



Request for Proposals

Design and Fabrication- Global Health Display

Timeline: March - July 2019

1.0 Objectives and Scope of Consultancy

Aga Khan Foundation Canada (AKFC) is a non-profit international development agency, working in Africa and Asia to find sustainable solutions to the complex problems causing global poverty. AKFC concentrates on a small number of specific development challenges in health, education, rural development and civil society. In Canada, AKFC raises funds, builds partnerships with Canadian institutions, and promotes discussion and learning on international development issues. Established in 1980, AKFC is a registered Canadian charity and an agency of the worldwide Aga Khan Development Network.

AKFC requires the services of an experienced exhibit firm to design and build a fully bilingual interactive and educational display (**3 m deep, 6 m wide, and 2.5 m high, 18 m²**) that will be launched at the Women Deliver 2019 Conference (June 3-6)¹ and subsequently modified for use in other locations in Canada. **The estimated maximum budget for the display is \$125,000 CAD** and will showcase AKFC's work in health, with a focus on gender and innovation. The stories should focus on the **stories of women who are championing better health** for themselves, their families, and their communities in the developing world. It should also feature men who are working to improve health of adolescents, women, and children.

The designer will work closely with AKFC to create an innovative, interactive and multi-sensory exhibit that will educate and inspire visitors and leave a lasting impression. Given the competition in a large exhibitor hall, the display will need to be eye-catching, enticing, and memorable. Ideas on how to create a buzz at the conference should be included.

The display will be part of AKFC's year-long health campaign, tentatively entitled "In a Heartbeat". This campaign is a coordinated set of in-person engagement activities and digital engagement. Drawing on human stories of change and progress, this campaign will educate Canadians about global health challenges, and inspire them to take action to support this cause.

Though the display will be built for the Women Deliver conference in the first instance, applications at other venues will need to be considered in the design process. Ideally, most of the display will be repurposed to become a more flexible and mobile display that can be shipped and put up by volunteers in schools, libraries, a corporate lobby, or outside at fundraising event.

As much as possible, environmental considerations should be explored to help reduce the footprint of the

¹ See annex for full details for full details of conference and technical specifications for the display at the conference.



exhibit materials. This could include using products that contain post-consumer recycled materials, and including materials that can be recycled after use.

Key documents that will guide the firm's design approach, such as the exhibit brief and the larger health campaign overview, will be shared with shortlisted candidates.

The working interpretive theme statement for the display is: *Good health is essential to a fruitful, fulfilled life. Women and girls in the developing world are leading the charge to ensure everyone can attain their highest level of health.*

Although there will be many international delegates at the Women Deliver conference, the target audience for the display is Canadian young professionals (aged 23-35). This is in line with AKFC's other public engagement activities. Secondary audiences are development practitioners, health professionals, educators and secondary students. After visiting the display, visitors should be more aware of Canada's and AKFC's contribution to the health of women and children. They should view AKFC as a partner of choice in tackling challenges to the health of women and children. Ideally, after a visit, they will want to take action to support these issues by contributing their funds, time, skills, and intellectual and moral support.

2.0 Available Assets

AKFC has a number of assets that can be used for this display. The following assets are given as suggestions, and designers are encouraged to use what they can of these collections to create an immersive, educational, and memorable experience for visitors.

AKFC has an extensive collection of photos, interviews, and film footage from Canadian-supported health programs in Afghanistan, Pakistan, Mali, Kenya, and Tanzania. These include one-on-one interviews, action footage, b-roll, transcripts, portrait photos, action shots, and landscapes. Examples of AKFC's health content can be found online here: <https://www.akfc.ca/focus/health/> and some of the short films that have been created can be found online here: <https://bit.ly/2TOpEII>

AKFC has also been collecting a series of images from partners, volunteers, beneficiaries, etc. exploring self-identify. Individuals were asked to write down a word that defines them, in an effort to create space for the interviewee to label themselves – instead of being labelled by others (see image on next page).



This content will likely be a large component of AKFC's digital campaign. Considerations should be made for how this content can be used in the display as an interactive component (perhaps with user-generated content) or a way to connect the in-person experience with the digital platform. Designers are asked to provide plans for continued engagement after leaving the display (online or other) and ideas for take-away/collateral for visitors to help lead them to action on these important health issues.

