

Request for Proposals Association Management Services

Introduction

This Request for Proposal (the “RFP”) is to identify and contract with an Individual or Firm as an Independent Contractor for the provision of professional association management services for the Indiana Medical Device Manufacturers Council (“IMDMC”). The RFP describes the scope of work, which includes strategic advice, membership development, advocacy & outreach, meetings & events, and organizational management.

This RFP sets forth the requirements and solicits a detailed response including, but not limited to, capabilities & experience, possible approaches, references, and remuneration. Qualified Individuals/Firms must respond to this RFP as completely and succinctly as possible and according to the instructions defined herein. Interested Individuals/Firms should notify IMDMC of their intention to bid by June 30, 2017, and submit their proposal by July 15, 2017.

The IMDMC Board of Directors (the “Board”) will conduct an evaluation of the submitted proposals based on the factors set forth in this RFP.

About IMDMC

IMDMC is a not-for-profit trade association representing Indiana medical device firms and their partners. Our mission is to catalyze collaboration, education, and advocacy in Indiana’s medical device sector to advance the performance of our member firms and cultivate a business environment in which they can flourish.

IMDMC is experiencing transformation as it approaches its 35th year in 2021, and is focused on implementing its new strategic plan for 2017-20. For more information about IMDMC, please visit our website: imdmc.org.

Proposed Scope of Work

The selected Individual/Firm will partner with the Board to execute on the strategic, operational, and financial management of IMDMC. The selected Individual/Firm will actively participate in IMDMC Board meetings and committee meetings that support membership development, advocacy, and education.

IMDMC is seeking an Individual/Firm to provide association management services including, but not limited to, the following types of services.

1. **Strategic Advice.** The selected Individual/Firm will provide overall strategic advice to the Board regarding the best approach to achieve IMDMC's goals to:
 - a. Increase membership and non-dues revenues;
 - b. Advance capabilities and performance of the medical device sector by delivering educational programs, catalyzing networking opportunities, and developing the medical device talent pool; and,
 - c. Shape the medical device sector business environment through effective state, federal, and economic development advocacy.

2. **Membership Development.** The selected Individual/Firm will lead IMDMC's efforts to attract new and retain existing members. The selected Individual/Firm will be expected to:
 - a. Develop consistent, relevant communications with member companies;
 - b. Increase member engagement in advocacy, education, and networking activities; and,
 - c. Develop and implement recruitment strategies to grow membership.

3. **Advocacy & Outreach.** The selected Individual/Firm will lead the outreach to state and federal policymakers to advance IMDMC's legislative priorities. The selected Individual/Firm will be expected to:
 - a. Maximize member advocacy efforts to increase awareness of the sector's substantial value to the state;
 - b. Strengthen partnerships with national trade associations, including AdvaMed and MDMA, to enhance collaborative federal advocacy; and,
 - c. Champion economic development in Indiana to benefit the medical device sector.

4. **Meetings & Events.** The selected Individual/Firm will provide overall meeting and event management for the IMDMC annual conference, educational programs, and networking events. The selected Individual/Firm will be expected to:
 - a. Build on the platform of IMDMC-sponsored educational offerings; and,
 - b. Create collaborative, networking opportunities for current and potential members.

5. **Organizational Management.** The selected Individual/Firm will partner with the Board to provide leadership and management for IMDMC. The selected Individual/Firm will be expected to:
 - a. Meet financial expectations of the Board;
 - b. Enhance the IMDMC electronic and print materials to increase brand recognition and communicate IMDMC's value proposition;
 - c. Prepare meeting materials and minutes; and,

- d. Prepare and retain required records.

Response Format & Proposal Instructions

In the review process, the Board will evaluate proposals on the basis of the following information that must be submitted in each response:

1. Executive Summary

Briefly describe (maximum 1 page) the key elements of your proposal, including the monthly remuneration for all activities.

2. Capabilities/Experience

Individuals should provide evidence of their abilities to provide association management services, including relevant experiences, qualifications, and education.

Firms should provide evidence of the ability to provide association management services, including company background and history. Firms should include information for each team member who will provide the services identified in this RFP. While IMDMC does not limit the ability to assign or reassign personnel during the period of contract performance, the past experience, qualifications, and education of the key individuals are expected to represent a contractual commitment by the Firm to retain comparably skilled and qualified individuals during the contract.

3. Possible Approaches

- a. Identify how you will manage, service, and support the requested services.
- b. Define your experiences with similar clients/associations.
- c. Present a detailed process for your services and how those components will benefit IMDMC.
- d. Offer other evidence of your ability to organize people, manage time, and develop creative solutions to achieve IMDMC's goals.

4. References

Provide at least three (3) references for review. Please include:

- a. Contact name, job title, telephone, and e-mail address
- b. Company name and address
- c. Working relationship

5. Remuneration

Provide the proposed monthly remuneration associated with delivering the proposed Scope of Work and describe any additional costs you would expect IMDMC to pay.

Submission and General Instructions

Individuals and Firms responding to this RFP shall submit their proposal by electronic mail no later than July 15, 2017, to: imdmc@imdmc.org. The subject line should read: IMDMC RFP for Professional Association Management Services. All proposals should be submitted as a Word document or as a PDF. Proposals should not exceed 10 printed pages in their entirety, inclusive of appendices and other reference material, but exclusive of individual resumes. Late proposals will not be accepted.

Event	Deadline
RFP released	June 5, 2017
Notification of intent to bid	June 30, 2017
Proposal submission deadline	July 15, 2017
Board review, interviews and oral presentations	August 1 – 25, 2017
Notification to Selected Individual or Firm	September 1, 2017

Evaluation and Selection Process

The Board will assess the merits of proposals in accordance with the evaluation factors stated in this RFP and will identify the proposal that is most advantageous to IMDMC. Proposals will be evaluated based on demonstrated experiences and abilities to:

- Provide thoughtful strategic advice;
- Attract and retain members;
- Manage and advance policy issues;
- Execute successful meetings and events;
- Manage financial resources;
- Prepare required records and complete administrative tasks; and,
- Contribute to the overall leadership of IMDMC.

An interview or oral presentation may be scheduled to ensure the full understanding of and responsiveness to RFP requirements. IMDMC reserves the right to reject any and all proposals or parts thereof. Proposals resulting from this solicitation shall be available for use by IMDMC.