

Request for Proposals
for
the Provision of Event Management and Event Promotion
regarding
the “First Jordan Industries and Services Exhibition” in Aqaba

1. Introduction

JORDAN EXPORTS (JE) is a non-profit organization established under the initiative of the Jordanian government through a public-private partnership. Its primary mission as an umbrella institution is to support and develop exports of Jordanian companies and connect them worldwide. The organization consistently works to assist all Jordanian exporters across various sectors and at all levels.

JE operates based on a principle of partnership and close collaboration with all relevant parties in both the public and private sectors, to achieve shared goals. This contributes to economic development, increased exports, and the creation of new job opportunities.

The “First Jordan Industries and Services Exhibition (EXPO JORDAN)” as an international exhibition aims at the regional and international promotion of Jordanian industries and services, and to build strategic partnerships through networking with international buyers. It furthermore shall contribute to strengthen Aqaba's position as a logistical, commercial, investment and tourism hub.

The Higher Committee for the First Jordanian Industries and Services Exhibition under guidance of the Ministry of Industry, Trade and Supply has assigned JE to supervise the organization of the exhibition. The exhibition shall take place for three days in April 2026 in the Aqaba International Exhibition and Convention Center. The exhibition shall host between 200 and 300 exhibitors.

The Government of Jordan attaches great importance to the exhibition, and its organization requires support through a professional and experienced event management and event marketing provider.

JE herewith invites offerors to submit **proposals** to conduct the organization of the exhibition.

Offers must respond to the following **Terms of Reference (TOR)** and **further requirements** stipulated in this Request for Proposals (RFP).

2. Terms of Reference (TOR)

2.1. Goals of the exhibition

- Increasing national exports by promoting Jordanian products of goods and services in accordance with Jordan's Economic Modernization Vision and the National Export Strategy.
- Strengthening Jordan's regional and international trade ties and relations.
- Facilitating B2B-matchmakings and strategic partnerships with buyers.
- Marketing and promotion of the city of Aqaba as an economic, logistical, investment and tourist center.
- Highlighting the high-level and value-added products and services offered by Jordanian companies.
- Emphasizing Jordan's advanced approach towards the international exhibition through a series of complementary workshops/sessions and an attractive framework program.
- Highlighting the role of JE in supporting Jordanian companies and promoting exports.

2.2. General responsibilities of the service provider

- Complying with and supporting the goals of the exhibition, as well as the specifics of the TOR.
- Providing comprehensive Event Management and Event Promotion services.

Subcontracting of specific services is allowed, being subject to written prior approval of JE and maintaining the accountability of the offeror.

- Being guided by a modern, resource-efficient, sustainable approach which goes in line with Jordan's Economic Modernization vision, the principles of which shall be reflected in the exhibition.
- Assurance of compliance with and implementation of obligations towards sponsors.
- Providing frequent and regular reports on the management and promotion of the exhibition, including M&E and conclusions and recommendations for future editions of the exhibition.
- Providing a contingency plan for potential obstacles arising in the regional security situation.

2.2.1. Scope of Work for Event Management

- **Coordination** with JE, Aqaba Development Corporation (ADC), Aqaba Convention & Exhibition Center, and other parties as applicable.
- **Assessment of needs for the exhibition management**
The provider will receive guidelines from JE but is expected to provide a detailed list of requirements, diligent budget and timelines including own experience and expertise.
- **Permits, Licenses, Insurance**
Obtaining required permits, licenses, and government approvals; providing insurance and performance bond where applicable.
- **Scrutiny of exhibition set-up**
Developing logistics plan (shipping and clearance), space and floor plan, providing 3D drawings, including venue layout, booths dimensions, facilities, reception, entrance, registration areas, exits, help desks, B2B matchmaking areas, technical infrastructure, service corridors, staff and loading/unloading areas, etc.
- **Provision of 3D-design plans for exhibitors**
Note: Basic booth space will be 12sqm/24sqm/36sqm including table, chairs, shelves, electricity, and signages.
Add-on: Offerors are encouraged to provide a list showing capability of additional services within the timeframe, such as special design decoration, etc., and which of them they would be able to provide free of charge.
- **Procurement of goods**
Arranging for the procurement of equipment, catering, AV and screens, interpretation, etc.
- Assisting and feeding the **event website** with event management related contents.
- Handling and enhancing **Invitation** Management. To attract exhibitors and buyers from outside of Jordan, the offeror is expected to additionally provide, and approach **own contacts**.
- Handling **Registration Management**, with CRM arrangement and including **Communication** with invited and interested parties. Providing registration/allocation for organizers, exhibitors and visitors, as well as digital solutions, devices and badges.
- Securing and arranging **accommodation** for participants.

