



GLOBAL HEALTHCARE
R E S O U R C E S



Global Healthcare Resources / Video Animation Company

HEALTHCARE REVOLUTION® [Request for Proposal]

This marketing proposal, designed by Global Healthcare Resources
is created exclusively for use by Video Animation Company

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1. PROPOSAL INTRODUCTION

Global Healthcare Resources (GHR), a worldwide authority known for its industry-leading associations, certification designations, events, and consulting solutions is seeking a company to partner with to produce animated, fun 'explainer videos' to promote its 11th annual global healthcare event, HEALTHCARE REEVOLUTION® (HREV), and is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified source to provide explainer videos. Our goals with these explainer videos is to:

1. Create engaging content that fosters social interaction
2. Explain and illustrate components of the conference
3. Drive link clicks leading to conference registration (or sponsorship) sales
4. Shock and captivate a generally serious and stoic audience with revolutionary ideas

The objective of this Request for Proposal is to locate a source that will provide the best overall value to Global Healthcare Resources and its conference, HEALTHCARE

REEVOLUTION®. While the quantity and quality of work is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below. Global Healthcare Resources is looking to establish a longterm relationship with the animation agency with opportunity for many regular, ongoing projects.

2. ABOUT GLOBAL HEALTHCARE RESOURCES

Global Healthcare Resources (GHR) is a worldwide authority in the field of healthcare and wellness, with the influence to act as a global connector for Fortune 500 companies, a market penetrating facilitator for brand-new startups, an accrediting body for enterprise facilities, and a custom-tailored consulting firm with the ability to augment the growth of any business in the field.

Our Founders



**Renée-Marie
Stephano, JD**

CEO and Founder,
Global Healthcare Resources

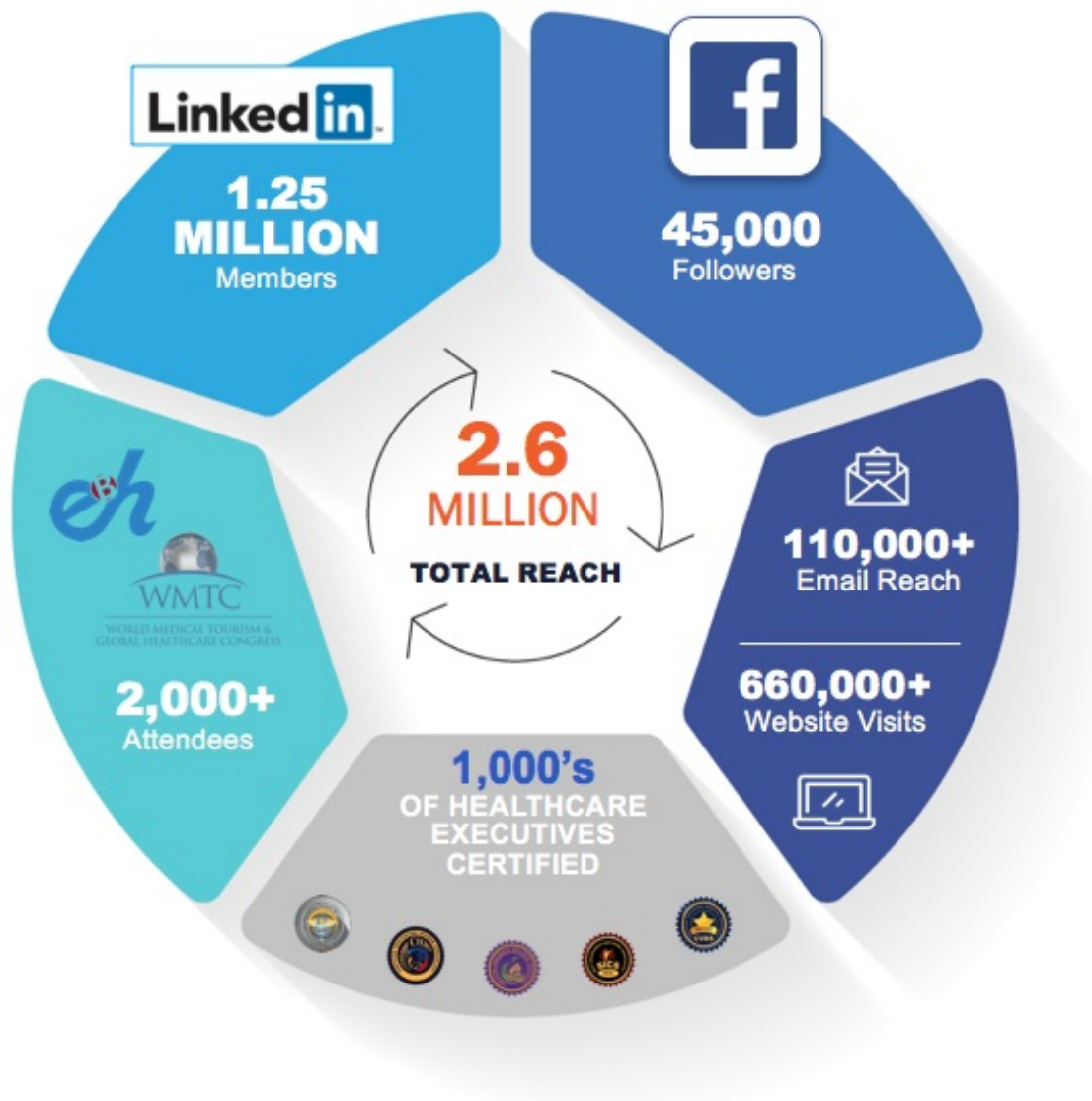


**Jonathan
Edelheit, JD**

Chairman & Co-Founder,
Global Healthcare Resources

Our Reach

Global Healthcare Resources (GHR) reaches over 2.6 million professionals all over the world through our digital assets, magazines, social media, conference, and certifications.



