

## **Purpose of Tradeshow Booth RFP**

This RFP contains detailed information on what Edwards is looking for in a partner to create a new tradeshow booth for our attendance at the PPAI Expo (<https://expo.ppai.org/>) in January 2024.

## **Introduction to Edwards**

**About Edwards.** Edwards Garment is a customer-focused, specialized provider consisting of the following brands:

- **Edwards** - Ready-to-Ship Catalog Styles (80% of business)
- **EdwardsX** - Exclusive Custom Designs and Manufacturing (20% of business)
- **Point Grey** - Performance Business Casual Catalog Styles (brand launching March 2023)

The synergies of each of these brands, as well as our product and service innovation, allows Edwards Garment to create the perfect uniform program. To learn more about us, refer to the Brand Story submitted with the RFP and visit our websites: [edwardsgarment.com](http://edwardsgarment.com) and [edwardsx.com](http://edwardsx.com).

**Exhibiting Goals.** Edwards' goal for attending the PPAI Expo is multi-faceted. We have the following priorities when attending this industry tradeshow:

- Increase market share by generating new leads and improving sales
- Meet with and discuss business opportunities with current distributor customers attending the show
- Increase brand awareness and focus on our new rebranding initiatives

## **Scope of Services**

The next Edwards tradeshow booth will work to elevate our brand by utilizing an upscale, modern design and features that create a warm and inviting atmosphere for potential customers and current customers.

**Exhibit Size** - 2 corner booths that are across the aisle from each other. One side will be 30'L x 20'W; the other side will be 30'L x 10'W. We would also like the booth elements to be able to be converted to a 30'L x 30'W island booth should we return to that in the future.

### **Functional Needs:**

- 30' x 20' Space - our showroom booth with an emphasis on graphics and products
  - An open floor plan
  - Hardwood vinyl or similar floor
  - A monitor tower with a monitor on both sides allowing customers to visit our website
  - Electrical
  - Storage area for items such as laptops, luggage, mini refrigerator, etc.
- 30' x 10' Space - our meeting booth with an emphasis on seating and an office/meeting area or two
  - One or two meeting areas that are either enclosed or semi-enclosed to allow for meetings on the showfloor
  - Comfortable seating and table(s) for more informal meetings
  - Hardwood vinyl or similar floor

## Presentation/Display Needs:

- Plenty of lighting to showcase the graphics and garments in the booth
- Logo backlit on our booth
- Waterfall arms to display garments
- Self-standing display(s) to showcase smaller collections/industries/brands with interchangeable graphic area
- Open sides so attendees can see inside the booth (not blocked by graphics, displays, etc.)

## Branding Needs:

- An overhead 4-sided sign that is sized to feature lifestyle images (possibly even lit up to showcase the images)
- A way to showcase our 3 brands separately, yet with a unified look as we are all one company

## Exhibit Management Services:

- Coordination and communication between internal and external stakeholders
- Ordering and reconciling show service orders on behalf of the client
- Storage of the booth
- Round-trip shipping from tradeshow
- Preshow mock-up/blueprint of the booth space(s)
- Graphic production allowing us to make changes to the graphics in the booth from year to year

## Exhibit Booth Budget

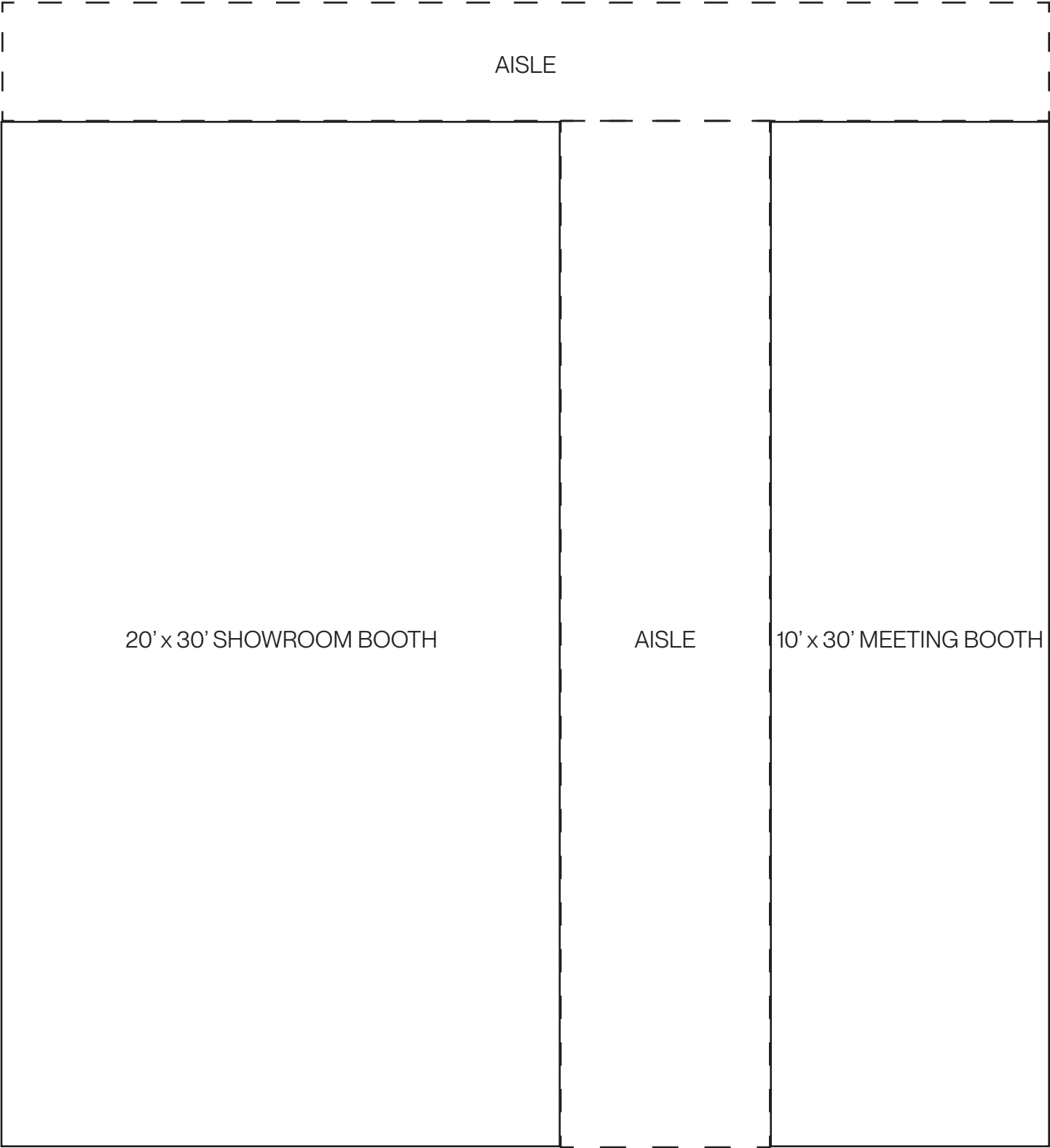
The budget that has been approved for the creation our next tradeshow booth is up to \$200,000. We would also like to see the additional exhibit management service fees for the services listed above so we have an idea of the annual costs involved.