- Realizing **transport** arrangements to and from the exhibition location, as well as to and from accommodation, and including VIP services also beyond the exhibition.
- **Supporting** during exhibition
Ensuring all technical equipment availability and functioning, proper room set-up and interpretation facilities, punctual catering availability and sufficiency, all scheduled exhibition parts running on time, etc. Ad-hoc services for VIPs, exhibitors, etc.
- **Subcontracting Facility Management Company** which will provide security, cleaning, extra portable toilets, waste and material management.
- Providing or engaging **supporting staff**, such as photographers, hostesses, etc. Training exhibition services and support staff in guiding attendees and answering questions.
- Supporting **clearing, dismantling and cleaning** at the end of the exhibition.
- Submitting Technical and Financial Proposal according to **Annexes 1 and 2**.

2.2.2. Scope of Work for Event Promotion

- **Coordination** with JE and other parties as applicable.
- **Assessment of needs for the event promotion**
The provider will receive guidelines from JE but is expected to provide a detailed list of requirements, thorough budget and timelines including own experience and expertise.
- Submitting full **exhibition identity**.
This includes a comprehensive guideline (concerning logo, slogans, key messages, colors, designs, artworks, digital material). Especially implementing guidance from the Ministry of Tourism and the Aqaba Special Economic Zone Authority (ASEZA).
- Developing an integrated **PR, media and communication plan**.
This comprises off- and online action, pre-, during, and -post exhibition coverage, as well as submitting an awareness campaign plan outside Jordan (with a methodology how to plan, implement, deliver, and monitor these campaigns).
- Design, construction, procurement of **promotion material**.
This includes amongst others (digital) banners, videos, as well as exhibition brochure and catalogue.
Note: Specific “green” and digital solutions need to be integrated.

- Drafting and issuing **exhibition information, press and (social) media releases**. Proposing and acting on paid and unpaid advertising. Outreach to target audiences including buyers, trade representatives, and stakeholders.
- Creation of an **event website and mobile app**
This to include all the information about the exhibition, such as registration, paying methods, content, floor plan, participants according to sector, sponsors, organizers, matchmaking section, logistics, official couriers, hotels, an integrated registration payment solution, etc.
- Organizing **Press Conference(s)**.
- Taking photos, videos and interviews with attendees and disseminating these.
- Assuring **coverage** through all major Jordanian **media and press** before and during the exhibition through continuous involvement of them into the exhibition preparation and implementation. Covering specific foreign markets' media as to be defined.
- Providing real-time or at least weekly **campaign tracking**.
- Collection of **feedback** from participants and visitors and providing analysis on this within 7 days.
- Submitting Technical and Financial Proposal according to **Annexes 1 and 2**.

2.3. Qualifications for Event Management and Event Promotion

- Provide a company profile and a track record of previous experience in services matching the offeror's proposal.
- Show at least 10 years of experience in managing international, large-scale events and their promotion in Jordan and/or other locations. In case of potential gaps in Jordan-related experience, a detailed plan of how to close these gaps needs to be delivered.
- Present business registration(s), licenses, certificates, etc., as required for the proposed services.
- Declare to be bound for a minimum of 150 days after submission of proposal.
- Provide CVs of to-be-assigned staff and additionally full contact details of 2 focal points in offeror's company/organization.
- Provide offer in English, accompanying documents can be in Arabic.

3. Proposal Submission

Proposals must be submitted with a **technical** proposal (description of services) and with a **financial** proposal (associated pricing), both as **separate** attachments, via **email** to **info@jordanexports.jo** by 24 August **2025**, no later than 4:00 PM Jordan time.

4. Evaluation

JE will call a **committee** for evaluation and proposals will be assessed through an **assessment grid**. The general weightings to be applied are 60 % for the **technical** proposal and 40 % for the **financial** proposal.

After receiving proposals, JE will create a shortlist and approach shortlisted offerors for detailed negotiation. In case that not a - at JE's discretion - satisfying number of suitable proposals is reached, JE reserves the right to re-design and/or open a new round of applications for proposals or withdraw from the RFP process.

5. Amendments, Extensions, Costs and Liability

JE, at any time before reaching the deadline for submission of proposals, is entitled to modify the solicitation by addendum, be it on its own initiative or in response to an inquiry. All potential offerors that - to the knowledge of JE - received the solicitation documents will receive written notice of the amendment.

JE at its own discretion may extend the deadline for submissions of proposals.

JE will not bear any expenses or compensation for any efforts which offerors or those considering a proposal will make. JE cannot be held responsible for any action taken by offerors or such considering an offer in the context of this solicitation for proposals.

- **Annex 1: Framework for Technical Proposal**
- **Annex 2: Framework for Financial Proposal**