Request for Proposal

4/10/2026

Company and Show Info

Name of company exhibiting

ACME Medical Devices

Show attending, full name

MedTrade 2027

Address

Fort Worth, Texas 76102

Convention center/venue show is taking place in

Fort Worth Convention Center

Start Opening date 03/24/2027 Show Closing date 03/25/2027

Website of show

https://medtrade.com

General Contractor of show

GES

Do you have a confirmed exhibit space at this show yet?

No

Is this your first year attending this show?

No

General Exhibit Info

Size of exhibit

50´ by 50´

Format of exhibit

Island (no neighbors)

Are you looking for a custom exhibit, a rental exhibit, a portable exhibit, or a hybrid custom/rental?

Custom exhibit

Exhibit Functionality and Requirements

Do you require any private meeting rooms?

Yes

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How many?

3

Are they all the same size?

No

If no, please indicate sizes for each

One large executive meeting room approximately 10x12 ft with seating for 8. Two smaller consultation rooms approximately 8x8 ft each with seating for 4. All rooms should have doors for privacy, interior lighting, and power outlets for laptop presentations.

How many people would you like to fit into each room? If there are differences between rooms, please indicate.

Executive meeting room: 8 people with a conference table and executive chairs. Two smaller consultation rooms: 4 people each with a small round table and chairs. All rooms should be furnished professionally to reflect our premium brand image.

Do you require a ceiling?

Yes

Do you require lighting control?

Yes

Do you require air conditioning?

Yes

Do you need a refrigerator?

Yes

If so, how many?

2 - One in the executive meeting room for beverages and one in the storage area for product samples that require cool storage.

Any other info you'd like to add regarding your conference rooms?

All meeting rooms should have a clean, modern, professional aesthetic consistent with our ACME Medical Devices brand. White walls with blue accent lighting preferred. Each room needs at least 2 power outlets and USB charging stations. The executive room should also have a wall-mounted 55-inch monitor for presentations.

Other than any tables in private meeting rooms, do you require any standard height meeting tables in the open area of your exhibit?

Yes

How many tables do you require?

4

How many seats should each table accommodate?

4 seats each - these will be used for informal product discussions with attendees and demos.

Do you need pencil drawers in your tables?

No

Do you need power at your tables?

Yes

Are there any other requirements you'd like to add for your tables?

Tables should be modern white or light gray laminate to match the overall exhibit aesthetic. Clean lines, contemporary style. Integrated power/USB charging in each table preferred.

Do you require any bar-height tables in the open areas of your exhibit?

No

Do you require any dedicated storage areas for product, personal items, giveaways, etc.?

Yes

Do you require a large amount of storage, such as a walk-in closet?

No

Do you require credenzas/cabinets for storage?

No

Do you require a reception desk or podium?

No

Do you require any displays areas for product?

No

What type of flooring would you like?

Hardwood

Are you displaying any large machinery, cars, or other items that the Producer would need to account for? If so, please describe with quantities, sizes, power requirements, and any other pertinent info that should be known prior to designing this project.

Yes, we will be displaying several large items: (1) Two power wheelchairs (approx 25x40 inches each, 250 lbs each, require 110V power for charging demos), (2) One full-size hospital bed with mattress and overbed table (approx 40x84 inches, 300 lbs, requires 110V power), (3) One patient lift with sling (approx 36x48 inch footprint, 150 lbs), (4) Two rollators and one ultra-lightweight wheelchair on a raised platform. The producer will need to account for weight load on flooring, adequate aisle space around these items for demos, and power drops nearby for any items requiring electricity.

Audio Visual and Overhead Banner/Lighting Requirements

Do you require any monitors?

Yes

Do you have a specific number of monitors you require?

12 total monitors across the exhibit

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Where specifically in your exhibit will you require monitors? For example - in meeting rooms, waiting areas, behind reception, on aisle walls, etc.

Two 55-inch monitors in the executive meeting room (one wall-mounted for presentations, one on a stand). One 43-inch monitor in each of the two smaller consultation rooms (2 total). Two large 65-inch monitors flanking the main reception area running brand/product videos. Four 43-inch monitors positioned throughout the product display zones showing product demo videos specific to each zone (mobility, respiratory, bath safety, patient room). One 55-inch interactive touchscreen kiosk near the main entrance for attendees to browse our digital catalog.

What is the purpose of the monitors? Are you using them to support a presentation? To run a video or without sound? Or something else? If your exhibit requires multiple monitors each with different needs, please indicate which are required and where, as specifically as possible.

