REQUEST FOR PROPOSAL

INTERACTIVE KIOSKS/
DIGITAL SIGNAGE

AT THE

RUSHMORE PLAZA CIVIC CENTER
444 Mt. Rushmore Road North
Rapid City, SD 57701
605-394-4115

June 12, 2012
I. REQUEST FOR PROPOSAL/OVERVIEW
The Rushmore Plaza Civic Center, located in Rapid City, South Dakota, is requesting qualified companies to submit a comprehensive proposal for new interactive kiosks/digital signage throughout the facility. The purpose of which is to provide the customer with a touch-screen interactive display system with features including, but not limited to: facility specific information, way finding capabilities and ticket purchasing options. This proposal, when implemented and completed, will provide:

a. Equipment
   i. ADA Compliant Displays – Mounting Brackets – Enclosures
      1. For this proposal it will be assumed that any “displays” are 46”
   ii. Three Separate Entrance Kiosks – Touch Screen
   iii. Printers and CC swiper’s as needed for ticket purchasing
   iv. 1- Suite Welcome – Ability to become touch screen
   v. Portable Dual Screen – Food Court – Touch Screen
   vi. Club Level Menu – Use existing TV
   vii. Display PC’s
      1. All necessary equipment for displays to play content as designated by RPCC.

b. Software
   i. Licensing
      1. Existing PC in RPCC Administrative Office to be used as a content manager plus additional licensing needed for all players/signs with the ability to expand on licensing.
   ii. Communication
      1. Ability to communicate from main PC to display PC’s listed as well as ability to expand as displays expand.
      2. Interface between existing Fastbooks Event Management Software to Content Management Program as supplied by company.
      3. Ability to Interface with Paciolan for ticket purchasing options.
      4. Ability to communicate to live data sources
         a. Access Twitter feeds, news updates, etc.
      5. Ability to communicate with MS Office programs such as Excel, PowerPoint, Word, etc. to “drag and drop” content.
      6. Emergency Communications
         a. Ability to override displays to provide emergency information (amber alerts, fire, tornado warnings etc.)
7. Reporting  
   a. Ability to generate reports on any space used for advertising or event promotion.

iii. Creative Services  
   1. Customization of templates and mapping for displays and ability to modify templates from on site content manager.  
      a. Purchase Tickets  
      b. Room Schedule  
      c. Three-Dimensional Way-Finding  
      d. Menus  
      e. Event Advertisement  
      f. Scrolling/Rotating Feeds  
         i. Not limited to Twitter, news, live video  
      g. Logo Placement  
      h. Rotating Text/Graphics

iv. Installation  
   1. Professional onsite installation of both equipment and software, along with initial user training.

v. Support  
   1. Professional support for any hardware and/or software issues available seven days a week.  
   2. Expansion capabilities beyond those already mentioned to be controlled from the existing Content Manager

II. ALTERNATE ITEMS

In addition to requesting proposals for the aforementioned items, the Rushmore Plaza Civic Center is asking for alternate items for future additions to the system. Please include the original proposal with each alternate separately. Alternates are as follows:

   Alternate No.1 - Thirteen Individual Suite Displays – Interactive  
   Alternate No. 2 - One Video Wall (6 screens x 6 screens) – Interactive  
   Alternate No. 3 – Thirty Individual meeting/dressing room displays

III. INTENT

It is the Rushmore Plaza Civic Center’s intent to grant to the successful proposer the entire scope of the project. Proposer shall be responsible for all and any costs associated with preparing its’ proposal and, if selected, be responsible for installation and servicing of system components.
IV. TIMELINE

It is the desire of the Rushmore Plaza Civic Center to have the new interactive kiosks/digital signage installed and operational no later than September 15, 2012.

V. PROPOSER QUALIFICATIONS

It is the Rushmore Plaza Civic Center’s requirement that each Proposer meet the following (3) qualifications and be able to clearly demonstrate how their company can meet all of these requirements:

a. Proposer must be able to satisfactorily demonstrate that it is an experienced, competent, and reliable designer, installer, and maintainer for all the proposed equipment. Proposer must also satisfactorily demonstrate their project management capabilities, technical contracting, design services, and service capabilities.

b. Proposer must be able to satisfactorily demonstrate that they have the capability to create, design, install, train and service the system to meet the Rushmore Plaza Civic Centers’ request and intent.

c. Proposer to provide references to include brief explanations of the following:
   i. Project Location
   ii. Project Size
   iii. Project Scope
   iv. Location References

VI. DEADLINE

All responses to this REQUEST FOR PROPOSAL are due no later than 10 a.m. MDT, July 2, 2012, at the Administrative Offices of the Rushmore Plaza Civic Center, 444 Mt. Rushmore Road North, Rapid City, South Dakota 57701.

*Any questions regarding this R.F.P shall be directed, in writing, to:*

Priscilla Dominguez, Guest Services & Premium Seating Manager
C/O Rushmore Plaza Civic Center
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Rapid City, South Dakota 57701
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