



Request for Proposals (RFP)

Planning and Execution of Rendez-vous Canada (RVC) 2028

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| Issued by: | Niagara Falls Tourism |
| Issue Date: | February 24, 2026 |
| Questions Deadline: | March 23, 2026 |
| Proponent Responses to Questions Issued: | March 30, 2026 |
| Proposal Submission Deadline: | April 10, 2026 at 5pm |
| Anticipated Award Date: | April 30, 2026 |

1. Introduction and Background

Rendez-vous Canada (RVC) is Canada's premier international tourism marketplace, bringing together international buyers, Canadian tourism sellers, media, and industry leaders for a multi-day conference and tradeshow. RVC is owned by Destination Canada and delivered in partnership with the Tourism Industry Association of Canada (TIAC) and with the host destination.

Niagara Falls Tourism is the official host destination for Rendez-vous Canada 2028 and invites qualified and experienced event planning firms to submit proposals for the planning, management, and execution of RVC 2028. The event will be delivered in close partnership with Destination Canada and TIAC's appointed national event planners.

The successful proponent will work collaboratively with Niagara Falls Tourism, the RVC Host Steering Committee, Destination Canada, TIAC, and key industry stakeholders to ensure RVC 2028 is delivered to the highest professional standards and showcases Niagara Falls as a world-class destination.

2. RFP Objectives

The objective of this RFP is to retain an experienced professional services firm to:

- Lead and manage the end-to-end planning and delivery of RVC 2028 at the destination level

- Work closely and collaboratively with Niagara Falls Tourism (NFT) staff and NFT members throughout the planning and execution phases
 - Integrate and execute the approved Niagara Falls Tourism strategic theme, “The Power of the Next 50 Years of Tourism,” across the RVC 2028 experience, where appropriate
 - Assume responsibility for the development, coordination, and management of destination-level sponsorship opportunities, in accordance with Niagara Falls Tourism’s governance and approval processes
 - Coordinate local stakeholders, subcommittees, and volunteers
 - Manage approved budgets and financial tracking
 - Support a seamless on-site experience for delegates, buyers, sellers, and partners
 - Work in close partnership with Destination Canada and TIAC’s national event planning team
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3. Scope of Work

The scope of work is divided into Pre-Event Planning, Event Delivery and Execution, and Post-Event Wrap-Up. In addition, proponents are required to clearly articulate their proposed approach to destination-level sponsorship strategy, revenue generation, and implementation as outlined below.

3.1 Sponsorship Strategy and Revenue Generation

Proponents must provide a detailed sponsorship strategy as part of their proposal, addressing the following elements:

- Proposed approach to identifying, securing, and managing destination-level sponsorship opportunities in collaboration with Niagara Falls Tourism
- Indicative sponsorship targets and revenue projections, including assumptions and rationale
- Proposed sponsorship categories and alignment with RVC 2028 objectives and the approved theme, “The Power of the Next 50 Years of Tourism”
- Clear explanation of how sponsorship revenue is treated within the proponent’s financial model, including:
 - Whether any portion of sponsorship revenue is retained by the proponent as part of their fee or compensation
 - Whether sponsorship development is fully built into the proponent’s proposed fee structure
- Description of how sponsorship dollars will be allocated and implemented to enhance the RVC 2028 delegate experience (e.g., programming, Host Night, transportation, experiential elements)
- Governance and approval process for sponsorship solicitation, confirmation, and execution, including the role of Niagara Falls Tourism

3.2 Pre-Event Planning (2026–2028)

The successful proponent will be responsible for, but not limited to, the following:

a) Project Management & Governance

- Develop and maintain a comprehensive project plan and critical path
- Establish and manage timelines, milestones, and deliverables
- Coordinate regularly with the Host Steering Committee
- Support governance structures and decision-making processes

b) Budget Management

- Develop and manage the destination-level RVC 2028 budget
- Identify, recruit, and manage destination-level sponsorship opportunities in collaboration with Niagara Falls Tourism
- Track expenditures, commitments, and variances
- Prepare regular financial reports for the Steering Committee
- Ensure fiscal accountability and alignment with approved funding

c) Committee & Subcommittee Coordination

- Support the formation and ongoing coordination of subcommittees (e.g., Host Night, Transportation, Volunteers, Programming Support, Community Engagement)
- Prepare agendas, materials, and action tracking for committee meetings
- Ensure clear communication, accountability, and follow-up across all committees

d) Stakeholder & Partner Coordination

- Act as the primary coordination point for Niagara Falls Tourism staff, NFT members, local partners, venues, hotels, attractions, and service providers
- Engage NFT members in meaningful ways that align with approved RVC objectives and programming
- Liaise closely with Destination Canada and TIAC event planners to align national and local planning efforts
- Support sponsorship and partner activations as required

