



**Production- Request for Proposal  
2025 TEA INSPIRE  
Proposal Submission Deadline  
June 19, 2024, 2:00pm, PST**



## **About TEA**

TEA brings together the creators and makers of experiences worldwide – from the creative storytellers to the technical builders, from operators to investors, and from idea to operation and beyond – and provides them with the tools, education, advocacy, community, and connections they need to help grow their businesses and their careers.

## **Why work with TEA?**

**This is your opportunity to shine.** Showcase your technical and storytelling abilities during this immersive networking and educational event. You will share your talents in front on themed entertainments top leaders.

**Meet your next opportunity.** At TEA you'll find our community built just for you, ready to connect, share, and do real business. Creators and builders, dreamers and doers, buyers and sellers: they're all here and eager to talk.

**Give back.** TEA is a 501(c)6 not for profit trade association that relies fully on the support of the industry and its members to achieve its mission and produce world class



events. Each year tens of thousands of dollars of in-kind services are procured to offset production costs for INSPIRE.



### **About INSPIRE**

INSPIRE celebrates excellence in themed entertainment across the globe, offering attendees a fully immersive networking and educational experience and lasting inspiration by taking them deeper into stories behind the creation of the world's most compelling attractions- directly from the creators themselves!

This signature event draws approximately 450-500 themed entertainment professionals at all levels and disciplines within the industry, from emerging leaders to the most senior executives and carries on the tradition of Thea Case Studies but with a deeper dive in direct response to attendee feedback. The program has also expanded in recent years to include two (2) pre-conference programs, Leadership Forum & Pop-Up Production Sessions.

Leadership Forum is a half day program (Thursday am) for 100 owners and executives elevated conversation to the C suite, with peer-to-peer driven thought leadership and knowledge exchange on the key issues and trends that business leaders face daily.

The program featured presentations from prominent industry leaders on topics touching on culture, succession planning, and contract negotiations, followed by small group roundtables interwoven with intimate, "real talk" stories of successes, failures, and everything in between.



This event was expanded in 2024 to include a Wednesday evening Welcome Reception & 1 hour Fireside chat program

Pop-Up Production Sessions is a half day (Thursday am) session addressing the unique needs of 50-75 mid-career professionals and practitioners working in the trenches who desire to take their INSPIRE case study learnings to the next level.

In this half day program, attendees have the opportunity to hear from Thea Award-winning project teams about a specific aspect of their project that seemed like an insurmountable challenge, and how they overcame it.

It was perfect session for anyone who wanted to kick-off their INSPIRE week learnings with real-life stories of winning, failure, iteration, and coming out the other end wiser.

Attendees engage in collaborative sessions, uncovered new possibilities, and drive conversation into new territories by engaging in multiple opportunities for shared learning.

## **Scope of Work**

1. Work with TEA staff team and volunteer leadership on all event and production elements for INSPIRE & preconference programs
2. Create work timeline for production to include deadlines
3. Provide production manager, sound and video technicians as needed
4. Work with TEA staff team to create and manage the INSIRE run of show
5. Attend regular planning calls with the curation team to finalize schedule and production elements (October & January-March)
6. Assist in set design and sourcing of any production elements
7. Assist in determining, scoping & budgeting Audio Visual needs and Sourcing
8. Collect & curate recipient presentation assets to be used in show
9. Coordinate & lead day of tech / speaker rehearsals
10. Manage day-of event team for load-in, event run and strike
11. Attend pre-event site visits
12. Develop potential lasting relationship extending to 2026 (event likely to be held in March in Orlando) and beyond



## **Event Scheule**

Dates: Wednesday, March 12-Friday March 15, 2025

Location: Sheraton: Universal City, California

- See **Attachment A** for Event Space Schedule with the hotel
  - Final event schedule will be available in the Fall

## **Proposal Requirements**

- Summary of your experience or exposure to INSPIRE or TEA and why your company is best suited for the job
- Contact information (Company Name, Email, Website, Phone number)
- Name Executive Producer & Creative Director (if known)
- Pricing broken out by line item
- Payment schedule
- Sample reel and/or photos of work for review (if possible)
- 1-2 clients that may be contacted for referral
- Preference may be given to companies who can demonstrate strong connections within with industry that would enhance the overall prestige and production value of the event, and/or reduce out of pocket production costs for TEA

## **Contact and Submission for Proposals**

Please contact Christine Rogers, TEA Meetings and Production Manager, for any specific questions on this RFP at [christine@teaconnect.org](mailto:christine@teaconnect.org) . Otherwise, please submit proposal via email by 2:00pm PST, June 19, 2024.

