



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

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REQUEST FOR PROPOSALS

Conference Sponsorship Strategy and/or Fulfillment Services

International Economic Development Council Conferences

PURPOSE

As part of our conference sponsorship and fulfillment program, the International Economic Development Council (IEDC) has initiated a Request for Proposal (RFP) process to identify a vendor or consultant who can provide strategic support and capacity on elements of our conference sponsorship, exhibiting, and sponsor fulfillment efforts.

WHO MAY RESPOND

IEDC requires a vendor or consultant who has a strong track record in collaborating with nonprofit organizations to strategically grow sponsorships and guarantee a smooth sponsor experience.

Issued by: International Economic Development Council (IEDC)

Date Issued: July 30, 2026

Proposals Due: September 1, 2026 by 5:00 PM ET

Submit to: Kyle Breckenridge, Director of Development (kbreckenridge@iedc.org)

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1. Introduction & Background

1.1 About the International Economic Development Council

The International Economic Development Council (IEDC) is the world's largest association for economic developers. Originating a century ago, IEDC is a non-profit, non-partisan membership organization that represents the entire economic development profession. Members include thousands of practitioners in economic development in local, state, provincial, and federal governments, non-profits, private sector companies, public-private partnerships, entrepreneurial support organizations, chambers of commerce, utilities, universities, and a variety of other organizations.

IEDC is the leading voice in driving the future of the field. It provides professional development through courses and certifications, networking, conferences, research, policy and advocacy, partnerships, and other valuable offerings to economic development professionals across the globe. For more information, please [visit](#).

1.2 IEDC's Mission

Through bold leadership, collaborative partnerships, and innovative programs and solutions, IEDC will equip stakeholders to drive equitable and sustainable outcomes for the communities they serve as:

- The best place to work;
- The best place for economic developers to learn and connect; and
- The premier professional association for economic development in the world.

Under the strategic plan, IEDC has four main priorities with goals to support our path over the next five years:

- Impact on the Individual and Organization: IEDC will enhance the stakeholder experience by providing world-class professional development, networking, and customer service.
- Impact on the Profession: IEDC will drive the future of the economic development profession with visionary thought leadership, insights, and career awareness.
- Impact on the Global Community: IEDC will strengthen the global landscape of economic development through public policy, strategic partnerships, and storytelling.
- Organizational Excellence: IEDC will deliver high-quality content and programming, provide great customer service, and invest in the organization to ensure the talent, systems, and support are in place to achieve our mission.



1.3 Project Overview

IEDC is seeking proposals from qualified firms or independent consultants to provide strategic and tactical support for our sponsorship or fulfillment facilitation programs for six upcoming conferences from 2027-2028. We will consider firms who can provide a blend of support on both sponsorship sales and fulfillment facilitation. The selected partner will help us maximize the value of our events, sponsorships, and exhibiting functions through pre-event planning, on-site activation, and post-event reporting.

These six events include two Annual Conferences, the largest gatherings of economic development professionals in the world; two Leadership Summits, which bring together over 600 economic development leaders in Washington, D.C. each spring; our Rural Retreat, which convenes key stakeholders in rural economic development every two years, along with a third yet to be planned conference in 2028.

1.4 IEDC's Event Portfolio

Please find an overview of each conference below:

2027 and 2028 IEDC Annual Conference

Dates	Fall 2027 and Fall 2028
Location	Atlanta – 2027, TBD Location - 2028
Expected Attendance	1,800+ Attendees each year
Expected Number of Sponsors & Exhibitors	150+
IEDC Sponsorship & Exhibiting Goal	\$1.4 Million yearly

2027 and 2028 IEDC Leadership Summit

Dates	February 7-9, 2027 and February 6-8, 2028
Location	Washington, DC
Expected Attendance	600+ Attendees each year
Expected Number of Sponsors & Exhibitors	30+
IEDC Sponsorship & Exhibiting Goal	\$300K



2027 Rural Retreat

Date	June 14-16, 2027
Location	Burlington, IA
Expected Attendance	400+
Expected Number of Sponsors	24+
IEDC Sponsorship & Exhibiting Goal	\$125K

2. Scope of Work

The selected partner will be responsible for executing a workplan that is comprised of some of the deliverables below to support our conference sponsorship, exhibiting, and fulfillment efforts. Respondents may propose the full scope or a defined portion based on their expertise. For example, this could include proposing services that only provide sponsorship sales support or strictly fulfillment facilitation.

2.1 Strategy & Planning

IEDC will share high-level historical sponsorship data (e.g., three-year retention rates, first-time sponsor counts, average package value) with the selected firm.