AKFC will provide content and raw footage but the firm will be required to storyboard the films and the visitor experience.

3.0 Key Activities and Deliverables

This assignment will be carried out in four phases. **Please include all four phases in your proposal.**

Phase I: Interpretive Plan (March 11-April 7, 2019)

An interpretive plan (IP) will be created for the display, which will identify and describe significant visitor experiences and recommend ways to provide, encourage, sustain, and facilitate those experiences. The IP creation will require extensive content gathering and review of photos and raw film footage and interviews (working with AKFC). The plan will include:

- Suggested storylines, and a detailed list of AKFC content that will be used.
- Interpretive techniques (i.e. selection of media such as text, graphics, hands-on activities, photos, graphics, captions, artifacts and/or props, video, interactive elements, etc. that will achieve a suitable interpretive balance).
- Calls to action for visitors.



- Digital engagement plan (how to incorporate a digital experience for visitors into the physical display). *AKFC will be creating a digital campaign, the firm will be required to work with AKFC to coordinate the display and the digital campaign.*
- Provide a complete interpretive plan (including all assets identified, with draft or high level text). Revise based on feedback from AKFC.

Phase II: Design and Fabrication (April 8-May 26, 2019)

The firm will design and fabricate the display and make any necessary modifications following the Women Deliver conference.

The firm will:

- Design the display
- Develop approaches to adapting the display for use in schools, corporate lobbies, libraries, etc. The modified display will have to be easy to ship and to set up as AKFC will rely on volunteers for set-up in many locations.
- Recommend appropriate materials that will be able to withstand visitor traffic and potential outdoor use.
- Multi-media elements should be included for an enhanced visitor experience.
- Develop text, storyboards, and interactive materials (if applicable). Text translations and editing will be done by AKFC's translators (will work closely with the design firm).
- Develop drawings for the proper execution and installation of the display. This should include accurate dimensions to scale and details of display assembly and specific site requirements (electricity, internet access, etc.). Revise drawings based on AKFC feedback.
- Fabricate complete display

Phase III: Installation (May 27-June 7, 2019)

In Phase III, the installation of the complete display will take place. The firm will:

- Coordinate shipping of the display
- Coordinate and execute installation of the display (in accordance with the guidelines provided by the Women Deliver 2019 Conference—see annex).
- Provide support and any needed modifications during the conference (June 3-6, 2019).
- Tear-down and ship display to storage after the conference (June 6, 2019).

Phase IV: Modifications (June 6-July 31, 2019)

The display will be modified to be reused as a more flexible travelling display to be used with AKFC's broader audiences (students, young professionals, volunteers and fundraisers). Feedback from the installation at the Women Deliver 2019 Conference will be considered (may affect content and/or design).



The firm will:

- Adjust the display and make modifications (if needed) to accommodate a wider range of installations and locations.
- Create a short user manual for set-up, take-down, and packing of the display (with photos and instructions)
- Coordinate shipping of display

The firm is also expected to:

1. Meet with key AKFC staff to clarify scope, objectives, responsibilities and timelines
2. Review key materials from AKFC's including concept papers, exhibition content, and exhibit design concept
3. Work with AKFC staff to ensure coordination between the exhibit and the digital campaign
4. Carefully adhere to budgets and timelines

4.0 Consultant Qualifications

The candidate(s) should bring to the assignment:

- Significant demonstrated experience (7+ years) in interpretation, exhibition design, and fabrication projects, including specific experience with small-scale exhibitions and displays
- Excellent understanding of new and engaging techniques to draw new audiences
- Demonstrated experience with film storyboarding and use of photos and film
- Strong digital engagement capabilities
- Knowledge of the Canadian international development landscape (asset)

5.0 Application Process

Firms meeting the above criteria are invited to submit a proposal that includes all four phases of the project by February 13, 2019 at 4:00 pm (EST).

Proposals should include the following:

- A brief overview of the proposed approach, plan, and schedule. The proposal should include all four phases of the project. You may present alternative dates or phases to those presented in the RFP, or approaches of the project with a clear reason as to why these alternatives should be considered.
- One-page response to how your firm will respond to designing and building a display that will be engaging enough to compete with other exhibitors and neighbouring events.
- Firm(s) Profile – Maximum of two pages per firm. Clearly describe the firm's experience and expertise relevant to this assignment.



