



**REQUEST FOR PROPOSALS**

**FOR**

**IN-HOUSE DECORATOR**  
**(IN-HOUSE DECORATING SERVICES)**

**FOR**

**THE WACO CONVENTION CENTER**

**Waco, TX**

**February 12, 2025**

**Proposal Due Date: March 14, 2025**  
**@ 3:00 p.m.**

**For Information Contact: Kathy Bart / General Manager**  
**(254) 750-5855**  
**[kbart@asmwaco.com](mailto:kbart@asmwaco.com)**

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FOR  
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**INTRODUCTION**

ASM Global, as an agent for the City of Waco, (hereinafter referred to as "City"), manages and operates the Waco Convention Center (hereinafter referred to as "WCC").

By this Request for Proposals ("RFP"), ASM Global is soliciting proposals from qualified companies to provide decorating services for customers within WCC.

WCC consists of 32,976 square feet of exhibit space; 13,818 square feet of grand ballroom space; 31,851 square feet of meeting space, and all the necessary support spaces. Floor plans of WCC are attached hereto as Exhibit "B".

This RFP does not commit to the awarding of an Agreement, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of an Agreement. This RFP is intended to allow ASM Global to identify and select a qualified proposer to provide decorating services at WCC. In evaluating the responses to this RFP, ASM Global reserves the right to consider all elements entering into determining the qualifications of the proposers.

Proposers are required to submit one (1) original and one (1) copy of their complete proposal no later than the date and time below.

All responses and questions concerning this RFP must be submitted to:

Kathy Bart – General Manager  
ASM Global/WACO CONVENTION CENTER  
100 Washington Ave.  
Waco, TX 76701  
Phone: (254) 750-5855  
kbart@asmwaco.com

**Proposals are due no later than 3 p.m. on Friday, March 14, 2025**

## SECTION 1 – GENERAL INSTRUCTIONS

### 1.1 DEADLINE FOR PROPOSALS

Proposals shall be received by ASM Global not later than 3:00 p.m., Central Daylight Time on **Friday, March 14, 2025**. Proposals may be hand delivered during business hours, Monday through Friday, 8:00 a.m. to 5:00 p.m., or otherwise transmitted to the address below. **Facsimile proposals are not acceptable.**

### 1.2 SIGNIFICANT DATES

RFP Issued	<b><u>Wednesday, February 12, 2025</u></b>
*Deadline for Written Questions	<b><u>Friday, March 7, 2025 @ 3:00 p.m.</u></b>
Proposal Due Date	<b><u>Friday, March 14, 2025 @ 3:00 p.m.</u></b>

### 1.3 ADDRESSEE

All Proposals should be addressed to the following:

ASM Global/Waco Convention Center  
100 Washington Avenue  
Waco, TX 76701  
Attention: Kathy Bart

### 1.4 NUMBER OF COPIES

One original and one copy of the proposals must be submitted.

\* Questions may be submitted through 3:00 p.m. on Friday, March 7, 2025; only written questions will be accepted.

## SECTION 1 – GENERAL INSTRUCTIONS

### 1.5 CLARIFICATION AND QUESTIONS REGARDING INTERPRETATIONS OF THE RFP AND CONTRACT DOCUMENTS

At any time during this RFP process up to 3:00 p.m. on **Friday, March 7, 2025**, proposers may request, in writing, a clarification or interpretation of any aspect of the RFP. Such written requests shall be made to the addressee noted on page 2. The proposer making the request shall be responsible for its proper delivery to ASM Global/Waco Convention Center.

A summary of all questions submitted, and the responses given will be provided upon written request. Only written responses provided as addenda shall be official and all other forms of communication with any officer, employee or agent of ASM Global shall not be binding on ASM Global.

If it should appear to a prospective proposer that the performance of the work described or explained in the RFP, or that any conflict or discrepancy exists between different parts thereof or with any federal, state or city law, ordinance, rule, regulation, or other standard or requirement, then the proposer shall submit a written request for clarification to ASM Global within the time period specified above.