- Conduct a sponsorship audit to identify the highest-value benefits in our sponsorship packages.
- Identify measurable goals tied to brand visibility and stakeholder engagement for IEDC events
- Develop a cohesive sponsorship prospectus outlining sponsor opportunities at various levels.
- Recommend sponsor activation concepts that align with IEDC's brand.
- Regularly meet with the IEDC team to collaborate on strategy and implementation.
- Evaluate our current event prospectuses and provide recommendations.
- Collect and assess data on our sponsorship activities (e.g. year-to-year retention rates, number of first-time sponsors, cost analysis of sponsorship packages).
- In Collaboration with IEDC, determine if we should institute a multi-event sponsorship package strategy.
- Research and develop an extensive pipeline through prospecting and strategic outreach.

2.2 Sponsorship Sales

- Either lead or provide a supporting role in sponsorship and/or exhibit hall sales for the stated conferences.



- In conjunction with the IEDC team, support the sale of our Chairman's Club sponsorship tier, which includes engagement at all IEDC conferences.
- Implement a comprehensive prospecting and outreach plan that leads to closed sales.

2.3 Pre-Conference Fulfillment Facilitation

- Coordinate logistics with conference organizers, including exhibit booth specifications, signage, collateral shipment, and promotional listings.
- Manage deadlines for sponsor benefits such as advertising or content placements, attendee list access, speaking opportunities, and digital assets.
- Execute reminders and follow up to sponsors and exhibitors so that all payments are made, materials are collected and deliverable deadlines are met on time.
- Support the exhibitor booth selection process in partnership with the IEDC team.
- Liaise with IEDC's internal team and external partners on creative production.

2.4 On-Site Activation

- Provide or coordinate on-site concierge-type staffing support for sponsors.
- Manage booth setup and breakdown.
- Facilitate meetings between IEDC leadership and target prospects.
- Lead the on-site exhibit booth sales campaign.

2.5 Lead Capture & Follow-Up

- Implement a lead capture process.
- Deliver qualified leads with notes and recommended follow-up actions within 10 business days of conference close.

2.6 Reporting & ROI

- Report progress to the IEDC team weekly.
- Provide a post-event recap including benefits delivered vs. promised, leads generated, audience reached, and recommendations for future sponsorships.
- Recommend secondary performance metrics beyond revenue targets — such as first-time sponsor conversion rate, sponsor satisfaction/NPS score, and exhibit hall sell-out rate — to give a fuller picture of program health.

2.7 Digital & Hybrid Sponsorship

- Recommend strategies for digital/hybrid sponsorship inventory, including virtual attendee engagement, website/app advertising placements, and digital content sponsorships, where applicable to IEDC's event formats.



3. Respondent Qualifications

Proposals should demonstrate the following:

- Minimum 5 years of experience in conference sponsorship strategy, event marketing, sponsor deliverable fulfillment, or destination marketing.
- Demonstrated success activating sponsorships of comparable scale.
- Strong project management capabilities and references.
- Experience working with international sponsors preferred but not required.
- Direct experience working with destination marketing organizations, economic development organizations, or tourism boards preferred but not required.
- Familiarity with the economic development and site selection industry preferred but not required.
- Experience with association or nonprofit CRM/sponsorship management platforms (such as Salesforce, Higher Logic, Cvent, Cobalt, or similar systems) preferred but not required.

4. Proposal Requirements

Please include the following in your response (maximum of 9 pages):

- **Firm Overview** — Company background, leadership, team size, and relevant experience.
- **Proposed Scope of Work** — Please indicate if you are interested in supporting our sponsorship / exhibitor sales efforts, sponsor / exhibitor fulfillment efforts, or both workstreams.
- **Approach & Methodology** — How you would approach this engagement, including a proposed timeline.
- **Team & Staffing** — Bios of the team members who would lead this partnership.
- **References** — Three client references with contact information.
- **Pricing** — Detailed fee structure (project-based, retainer, or percentage of sales), including any pass-through costs.
- **Insurance & Compliance** — Confirmation of business insurance and any relevant certifications.
- **Technology & Data Management** — Describe the CRM, sponsorship tracking, or lead-capture platform you propose to use, and how it would integrate with a client such as IEDC. Include your approach to data security, privacy compliance, and data ownership/return upon contract conclusion.

5. Evaluation Process

5.1 Evaluation Team

Proposals will be evaluated by a cross-functional internal team consisting of representatives from IEDC's events, public affairs, and development departments. The team's recommendations will be presented to IEDC's Executive Leadership Team for final approval. IEDC reserves the right to engage a third-party vendor for assistance during any phase of the evaluation.