- Provide a list of all key personnel – please include credentials, education, years of experience, and past relevant project experience. Please note that those individuals named to the project in the submission are expected to work on the project.
- Please provide the following **work samples**:
 - Please provide up to three (3) samples of projects that showcase experience in the design-build process, digital engagement, and multi-media experiences.
 - For all samples, include a brief description of the project, the responsibilities of each firm, timeframe to complete the project, total budget of the project, and the relevance of the project to this RFP. For references, provide the employer's name and contact information.
- A detailed cost estimate in Canadian dollars

Proposal Submission

The proposals must be submitted and received at the address below by 4:00pm (EST) on February 13, 2019. Faxes and emails of proposals will not be accepted. Timely receipt and correct direction of the proposals shall be the sole responsibility of the applicant. Late submissions will not be accepted. Please ensure the following:

- Your complete proposal is submitted by the solicitation closing date and time.
- You have provided one hard copy of the complete proposal.
- You have provided one electronic copy of your proposal in PDF format on USB key. Proposals shall be delivered ONLY to the address specified below.
- If selected, you and key members of your team will be available for an on-site interview in Ottawa (or a virtual interview) between February 25 and 26 at the applicant's expense.

Katherine Boyes
Public Affairs Manager
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Ottawa, ON K1N 1K6

Selection Criteria

The selection criteria used to select the successful firms will include, but not be limited to:

- Understanding of project
- Design-build approach, creativity, and experience
- Team organization and qualifications
- Multimedia and digital experience



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- Ability to work under tight timelines
- Appropriate schedule and work plan
- Value for money
- Knowledge of the Canadian international development landscape

We thank all applicants for their interest however only short-listed applicants will be contacted for an interview. No enquiries please.



Annex: Technical Specifications

Booth Dimensions

Double booth space at the Women Deliver 2019 Conference is 20' x 10' (6m x 3m) with grey carpet. Shell includes 8' (2.5m) height back wall and sidewalls (3-sided, white). One basic power supply, 750 Watts/120Volt/7.5 Amp. Power outlet will be pre-installed at the back wall of each booth.

Wifi

Free WiFi will be available for all the participants and exhibitors in all conference areas including the exhibition halls. Please note that the bandwidth is dimensioned for emails and low speed downloads only. If higher speed internet is required for business you can order it. Please note: Exhibitors are not permitted to set up their own WiFi hot spot.

General Guidelines

Make sure your build-up, display material, etc., is kept within the confines of your own stand – for the sake of the public flow, the cleaning staff, escape routes, and the appearance of the exhibition as a whole. Under no circumstance can any Exhibitor's display be allowed to encroach into the aisle/gangways. Please remember to keep your entire exhibits inside your stand at all times.

You must not cause inconvenience for your neighbors by employing light or sound effects, smells, etc., which can in any way cause annoyance. Similarly, you may not hand out giveaways, foodstuffs etc., which necessitate extra cleaning of the gangway areas.

Your stand design, signage, banners etc., may not exceed 2.5 meters in height. If you require exemption from this rule, please contact coordinators. The general rule for objects in excess of 2.5 meters in height is that any surfaces facing a neighboring stand must appear completely neutral (white) and may not contain company names, product names, text, or logo designs. Wall panels facing towards the arcades must if not decorated, but should appear with a neutral white surface.

We recommend that you inform your neighbors of the nature and frequency of the music/sound you intend to reproduce. In the event of complaints, either from the management or from neighboring stands, the volume must be reduced or turned off completely.

It is not permitted to screw, nail, glue, stick, paint, or in any way cause damage to convention center's material or equipment. Damages to the building or its inventory are subject to charge.

Similarly, only Vancouver Convention Centre staff is permitted to affix wires to the ceilings or other parts of the building. It is also forbidden to mount or dismantle material belonging to the Vancouver Convention Centre, such as stand walls, fascia boards, spotlights etc.

All rigging or hanging of overhead items must be done through the Convention Centre's exclusive supplier RiggIt. Quotes can be requested through the Vancouver Convention Centre's online ordering system.