### 1.6 MODIFICATION OR WITHDRAWAL OF PROPOSALS

A modification of a proposal already received will be accepted by ASM Global only if the modification is received prior to the proposal due date. All modifications shall be made in writing and executed and submitted in the same form and manner as the original proposal.

A proposer may withdraw a proposal already received prior to the due date by submitting to ASM Global a written request for withdrawal executed by the proposer's authorized representative. The withdrawal of a proposal does not prejudice the right of a proposer to submit another proposal within the time set for receipt of proposals.

## **SECTION 1 – GENERAL INSTRUCTIONS**

### **1.7 NOTIFICATION**

ASM Global intends to complete evaluations in a timely and efficient manner. Qualified proposers may be selected to prepare formal presentations. Also, at its option, ASM Global may interview the proposers and request a Best and Final Offer ("BAFO"). ASM Global will notify all proposers in writing of the disposition of their response upon selection of the successful proposer.

### **1.8 HEADINGS**

All headings used in this RFP are inserted only as a matter of convenience and reference and in no way define, limit or describe neither the scope of this RFP nor the intent of any provision thereof.

### **1.9 CONDITIONS AND LIMITATIONS**

The proposals and any information made a part of the proposals will become part of ASM Global's official files without obligation on ASM Global's part to return them to the original proposer(s).

This RFP and the selected proposer's response will, by reference, become part of the formal Agreement between ASM Global and the selected proposer resulting from this solicitation.

Proposer(s) shall not offer any gratuities, favors, or anything of monetary value to any official or employee of ASM Global or the City for the purpose of influencing consideration of a proposal.

### **1.10 INSURANCE**

The successful proposer shall be required to obtain and maintain in force at all times, during the term of the agreement, insurance coverage as required in Exhibit A.

The successful proposer shall be solely responsible for the cost of insurance. Such coverage shall be obtained from an insurance company licensed to do business in the State of Texas. Evidence of coverage shall be provided to ASM Global within fifteen (15) days after contract award.

## SECTION 2 - SCOPE OF SERVICES

### 2.1 GENERAL SCOPE OF SERVICES

At a minimum, the following services are required to be provided by the proposer selected to provide decorating services for WCC:

1. Provide a list of inventories that you currently own to service WCC customers in the building and an inventory that you would maintain at WCC.
2. Provide at least one (1) experienced, Full-Time Manager, on site or remote, to solicit the business of WCC in advance of its events and represent the decorator at WCC meetings, staff meetings and pre-convention meetings at the request of WCC personnel.
3. Provide 24-hour support for all rented equipment.
4. Provide quality sales effort and collateral materials for customers of WCC to include a copy of exhibitor kit based on pricing to WCC.
5. Prepare and submit to ASM Global monthly accounting of all rental and service orders to the ASM Global/Waco Director of Finance. (See Section 3.3)
6. Provide complimentary services and support for facility promotional and training activities.
7. Maintain insurance as required in the General Instructions (see Section 1.10).
8. Design and provide pre-printed order forms/contracts for customers of WCC (see Section 2.2).

## SECTION 2 - SCOPE OF SERVICES

### 2.2 CONTRACTS WITH WCC CUSTOMERS

#### 1. Contract Form

Within 21 calendar days after execution of the Agreement between the decorator and ASM Global, the provider shall submit for ASM Global review a draft contract for use between the provider and WCC customers. Upon review and approval of the contract form, the provider shall utilize that contract form for all contracts with WCC customers requiring decorating services.

#### 2. Contract Execution

WCC customers who indicate to ASM Global a need for decorating services shall be referred to the decorating services provider who shall offer services at the approved, published rates. In some instances, WCC customers may directly contact the decorating services provider. In these instances, services shall also be offered at the published rates. Any deviation from approved rates may be made only with prior written approval of ASM Global.

The decorating services provider shall be responsible for executing a contract directly with WCC customers for the services to be provided. A copy of the final invoice shall be furnished to the ASM Global Director of Finance within 5 calendar days of completion. If there are fewer than 5 calendar days between performance of services and the monthly financial report, the invoice shall be provided with the monthly billing statement (See Section 3.3).



