



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Request for Proposal (RFP)

PROJECT:

Event Management for International Indigenous Tourism Conference
2026 & 2027

Issued by: Indigenous Tourism Association of Canada

Date of Issue: March 18, 2025

Deadline for Submission: April 15, 2025

Indigenous Tourism Association of Canada
333 Seymour Street, 8th floor, Vancouver, BC, V6B 5A7

1-800-803-4822 | info@IndigenousTourism.ca | www.indigenoustourism.ca



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RFP SUBMISSION PAGE:

The RFP #ITAC-2025-04-01-02 form and submission must be received electronically by the Indigenous Tourism Association of Canada by:

April 15, 2025

3:00 PM PST

Company Name:	
Address:	
City:	
Postal Code:	
Province:	
Contact Name:	
Phone Number:	
Email:	

The undersigned agrees to be bound by the terms and conditions of this RFP and to supply the service listed at the prices quoted in the submitted quotation. If a service contract (general) is issued by Indigenous Tourism Association of Canada to the undersigned, the undersigned will be bound by and will comply with the quotation and the contract terms and conditions contained in this RFP. Pricing will be firm for 90 days, unless otherwise specified by the supplier.

Authorized Official (please print) _____

Signature _____ Date _____

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INFORMATION TO BIDDERS

SUMMARY

Indigenous Tourism Association of Canada (ITAC) is a non-profit member-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry.

Indigenous Tourism Association of Canada is seeking proposals from experienced event management firms to support the planning, coordination, and execution of the International Indigenous Tourism Conference (IITC) 2026 & 2027. The 2026 IITC will take place in Edmonton, Alberta; the 2027 IITC has not yet been named. Key elements of the event include a welcome reception, plenary sessions, breakout sessions, networking opportunities, and an awards gala for more than 1000 delegates.

The successful event management company will be required to demonstrate not only their ability to support delivery of the IITC, but also their track record of working with Indigenous peoples, not for profits and key partners to implement event strategy.

REQUIREMENTS

SCOPE OF WORK

The selected event management firm will be responsible for the following services:

- **Event Planning & Coordination:** Comprehensive event logistics, scheduling, vendor management, and on-site coordination.
- **Venue & Vendor Liaison:** Coordinating with the event venue and vendors for catering, audiovisual, and other service needs.
- **Technical & Production Management:** Overseeing audiovisual, staging, and translation services.
- **Speaker & Entertainment Coordination:** Arranging keynote speakers, hosts, and entertainment for the welcome reception, plenary sessions and awards gala.
- **Registration & Attendee Management:** Support for registration and check-in processes.
- **Risk Management & Safety Compliance:** Developing emergency response plans and ensuring compliance with health and safety regulations.
- **Marketing & Communications Support (if applicable):** Assisting in event promotion, social media engagement, and sponsorship activation.

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PROPOSAL REQUIREMENTS

Interested firms should submit a detailed proposal that includes:

- **Company Profile & Experience:** Overview of your company, team, and past experience managing large-scale conferences and events.
 - Names and experience of team members who will contribute to the overall success of the event
- **Indigenous Experience:** Description of experience working with Indigenous clients, communities, and cultural protocols.
 - Elaborate on any events that were produced in partnership with Indigenous peoples or organizations
- **Local Experience in Edmonton:** Knowledge of and experience working with event venues, suppliers, and Indigenous communities in Edmonton.
- **Event Plan & Approach:** Proposed approach to delivering the required services, including a preliminary timeline and key milestones for an event of this size and scope.
 - Describe approach to working with ITAC team
 - Describe approach to working with event Advisory Committee
 - Describe approach to working with destination partners
- **Budget & Pricing:** A detailed and competitive cost estimate, including breakdown estimates for event planning, production, and execution.
- **References:** Contact information for at least **three** past clients with similar event experience. ITAC may conduct reference checks of the successful candidate or organization. ITAC will not enter into an agreement with any individual or organization whose references, in the opinion of ITAC, do not confirm the information provided in the RFP.
 - Visual references including pictures of past events may also be submitted for consideration

EVALUATION CRITERIA

Proposals will be evaluated for recommendation to the ITAC Board by the project team based on the following criteria:

1. Relevant Experience & Past Performance (30%)

- Demonstrated history of managing large-scale conferences or events.
- Experience working with non-profits, Indigenous organizations, or similar clients.
- Proven track record of successful event execution with measurable outcomes.
- References from past clients supporting claims of strong event management.

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2. Demonstrated Understanding of Indigenous Cultural Protocols (20%)

- Experience in planning events that respect and incorporate Indigenous traditions and values.
- Previous collaboration with Indigenous communities, speakers, performers, and vendors.
- Ability to ensure culturally appropriate event logistics, programming, and engagement.

3. Knowledge & Experience in the Edmonton Event Industry (10%)

- Familiarity with Edmonton's venues, suppliers, and service providers.
- Connections with local Indigenous communities and businesses.
- Understanding of logistics specific to the Edmonton area (e.g., transportation, permits).

4. Proposed Methodology & Project Approach (30%)

- Clear and well-defined event management strategy, timeline, and key milestones.
- Approach to working with ITAC, the event advisory committee, and destination partners.
- Risk management and contingency planning.
- Innovative ideas for attendee engagement, sponsorship activation, and event experience.

5. Budget Feasibility & Cost-Effectiveness (10%)

- Transparent and itemized budget breakdown.
- Cost-effective solutions without compromising event quality.
- Alignment with ITAC's financial expectations and funding considerations.

SUBMISSION PROCESS

All proposals must be submitted electronically to Teresa Ryder, Director of Partnerships at teresa@indigenoustourism.ca no later than **April 15, 2025 at 3pm PT**. Late submissions may not be considered.

The response must outline the required information described in the Requirements Section in a precise manner. The applicant shall also submit the following information with their quotation:

- Sign and return the RFP page as written confirmation
- Include references of past clients
- Submission against proposal requirements

INQUIRIES

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All responses to the RFP and any inquiries regarding the services of the anticipated contract or the administrative details of the RFP are to be directed to:

Teresa Ryder

Director of Partnerships

Indigenous Tourism Association of Canada

333 Seymour St, 8th Floor

Vancouver, BC V6B 5A7

Phone: 604-362-4673

Email: teresa@indigenoustourism.ca

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