



## Request for Proposals

# To Host World Information Technology and Services Alliance's XXVI<sup>th</sup> World Congress on Information and Communications Technology in 2022

July 2016

The World Information Technology and Services Alliance (WITSA) is an incorporated not-for-profit entity created to serve the interests of the global information and communications technology (“ICT”) industry as represented by the eighty-three (83) national associations that are WITSA members. During its history, WITSA has been involved in numerous activities in support of the ICT industry, including its awarding of the biennial **World Congress on Information and Communications Technology** (“World Congress” or “WCIT”), its signature event. In 2014 WITSA decided to offer WCIT events on an annual basis. Through WITSA activities and those of host associations, the World Congress has become an important and valuable global event. WITSA is the owner of all rights to World Congress on Information and Communications Technology trademarks and proprietary material used in the marketing and holding of WCIT events. These rights will be licensed to the national WITSA member association selected to host WCIT 2022 after proposals have been carefully considered by the WITSA Chairman, Secretary General and Board of Directors.

WITSA hereby requests submissions of proposals to host WITSA’s XXVth World Congress on Information and Communications Technology in 2022 (“WCIT 2022”). An electronic copy of each proposal must be sent to Dr. James H. Poisant, WITSA’s Secretary General at [jpoisant@witsa.org](mailto:jpoisant@witsa.org) *no later than* close of business on **Thursday, September 15th, 2016**.

Please be sure to follow up by telephone to ensure that the proposal has been properly received. An optional hard copy may also be sent to the WITSA Secretary General at the following address:

Dr. James H. Poisant  
Secretary General  
World Information Technology and Services Alliance (WITSA)  
21356 Clappertown Drive  
Ashburn, VA 20147. USA  
E-mail: Jpoisant@witsa.org

WITSA will consider all eligible proposals from members deemed to be in good standing for final selection. Those WITSA members submitting proposals will be asked to make proposal presentations at the WITSA Board of Directors meeting, in Brasilia, Brazil on October 2, 2016.

### **1. World Congress on Information Technology**

First held in 1978, the WCIT is unique in its global perspective on ICT issues and its ability to draw users, providers, media and academia from around the world. Every two years, senior global business, government and academic leaders discuss emerging markets, legal and policy issues, political and economic trends, emerging technologies, ICT user perspectives and business opportunities in the global marketplace. Beginning in 2016 WCIT events will be held annually.

Among the featured speakers are internationally recognized leaders from industry, government, Civil society and academia. As an example, the 1998 World Congress had over 1900 delegates from 93 countries, with over 100 sponsoring organizations. WCIT 2000, held in Taipei, and WCIT 2002, held in Adelaide, Australia, were equally successful, with Former US President, Bill Clinton, Prime Minister Thatcher, President Mikhail Gorbachev, Bill Gates and other notables featured in the programs. WCIT 2004 took place in Athens, Greece, and WCIT 2006 in Austin, Texas. WCIT 2006 hosted some 2,000 delegates from over 80 countries and featured keynote speakers such as General Colin Powell, Steve Ballmer, Paul Otellini, Michael Dell, Anne Mulcahy, John Gage, Don Tapscott and Malaysian Prime Minister Datuk Seri Abdullah Ahmad Badawi.

The 2008 World Congress took place in Kuala Lumpur, Malaysia. WCIT 2008 hosted over 3,000 delegates. The 2010 World Congress took place in Amsterdam also included delegates from over 90 countries and won the *European Best Event Awards (EuBEA) Award* as the best European Congress and Convention in 2010. The 2012 World Congress (WCIT 2012) took place in Montréal, Canada from October 22 to 24. The event brought together 2,500 participants, including delegates and exhibitors, from 62 countries at the Palais des congrès de Montréal for a three-day conference under the theme of “ONE Vision or a Global Digital Society”. The program was extremely well received by the information and communication technology (ICT) community: over 75 keynotes and panelists took the stage including Larry King who chaired a roundtable of senior ICT executives. Don Tapscott was also onsite as WCIT 2012 host to integrate the many conversations and make sense of the different perspectives about the digital society. The economic impact of the WCIT 2012 Congress was estimated at 5.5 million dollars for the city of Montréal and the province of Québec.