Meeting room monitors: Supporting live presentations and product demos from laptops. Reception area monitors: Running a continuous brand video loop with sound (our 2-minute MedTrade sizzle reel). Product zone monitors: Running product-specific demo videos on loop without sound (captions enabled). Interactive kiosk: Running our digital product catalog application for self-guided browsing.

For monitors that are running content, please indicate how you wish to run this content. For example - USB sticks, laptop connection, DVD/BlueRay, etc. If different monitors will require different content types, please indiciate.

Meeting room monitors: HDMI laptop connection. Reception and product zone monitors: USB media players with pre-loaded content. Interactive kiosk: Dedicated Windows PC running our catalog application.

Do you have specific sizes of monitors that you require, or would you like the Producer to suggest sizes based on your requirements?

As noted: 65-inch for the two reception flanking monitors, 55-inch for the meeting room and interactive kiosk, 43-inch for the consultation rooms and product zone monitors. We are flexible on exact sizes if the producer recommends adjustments based on viewing distances.

Do your monitors need to be a specific brand, or is there a brand they cannot be?

Samsung or LG preferred for commercial-grade displays. No specific brand requirement but must be commercial/professional grade, not consumer models.

Do your monitors need to be a specific resolution (HD, 4K, 8K etc.)?

4K resolution for all monitors. The interactive kiosk must be 4K with 10-point multi-touch capability.

Do you wish to purchase or rent the monitors and content drivers?

Rent all monitors and content drivers. We attend 6-8 shows per year so rental is more practical for us.

Any other info you wish to provide regarding your monitors requirements?

All monitors should be professionally mounted - no visible cables. Product zone monitors should have slim bezels for a clean look. We will provide all video content on USB drives at least 2 weeks before the show.

Do you require any large format video walls? If so, please indicate size(s), location(s) and any other pertinent info.

Yes, we would like one large LED video wall approximately 10 ft wide x 6 ft tall, positioned at the back center of the island booth as the primary visual focal point visible from all four aisles. This will run our flagship brand content and new product launch videos throughout the show. 4K or higher resolution, seamless panel construction.

Do you require any computers or laptops?

Yes

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How many computers and/or laptops will you require?

6 total - 4 laptops for the meeting rooms and staff use, plus 2 dedicated PCs for the interactive kiosks/catalog stations.

Will you need keyboard/mouse combos? If so, how many?

Yes, 4 wireless keyboard/mouse combos for the laptops. The kiosk PCs will use only touchscreen input.

What type of computer/laptop do you require (PC or Mac)?

PC (Windows) - all devices should run Windows 11 Pro with at least 16GB RAM and SSD storage for smooth performance.

What is the function of these computers? For example - Internal team use, client use for demos, internet browsing, etc.?

2 laptops for the meeting rooms (product presentations to clients), 2 laptops for internal team use (lead capture, email, CRM access), 2 PCs for the interactive product catalog kiosks at the front of the booth.

Any other info you wish to provide regarding your computer/laptop requirements?

All laptops should be pre-loaded with Microsoft Office and have internet connectivity. Kiosk PCs should boot directly into our catalog application in kiosk mode. We will provide the catalog software on USB drives.

Do you require any presentation provisions such as microphones, speakers, mixers, talent, etc.? If so, please provide as much detail as possible on your requirements.

Yes. We need: 2 wireless lavalier microphones for our scheduled in-booth product presentations, a small portable PA speaker system adequate for our 50x50 space, and a wireless presentation clicker for each meeting room. We plan to do 3-4 scheduled product launch presentations per day on the main show floor area of the booth near the video wall.

Would you like an overhead banner?

Yes

Any particular style you prefer? Round, square, pillowcase, SEG, rotating, illuminated, etc.?

We prefer a large square hanging banner with SEG fabric graphics, illuminated from within. Approximately 20ft x 20ft square or circular, suspended from the ceiling at maximum allowable height.

Note that banners can be expensive to produce and setup/breakdown at show site. With this in mind, are you looking to do something simple, just to get your company name up over your booth, something of the road, or something elaborate with "WOW" factor?

We want something elaborate with a WOW factor. This is our flagship show and we want the ACME Medical Devices brand to be visible from anywhere on the show floor. Illuminated, bold, with our logo and tagline prominently displayed on all four sides. Budget is not the primary concern here - impact is.

Any other info you wish to provide regarding your overhead banner requirements?

The banner should include our company logo, tagline "Enhancing Quality of Life Through Innovation," and website URL on all four sides. LED backlighting preferred. Colors should match our brand palette: navy blue, white, and silver accents.

Do you require any overhead lighting or a truss rig for an elaborate lighting package? If so, please provide as much detail as possible on your desired final outcome.

