



NATIONAL INSTITUTE FOR  
EXCELLENCE IN TEACHING

**RFP FOR AV VENDOR**

2025 NIET National Conference  
February 26 – 28, 2025

Marriott Marquis  
901 Massachusetts Ave, NW  
Washington, DC 20001

RELEASED:  
October 15, 2024

DEADLINE TO SUBMIT:  
November 1, 2024

## AUDIO VISUAL – REQUEST FOR PROPOSAL

### I. Contact Information

**Event Name:** 2025 NIET National Conference  
**Event Host Organization:** National Institute for Excellence in Teaching (NIET)  
**Key Contact Person:** Stephanie Mosqueda  
**Mailing Address Line 1:** 7333 E Doubletree Ranch Rd  
**Mailing Address Line 2:** Suite 250  
**City:** Scottsdale  
**State:** AZ  
**Zip Code:** 85258  
**Phone:** (979) 213-2009  
**E-mail Address:** [smosqueda@niet.org](mailto:smosqueda@niet.org)  
**Web Address:** [www.niet.org](http://www.niet.org)

**Billing Contact Person:** Amrit Ghimire  
**Billing Contact Telephone:** (800) 575-NIET  
**Billing Email:** [accounting@niet.org](mailto:accounting@niet.org)

### II. Event Profile

**Event Name:** 2025 NIET National Conference  
**Event Host Organization:** National Institute for Excellence in Teaching (NIET)  
**Event Start Date:** Wednesday, February 26, 2025  
**Event End Date:** Friday, February 28, 2025  
**Event Location:** Marriott Marquis  
**City:** Washington  
**State:** D.C.  
**Zip Code:** 20001

**Facility Contact Name:** Brian Roth  
**Facility E-mail Address:** [broth@mff.org](mailto:broth@mff.org)  
**Facility Website:** [Marriott Marquis Washington DC](http://MarriottMarquisWashingtonDC.com)

#### NIET OVERVIEW:

The National Institute for Excellence in Teaching (NIET) is a nonprofit public organization, qualified under Section 501(c)(3) of the Internal Revenue Code, to undertake education and other charitable activities, including the Annual National Conference. Knowing that teacher quality is the single biggest in-school factor for student success, NIET builds educator excellence to give all students the opportunity for success. Our vision is that every student in America is taught by an excellent teacher and supported by effective leaders every year—and that has been the foundation of our work for the past two decades. We believe intentional, sustained and high-quality investments in educators directly result in success for all students and are essential to eliminating equity gaps. We have optimism about what every teacher and student is capable of, and we see them rise to new levels of success every day. As a result, NIET is committed to raising achievement levels for all students by focusing on the most powerful lever for change: teachers and the leadership that supports them.

#### EVENT OBJECTIVES:

The Annual NIET National Conference provides attendees with a wide range and selection of high-quality trainings, informative presentations, and engaging plenary sessions that will provide opportunities to develop and strengthen the implementation of NIET support in their respective state, district, and schools. Additionally, business leaders, policy makers, and other VIPs will be afforded the opportunity to participate and gain a better understanding of the impact of NIET.

#### ATTENDEE PROFILE:

**Expected Total Event Attendance:** 1,550 people.

**Attendee Demographics Profile:** The Annual NIET National Conference attracts a large and diverse audience of approximately 1,550 teachers, school and district administrators, boards of education, chief state school officers, distinguished education leaders, and national policy, business, and community leaders from a variety of states across the country. The two-day conference consists of up to 14 concurrent breakout trainings in 6 time slots; a general opening session for all attendees; and daily group luncheons that involve keynote speakers and award presentations. Attendees are on their own for evenings except for a Thursday evening networking reception.

