



IAEE DC Chapter Digital Newsletter RFP

The Washington, DC Chapter of the International Association of Exhibitions and Events is seeking a new digital newsletter designer for chapter luncheons and events for the 2019 – 2020 chapter year.

Scope:

January 2019 – December 2020 with one year option to renew

- Design and assist with the design and dissemination of a quarterly chapter newsletter.
- Provide a newsletter template to be archived on chapter website.

Showbuzz:

- Work with IAEE DC Marketing Chair and Committee to design, draft, and send quarterly chapter newsletter. Content to be provided by chapter. “Articles” should appear as headlines and teasers with “read more” links to the full articles on chapter blog. Typical content includes 1-2 articles, new members, new CEM’s, links to social media, advertisements, and potential member features.
- Showbuzz is a digital newsletter distributed via email on a quarterly basis.
- Work with Marketing Chair on distribution. The chapter currently has a constant contact account and sends chapter emails via that portal. Chapter is open to discussion regarding distribution logistics.
- Create a template for the email newsletter to be archived on the chapter website.

The DC Chapter is requesting an in-kind sponsorship. Participating company will receive the following in recognition/benefits:

- Logo on all sponsorship signage at all IAEE DC related events
- Recognition from the podium during all IAEE DC related events
- Complimentary registration for two people at IAEE DC Chapter luncheons from the selected company
- Logo on website, Capitol Ideas blog, and newsletter.

Deadlines:

RFP Dissemination Date: October 2nd, 2018

Proposal Due Date: October 19th, 2018

Decision Date: November 2nd, 2018

Start Date: December 1st, 2018 (for January luncheon)

Please respond to Mary Higham at mary@voxdeae productions.com, or at 908.415.5929 with any questions. Please include your general price list in the proposal. Thank you for supporting your local chapter.