



Request for Proposal
End-to-End Conference Management Services
AgSmart 2027 - 2029

Release Date: July 14, 2026



Request for Proposal – Summary

1. RFP Name: End-to-End Conference Management Services – AgSmart 2027 +
2. Deadline to submit Proposals “closing”: August 10, 2026 date (end of day as 5:00 p.m. MST)
3. How to Submit Proposal:
 - Via email only: fcreasey@reddeerchamber.com
 - File format: PDF.
 - Attn: Frank Creasey, Agri-Trade Equipment Expo Ltd.
4. Authorized Contact Person: Frank Creasey
5. RFP Schedule (subject to change at Agri-Trade’s own discretion):
 - RFP Release Date: July 14, 2026
 - Deadline for Questions: July 21, 2026
 - Deadline for Issuing Addenda: July 24, 2026

Note: addenda will be provided to those who provide emails to contact person

An expanded timeline, and RFP submission expectations are found in Section 6. “Critical RFP Timeline” below.

Title: Request for Proposal (RFP) – End-to-End Conference Management Services for AgSmart 2027.

Purpose of RFP: To secure a qualified organization responsible for the strategic development, planning, delivery, and post-evaluation of AgSmart 2027 to strengthen stakeholder engagement and ensure operational predictability. Leading into an annually delivered 2028, 2029 + AgSmart Conference in Western Canada that holds a leadership role for applied learning, innovation and field application for Canada bridging both academic and governments with the agricultural producer sector.

1) Introduction & Background

The Red Deer District Chamber and The Westerner Exposition Association (operating jointly as the Agri-Trade Equipment Expo Ltd. organization) are seeking competitive proposals for comprehensive conference management services for AgSmart 2027. AgSmart 2027 will relaunch as Canada's leading applied agriculture collaboration conference. The platform brings together producers, industry stakeholders, researchers, government representatives, educators, and students to challenge assumptions, explore ideas, and translate applied research into real-world, applied context while shape the future of agriculture.

The selected proponent will assume full operational accountability to the conference owners and serve as the primary hub connecting sponsors, speakers, exhibitors, vendors, and service providers.

2) Project Goals & Objectives

The overarching objective of this procurement is to establish operational certainty and conference consistency for AgSmart. The selected solution must actively support the following parameters:

- **Conference Relaunch Excellence:** Deliver a premium attendee, speaker, sponsor, and exhibitor experience that establishes AgSmart as Canada's premier applied agriculture conference.
- **Momentum Continuity:** Execute a structured engagement strategy to maintain year-round industry visibility and validate conference themes prior to the main event.

- **Financial Predictability:** Operate strictly within approved budgets and establish transparent revenue growth parameters through robust sponsorship and pricing frameworks.
- **Future Intent:** from 2027 onwards to constantly steward with intent the establishment of AgSmart as Western Canada's, then through demonstrated successes, into Canada's premier applied agricultural conference.

3) Scope of Work

AgSmart is seeking a qualified conference management firm to provide end-to-end planning, management, and delivery of AgSmart 2027. The successful proponent will serve as the Conference Manager and primary point of coordination for all conference activities, working collaboratively with the conference owners, advisory committee, sponsors, speakers, exhibitors, venue, academic institutions, stakeholders, vendors, and service providers to deliver a high-quality event and related engagement activities. This includes, at minimum, the development of quarterly speaker engagements to spark excitement for the 2027 event.

The scope of services includes:

- **Strategic Planning and Conference Management:** Provide overall leadership, project management, budget oversight, implementation planning, and stakeholder coordination for AgSmart 2027.
- **Program and Content Development:** Develop the conference program, recruit and manage speakers, and curate engaging, relevant content that aligns with AgSmart's strategic objectives.
- **Sponsorship, Partnerships, and Stakeholder Engagement:** Develop sponsorship opportunities, secure and manage sponsors and exhibitors, and foster engagement among industry, producers, researchers, educators, government, and students.
- **Marketing, Communications, and Audience Development:** Lead conference marketing, communications, audience recruitment, and brand stewardship through coordinated promotional activities.
- **Conference Operations and Event Delivery:** Manage venue coordination, logistics, registration, vendors, event infrastructure, onsite operations, and attendee experience.
- **Year-Round Engagement and Reporting:** Plan and deliver engagement activities leading up to AgSmart 2027 and provide ongoing reporting, evaluation, and post-event

recommendations. This includes, at minimum, the development of quarterly speaker engagement to spark excitement for the 2027 event.