WCIT 2014 was held from September 29 to October 1, 2014 at the Expo Guadalajara Convention Center; Guadalajara, Jalisco, Mexico. With the theme “*Creating Collaboratively the Digital Age*”, this Congress was attended by 2,671 delegates from 49 countries. It offered a high-level program

featuring 107 speakers participating in 14 panels, 10 keynotes, 14 workshops and 11 special events. The exhibition area had 11 international pavilions, 52 exhibitors from the ICT industry and more than 1,000 business meetings took place during the Congress.

The next WCIT will be held on October 3-5, 2016 at the CICB Brasilia International Convention Center; Brasilia, Brazil, with the theme: *"Fulfilling the Promise of the Digital Age: Challenges and Opportunities"*.

The following is a list of future or past World Congresses:

**2021**

Dhaka, Bangladesh

**2020**

Kuala Lumpur, Malaysia

September 1-3, 2020

Theme: *"Fulfilling the Promise of the Digital Age"*

**2019**

October 1-5, 2019

Meridian Expo Center; Yerevan, Armenia

Theme: *"Fulfilling the Promise of the Digital Age"*

**2018**

March in Hyderabad, India

Theme: *"Fulfilling the Promise of the Digital Age"*

**2017**

September 10-14, 2016

TWTC Exhibition Halls and TICC; Taipei, Taiwan

Theme: *"Fulfilling the Promise of the Digital Age"*

**2016**

October 3-5, 2016

CICB Brasilia International Convention Center; Brasilia, Brazil

Theme: *"Fulfilling the Promise of the Digital Age: Challenges and Opportunities"*

**2014**

September 29 – October 1, 2014

Expo Guadalajara Convention Center; Guadalajara, Jalisco, Mexico

Theme: *"Creating Collaboratively the Digital Age"*

**2012**

October 22-24, 2012

Palais des Congrès, Montreal, Canada

Over 2,000 delegates from 62 countries

Theme: “*ONE Vision or a Global Digital Society*”

**2010**

May 25-27, 2010

Amsterdam RAI

Over 250 speakers and more than 3,500 participants from 96 countries

Theme: “*The Digital Road to Recovery*”

**2008**

May 18-22, 2008

Kuala Lumpur Convention Center (KLCC)

3,200 delegates from over 90 countries

Theme: “*Global Impact of Information and Communications Technology: Enable Businesses, Empower Societies, Enrich Economies*”

**2006**

Austin, Texas

May 1-5, 2006

Austin Convention Center

Over 2,000 delegates from over 80 countries

Theme: “*Global Impact - Unleashing Human Potential*”

**2004**

Athens

May 17-23, 2004

Megaron Moussikis Conference Center

1,200 delegates (67 countries)

Theme: “*The Future is Now*”

**2002:**

February 25 through March 1, 2007

Adelaide Convention Center

1,807 delegates (55 countries)

Theme: “*Unleashing the Power*”

**2000**

June 11-14, 2000

Taipei, China Taipei

1,790 delegates from 86 countries

Theme: “*IT for a Better World*”

**1998**

June 21-24, 1998

1,903 delegates from 93 countries

George Mason University

Fairfax, Virginia – USA

Theme: “*When the Convergence of Information Technology Meets Demand*”

**1996** Bilbao, Spain  
**1994** Yokohama, Japan  
**1990** Washington, D.C., USA  
**1988** Paris, France  
**1986** Toronto, Canada  
**1984** Tokyo, Japan  
**1982** Copenhagen, Denmark  
**1980** San Francisco, USA  
**1978** Barcelona, Spain

## **2. Selection Criteria**

The award of WCIT 2022 will be based primarily on the financial and organizational viability of the proposal. WITSA will also view the level of commitment expressed by the host to organize a world-class conference that will reflect positively on the host country as well as on WITSA. It is important for the host to demonstrate that the WCIT will receive support from not only the ICT industry but its government as well.

Due consideration will also be given to the host, industry and host country commitment to support the congress; project staffing, marketing, and capabilities to host a large, prestigious international conference, projected attendance, geographical location, and venue.

The theme for the 2022 congress will be: “*Fulfilling the Promise of the Digital Age.*” WITSA will work with each host to prepare the program.

Any member of WITSA in good standing is eligible to be selected as the Host Association. The WITSA Board of Directors will consider all proposals for final selection at its spring 2016 meeting. Those WITSA members submitting proposals will be asked to make presentations at that meeting.