## **SECTION 3 - COMPENSATION**

### **3.1 GENERAL**

The Agreement resulting from this RFP will be a non-exclusive agreement in which the decorator services provider receives a "preferred" status within WCC to provide decorating services and equipment rentals to WCC. As discussed elsewhere herein, the preferred provider shall receive, at no cost, space within WCC for storage of its equipment if needed (See Section 4). In addition, the provider shall receive from ASM Global all referrals from customers requesting decorating services at WCC. In certain instances, WCC customers may desire to utilize a specific decorator with someone other than the "preferred" provider. When this occurs, ASM Global will permit another decorator services provider to operate within WCC.

### **3.2 COMMISSION**

In return for its "Preferred" status and for use of space within WCC, the decorator shall pay WCC a commission with a stated minimum guarantee against its gross fee charged to WCC customers for decorating services. The commission rate shall be as agreed upon in the final Agreement Documents. Payments shall be made monthly to the ASM Global/Waco Director of Finance per Section 3.3 below.

### **3.3 MONTHLY FINANCIAL STATEMENTS; PAYMENT TO ASM GLOBAL**

No later than the 5th day of each month, a financial statement of all labor, services, materials and taxes furnished to customers at WCC shall be provided to the ASM Global/Waco Director of Finance. Each statement shall include copies of the actual billing invoice to WCC customers and the resulting commission owed to ASM Global. With each monthly financial statement, the decorator services provider shall include its commission payment for all invoicing during the preceding month, regardless of whether WCC customer has made payment to the decorating services provider.

## **SECTION 4 - OFFICE/STORAGE AT THE WCC**

### **4.1 OFFICE AND TELEPHONE (Not Applicable)**

### **4.2 STORAGE**

Storage space for the decorating contractor will be provided at WCC. Specific sizes and locations of storage spaces shall be discussed prior to contract execution.

## SECTION 5 - TERM OF CONTRACT and EXERCISE OF OPTION

### 5.1 TERM OF CONTRACT

The term of this Contract shall be as follows:

- **Base Period**

Date of this Contract through September 30, 2026

- **First Option Period** (if exercised by ASM Global)

October 1, 2026, through September 30, 2027

- **Second Option Period** (if exercised by ASM Global)

October 1, 2027, through September 30, 2028

Options may be exercised solely at the discretion of ASM Global.

### 5.2 EXERCISE OF OPTION

The Option Periods may be exercised at ASM Global's sole discretion. ASM Global shall notify the Contractor of its intent to exercise an option at least 30 days prior to the end of the Base or First Option Period.

## **SECTION 6 - SUBMITTAL REQUIREMENTS and FORM OF PROPOSAL**

### **6.1 GENERAL REQUIREMENTS**

Each Proposal must include the following:

- a. Type of entity (e.g. corporation, partnership, sole proprietorship).
  - (1) Proposals submitted by corporations must be signed by an authorized representative of the corporation in the legal name of the corporation and must include the state of incorporation and the name and titles of the principals.
  - (2) Proposals submitted by a partnership must include the names of all partners and be signed by at least one of the partners.
- b. A brief description and history of Proposer's organization, including an organizational chart that sets forth the management structure of the company and numbers of full-time employees.
- c. An itemized summary of the Proposer's decorating service experience for facilities comparable to WCC for the past five years. Please include the following:
  - (1) A list of customers served, including at least three references that may be contacted by ASM Global.
- d. A resume of the proposed Manager for the decorating services to be provided at WCC. (Subsequent substitution of the Full-Time Manager after contract award may be made only with ASM Global's prior approval.) Also, provide a brief professional history of each employee that will be assigned to WCC.
- e. Describe the company's training program for employees.
- f. Provide a description of the insurance maintained by the proposer's company and steps taken to meet ASM Global/WCC insurance requirements as detailed in Section 1.10 and Exhibit A.
- g. A recent billing statement (with proprietary information redacted) for a facility where the proposer provides decorating services.
- h. A statement indicating whether any of the proposer's service contracts have been terminated prior to their expiration date. If so, provide an explanation of the circumstances of the termination.

