**Bi-State Primary Care Association**

**Request for Proposals**

**For Event Programs and Signage**

**Q&As**

**Q: When are the events taking place, and when do you need deliverables complete by?**

A: Events are planned for 10/28/2025 and 5/20/2026. Generally, we would like design to be finalized ~2 weeks prior to each event so that we can send the documents to the printer. We expect to have a role reviewing first drafts and providing feedback before finalization.

**Q: You mentioned wanting ‘event signage that aligns with the event’s branding and theme.’ Does that branding and theme exist now, and can you share it with us? Or, is developing the branding and theme part of the project?**

A: The title and theme of our 10/28/2025 event is: *Clinical Quality Symposium: Building and Expanding Collaborative Systems for Maternal Health.* We have not yet developed the theme of our 5/20/2026 Primary Care Conference.

A copy of our 2025 Primary Care Conference Program can be found [here](https://drive.google.com/file/d/1SIHgWFN_zXGk_jMWchBZ2BRG3wc9yj4e/view) (https://drive.google.com/file/d/1SIHgWFN\_zXGk\_jMWchBZ2BRG3wc9yj4e/view)

Future programs do not need to match it exactly; the link is solely to provide an example of a style that has worked for us in the past. Our website ([www.bistatepca.org](https://www.bistatepca.org)) provides another example of a style that works for us.

**Q: Have you established a budget or budget range that you’re trying to work within for this project?**

A: We have not put this type of work out to bid for many years, and so we do not know market rates. We anticipate a budget range of $3,000-$6,000 per event.

**Q: Can you clarify the locations, venues, and audiences for the two planned events, and whether signage needs will vary at each event?**

A: Both events will occur at the Lake Morey Resort. The audience will primarily be health center C-Suite staff, health center providers, and public health professionals. There will not be much variation in signage for the two events (there will be welcome signs, sponsor signs, signs for break-out sessions, etc.); but the two events will need different signs (e.g., there will be different sponsors and different break-out sessions).

**Q: We don't have in-house printing capabilities. Should we include print production and fulfillment in our proposal, even if it's contracted out?**

A: No, we are primarily interested in design.

**Q: Do you have current event brand assets (e.g., prior signage designs, themes, logos, templates) to work with, or are we developing a new creative direction from scratch?**  
A: See above for some examples.

**Q: Are there any accessibility requirements or language translation needs for the signage or programs?**

A: There are no language translation needs. We shy away from cursive fonts which we know are harder for some individuals to read.

**Q: Can we combine the budget for both events or do you need separate per-event pricing?**

A: To enable apples to apples comparisons of proposals, we asked everyone to develop a cost estimate for anticipated materials for a single event. Please indicate any discounts, etc., that you would provide when you submit your cost estimate. When we develop a SOW for contracting, we will consult with the selected vendor to scope out the exact work for both events. We would assume that the cost estimate you provide will serve as the basis, but we acknowledge that there may be some tweaks (for example, the event program might be 12 pages for one event but 20 pages for the other event, etc.).