5.2 Evaluation Criteria

Proposals will be evaluated on:

Criteria	Weight
Relevant experience and qualifications	35%
Approach and methodology	10%
Demonstrated ROI on prior engagements	25%
Pricing and value	20%
References	10%

We strongly encourage applications from organizations led by individuals of all backgrounds and experiences. We do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, veteran status, genetic information, or any other legally protected status. We are dedicated to fostering an environment that values diversity, equity, and inclusion.

5.3 Evaluation Timeline

RFP Released (July 30)

Inquiry Period (July 30 – August 14): All interested vendors may schedule calls with IEDC to gather more information in support of their proposals. To do so, please see Section 6.4: Inquiries.

Proposal Submissions Due (September 1): Please see section 6.1: Submission Deadline.

Finalist Interviews (September 15 – September 29): The IEDC Evaluation team will interview a selection of vendors to learn more about their proposal and answer any additional questions.

Reference Checks (September 30 – October 2): IEDC will conduct reference checks with current clients of shortlisted vendors.

Final Evaluation & Selection (October 5 – October 13): The evaluation team will finalize scores based on proposal quality, demonstrations, and reference checks, then select a preferred vendor. This vendor recommendation will be presented to IEDC's Executive Leadership Team for validation/approval.

Contract Negotiation (October 14 – October 23): IEDC will negotiate final terms with the selected vendor. IEDC may secure the services of a 3rd-party vendor to conduct contract



negotiations on its behalf. A meeting between the executive teams of IEDC and the vendor is highly desirable during this window.

Engagement Begins (January 1)

6. Submission Process

6.1 Submission Deadline

Proposals are due by 5:00 PM Eastern time on Tuesday, September 1, 2026.

6.2 Submission Instructions

Proposals should be submitted in PDF format - via email to kbreckenridge@iedc.org before the closing submission date. If the file is too large for email, a link to the file should be provided.

Late arrivals will not be accepted. Mail submissions will not be accepted.

It is the responsibility of the vendor to ensure that the response is received by IEDC by the closing submission date. A response may be judged nonresponsive and excluded for further consideration if it is not received by the deadline or does not follow the specified format.

6.3 Notification of Selection and Timeline

IEDC reserves the right to cancel this RFP at any time. Upon conclusion of negotiations with the successful vendor, all vendors submitting responses to this RFP will be informed in writing of the name of the successful firm or individual.

RFP Released: July 30, 2026

Proposals due: September 1, 2026

Vendor selection made: October 23, 2026

6.4 Inquiries

A two-week inquiry period is provided after the RFP's release date. Inquiries concerning this RFP should be scheduled for no later than Friday, August 14, 2026. To schedule an inquiry, contact Kyle Breckenridge via email at kbreckenridge@iedc.org.

6.5 Conditions of Proposal

All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by IEDC.

6.6 Right to Reject

IEDC reserves the right, in its sole discretion, to reject any and all responses received in response to this RFP. A contract for the accepted response will be based upon the factors described in this RFP.



6.7 Confidentiality

If the vendor deems any material submitted to be proprietary or confidential, that must be indicated in the relevant section(s) of the response.

6.8 Conflict of Interest

The Vendor must disclose, in an exhibit to the proposal, any possible conflicts of interest that may result from the award of the Contract or the services provided under the Contract. Except as otherwise disclosed in the proposal, the Vendor affirms that to the best of its knowledge there exists no actual or potential conflict between the Vendor, the Vendor's project manager(s) or its family's business or financial interests ("Interests") and the services provided under the Contract. In the event of any change in either Interests or the services provided under the Contract, the Vendor will inform IEDC regarding possible conflicts of interest, which may arise as a result of such change and agrees that all conflicts shall be resolved to the IEDC's satisfaction or the Vendor may be disqualified from consideration under this RFP. As used in this Section, "conflict of interest" shall include, but not be limited to, the following:

- Giving or offering a gratuity, kickback, money, gift, or anything of value to an IEDC official, officer, or employee with the intent of receiving a contract from IEDC or favorable treatment under a contract;
- Having or acquiring at any point during the RFP process or during the term of the Contract, any contractual, financial, business or other interest, direct or indirect, that would conflict in any manner or degree with Vendor's performance of its duties and responsibilities to IEDC under the Contract or otherwise create the appearance of impropriety with respect to the award or performance of the Contract; or
- Currently in possession of or accepting during the RFP process or the term of the Contract anything of value based on an understanding that the actions of the Vendor or its affiliates or Interests on behalf of IEDC will be influenced.

Thank you for your interest in partnering with IEDC