## **SECTION 6 - SUBMITTAL REQUIREMENTS and FORM OF PROPOSAL**

### **6.2 SERVICES OFFERED**

Each proposer must provide complete and detailed responses to the following:

- a. Provide details on the kind of decorating service your company will offer to customers of WCC.
- b. Describe any graphics capabilities that your company has and if this is outsourced.
- c. Describe the software you use for doing floor plans and are they done in-house or outsourced.
- d. Describe your interoffice software your company uses including billing.
- e. Provide 10X10 booth pricing you would offer WCC customers for a standard exhibit hall show assuming no other source of revenue in the following categories:

0 – 50 booths

51 – 100 booths

101 – 150 booths

151 – 200 booths

201 & up booths

### **6.3 COMMISSION SCHEDULE**

Provide the commission structure the proposer is offering WCC for decorating services to include exhibitor services revenue. Provide minimum commission guarantee for each contract year including each option period.

### **6.4 SPONSORSHIP**

Describe sponsorship components including but not limited to:

- Sponsorship investment, cash and/or in-kind services
- Promotional support
- Demonstration programs
- Events to be held at WCC

## **SECTION 7 - EVALUATION PROCEDURES**

### **7.1 EVALUATION, NEGOTIATION, AWARD**

Proposals will be evaluated and negotiated in accordance with the evaluation criteria described below. The approach and procedures are those which are applicable to a competitive negotiated procurement whereby proposals are first evaluated to determine which proposals are within a competitive range. Discussions and negotiations may then be carried out with proposers within the competitive range, after which Best and Final Offers ("BAFO") may be requested. However, ASM Global may select a proposal for an award without any discussions or negotiations or a request for any BAFO. Subject to ASM Global's right to reject any or all proposals, the Decorator Services proposer whose proposal is found to be most advantageous to WCC, commission, minimum guarantees and other evaluation factors considered, will be selected.

### **7.2 OPENING OF PROPOSALS**

Proposals shall not be publicly opened. The identity of the proposers and the selected proposal will be made available after an award decision has been made.

### **7.3 ACCEPTANCE/REJECTION OF PROPOSALS**

ASM Global reserves the right to reject any or all proposals, to undertake discussions with one or more proposers, and to accept that proposal or modified proposal which, in its judgment, will be most advantageous to WCC, commission, minimum guarantees and other evaluation factors considered. ASM Global reserves the right to consider any specific proposal which is conditional or not prepared in accordance with the instructions and requirements of this RFP to be noncompetitive. ASM Global also reserves the right to waive any defects in any proposal.

Proposers are discouraged from making, taking or stating conditions, exceptions, reservations or understandings relating to the RFP in their Proposals. Proposers making, taking, or stating conditions, exceptions, reservations or understandings in their Proposals or BAFOs do so solely at their own risk. Any conditions, exceptions or reservations must be specifically identified and included in the proposal on a separate page entitled "State of Exceptions."

## **SECTION 7 - EVALUATION PROCEDURES**

### **7.4 EVALUATION CRITERIA**

Each proposal shall be evaluated in accordance with the below listed criteria. A total of 50 points shall be used in the evaluation, distributed as indicated below:

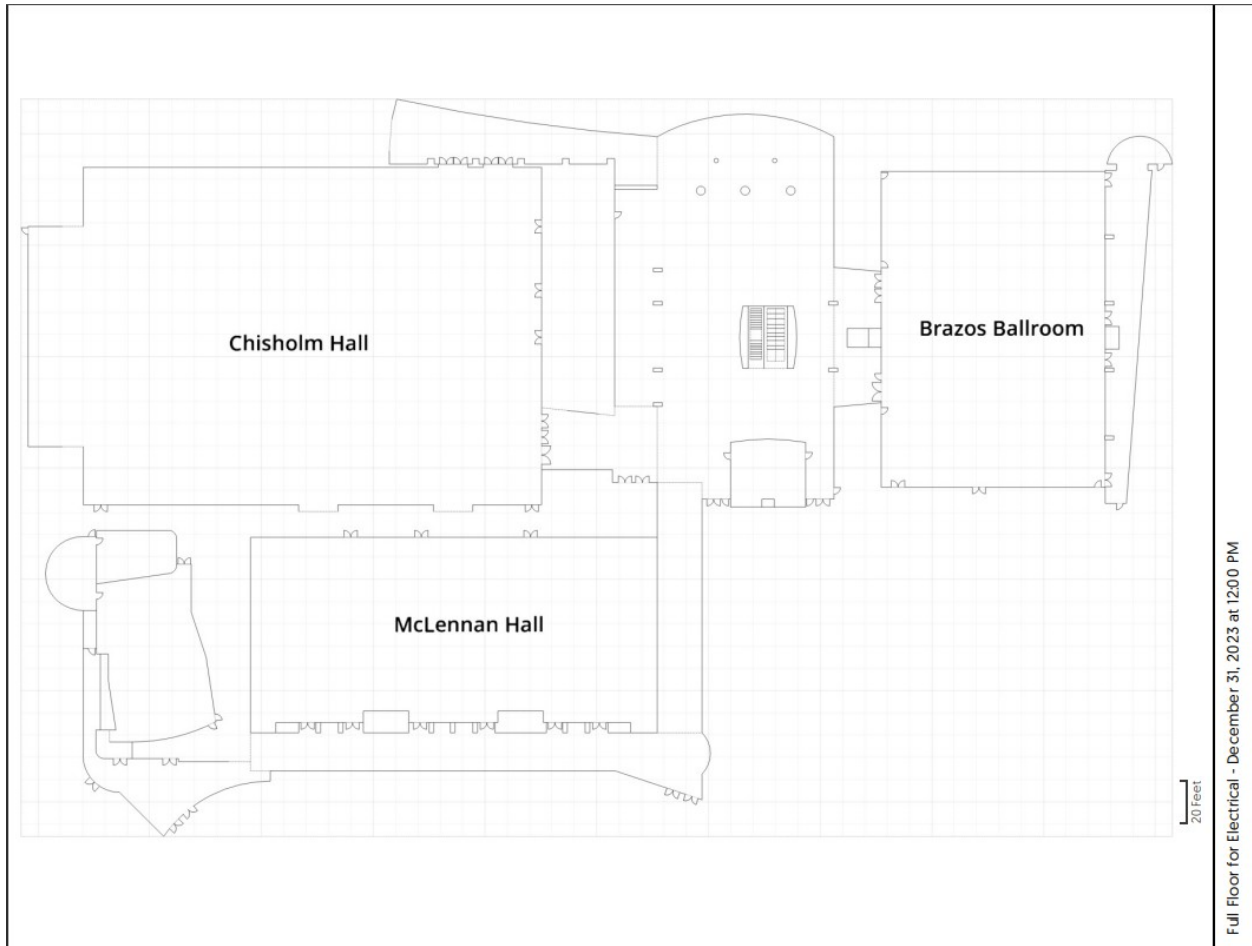
- a. Percentage Commission to be paid to WCC. (15 points)
- b. Sponsorship. (10 points)
- c. Experience and reputation for providing quality decorating services at convention centers, hotels or similar facilities. (5 points)
- d. Quality and quantity of inventory to be used at WCC. (5 points)
- e. Pricing structure of rental equipment and service. (5 points)
- f. Experience of staff and level of service to be provided. (5 points)
- g. Proposed sales effort and quality of collateral and sales materials including exhibitor packet to be provided. (5 points)

