INVITATION TO COLLABORATE TO PRODUCE CLOUDASIA

REQUIREMENT SPECIFICATIONS

1. INTRODUCTION

1.1 The Info-communications Development Authority of Singapore ('IDA') plans to organise and produce an annual event on cloud computing and related themes (herein referred to as 'CloudAsia') for sharing on cloud computing, adoption case studies and related information, as part of IDA's efforts to educate and increase awareness of cloud computing and adoption.

1.2 An annual series of conferences since 2010, CloudAsia brings together local, regional and international speakers. CloudAsia's audience includes individuals, practitioners and user organisations in industry, government, and R&D communities.

1.3 IDA invites collaborators to submit proposals for the production of CloudAsia from 2016 for 2 years, with option of extension for a third year. To this end, IDA seeks to select an industry party to collaborate in this endeavor.

2. BACKGROUND

2.1 The series started off as GridAsia, organised by the National Grid Office, and was held for five years from 2005 to 2009.

2.2 Under the CloudAsia brand, the first event was organised by IDA in 2010. From 2011 – May 2013, CloudAsia was jointly organised by IDA and IBC Asia (S) Pte Ltd for an agreed period of three years. From November 2013 – October 2015, IDA jointly organised CloudAsia with Closer Still Asia Pte Ltd for a subsequent three years. The agreement with Closer Still Asia will expire after the next CloudAsia in end-October 2015.

Details of the most recent CloudAsia can be viewed at: http://cloudasia.asia/.

2.3 Beginning from 2013, IDA also jointly organised with local research institutes and institutes of higher learning, the International Conference on Cloud Computing Research and Innovation (ICCCRI) on an annual basis. It is an R&D track under the CloudAsia umbrella which aims to spur research and innovation cloud computing, and at the same time engage the R&D community.

Details of the most recent ICCCRI can be viewed at: http://www.ngp.org.sg/ICCCRI2015/.

2.4 IDA has also in past iterations of CloudAsia partnered with Cloud Security Alliance (CSA), Singapore Computer Society (SCS) and Singapore Infocomm

Technology Federation (SITF) to co-locate events or collaborate on cloud-related activities. In CloudAsia 2015, CSA's first APAC Innovation Conference is a co-located event, whereas SCS will launch its Cloud Computing Chapter on Day 1 of CloudAsia. Going forward, such collaborative arrangements are likely to continue.

3. REQUIREMENTS

3.1 **Event Content** - The past programmes include:

- Welcome address
- Keynote plenaries
- Speaker (local and overseas) presentations (focused on use case and experience sharing)
- Panel discussions
- Networking breaks, lunches and reception
- Workshops*
- Tutorials**
- R&D conference track***
- Exhibition

Workshops target users who are already using cloud computing and involve exchange of ideas and experience
**Tutorials target users who intend to adopt cloud computing and involve presentations of an instructional nature*
***R&D conference track targets academics to submit research papers on cloud computing innovation and research*

The collaborator shall produce (conceptualise, plan, organise and execute) the CloudAsia event in accordance with the following:

- Speakers' presentations should NOT contain sales pitches.
- The proposed programme and invitees should align with IDA's focus to encourage and drive cloud adoption by (but not limited to) local enterprises and SMEs.
- IDA reserves the right to accept, reject, revise and add any activity or presentation to be included in CloudAsia.
- The collaborator is required to draw up the conference programme/agenda and liaise with the invited speakers.
- The collaborator may use the event content of past programmes as a guide for the proposed programme/agenda according to the format stipulated in Annex B.

3.2 **Business Model** – The collaborator shall propose its business model, conduct and generate revenue from the following activities (but not limited to) for CloudAsia to ensure that the event is well-financed and viable.

- Exhibition
- Corporate sponsorship
- Paid delegate registration

- Complimentary passes for delegates
- Others
- Any combination of the above

3.3   IDA's contributions include:

    a. Co-developing content for CloudAsia;
    b. Use of IDA logo & CloudAsia brand / logo;
    c. Reaching out to government agencies, local and overseas;
    d. Inviting senior official speaker(s);
    e. Creating awareness of CloudAsia through channels such as e-newsletters and websites; and
    f. Referring interested parties (prospective attendees, speakers and/or ICT companies) to CloudAsia for their participation.