## Anticipated RFP Schedule

Milestone	Milestone Date
RFP Delivered to Exhibit Booth Companies	February 17, 2023
RFP Question Period Ends	March 3, 2023
RFP Close Date	March 10, 2023
Internal RFP Review	March 13, 2023
Company Selection	March 17, 2023
Booth Completed	November 1, 2023
Booth Ships to PPAI Expo	Mid-December 2023

## Bid Submissions

To be considered for this project, submit your response to Bryan Kiel (bkiel@edwardsgarment.com) no later than the RFP close date on the schedule below. Any questions regarding the RFP can also be submitted to Bryan Kiel.



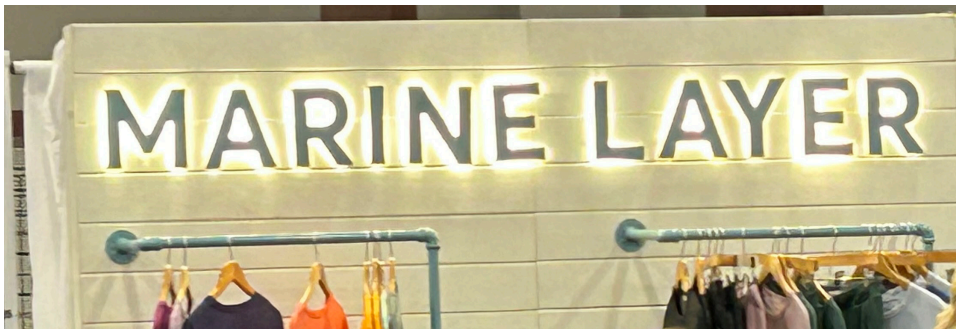
## Ideas Liked By Our Team at the 2023 PPAI Expo



**Nice back display with garment waterfalls and standalone displays**



**Overhead sign sized for lifestyle graphics. Lit up a bonus.**



**Backlit logo on booth display**

**Edwards Garment is a customer-focused, specialized provider consisting of the following brands:**



Edwards Garment has a proven record and has been privately owned since 1867.

### **The Edwards Garment Advantage:**

The synergies of each of these brands, as well as our product and service innovation, allows Edwards Garment to create the perfect uniform program. When partnering with Edwards Garment, you can be confident that you are gaining:

- Ability to bring brands to life by ensuring each aspect of the uniform reflects the brand colors, logos, functionality, fabrication and styling
- Uniform program expertise for small uniform programs, large uniform programs and everything in-between
- A national sales force that works as an extension of your brand with professional presentations to help you close deal after deal
- A partner who prioritizes sustainability in their design & manufacturing process

### **Our Specialty:**

We are the leader in providing uniform apparel in these industries:

- Healthcare
- Assisted Living
- Transit
- Automotive
- Restaurants
- Food Service
- Hotels/Resorts
- Casinos
- Security
- Stadiums/Arenas
- Theme Parks
- Retail

### **The Edwards Promise:**

Edwards Garment is focused on constantly raising the bar and getting results. Trends change and so do uniforms. We stay at the forefront of change. We strive to build long-term relationships with our customers and continue to grow. When partnering with Edwards we promise you have the best apparel partner with expertise in catalog and custom apparel. Partner with us and feel the value of the Edwards Garment advantage.



## Image Apparel Made Easy

- Deep inventory levels with no minimums
- Developed for functionality and comfort
- Catalog apparel ready to ship
- Embroidery and decoration services



[www.edwardsgarment.com](http://www.edwardsgarment.com)



### Where **Performance** Meets **Luxury**

- Modern approach to business casual wear
- Upscale styling features and the right fit
  - Catalog apparel ready to ship
  - Sustainability-focused products

[www.edwardsgarment.com](http://www.edwardsgarment.com)



## Edwards® X

### Taking Uniforms from Good to **Exceptional**

- Exclusive custom design, built from the ground up
- Industry leadership in sustainable inputs and practices
- Tailored trend forecasting and collaborative presentation services
  - Global sourcing and logistics platform

[www.edwardsx.com](http://www.edwardsx.com)