REQUEST FOR PROPOSAL

Special Libraries Association
SLA Virtual Conference 2010
Prepared April 10, 2009
Proprietary and confidential
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INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

The Special Libraries Association (SLA) was founded in 1909 in the state of New York and is now the international association representing the interests of thousands of information professionals in over eighty countries worldwide.

SLA is holding its 2010 Annual Conference in New Orleans from June 13 to 16, and is interested in making a portion of the Conference sessions available virtually to members who are not able to attend in person. To accomplish this, SLA wishes to perform the following

- Provide live streaming video of selected sessions. (no more than 15 sessions would be selected for this.)
- Develop several packages from which members can select, such as General Opening Session plus 3 selected sessions.
- Record all selected sessions to allow purchase after Conference.
- Provide complete project management throughout the life cycle of this endeavor.

SLA is seeking to identify and select an outside independent organization to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by SLA.

We are not looking for the sessions to just be captured and replayed in a podcast. We want this to be a live experience.

Some of the questions we would specifically like your responses to are the following:

1) Do you currently provide live streaming to conference events?
2) Do you have a system to register attendees? Do you collect funds?
3) What is your supporting system?
   a. Do you have to download or does it come directly to the site?
   b. Can any computer use your service to view a live session?
   c. Does each user have a unique sign on ID?
4) How many participants can be online at one time?
5) Can we add descriptions on a side bar?
6) Can an attendee purchase session randomly after paying a fee. For example, if the general session is free with a purchase of 3 or 5 sessions – can the attendee choose random which sessions they are?
7) If sponsored supported, can they show a 60 second video clip before the attendee going into the live session?
8) Can banner ads be included on the site?
9) What are your tracking details?
10) Can it be recorded and available for replays?
11) Can it be in a different language?
12) Do you have any upcoming conferences that we can log on to view the virtual experience?
13) Can the attendees who are participating online, be involved via chat/webcam or some other system so they feel they are part of an experience, not just listening.
14) What are your hours for technical assistance?
15) Can we include demographic information in the log in process for the attendee?
16) Should we decide to expand your services – do you have exhibit hall capabilities?
17) Is the exhibit hall a separate log in process?
18) What are costs involved? Basic features?
ADMINISTRATIVE

CONTACT

<table>
<thead>
<tr>
<th>Name</th>
<th>Work Address:</th>
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<tbody>
<tr>
<td>Address</td>
<td>If Mailing Proposals, please mail to:</td>
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<td>Phone</td>
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<td>FAX</td>
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<td>Email</td>
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DUE DATES
A written confirmation of the Vendor’s intent to respond to this RFP is required by August 15, 2009. All proposals are due by 4:00 PM EDT on August 31, 2009. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

SCHEDULE OF EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>1. RFP Distribution to Vendors</td>
<td>Aug 11</td>
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<tr>
<td>2. Written Confirmation of Vendors with Bid Intention</td>
<td>Aug 14</td>
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<tr>
<td>3. Questions from Vendors about scope or approach due</td>
<td>Aug 17</td>
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<tr>
<td>4. Responses to Vendors about scope or approach due</td>
<td>Aug 20</td>
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<td>5. Proposal Due Date</td>
<td>Aug 31</td>
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<tr>
<td>6. Target Date for Review of Proposals</td>
<td>Sept 9</td>
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<tr>
<td>7. Final Vendor Selection Discussion/Demo(s)--Week of</td>
<td>Sept 15</td>
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<td>8. Anticipated decision and selection of Vendor(s)</td>
<td>Sept 30</td>
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GUIDELINES FOR PROPOSAL PREPARATION
PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to SLA in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

SLA reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.

Vendor’s proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for SLA’s evaluation of the Vendor’s proposal.

Vendor’s proposal in response to this RFP will be incorporated into the final agreement between SLA and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Project Deliverables
4. Project Management Approach
5. Detailed and Itemized Pricing
6. Appendix: References
7. Appendix: Project Team Staffing
8. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.
DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY
This section will present a high-level synopsis of the Vendor’s responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY
- Include detailed testing procedures and technical expertise by phase. This section should include a description of each major type of work being requested of the vendor. All information that is provided will be held in strict confidence.

DELIVERABLES
Include descriptions of the types of products and reports that will be provided for this engagement.

PROJECT MANAGEMENT APPROACH
Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

DETAILED AND ITEMIZED PRICING
Include a fee breakdown by project phase and estimates of travel expenses.

APPENDIX: REFERENCES
Provide three current corporate references for which you have performed similar work.

APPENDIX: PROJECT TEAM STAFFING
Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members. Describe bonding process and coverage levels of employees. Affirm that no employees working on the engagement have ever been convicted of a felony.

APPENDIX: COMPANY OVERVIEW
Provide the following for your company:
- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established and number of years your company has been offering virtual livestream conferencing.
EVALUATION FACTORS FOR AWARD

CRITERIA
Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor’s responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor’s proposed solution fulfills SLA’s stated requirements as set out in this RFP.
3. An assessment of the Vendor’s ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor’s stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor’s proposal.

SLA may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.