Companies interested in submitting a proposal for the Thea Gala may do so separately but must provide a separate project team and scope of work

Thank you,



Christine Rogers

[christine@teaconnect.org](mailto:christine@teaconnect.org)

teaconnect.org

## **Attachment A**

### **Wednesday, 12 March 2025**

<b>Time</b>	<b>Event</b>	<b>Setup</b>	<b>Count</b>	<b>Space</b>
6:00 AM - 11:59 PM	INSPIRE Production Move-In	Rounds of 8	450	East/West Ballroom
TBD	Leadership Forum Move-in	Rounds of 8	100	Starview
TBD	Pop up Production Move-in	Rounds of 8	100	Terrace ABC
5:00 PM - 7:00 PM	Rehearsals	Existing	20	East/West Ballroom
5:00 PM – 7:00 PM	Leadership Forum & Fireside Chat	Rounds of 8	100	Starview Room
5:00 PM – 7:00 PM	Pop UP Production Session	Rounds of 8	100	Terrace ABC
5:00 PM – 11:59 PM	Breakout Setup	Chevron Theater	200	Studio 1&2
5:00 PM – 11:59 PM	Breakout Setup	Chevron Theater	200	Studio 3&4
5:00 PM – 11:59 PM	Breakout Setup	Chevron Theater	200	Winter/Producer/Dir

### **Thursday, 13 March 2025**

7:30 AM - 8:30 AM	Leadership Forum Breakfast	Rounds of 8	100	Starview
7:30 AM- 8:30 Am	Pop up Production Session Breakfast	Rounds of 8	100	Terrace D
7:00 AM - 5:00 PM	Registration	Registration Table	4	Foyer
8:30 AM – 12:00 PM	Leadership Forum	Rounds of 8	100	Starview
8:30 AM- 12:30 PM	Pop up Production Session	Rounds of 8	100	Terrace A



8:00 AM- 1:00 PM	INSPIRE Rehearsals	Rounds of 8	450	East/West Ballroom
8:00 AM - 5:00 PM	Breakout Meeting	Chevron Theater	200	Studio 1&2
8:00 AM - 5:00 PM	Breakout Meeting	Chevron Theater	200	Studio 3&4
8:00 AM - 5:00 PM	Breakout Meeting	Chevron Theater	200	Writer/ Producer/ Dir
12:00 PM - 1:15 PM	Leadership Lunch	Rounds of 8	100	Starview
1:45 PM - 6:00 PM	Pop- Up Production Lunch	Rounds of 8	10	Terrace D
1:00 PM – 6:00 PM	INSPIRE	Rounds of 8	450	East/West Ballroom
6:00 PM- 7:30 PM	Welcome Reception	Reception	450	Ballroom Circle
6:00 PM -7:30 PM	Board/Past President Reception	Reception	50	Poolside
6:30 PM - 8:30 PM	INSPIRE Day 2 Rehearsals	Existing	450	East/ West Ballroom

### **Friday, 14 March 2025**

7:00 AM - 8:30 AM	Continental Breakfast	Rounds of 10	450	TBD
7:00 AM - 9:00 AM	Registration	Registration Table	4	Foyer
8:00 AM - 5:30 PM	INSPIRE	Crescent Rounds of (8)	450	East/ West Ballroom
8:00 AM - 6:00 PM	Breakout Meeting	Chevron Theater	200	Studio 1&2
8:00 AM - 5:00 PM	Breakout Meeting	Chevron Theater	200	Studio 3&4
8:00 AM - 5:00 PM	Breakout Meeting	Chevron Theater	200	Writer/Producer/Dir
12:00PM - 1:15 PM	Luncheon	Rounds of 10	400	Ballroom Circle
6:00 pm - 10:00pm	Breakdown			