

## Call for Applications for the Host of NEXPO 2013

NEXPO is the NALAS international local government fair where local authorities from South East Europe and beyond meet to present their cities and municipalities, their innovations and achievements, discuss common challenges and network with businesses, donors, and other organizations. NEXPO 2011 was held in Sarajevo and gathered over 200 Mayors and 2000 representatives of City Councils and municipal administration staff, international organizations, citizens, etc. More information on NEXPO 2011 is available at <http://nalas.eu/events/2011-03-10-NEXPO/index.aspx>

NEXPO is a biannual event, next one scheduled for March 2013. This is a call for expression of interest from NALAS member Local Government Associations to host NEXPO 2013 in a joint venture with the host city.

### **I. Application Documents**

The Local Government Association (LGA) is the main carrier of the proposal and the ultimate responsible partner of NALAS in the organization of NEXPO 2013. The application documents will be submitted by the LGA.

The following compulsory documents shall be submitted by the LGA:

- Letter of Intention for organizing NEXPO 2013 and NALAS general Assembly, signed by the President of the Association;
- Letter of Intention for organizing NEXPO 2013 and NALAS general Assembly, signed by the Mayor of the proposed host city;
- Letter of Statement signed by the Mayor, accepting to provide contribution for security at its own expenses (police, ambulance, firefighting and similar);
- Technical Proposal Form (Annex 1 of this ToR);
- Indicative Cost Estimation for NEXPO 2013 (Annex 2 of this ToR) ;

The applicant LGA's are kindly invited to submit other documents that would contribute to receiving bonus scores (please see section III c of this ToR).

The applications should be sent in electronic version to: [info@nalas.eu](mailto:info@nalas.eu) and by post to NALAS's address:

NALAS Secretariat  
Zenevska BB  
1000, Skopje  
Republic of Macedonia

## **II. Selection Process**

- The Call for Application will be opened from 29<sup>th</sup> August to 10<sup>th</sup> October 2011;
- Round 1: an initial review of the applications will be performed by the members of the NALAS Executive Bureau by 15<sup>th</sup> October 2011. This review will focus only on the eligibility criteria and completeness of the compulsory application documents ;
- Round 2: the second review will be performed on-line by the Liaison Officers, using an on-line voting form. The Liaison Officers from the LGA's that are applying for hosting NEXPO do not have the right to vote. Based on the voting, 2 applications will be shortlisted by 26<sup>th</sup> October 2011;
- The third review and the final selection of the best applicant will be performed at the Committee of Liaison Officers (CLO) meeting. The two shortlisted candidates will present their applications in front of the CLO, followed by voting. Representatives from the host cities are expected to support and join the LGA at this presentation. The Liaison Officers (LO's) from the competing LGA's do not have the right to vote. The final decision on the host of NEXPO 2013 will be made at the CLO meeting in November 2011.

## **III. Criteria**

### **a) Eligibility Criteria**

- The LGA that was the host of the previous NEXPO is not eligible to apply;
- The LGA has paid the 2010 membership fee to NALAS;
- The proposed host city has a specialized venue for fairs within the city vicinity;
- The proposed host city has agreed to provide contribution for security at its own expenses (police, ambulance, firefighting and similar) by submitting appropriate Statement signed by the Mayor;
- The proposed host city has overall accommodation capacities for c-a 2000 guests.

### **b) Selection Criteria (max score 110)**

- Previous experience in fair organization;
- Number and seniority of LGA project team offered as an in-kind contribution;
- Proposal and quality of a cultural programme;

- Proposal for a main theme and content programme;
- Indicative Cost estimations including: venue cost, booth cost (per booth, for 100 booths), interpretation in seven languages for two days, accommodation value for money (X star hotels costs Y EUR);
- Quality of the proposed venue: size, physical condition, food availability, sanitary facilities, conference rooms, interpretation facilities, location, access for disabled, wi-fi, advertising opportunities, distance from the airport and the city centre;
- Proposal (type, price, frequency...) for provision of transport of participants enabling regular circulation between NEXPO venue, city centre, main hotels, airport, train and bus station;
- Proposal for provision of decorations and signs outside the venue, the public transport, public buildings, etc.
- Quality of Promotion and PR Concept (promotion, press, partnerships with media – before, during and after the event)
- Proposal for sponsoring the NEXPO 2013 Opening Reception and a Gala Dinner for minimum of 500 people;
- Proposal for a VIP programme and the involvement of the Mayor in the VIP programme;

**c) Bonus scores (max additional score: 40)**

The LGA would gain additional, bonus scores upon filling the following:

- The LGA rented a booth at NEXPO 2011;
- Number of local governments mobilized by the LGA for NEXPO 2011;
- Provide Letters of Interest for sponsorship of NEXPO 2013 by private companies that operate in the area of municipal equipment, services etc.
- Letter of Commitment from Universities or NGO's for volunteer services;
- VISA availability for entrance of foreign citizens primarily from all NALAS member countries;
- Plan of possible activities of the Mayor of the host city in promotion of NEXPO 2013 (ex. letter of invitation to capital cities of the region, sister cities, etc);
- Commitment for gaining support (political, technical, financial...) from the national level of governance;
- Provide free local public transport for citizens to the fair venue;

#### IV. Responsibilities and Timeframe

	Activity	Start Date	End date	Host LGA	Host City	CLO	NALAS Secr.
1	Develop promotional brochure NEXPO	June 2011	September 2011				x
2	Selection of Host LGA and City	August 2011	December 2011			x	x
3	Steering Committee	January 2012	March 2013			x	
4*	Mobilization of Sponsorship <sup>i</sup>	January 2012	October 2012	x	x	x	x
5	Finalize NEXPO 2013 program with side events	January 2012	February 2012	x	x	x	x
6*	Contracting of NEXPO Facility	January 2012	March 2012	x			x
7*	Contracting of Exhibition Equipment (Booths)	February 2012	April 2012	x			x
8	Define Visual Identity and publish promotion materials	February 2012	March 2012	x	x		x
9*	Outsourcing Fair Technical Equipment and Services (translation, sound, light, catering, decorations)	May 2012	December 2012	x	x		x
10	Organize Local Transportation for Citizens Access to NEXPO	September 2012	December 2012		x		
11	Develop Security Plan	November 2012	December 2012		x		
12	Specify Firefighting and medical assistance	November 2012	December 2012		x		
13	Media Outreach Activities (Press Conferences, Press releases, Interviews)	March 2012	March 2013	x	x	x	x
14	Early notification for Attendance	October 2011	January 2012				x
15*	Registration of exhibitors and participants	May 2012	December 2012	x			
16	Organize NALAS General Assembly	September 2012	March 2013	x			x
17	NEXPO 2013	March 2013		x	x	x	x

<sup>i</sup> Alternatively, activities 4, 6, 7, 9 and 15 which are marked with \* can also be outsourced and implemented by an event management company which needs to be previously contracted.