## **EXHIBIT A – INSURANCE REQUIREMENTS**

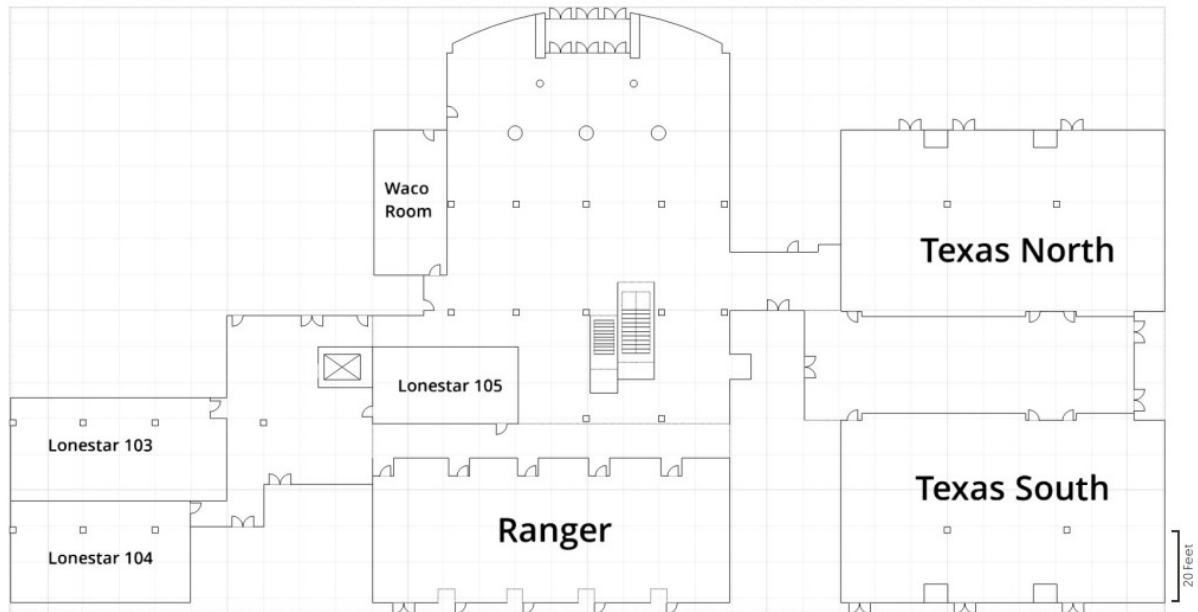
- A. CONTRACTOR shall at its own expense secure and maintain through the duration of this project and term of this Agreement proper primary insurance written on an as needed basis. Prior to the commencement of this Agreement, CONTRACTOR shall provide to ASM Global proof of the following insurance:
1. Comprehensive General Liability Insurance with limits not less than one million dollars (\$1,000,000) each occurrence combined single limit for bodily injury or death and property damage, including coverage for personal injury, contractual and operation of mobile equipment.
  2. Workers' Compensation Insurance as required by Texas law.
  3. Automobile Insurance with limits not less than one million dollars (\$1,000,000) each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.
  4. Employers' Liability Insurance with limits not less than one million dollars (\$1,000,000) for each occurrence.
- B. ASM Global must have an up-to-date copy of the In-House Decorator insurance certificate naming City of Waco and ASM Global Convention Center Management, LLC as additionally insured.
- C. All such insurance(s) shall be written with insurers maintaining at least an A VIII rating in the current A.M. Bests Manual and licensed to conduct business in the State of Texas.
- D. The original or a certified copy of the above policies, and/or certificates evidencing the existence thereof, shall be delivered to ASM Global prior to the commencement of this Agreement.
- E. Fifteen (15) days prior to the expiration date of any of the above insurance(s), CONTRACTOR shall provide to ASM Global proof of renewal of any insurance(s) due to expire.
- F. In the event of damage to, loss of, or destruction of WCC facilities by reason of fire, storm, theft or other casualty or occurrence of any nature, CONTRACTOR assumes all liabilities for repair and/or replacement of any CONTRACTOR materials and/or equipment of any kind in order to enable full operation of the services to WCC.



## EXHIBIT B - FLOOR PLANS WCC UPPER LEVEL



## EXHIBIT B - FLOOR PLANS WCC LOWER LEVEL



Full Floor for Electrical - December 31, 2023 at 12:00 PM

PLEASE REFER TO WEBSITE FOR MORE FACILITY INFORMATION

[www.wacocc.com](http://www.wacocc.com)

## BUILDING HISTORY

FY 2023 – 2024 (Oct 1-Sept 30)

Type of Event	Number
Banquet	19
Conference	35
Consumer	6
Convention	13
Meeting	118
Social	36
Sports	14
Tradeshow	9
Unspecified	22
<b>Total</b>	<b>272</b>