3.3 Key Functional Areas

Across all functional areas, the successful proponent will collaborate closely with Niagara Falls Tourism staff and members to ensure alignment with NFT's strategic priorities and the approved RVC 2028 theme, "The Power of the Next 50 Years of Tourism."

a) Volunteer Program

- Design and manage a comprehensive volunteer program
- Recruit, schedule, train, and oversee volunteers

- Develop volunteer roles, manuals, and on-site support plans

b) Host Night

- Coordinate the planning and execution of the official RVC Host Night
- Work with venues, suppliers, entertainment, and destination partners
- Manage logistics including transportation, guest flow, accessibility, and risk management
- Ensure Host Night reflects the destination's brand, culture, and experience

c) Transportation & Logistics

Plan and manage all destination-level transportation logistics, including:

- Airport arrivals and departures
- Delegate transfers
- Host Night and off-site events
- Coordinate transportation schedules, suppliers, signage, and on-site staff
- Develop contingency and risk mitigation plans

d) Familiarization (FAM) Tours

- Coordinate and assist in executing pre- and post-event Familiarization (FAM) tours within Niagara Falls for RVC 2028 delegates, buyers, media, and key stakeholders
- Work with Niagara Falls Tourism staff, NFT members, and local partners to showcase Niagara Falls' tourism products and experiences
- Collaborate with provincial and destination partners to ensure alignment, consistency, and operational efficiency across multi-destination FAM programs

3.4 Event Delivery & On-Site Execution (RVC 2028)

During RVC 2028, the successful proponent will:

- Provide on-site project management leadership in close collaboration with Niagara Falls Tourism staff
- Ensure the approved Niagara Falls Tourism strategic theme, "The Power of the Next 50 Years of Tourism," is thoughtfully incorporated into the event experience, including Host Night, destination storytelling, and key touchpoints (as approved)
- Coordinate volunteers, transportation, Host Night, and destination logistics
- Serve as the primary on-site liaison with Destination Canada and TIAC event planners
- Manage issue resolution, real-time decision-making, and operational adjustments

- Support a seamless, high-quality delegate experience
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3.5 Post-Event Wrap-Up

Following the event, the successful proponent will:

- Support post-event debriefs with Destination Canada, TIAC, and the Host Steering Committee
 - Prepare a final event report, including outcomes, learnings, and recommendations
 - Reconcile final budgets and financial reporting
 - Archive planning documents and assets
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4. Proponent Qualifications

Proponents should demonstrate:

- Proven experience planning and delivering large-scale conferences, tradeshow, or major events (1,500+ delegates preferred)
 - Experience working with national or international stakeholders
 - Strong project management and financial management capabilities
 - Demonstrated ability to manage volunteers and complex logistics
 - Experience working with public-sector, associations, or destination organizations
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5. Proposal Submission Requirements

Proposals must not exceed 30 pages in length (excluding cover letter and appendices).

Proposals should include the following:

- Company Profile and Relevant Experience
 - Proposed Project Team and Roles
 - Understanding of RVC and Proposed Approach
 - Detailed Work Plan and Methodology
 - Relevant Case Studies
 - Fee Structure and Pricing (including assumptions)
 - References (minimum of three)
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6. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications (30%)
 - Proposed approach and methodology (30%)
 - Project team and capacity (20%)
 - Fee structure and value for money (20%)
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7. RFP Schedule

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8. Terms and Conditions

Niagara Falls Tourism reserves the right to:

- Accept or reject any or all proposals
 - Negotiate with one or more proponents
 - Modify the scope of work
 - Cancel this RFP at any time without liability
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9. Submission Instructions

Proposals must be submitted electronically in PDF format to:

Contact Name: [Insert]

Organization: Niagara Falls Tourism

Email: [Insert]

Subject Line: RFP – Rendez-vous Canada 2028 Event Planning Services

10. Confidentiality

All information provided in response to this RFP will be treated as confidential and used solely for the purpose of evaluation.