Yes, we want a full overhead truss rig with an elaborate lighting package. LED spotlights highlighting each product zone, wash lighting in brand colors (navy blue and white) throughout the booth, accent lighting on all meeting room entrances, and dramatic uplighting on key feature products. The lighting should create distinct zones within the booth while maintaining an overall cohesive premium feel. We also want programmable color-changing LED strips along the booth perimeter at floor level for a high-end look.

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Design Style Considerations

Please select from the following list some words that you feel relate to the overall design aesthetic you'd like to achieve with your exhibit design:

Modern, Clean, Contemporary, Bright, Elaborate, Unique, Open, Tech-heavy, Luxury

Is there a hotel you may have been to whose design style you loved, and would like to emulate?

The W Hotel or Four Seasons lobby aesthetic - sleek, modern, welcoming with clean lines, premium materials, and sophisticated lighting. Think high-end hospitality meets cutting-edge technology.

Is there an existing brand you love whose aesthetic your Producer can look to for inspiration?

We admire the exhibit aesthetics of companies like Philips Healthcare and Medtronic - clean, modern medical technology companies with premium booth designs that convey trust, innovation, and quality. Apple retail stores are also an inspiration for how products are displayed in an accessible, hands-on manner.

Do you have an existing design style, such as your corporate office, that you would like to emulate?

Yes, our corporate headquarters features a modern, open-plan design with white walls, navy blue accent walls, brushed aluminum fixtures, glass partitions, and warm LED lighting. We would like the exhibit to feel like a natural extension of our corporate environment.

Do you have an existing style guide, website, or other marketing material for your brand that you would like your Producer to take inspiration from?

Yes, our brand style guide features navy blue (#1B365D) as the primary brand color, white and silver as secondary colors, and the Montserrat font family. Our website at acmemedicaldevices.com follows these guidelines. We will provide the full style guide, logo files (vector), and brand fonts to the producer.

Are there any exhibits you have seen online, at shows, or on Producer's portfolios that you would like to emulate?

We have admired the large island exhibits from companies like Invacare, Permobil, and ResMed at past Medtrade and HIMSS shows. We particularly liked how ResMed creates distinct product experience zones within their booth while maintaining a cohesive overall design. We also liked Permobil approach of having live demo areas where attendees can test mobility products.

Do you have brand guidelines or other marketing material that you can provide?

Yes, we have a comprehensive brand guidelines document, vector logo files in all formats (AI, EPS, SVG, PNG), approved photography, brand fonts, and approved color palette specifications. All will be provided via a shared Dropbox link to the selected producer.

Do you have any additional info regarding your overall aesthetic that you'd like to communicate in this RFP?

Overall, we want our booth to project confidence, innovation, and trustworthiness. The design should feel premium and medical-grade clean while still being warm and inviting to attendees. We want people to feel comfortable walking in and spending time exploring products and meeting with our team. Avoid anything that feels clinical or cold - we want the warmth of a modern healthcare environment combined with the sleekness of a tech company.

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Budget

Physical Exhibit Components Budget

Do you wish to enter budgets for specific exhibit elements?

Yes

If yes, select the following options

Walls, Floor covering, Furniture, Graphics and signage, Banners, Overhead elements, Product displays, Storage/Credenzas, Audio visual, Crates/skids

- Walls Budget: $60,000.00
- Furniture Budget: $35,000.00
- Floor Budget: $25,000.00
- Graphics Signage Budget: $40,000.00
- Banners Budget: $25,000.00
- Overhead Elements Budget: $45,000.00
- Product Display Budget: $30,000.00
- Storage Budget: $15,000.00
- Audio Visual Budget: $50,000.00
- Crates Skids Budget: $10,000.00

If there are any other exhibit elements you do not see listed here that you would like to include in your budget, please list them below.

Interactive touchscreen kiosks and lead capture technology, $15,000.00

Event Services Elements Budget

Do you wish to enter budgets for specific event service elements?

Yes

If yes, select the following options

Freight and Handling/Forklift load out/in services, Installation and dismantle, Supervision, Drayage, Electrical, Internet, Rigging/Hanging Banner

- Freight: $20,000.00
- Installation: $45,000.00
- Supervision: $12,000.00
- Drayage: $18,000.00
- Electrical: $15,000.00
- Internet: $5,000.00
- Rigging: $20,000.00

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If there are any other exhibit elements you do not see listed here that you would like to include in your budget, please list them below.

Cleaning services, security, and floral arrangements, $15,000.00

Budget Overview

Physical exhibit elements $350,000.00

Event service elements $165,000.00

Download link for suplemental material

https://dropbox.com/acme-medical-devices/medtrade2027-assets