

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

### Introduction

The NJ Historic Preservation Conference is an annual one-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 and design professionals and preservation advocates.

In 2013, the Historic Preservation Conference will absorb the educational sessions that are hosted by the Advocates for NJ History at its annual History Issues Convention, which was last held in March 2012. The purpose of combining the two conferences is to increase participation and connection between the history and professional preservation communities, and to improve the economic efficiency of fundraising through sponsorships. It is anticipated that the event will now be labeled the New Jersey History and Historic Preservation Conference.

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 develop a brand for the new New Jersey History and Historic Preservation Conference that will communicate a positive image of the event in the mind of both history and historic preservation professionals and advocates.

As part of developing and a brand experience, the Historic Trust requests proposals for creative design services to include, but not limited to, the following:

- an banner/logo (branding) for the new New Jersey History and Historic Preservation Conference that can be adapted for reuse in future conferences;
- a graphic presentation of the 2013 conference theme that can be utilized by conference staff to create letterhead, signage and advertisements, etc. (due November 1, 2012);
- a design template for the conference web site that can be administered by conference staff through the NJ State web site (due December 1, 2012);
- and a template and printing specifications for a conference program (due January 30, 2013) that can be customized by conference staff with the session, speaker and sponsor information.

#### 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](mailto:Dorothy.guzzo@dca.state.nj.us) by 5:00 p.m. on Friday, October 12, 2012. All submissions will be acknowledged upon receipt. Some Respondents may be asked to interview.

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 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. (The allowance for this project is approximately \$7,000 - \$10,000.)

#### 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

See Scope of Work.

### Software Compatibility

Design template: Adobe Creative Suite 3

Web template: Dreamweaver 8

### Online Resources

2012 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](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>