A detailed description of the required services, responsibilities, and deliverables is provided in Appendix A – Detailed Scope of Work.

4) Proposal Submission Requirements

Proponents must structure their responses into clean, clearly labeled sections to facilitate objective evaluation. Qualifications and experience must be clearly articulated that the given AgSmart goals and objectives are able to be delivered. Submissions must include at least:

1. **Corporate Profile:** Detailed overview of the firm's experience delivering multi-stakeholder industry conferences. Incorporate the following components:
 - I. Previous experience with Agricultural industry conferences,
 - II. Demonstrated abilities to:
 - a) shift to a conference format, progressively steward and build upon prior years successes,
 - b) Align delivery of conference with target audiences (blend of urban/rural, industry, agricultural, government, producers (small, medium, large), corporate, academic, researchers, students, etc.)
 - III. Case studies or examples of successful implementations (in brief, ensure to demonstrate relevance to this RFP),
 - IV. Awards or industry recognition,
 - V. Key individual(s) and their experience and anticipated role in the delivery of the conference.
2. **Project Methodology:** A detailed narrative showing how your team will manage the critical path, operational logistics, and risk management parameters.
3. **Financial Proposal:** A transparent, detailed, fixed-fee structure broken down by logical project phases and itemizing activities or resources not included in the proposal pricing.
4. **References:** Contact information for three (3) past clients where your firm provided complete end-to-end conference management services.

5) Evaluation Criteria & Weighting

Proposals will be evaluated by the AgSmart owners based on the criteria and weighting outlined below. Each submission will be assessed on its demonstrated ability to meet the objectives of AgSmart 2027, including strategic alignment, operational capability, relevant experience, and value for money.

I. Corporate Experience & Relevant Capability – 20%

Evaluation will consider:

- Demonstrated experience delivering medium-scale, multi-stakeholder agricultural conferences or equivalent complex events
- Proven ability to manage end-to-end conference delivery (strategy through execution and evaluation)
- Experience working across diverse stakeholder groups, including industry, government, academia, industry producers, and sponsors
- Relevant case studies, references, and demonstrated success in comparable projects
- Qualifications and experience of key personnel assigned to the project

II. Project Methodology & Approach – 15%

Evaluation will consider:

- Clarity and strength of proposed project management approach
- Understanding of conference lifecycle, critical path management, and operational requirements
- Approach to stakeholder engagement, programming, sponsorship, and audience development
- Risk management, contingency planning, and operational readiness
- Alignment with AgSmart's objectives, including year-round engagement and conference relaunch strategy

III. Program, Sponsorship & Engagement Strategy – 20%

Evaluation will consider:

- Approach to program design, content curation, and speaker recruitment
- Sponsorship and partnership development strategy, including revenue generation approach

- Strategy for exhibitor engagement and stakeholder participation
- Approach to audience development and attendee growth across diverse sectors
- Demonstrated ability to create meaningful engagement between producers, industry, research, government, and education sectors

IV. Financial Proposal – 20%

Evaluation will consider:

- Clarity, transparency, and completeness of proposed fee structure
- Value for money and alignment with scope of services
- Ability to operate within defined budget parameters
- Cost breakdown by phase, deliverable, or workstream as applicable
- Overall financial sustainability and reasonableness of assumptions

V. References & Past Performance – 25%

Evaluation will consider:

- Feedback from provided client references
- Demonstrated past performance in delivering comparable conference or event management services
- Evidence of reliability, collaboration, and successful stakeholder management

6) Critical RFP Timeline

To maintain predictability across the selection process, the following milestones are established:

Milestone Activity	Targeted Date
RFP Release Date	July 14, 2026
Recommended Date to Provide Email (to authorized contact person) for purposes of issuing any addenda	July 21, 2026
Deadline for Questions to Agri-Trade	July 21, 2026
Deadline for Issuing Addenda	July 24, 2026
Deadline for Proposal Submission	August 10, 2026

7) Administrative details for submission:

- i. By submitting its proposal, the Proponent acknowledges and agrees that it has received and reviewed the RFP documents.
- ii. The Proponent is responsible for meeting all submission requirements. By submitting its proposal, each Proponent acknowledges and agrees that it waives any right to contest in any legal proceedings, the decision of Agri-Trade Equipment Expo Ltd. to award points in respect of the criteria as specified in section 5 “Evaluation Criteria & Weighting”.
- iii. Electronic (via email) bid submission only, shall be received. Hardcopy submissions are not permitted.
- iv. Pricing:
 - a. Pricing shall be provided in a format that is clear, transparent and inclusive to deliver the services as noted in the Scope of Work (Appendix A). Ensure to include any contingency sums, GST as separate line items.
 - b. The Proponent is responsible for all costs incurred in the preparation and dissemination of the proposal and for any presentations and interviews related to the proposal. Agri-Trade shall not be liable to any Proponent for any costs and expenses in submitting a proposal in response to this RFP.
- v. Acceptance or Rejection of Proposals:
 - a. As it is the purpose of the Agri-Trade Equipment Expo Ltd. (Agri-Trade) to obtain the Proposal that is the most suitable and most advantageous to the interests of Agri-Trade, notwithstanding anything else contained within the RFP documents, Agri-Trade reserves the right, in its sole and unfettered discretion, to accept or reject any and or all proposals and / or to cancel this RFP in its entirety either in advance of or following the receipt of proposals, should such be determined by the Agri-Trade Equipment Expo Ltd. to be in its best interest in its sole and absolute discretion without incurring any liability what-so-ever to any bidder including liability costs, expenses, losses or damages, and without giving any reason therefore.
 - b. Agri-Trade reserves the right to negotiate after RFP closing with the Proponent that Agri-Trade deems has provided the most advantageous proposal; in no event will Agri-Trade be required to offer any modified terms to any other Proponent prior to entering into contract with the successful proponent and Agri-Trade shall incur no liability to any other proponent as a result of such negotiation or modification.
 - c. Agri-Trade in its sole and unfettered discretion, reserves the right to change the dates, schedules and deadlines set out in this RFP.
 - d. In the event there is a successful respondent to this RFP, but the end result of negotiations is not a contract approved by Agri-Trade Equipment Expo Ltd., Agri-

Trade reserves the right and ability to either negotiate with the next highest scoring Respondents in sequential order pursuant to the Evaluation Criteria or to cancel this RFP in its entirety for final cancellation or potential reissue.

- e. The Bidder agrees that by submitting a Proposal in response to the RFP that Agri-Trade has no obligation to reveal any information regarding any proposal submitted to Agri-Trade, including the results of the RFP process or any reasons for its decisions in the choice of Vendor or Vendors.
- vi. Acceptance Period: The RFP shall be irrevocable and open for acceptance by Agri-Trade for a period of time, namely sixty (60) days following the end of the day (5:00 p.m. MST) of the RFP closing. The time and date of the RFP closing is defined in the RFP.

Agri-Trade Equipment Expo Ltd.

Appendix A – Detailed Scope of Work



Scope of Work – AgSmart Conference Management Services

Project Overview

AgSmart 2027 will relaunch as Canada's leading applied agriculture collaboration conference, bringing together producers, industry, researchers, government, educators, and students to explore the opportunities, challenges, and decisions shaping the future of agriculture.

The successful proponent will act as the Conference Manager and be responsible for the strategic development, planning, delivery, and evaluation of AgSmart 2027, along with a series of year-round engagement activities designed to maintain momentum and strengthen stakeholder engagement.

The Conference Manager will provide end-to-end conference management services and serve as the primary point of coordination between AgSmart, sponsors, speakers, exhibitors, stakeholders, vendors, and service providers.