#### VENDOR SCHEDULE:

**Move-in Begin Date:**

Tuesday, February 25, 2025

**Move-in Begin Time:** 7:00 AM

**Move-in End Date:**

Tuesday, February 25, 2025

**Move-in End Time:** 3:00 PM

**Move-out Begin Date:**

Friday, February 28, 2025

**Move-out Begin Time:** 3:30 PM

**Move-out End Date:**

Friday, February 28, 2025

**Move-out End Time:** 10:00 PM

### III. Requirements

#### STATEMENT OF NEED:

NIET seeks to partner with an audio-visual vendor who can support production needs for general sessions and breakout meetings during the 2025 NIET National Conference. We invite prospective vendors to provide a comprehensive proposal that outlines the pricing for the following services: audio, video, lighting; staging and scenic design; as well as vendor labor, travel, and associated expenses. Executed contracts will cover the 2025 NIET National Conference only and do not reflect commitments for service for any future events.

#### BALLROOM REQUIREMENTS:

The Marquis Ballroom is designated for sessions expected to host approximately 1,550 attendees and will be set for 1,620 to accommodate internal team members and participants. The General Session will span across three key time slots: Thursday morning, Thursday lunch, and Friday lunch. These sessions may encompass a range of elements, including keynote speeches, presentations, large-screen video broadcasts, and award presentations. The vendor is responsible for the provision of staging, lighting, sound reinforcement, AV playback, projection services, and two lecterns. Additionally, the vendor is expected to supply a complete production crew to oversee all aspects of the ballroom sessions.

#### ROOM REQUIREMENTS:

##### MEETING ROOM:

There will be one meeting room in Pentagon set up conference style for 12 individuals that will need a projector and screen.

#### TRAINING SESSION ROOMS (14):

We anticipate **14** total breakout rooms to run concurrent training sessions from Wednesday through Friday. These breakouts are designed for two speakers with rounds of seating, accommodating 10 chairs per table for an audience ranging from 50 to 120 attendees in each room. Each breakout space needs to be equipped with a projector or screen, speakers for video playback, and two lavalier microphones for the presenters. For detailed information on equipment placement and room layout, as well as the specific schedule of events, refer to the room diagrams and the room schedule for training rooms, which include the following **12**: Archives, Congress, Independence A-C, Independence D, Independence E, Independence H-F, Liberty M, Liberty N-P, Monument, Supreme Court, Treasury, and Mint room. **Please refer to the room diagrams for layout details.**

#### There are 2 larger breakout rooms:

1. **Capitol** – Round tables for interactive panels and an estimated audience of 90 people. Besides the equipment above, this room will also include a stage, podium, five panelists' chairs, podium with microphone, and three hand-held microphones. Vendor to provide crew for room.
2. **Liberty K-L** - Bubble room with conference table for 6-12 people on raised (12-18 inch) platform, with theater-style seating for approx. 284 in a u-shape surrounding the conference table, along with video screen, projector, sound, tabletop mics for meeting participants, and two hand-held mics for facilitators. Vendor to provide crew for room.

#### RECEPTIONS:

On Wednesday, Thursday, and Friday evening in Salon 12-13, the welcome reception, networking reception and staff recap reception will be hosted for approximately 110- 120 individuals. A stage and AV equipment needs to be set up. The meeting room space will require AV support with projector/screen for AV playback, podium with microphone and two wireless handheld microphones.

#### GENERAL FUNCTION REQUIREMENTS:

- There is a standard set for meeting rooms (see room diagrams).
- The NIET office will be in 14 and storage in 15
- AV vendor will manage stage set and production during general sessions/luncheons, as well as pre-planning with NIET logistics team.
- Rehearsals for general sessions and luncheons are required on-site on Wednesday, February 26<sup>th</sup>.

**Agenda/Diagrams:** 2025 NIET National Conference tentative schedule is attached; NIET provides detailed diagrams including meeting and AV set-up for all rooms.

#### Attachments:

The following documents are attached to this RFP:

1. Tentative conference schedule of events
2. Room diagram with AV placements

#### IV. Proposal Specifications

NIET expects that all work will be performed in a professional manner. All information provided in this RFP is proprietary for this purpose only. Information cannot be released without written permission from the contact person named in Section I.

