw their proposal -mail to

frank.defalco@ngen.ca

been submitted prior to the proposal submission deadline.

______All proposals shall be opened after the proposal submission deadline by NGen. The opening will not be public but limited to NGen staff or their delegates. In determining the contract award, the lowest cost proposal will not necessarily be accepted, and NGen reserves the right to accept or reject any or all proposals at its absolute discretion. Further, proposals may be accepted or rejected in total or in part. Proposals will be assessed based on information provided by the Applicants in the RFP document.

Without limiting the generality of the foregoing clauses, NGen shall be entitled to reject any proposal if:

A proposal is not typed or completed in ink or is not computer-generated;

A proposal is not properly executed by an individual having authority to bind the Applicant;

A proposal is late;

A proposal contains prices which appear to be so unbalanced that they may adversely affect the interests of NGen;

A proposal is incomplete, except where the proposal documents clearly state that a contract award may be made for individual items;

A proposal contains any error whatsoever;

A proposal that contains any substitution or deviation from specifications provided by the RFP.

NGen reserves the right to consider, during the evaluation of proposals:

Information provided in the proposal itself;

Information provided in response to enquiries of credit, experience and industry references set out in the proposal;

Information received in response to enquiries made by NGen of third parties apart from those disclosed in the proposal in relation to the reputation, reliability, experience and capabilities of the Applicant;

The manner in which the Applicant provides services to others;

The experience and qualification of the senior management and project management team;

Compliance of the Applicant with requirements and specifications; Pricing for the services requested;

The perceived ability of the Applicant

absolutely waives any right, or cause of action against NGen and its consultants, by reason Applicant, whether such right or cause of action arises in contract, negligence, or otherwise.

Contract award will be communicated by written notification from NGen to the successful Applicant. It is expected that the successful Applicant will work with NGen to sign a Contract Agreement and have adequate resources to meet mutually agreed upon target dates. The successful Applicant shall provide NGen with a designated inside customer service representative. Any disputes and/or queries with respect to the contract will be directed to this designated NGen representative, whose decisions with respect to any matter under dispute shall be final and binding.

Applicants whose proposals have been rejected by NGen will be notified within thirty (30) days of the proposal submission deadline.

_Each Applicant will disclose any potential, perceived or actual