The contracted Conference Manager will deliver the show in June 2027 and be accountable to the conference owners (jointly – Red Deer District Chamber and The Westerner Exposition Association).

1. Strategic Leadership, Conference Development and Management

- All contracts and expenditures shall be subject to approved budgets and any approval thresholds established via an operating agreement by the AgSmart owners.
- Lead the planning and execution of AgSmart 2027 in alignment with the AgSmart Strategic Framework.
- Develop and maintain the conference business plan, project schedule, critical path, and implementation strategy.
- Establish event objectives, performance measures, and growth opportunities.
- Ensure conference programming, partnerships, and activities align with AgSmart's purpose, core pillars, and content guardrails.

- The Conference Manager shall prepare conference budgets, forecasts, and financial reporting, while bookkeeping, accounts payable, accounts receivable, banking, and financial administration will be provided through a separate administration services agreement.
- Facilitate and support the AgSmart Advisory Committee and implement committee recommendations.
- Develop a final AgSmart report for submission to the owners within 60-day post-event.

2. Program Development and Content Curation

- Develop the conference theme, agenda, and programming framework.
- Identify, recruit, and manage keynote speakers, moderators, facilitators, and panel participants.
- Curate engaging, research-informed, and producer-relevant content.
- Coordinate speaker contracts, logistics, travel, accommodations, and presentation requirements.
- Develop networking, collaboration, and audience engagement opportunities that support the conference objectives.

3. Sponsorship, Partnerships, Exhibitor and Stakeholder Management

- Develop and implement sponsorship and partnership strategies.
- Secure and manage sponsors and strategic partners.
- Recruit and manage exhibitors and industry participants where appropriate.
- Serve as the primary liaison for sponsors, exhibitors, government representatives, VIPs, and key stakeholders.
- Foster meaningful engagement between producers, industry, researchers, government, educators, and students.
- Develop participation and pricing models that support conference sustainability and target audience accessibility.

4. Marketing, Communications and Audience Development

- Develop the conference marketing and communications strategy.
- Oversee and coordinate all marketing, communications, website, public relations, and social media activities delivered by contracted providers.
- Support audience development and attendee recruitment initiatives.
- Ensure consistent messaging and brand alignment across all communications.

5. Conference Operations and Event Delivery

- Manage all venue planning, contracts, and event logistics.
- Serve as the primary liaison with the venue regarding event requirements, space allocation, operational planning, and service delivery.
- Procure and manage vendors, suppliers, and service providers.
- Coordinate registration, attendee services, audiovisual requirements, catering, signage, venue setup, and event infrastructure.
- Develop operational plans, staffing plans, risk management plans, and contingency plans.
- Lead all onsite conference operations and supervise event staff, volunteers, and contractors.
- The Conference Manager shall supervise, and direct show office personnel provided through a separate administration services agreement.
- Act as the primary operational lead before, during, and after the conference.
- Ensure a high-quality attendee, speaker, sponsor, and exhibitor experience.

6. Year-Round Engagement and Reporting

- Coordinate up to four (4) AgSmart engagement activities between 2026 and AgSmart 2027 to maintain visibility, test themes, and build audience engagement.
- Develop content, recruit speakers, coordinate logistics, and manage delivery of these activities.
- Provide regular progress, financial, sponsorship, registration, and stakeholder engagement reports.
- Deliver a comprehensive post-event report including financial reconciliation, attendance metrics, stakeholder feedback, outcomes, lessons learned, and recommendations for future events.

Key Deliverables

At a minimum, the successful proponent shall provide:

- Conference Business Plan
- Project Work Plan and Critical Path
- Sponsorship and Partnership Strategy
- Sponsorship Package
- Program and Speaker Development Plan
- Marketing and Communications Strategy
- Exhibitor and Stakeholder Engagement Plan
- Operations and Logistics Plan
- Risk Management Plan
- Event Budget and Financial Reports
- Thought Series / Engagement Activity Plans
- Monthly Progress Reports
- Post-Event Evaluation and Final Report