#### Required Attachments/Submissions to qualify for this RFP:

- Documents to be emailed:
  - Standard sales kit for the company



- An equipment list indicating the number available of each type of equipment, the cost of rental, duration, and any discounts that can apply
- Electronic submission of the company and event information via email.

#### Questions:

Direct all questions and requests for additional information regarding this RFP to: Brian Roth, [broth@mff.org](mailto:broth@mff.org).

#### **Please note:**

1. *Expenses related to the preparation and completion of a response to this RFP are the sole responsibility of the vendor.*
2. *Expenses related to travel need to be included in the original proposal. Costs associated with travel NOT included within the original proposal will be the sole responsibility of the vendor.*
3. *Expenses related to Overtime compensation need to be included in the original proposal with a unit rate (\$ dollar rate) per hour that takes place outside/beyond the standard allotted time within the vendor schedule. A detailed breakdown of all hours (regular and overtime) will be required, including an approval process for overtime.*

#### Decision Making Process:

1. Submitted RFP to Stephanie Mosqueda, Senior Vice President of Strategic Projects and Brian Roth, Director of Production Management.
2. RFP Reviewed by Michael Hillman, Vice President of Production.
3. Final Decision Maker: Dr. Joshua H. Barnett, Chief Executive Officer Please note: There may be a preliminary cut with a second review of finalists.

#### Timeline:

- RFP Published Date: 10/15/2024
- Proposal Due Date and Time: 11/1/2024
- Tentative Decision Date: on or before 11/15/24

**Decision Notification Method:** Email

#### Key Decision Factors:

Selection is based on the following criteria, rated by the percentage of how they will play a role in proposal evaluation:

Decision Factor	Percent
Ability of vendor to provide high level of service	25%
Overall cost of services <b>(including travel, shipping of equipment, and labor)</b>	25%
Availability of required equipment (including age and types of equipment to be provided)	20%
Staff Experience	20%
Recommendations from previous and existing clients	10%

#### Additional Information about RFP responses:

- The proposal with the lowest dollar amount will not necessarily be considered as the best proposal.
- Incomplete and/or late responses will not be considered.
- Responses must be emailed to Stephanie Mosqueda, [smosqueda@niet.org](mailto:smosqueda@niet.org) and Brian Roth, [broth@mff.org](mailto:broth@mff.org).