The following host qualifications are required:

- A) Host Association must be a WITSA member in good standing. That means that all dues must be current and paid in full. It is also important that members who bid should have actively participated and supported WITSA activities. However, this is not a prerequisite to submit a bid proposal.
- B) Host Association must be financially sound and must have full-time professional staff capable of managing the Congress or demonstrate financial and professional qualifications if a separate organization under the management of the WITSA member will be involved in the Congress.
- C) Host Association should have broad representation among its membership across the various sectors of the information technology industry.

Applications to host WCIT events must be submitted in electronic form.

### **3. Selection Prerequisites**

The WITSA member selected as the WCIT 2022 Host Organization must assume all financial responsibility associated with the World Congress regardless of whether it elects to establish a special purposes business entity to prepare for and execute its Congress. The Host Organization is encouraged to make payments as soon as possible after the award is made, especially when government funding is to be used.

In a number of cases, Mexico 2014, Brazil 2016 and Taiwan 2017, for example, government funding was obtained to pay the entire licensing fee during the funding cycles for each country. In these cases, the entire fee of \$750,000.00 (USD) was paid years in advance of their respective congresses.

WITSA will work with the Host Organization on a binding payment schedule, to be included in a signed WCIT 2022 Host Agreement.

All payments required under this Host Agreement shall be free and clear of any VAT, income, or any other tax and, to the extent such payments are subject to any tax, shall be grossed up in such additional amounts as necessary to make WITSA whole; and shall be timely made by wire transfer in accordance with written instructions provided by the WITSA Secretary General.

A contract (in form and substance comparable in all material respects to the WCIT 2022 model contract posted on the WITSA web site) must be signed between the WCIT 2022 Host Organization and WITSA within 90 days after WITSA's selection of the Host Association. The contract specifies other requirements and responsibilities regarding the event. The WITSA Secretariat shall have the unilateral right to withdraw the award in the event that a contract cannot be agreed upon and signed within the time allotted.

The Host Association must also at its expense provide a venue for WITSA General Assembly and Committee meetings in conjunction with the event. These meetings usually take place over two days immediately *prior* to the Congress.

Complementary WCIT registration shall be provided for three (3) WITSA Secretariat staff, as well as for the WITSA Chairman, Deputy Chairman, Public Policy Action Committee Chairman, Chairman Emeritus (3), General Counsel and Secretary General. The Host Association shall provide WITSA with eight (8) Guest Attendee Registrations, including the Registration Fee but excluding expenses related to lodging, travel, personal insurance and optional tours. WITSA shall supply the Host Organization a list by name of the officials eligible for Guest Attendee Registrations at least thirty (30) calendar days prior to the Event Date. In addition, the Host Organization shall use reasonable efforts to guarantee registration of such officials at the Headquarters Hotel, or if necessary, at a second and nearby hotel satisfactory to WITSA, its approval not to be unreasonably withheld.

WITSA requests that the Host Organization provide 8 x 10 ft. exhibit space with table and three (3) delegate tickets for each WITSA Global Partner. WITSA will pay for the signage required under agreement with each partner.

At the Host Organization's expense, the Host Organization shall: (a) provide for a Gala Dinner and Awards Ceremony for all Registered Delegates in conjunction with WITSA's Awards Ceremony prior to the last day of the Event, which recognizes achievement within the information and communication technology community; (b) provide Complimentary Registrations for up to ten (10) awardees and three (3) nights lodging for the awardees; (c) provide adequate recognition of the awardees in the Gala Dinner and Awards Ceremony which the Host Organization shall organize and produce in consultation with WITSA; (d) invite each award winner and at least one guest per award winner to attend the Gala Dinner at no charge; and (e) in consultation with WITSA, host a Press Conference for awardees at a time and place acceptable to WITSA and make reasonable efforts to ensure press attendance.

The Host Organization agrees that WITSA shall have final approval of the agenda for the Gala Dinner and Awards Ceremony and that it will not, in its own name or any other, make any awards at the Gala Dinner and Awards Ceremony, or at any other time at WCIT 2022, without WITSA's prior written consent. The Host Organization agrees to provide adequate time during the Gala Dinner and Awards Ceremony for WITSA to properly recognize each award winner.