In return, the collaborator must provide IDA with the following:

    a. Make provisions for other IDA-supported and approved events to be co-located with CloudAsia;
    b. An agreed number of complimentary delegate passes (if applicable);
    c. An agreed special discount pricing of x% off normal registration fees for additional IDA delegate passes (if applicable);
    d. Complimentary exhibition booth for IDA during CloudAsia;
    e. Complimentary holding room for IDA's VIPs during CloudAsia;
    f. Complimentary VIP car-parking lot(s);
    g. Photography coverage throughout the entire event, and providing of all photos captured to IDA post-event, with permission to use in future marketing or as IDA deems fit;
    h. Videography coverage of Welcome Address and Keynote Plenaries, and providing footages to IDA post-event, with permission for use in future marketing or as IDA deems fit.

3.4   Specific Terms and Conditions to note:

    3.4.1   A 2-year collaboration with option to extend to a total of 3 years;
    3.4.2   IDA will not bear any financial liability associated with this collaboration;
    3.4.3   All 'CloudAsia' trademark and existing IPs belong to IDA, which includes but not limited to the 'CloudAsia' brand, logo and URL of cloudasia.asia;
    3.4.4   If co-located with other events, branding campaigns shall be separately and distinctly carried out, unless explicit and written consent is given by IDA;
    3.4.5   All CloudAsia-related marketing and communication materials featuring IDA or CloudAsia's logo shall be subjected to approval by IDA prior to public release;
    3.4.6   IDA must be named as "Co-Organiser" of CloudAsia;
    3.4.7   Explicit permission must be obtained from IDA in the situation if any parties (vendors or otherwise) seeks to be an exclusive sponsor for CloudAsia;

3.4.8 Logos of any third-parties (vendors or otherwise) are not permitted in CloudAsia-related artworks and collaterals without the explicit and written consent from IDA;

3.4.9 IDA's contact list comprising contact information of VIPs and past attendees shall only be used by the collaborator for purposes approved by IDA;

3.4.10 All correspondences and liaison (eg. invitations) with CloudAsia's VIP attendees shall be exercised by IDA only, unless explicit and written consent is given by IDA to the collaborator to act as proxy.

3.5 **Other considerations to note** – The proposal should take into account the following considerations and provide details whenever possible:

3.5.1 Strategy to increase attendance by foreign delegates – A key objective of CloudAsia is to be the signature cloud event in Asia. Potential collaborator should outline a strategy to increase the number of foreign delegates in the 1st, 2nd and 3rd (extension) year. The percent of foreign delegates was 12% in 2014.

3.5.2 Soundproofing of CloudAsia theatre – The CloudAsia theatre should be sufficiently and reasonably soundproofed to reduce distractions to presenters and delegates. As such, proximity to exhibition area (if applicable) or the use of soundproofing materials or techniques should be taken into account in design and setup of the theatre.

3.5.3 Provisioning of adequate capacity in theatre(s) – Sufficient seating capacity should be catered for to ensure all attendees can get a seat during sessions, especially at peak periods such as the opening and plenaries. The arrangement for CloudAsia 2015 was a CloudAsia theatre with capacity of 200 pax and a Keynote theatre with capacity of 450 pax.

3.5.4 Provisioning of adequate crowd-control measures – Sufficient measures should be catered for to ensure that crowd bottlenecks do not form, especially during peak periods such as the opening and plenaries. The registration counters and entrance(s) to theatres are hotspots susceptible to overcrowding. Measures such as overflow theatres with parallel video-stream, multiple entrances and provisioning of ushers can be considered.

3.6 **Schedule**

Kindly refer to Annex A for the schedule of dates and milestones to observe with regards to this collaboration.

4. SUBMISSION OF PROPOSAL

4.1 Interested collaborators are to submit all the following items.

a) Proposal containing detailed, proposed project timeline for the production of CloudAsia.

b) Track record details of company that includes corporate/company information and relevant references of similar cloud computing events in the last 3 years for other clientele.

c) The required information according to the format as stipulated in Annex B.

d) Other information and details deemed necessary to clarify and / or strengthen the proposal.

4.2 Collaborators are to submit **two hard copies and a softcopy** of the proposal to the contact stated in section 7.

4.3 For the proposal to be evaluated, the collaborator must

- be a Singapore registered company;
- provide the company's ACRA and financial statement; and
- provide evidence that it has the financial strength to complete the commitment.