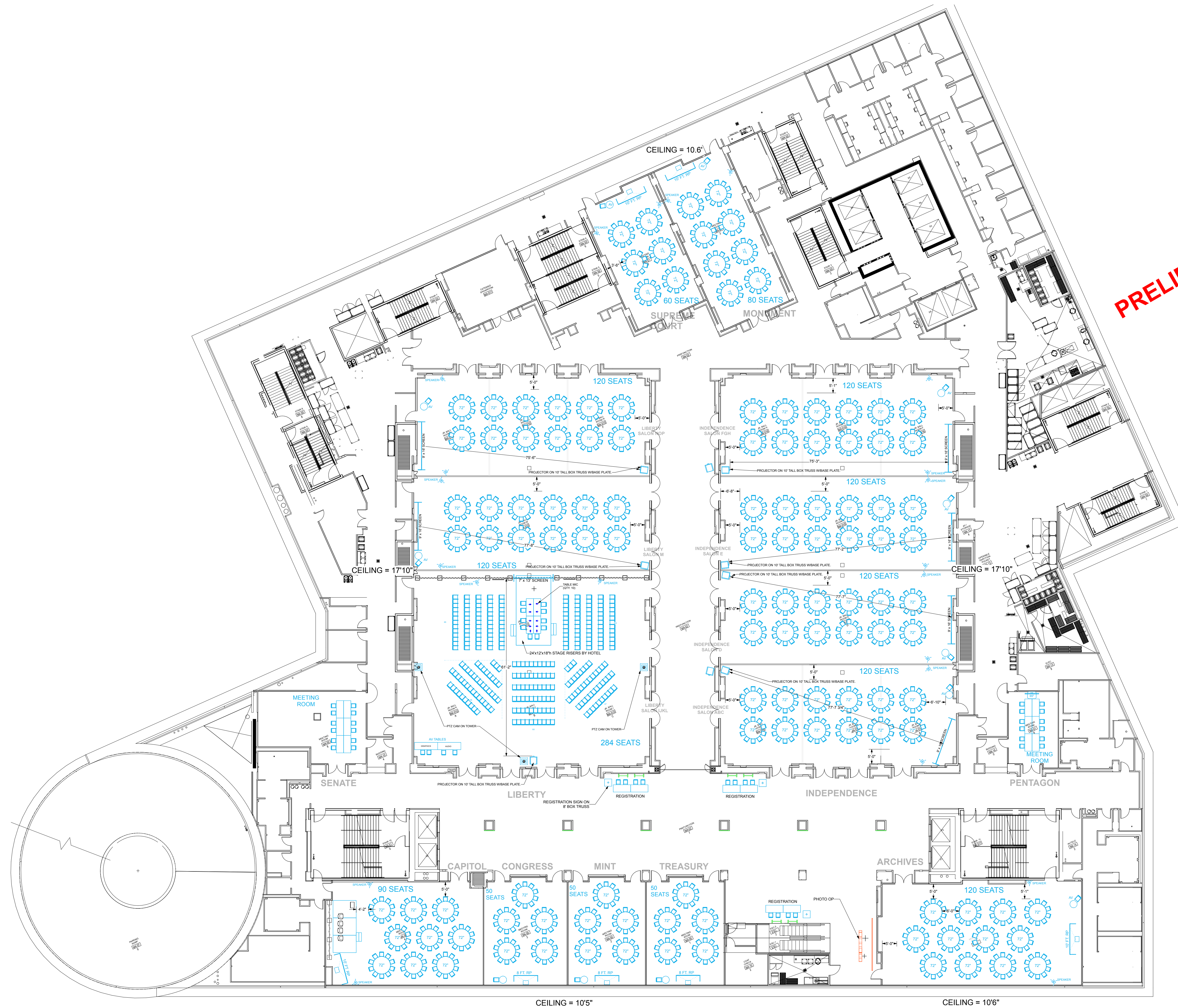
**Attachment 1: NIET 2025 National Conference**  
Marriott Marquis, Washington, D.C.

**Wednesday, February 26, 2025, to Friday, February 28, 2025**

Internal Agenda

<b>Wednesday, February 26</b>	2:00 p.m. – 7:00 p.m.	Registration
	2:00 p.m. – 4:00 p.m.	Partnership Meeting
	4:00 p.m. – 5:00 p.m.	Partnership Reception
	<i>5:30 p.m. – 6:30 p.m.</i>	<i>NIET Team Welcome Reception</i>
<b>Thursday, February 27</b>	7:00 a.m. – 5:00 p.m.	Registration
	8:30 a.m. – 10:00 a.m.	Conference Welcome & Opening
	10:15 a.m. – 11:45 a.m.	Breakout Session A
	12:00 p.m. – 1:30 p.m.	Awards & Recognition Luncheon
	1:45 p.m. – 3:15 p.m.	Breakout Session B
	3:30 p.m. – 5:00 p.m.	Breakout Session C/Partner Reception
	5:00 p.m. – 6:00 p.m.	Networking Reception
<b>Friday, February 28</b>	8:00 a.m. – 9:00 a.m.	Morning General Session
	9:15 a.m. – 10:45 a.m.	Breakout Session D
	11:00 a.m. – 12:30 p.m.	Breakout Session E
	12:30 p.m. – 1:30 p.m.	Lunch
	1:30 p.m. – 3:00 p.m.	Team Planning
	3:00 p.m.	Conference Concludes
	<i>3:00 p.m. – 5:00 p.m.</i>	<i>Staff Recap Reception</i>





**PRELIMINARY**



