**DCA RFP #08-19-2014**

**REQUEST FOR PROPOSALS: Graphic Design and Creative Services**

**Introduction**

The NJ History & Historic Preservation Conference is an annual two-day June event that assembles historic preservation, architecture and planning professionals, historic preservation commissioners, historic site stewards and others interested in history and preservation. Each year’s plenary and closing sessions explore topical themes, and educational sessions and field workshops offer learning opportunities for participants as well as continuing education credits for architects and planners for designated sessions. The conference is housed at a university or large institution that can accommodate the break-out rooms and provide an auditorium, and the location changes each year so that all areas of the state can be represented. The event is hosted annually by three government agencies, the NJ Historic Trust in the Department of Community Affairs, the NJ Historic Preservation Office in the Department of Environmental Protection, and the NJ Historical Commission in the Department of State. The conference is directed by a planning committee that represents stakeholders of the three departments, as well as other building, history, and design professionals and preservation advocates.

In the recent past the conference has utilized a variety of printed and web based materials to advertise and administer the event. Each year’s theme is presented by a logo/banner that is used in all flyers, email, programs and signage. Several years ago the conference went “paperless”, and the conference web site is used to present every aspect of the conference from program, to speakers, to parking, to registration, etc. At the conference, a printed and bound program book provides conference information, speaker bios and pictures, and sponsor advertising. Especially since the conference seeks to attract professionals who are in the business of designing and planning, the logo, web site and program book should be attractive, bright and functional.

**Scope of Work**

The NJ Historic Trust seeks to engage a graphic designer to design the conference logo, program book and signage.

The Historic Trust requests proposals for creative design services to include, but not limited to, the following:

* Create the banner/logo (branding) for the 2015 New Jersey History and Historic Preservation Conference;
* Create a graphic presentation of the 2015 conference theme that can be utilized by conference staff to create letterhead, advertisements, etc.;
* Design conference signage;
* Design and prepare the conference program book, incorporating an attractive cover, welcome message, agenda, directional maps and floor plans, session descriptions, speaker biographies and headshots, sponsor advertisements, and relevant images; approximately 52 pages in length, digital four color design, 8” x 11” pages*.* Printing will be done by others. An addendum may also be required.

**Proposal Process and Requirements**

Responses to this request should be directed to Dorothy Guzzo, Executive Director, NJ Historic Trust, via email to Dorothy.guzzo@dca.state.nj.us by Friday, September 5, 2014 at 4:00 p.m. All submissions will be acknowledged upon receipt.

All proposals submitted in response to this RFP must fully and directly address fulfillment of the scope of work and qualifications to do the same. The following must be included:

* The company name, the name of a contact person, mailing address, telephone number, fax number, email address and website.
* A concise description of Respondent’s principal business including company background, characteristics of business strength, and products and services offered.
* A discussion of Respondent’s experience in providing deliverables similar in size, complexity and nature to those requested in this RFP.
* Links to or printed material examples of Respondent’s work.
* List of and resumes for all staff proposed for this assignment.
* At least two (2) references for similar projects completed by the Respondent, including name of organization, contact person, telephone number, and email.
* A discussion of the company’s ability to complete projects within desired timelines.
* Requested compensation including all fees and expenses.

**Evaluation Criteria**

The Respondent whose credentials and submittal best meets the NJ History and Historic Preservation Conference’s needs will be selected. The award is subject to review and approval based the proposal’s thoroughness, responsiveness to the RFP, demonstrated understanding of the purpose and desired outcomes of the goals expressed in the RFP, and competitive cost.

**Schedule**

* Final logo and branding deadline – November 1, 2014
* Preliminary program book design deadline – March 31, 2015
* Final program book design deadline – April 17, 2015
* Final program book file to printer deadline – May 8, 2015

**Software Compatibility**

* Adobe Creative Suite

**Required Document Submissions**

If selected as the consultant for this RFP, the following must be provided:

• A valid New Jersey Business Registration certificate.

• A current NJ affirmative action certificate (or: provide the State of NJ Employee Information Report and a $150 check to the NJ Dept. of Treasury to attain a new certificate).

**Online Resources**

2014 NJ Historic Preservation Conference Web Site:

<http://www.state.nj.us/dca/preservationconference/>

Previous conference program books and sponsor posters:

<http://www.state.nj.us/dca/preservationconference/previous.html>

NJ Historic Trust web site:

<http://www.njht.org/dca/njht/>

NJ DEP/Historic Preservation Office web site:

<http://nj.gov/dep/hpo/>

NJ Historical Commission web site:

<http://www.state.nj.us/state/historical/index.html>

Advocates for NJ History web site:

<http://www.njhistoryadvocates.org/ex_officio.html>

American Planning Association conference web site:

<http://www.planning.org/conference/>

American Institute of Architects conference web site:

<http://convention.aia.org/event/convention-home.aspx>