4.4 All proposals should reach IDA by 1700 hours on ~~20 November 2015~~ **24 November 2015**.

5. EVALUATION CRITERIA

5.1 Proposals will be evaluated and selected based on the following criteria:

- Proposed event format and services;
- Proposed business model;
- Proposed number of delegates (user organisations only, with breakdown of local vs foreign attendees), excluding those from ICT vendors. Past events saw audience sizes of 200-1500 delegates and approximately 12% foreign delegates;
- Proposed strategy to target and increase attendance by foreign delegates in the 1st, 2nd and 3rd (extension) year;
- Ability to meet the project timeline;
- Reference to similar cloud events that collaborator has organised in the last 3 years; and
- Ability to meet the requirement specifications (in section 3).

6. DELIVERABLES

6.1 The successful collaborator shall produce the CloudAsia event in the April – October timeframe for the years 2016 and 2017 (with an option to extend to 2018, as determined by IDA) in accordance to the requirements stated in section 3.

6.2 The collaborator may propose and justify a date other than the April – October timeframe, which has been the arrangement for past CloudAsia events.

6.3 The current duration of CloudAsia is 2 days for the main conference and another 2 days for the R&D conference. Prior to the current arrangement, workshops and

tutorials were 2 days in duration and also held separate from the main conference. Collaborators may use this as a guide for their proposal.

7. CONTACT INFORMATION

7.1 For clarification on this Invite to Collaborate, please contact:

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National Cloud Computing Office
DID: 6211 1311
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Maslinah Haron (Ms)
National Cloud Computing Office
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Annex A - Schedule

Date	Milestone
22 Oct 2015	Submission opens (for 4 weeks)
26 – 27 Oct 2015	ICCCRI 2015 @ NLB Building
28 – 29 Oct 2015	CloudAsia 2015 @ Suntec Convention & Exhibition Centre
3 Nov 2015 1400 – 1500 hours	Briefing for interested parties @ 10 Pasir Panjang Road, #10-01, Mapletree Business City, Singapore 117438 To register for this briefing, please write to IDA_cloud@ida.gov.sg by 1200 hrs, 2 Nov 2015 with the following information: • Company name • Attendees names and designations (maximum of 2 pax per company)
20 Nov 2015 1700 hours	Submission closes by 1700 hours
Nov 2015 – Jan 2016	Clarification sessions with potential collaborators who had submitted proposals (to be scheduled)
20 Jan 2016	Announcement of decision

Annex B – Programme Proposal

The collaborator shall submit a proposal in the following format and must include the items specified below, in additional to any other pertinent information:

Clause	Items	Response
3.1 Conference programme/agenda	Welcome address	[Please specify no.]
	Keynote plenaries	[Please specify no.]
	Presentations	[Please specify no.]
	Panel discussions	[Please specify no.]
	Reception	[Please specify no.]
	Workshops	[Please specify no.]
	Tutorials	[Please specify no.]
	Exhibition	[Please specify no.]
	Others (please specify):	
3.2 Business Model	Exhibition	[Please specify % of revenue source]
	Corporate sponsorship	[Please specify % of revenue source]

	Paid delegate registration	[Please specify % of revenue source]
	Complimentary passes for delegates	[Please specify no.]
	Total delegates	[Please specify no.]
	Others	[Please specify]
	Any combination of the above	
3.3 Collaborator must provide IDA with the following:	No. of complimentary passes for delegates (if applicable).	[Please specify no.]
	Special discount pricing of x% off normal registration fees for additional IDA delegate passes (if applicable)	[Please specify x]
	Complimentary exhibition booth for IDA	[Please confirm if this is provided]
	Complimentary holding room for IDA's VIPs	[Please confirm if this is provided]
	Complimentary VIP car-parking lot(s)	[Please confirm if this is provided]
	Photography coverage throughout the event	[Please confirm if this is provided]
	Videography coverage of Welcome Address and Keynote Plenaries	[Please confirm if this is provided]
3.4 Specific Terms & Conditions	3.4.1 – 3.4.10	[Specify any variation to the Terms & Conditions]
3.5 Other considerations to note	3.5.1	[Please outline strategy to target and increase attendance by foreign delegates during the period of collaboration] [Please specify targeted number of foreign delegates as % of total delegates for the 1st, 2nd and 3rd year]
	3.5.2 – 3.5.4	[Please provide details if applicable]
3.6 Schedule	Annex A - Schedule	[Specify any variation to project timeline]