Our 11th Annual Conference

HEALTHCARE REVOLUTION®

OCTOBER 28-30, 2018 | ORLANDO, FLORIDA

TRANSFORMING THE
BUSINESS OF HEALTH



3. PROJECT SCOPE

The scope of the project entails the creation of 5 explainer videos. Each video may be 3-5 minutes in length, and also include a 60-second abridged version. Each will also require optional subtitles; therefore a duplicated video file (one video including subtitles, the other without subtitles).

The successful bidder will be responsible for executing on the strategy, script, illustration, and overall creation of the explainer videos.

The 5 topics for each video as required by Global Healthcare Resources are:

1. HEALTHCARE REVOLUTION® (HREV overall concept)
2. Market Disrupt (an HREV event)
3. Innovation Awards (an HREV awards campaign)
4. Corporate Wellness (an HREV overall focus)
5. Medical Tourism (an HREV overall focus)

The criteria set forth below is required by Global Healthcare Resources for execution on each video:

1. Discovery
2. Full-keyframe storyboard
3. Concept & script development
4. Voice over & narration
5. Illustration & animation
6. Music & sound effects
7. Subtitles / Captions
8. Unlimited revisions

Global Healthcare Resources requires the following types of creation abilities (with no intent based upon which will or will not be used) from the animation agency:

1. Explainer Video Animation
2. 2D Cartoon Animation
3. Interactive 3D Animation
4. Whiteboard Animation
5. Infographic Animation
6. Typography Animation

4. RFP & PROJECT TIMELINES

Request for Proposal Issuance / Submission of Bids	Monday, June 18 - Thursday, June 21
Selection of Top Bidders / Notification to Unsuccessful Bidders	Monday, June 25
Start of Negotiation	Monday, June 25
Contract Award / Notification to Unsuccessful Bidders	Wednesday, June 27

The need-date for project completion is Monday, July 16. Bidders may propose a date earlier or later, and will be evaluated accordingly. The first video is expected to be completed Tuesday, July 3 with collaboration between Global Healthcare Resources and Video Animation Company, and at this point Global Healthcare Resources will make the choice to terminate this agreement based upon unmet expectations and select another bidder at the sole discretion of Global Healthcare Resources. Any video project completed and submitted to Global Healthcare Resources transfers ownership thereof. Bidders may propose a date earlier or later, and will be evaluated accordingly.

5. BARTER

Global Healthcare Resources's barter offer for the project will be the equivalent of a Silver Sponsorship of HEALTHCARE REVOLUTION®. The total value for such is \$18,000. Granted, with an 11th annual conference known around the globe and producing 2,000+ attendees, the true value for Video Animation Company is immeasurable. As previously stated, Global Healthcare Resources hopes to partner with Video Animation Company in future endeavors including Global Healthcare Resources's agency work. The deliverables under the Silver Sponsorship will be as follows:

- (1) 10' X 10' Exhibit Booth
- Congress Benefit Bingo
- Access To Post-Conference Participant Mailing List
- 1/2 Page Advertisement in the HREV18 Digital eProgram
- (1) Corporate Profile In HREV18 eProgram
- (3) Full Access Passes At Conference Registration
- Treasure Box Game Participation

- Logo Included In HREV18 Email Promotion (Organization Included As A Featured Sponsor In Newsletter Communications)
- (6) Client Passes Available Upon Request
- (1) Virtual Booth In Networking Software
- (1) Blog & Press Release

6. EVALUATION FACTORS

Global Healthcare Resources will rate proposals based on the following factors, the percentages indicating the weight of each:

1. Responsiveness to the requirements set forth in this Request for Proposal (10%)
2. Relevant past performance/experience (20%)
3. Samples of work (30%)
4. Technical expertise/experience of bidder and bidder's staff (40%), including:
 - Scriptwriting expertise (15%)
 - Comic relief (10%)
 - Animation proficiency (3%)
 - Knowledge of topic (6%)
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Global Healthcare Resources reserves the right to award to the bidder that presents the best value to Global Healthcare Resources as determined solely by Global Healthcare Resources in its absolute discretion.

7. SUBMISSION GUIDELINES & REQUIREMENTS

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must list at least 3 projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
3. A technical proposal must be provided that is not more than 2 pages. This technical proposal must provide an overview of the proposed solution and a strategic plan for execution (including script-creation). In addition, the technical proposal should provide a

proposed schedule and milestones, as applicable.

4. Proposals must be signed by a representative that is authorized to commit bidder's company (and will be provided upon Global Healthcare Resources's selection of bidders).
5. If you have a standard set of terms and conditions, please submit them with your proposal.

All terms and conditions will be subject to negotiation.

- a. Proposals must be received prior to Thursday, June 21 to be considered.

- b. Proposals must remain valid for a period of 30 days.

- c. Global Healthcare Resources anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firms.

8. CONTACT DETAILS

Please submit all correspondence to:

Brandon Fertig

Director of Marketing Technology

Global Healthcare Resources

bfertig@goghr.com