#### **4. Executive Summary**

Given the importance of the World Congress to WITSA and the global ICT community, it is vital that all proposals include a brief overview of the marketing and media plans, organization and staffing support, and a draft budget, as well as:

- Lodging and Airport(s) -Please include information on nearest international airports as well as lodging capabilities and availability.
- Venue (Minimum capacity 1800)
- List of prior events similar in size and scope to the World Congress held at the venue site, or locality.
- Theme-all WCIT's have the brand theme: "*Fulfilling the Promise of the Digital Age,*" Hosts are invited to suggest tag lines under the theme such as "Opportunities & Challenges."
- Dates-WITSA recommends that Congresses begin on a Sunday morning with a golf tournament and end on Wednesday afternoon. Congress planners are welcome to add on pre-Congress workshops, business matching, networking activities and post social and tourism related activities after the Congress. An assessment of conflicting conferences and other events should be made prior to submitting the proposal.
- Sponsoring association (Organization that will actually be responsible for planning, fundraising and operating the event). To reiterate, regardless of whether the Host Association itself operates the Congress or it elects to form a special purpose business entity to operate the Congress, the Host Association will bear full responsibility for the

entire event, including the obligation to pay WITSA's entire Licensing fee in consideration of the right to host the Congress.

- Organizational partners (e.g., levels of governments (typically, governments contribute between 20-25% of the total revenue needed to support this event), economic development authorities, universities, and/or other trade associations).
- Financial guarantees-Please describe funding sources that are capable and committed to support this Congress. WITSA recommends that letters from these sources be included in your response.
- Responder agrees and commits to payment schedule.
- Expected attendance and foreign/domestic breakdown.
- Ability to support English as the event's official language.
- Major events (e.g., opening ceremony, technical capabilities, keynote speeches, breakout session, special activities, networking events, Spouse/Guest program, etc.).
- Value to attendees - Affirmation that responder understands and accepts the payment amounts and conditions.
- Affirmation that responder has no objection to any material term or condition in the Licensing contract.

Please feel free to add other information that will enhance your bid.

## **5. Location**

The success of previous World Congress events has been measured by the number and diversity of attendees. It is believed that the location of the event is an important determinant of attendance. The evaluators will look carefully at the proposed location so as to make an evaluation as to the likelihood of attracting the targeted audience.

The proposal should profile the advantages of the proposed location and venue. To include:

- Information on the sponsoring association;
- Local ICT community and industry;
- Financial support;
- Support from local government (i.e. funding, security resources, medical personnel and facilities);
- Planned support from state, regional and federal (Central) government
- Local cultural/historical sites;
- Access and availability of volunteers;
- Marketing experience and plan
- Staffing Plan
- Local universities or research parks;
- Transportation qualifications (international/domestic airports and number of international flights serving the airport each day). Also please include information on what attendees might expect as to ground transportation to and from hotels and meeting facility;
- Lodging qualifications;
- Spouse/Guest program;
- Other local amenities.

## **6. Venue Qualifications**

The Proposal should provide the following information about the World Congress venue:

- Name and address
- Seating Capacity
- Technical Capacity
- Translating Facilities
- Map
- List of similar events held at the venue

## **7. Organizational Partners**

Previous World Congress hosts have been supported by the commitment, resources and enthusiasm of a number of organizational partners. If such support is envisioned, your proposal should include a list of these organizational partners providing the following information:

- Name of Partners
- Location
- Background information
- Contact
- Current Commitment

## **8. Public Relations/Marketing Plan**

The Proposal should detail both the press coverage and the promotion/marketing of the WCIT 2022.

- Staffing plan for Marketing and Public Relations (Media coverage)
- Plans for event promotion (press conferences, news releases, presentation tours, promotional materials, etc)
- Marketing plan, which clearly states approximate, dates for major marketing events, proposed mailing lists, etc.
- Opportunities for press events
- Media outreach
- Media contacts
- Local press

## **9. Sponsors/Funding**

A draft budget detailing the estimated cost of the Congress and sources of revenue must be submitted as part of the proposal. The proposal should include information on committed and/or potential sponsors, both corporate and public sector, including contact information.

The Proposal must furthermore demonstrate a strong partnership with relevant government branches or agencies.

## **10. Conclusion**

WITSA requests that all bidders respond to each of the requirements mentioned within this RFP. WITSA is not averse to receiving other offerings that enhance the bid and the Congress, but only after all of the required information is submitted.

All questions should be directed electronically to:

Dr. James H. Poisant  
Secretary-General  
World Information Technology and Services Alliance (WITSA)  
E-mail: [jpoisant@witsa.org](mailto:jpoisant@witsa.org)  
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Thank you for your interest in hosting the World Congress on Information Technology.

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