

REQUEST FOR PROPOSAL (RFP)

Submission Deadline: 12:00 PM EST, April 10, 2026

RFP Title: North American Renderers Association (NARA) Annual Convention Website Design, Development, and CMS Implementation

RFP Contact:

Anna Carlson

Email: acarlson@nara.org

Subject line: NARA Convention Website Proposal

1. Purpose of RFP

NARA represents companies that process and market animal byproduct materials. The NARA Annual Convention is the organization’s flagship event, attracting over 400 attendees, including company owners, executives, and key decision-makers from across the industry.

The convention website serves as the primary digital presence and visual representation of the event. It is a critical tool for driving attendance, securing sponsorships, and delivering essential event information. As such, the website must reflect a high level of professionalism, usability, and performance.

The selected vendor will be responsible for designing and developing a modern, high-performing website that aligns with NARA’s brand and supports seamless integration with NARA’s CRM platform (Zoho), ensuring efficient registration, data management, and ongoing communication.

2. Purpose

This RFP is intended to:

- Select a single vendor to design and develop the convention website
 - Ensure alignment with NARA brand standards
 - Improve usability, performance, and conversion rates (registration and sponsorship)
-

3. Project Scope

3.1 Core Website Requirements

The selected vendor must deliver a **complete, turnkey website solution**, including design, development, CMS configuration, testing, and launch.

A. Content Pages (Required)

The website must include, at minimum, the following pages:

- Home / Landing Page
 - About the Convention
 - Agenda / Schedule
 - Events (Spouse/Guest & Optional Tours)
 - Speakers & Bios
 - Sponsors & Exhibitors
 - Location / Venue Information
 - Registration (external link to Zoho Backstage)
 - Travel & Accommodations
 - FAQs
 - Attendees
 - Contact Page
-

B. Functional Requirements (Mandatory)

The proposed solution must include:

- Fully responsive design across mobile, tablet, and desktop
 - CMS (WordPress preferred or equivalent; must be justified if alternative)
 - SEO-optimized structure (metadata control, clean URLs, performance optimization)
 - Social media integration
 - Media support (image galleries, video embeds, PDF downloads)
 - Site-wide search functionality
 - WCAG 2.1 AA accessibility compliance
 - Analytics implementation (Google Analytics or equivalent)
 - Newsletter/email capture integration
 - Sponsor management module (tiered display, logo uploads, ordering capability)
-

C. Required Annual Content & Operational Requirements (Critical)

The website must be designed to support **annual reuse with efficient content updates**. Vendors must demonstrate how content can be updated year-over-year without redevelopment.

Hard Requirement:

- Website must be fully live and publicly accessible no later than **June 1**
-

Content Modules Required

The CMS must support structured input and display of the following:

Registration & Core Content

- Zoho Backstage registration link for convention registration and for sponsorship (available by late May; must be easily updatable)
- Agenda (multi-day, session-based)
- Speakers (with bios and filtering capability preferred)

Sponsorship & Revenue

- Sponsorship recognition table (tiered structure required)
- Sponsorship opportunities listing (reusable template required)
- Sponsor signage deadline tracking (admin-editable)

Travel & Logistics

- Hotel booking details (link, phone, rate, deadline field required)
- Airport transportation details (rates, instructions)
- Dining recommendations

Policies & Pricing

- Cancellation policy (editable content block)
- Registration pricing with automated or clearly displayed late fee deadlines

Exhibitor Module (Required)

Must include structured sections for:

- Exhibiting fees + deadlines
- A/V ordering (links, contacts, deadlines)
- Shipping information (address, contact, delivery window)

Event & Activity Management

Each event must support: description, fee, capacity (optional), and deadline fields.

- Golf event – Thursday
- Optional tours
- Guest/spouse events
- Friday afternoon event
- Tuesday spouse/guest event
- Friday night event
- Reception details (welcome, chairman's, tabletop)

Engagement Features

- Auction – silent auction
- Dog contest – Cutest dog contest for registrants

Media & Homepage

- Homepage video capability (embed or hosted)

Data & System Requirements

- Public attendee list display capability OR integration-ready structure
 - Must include role-based visibility or privacy controls if implemented
-

D. Optional Features (Preferred but Not Required)

Vendors should price separately:

- Session filtering/search
 - Speaker filtering by track/theme
 - Interactive venue map
 - Push notifications or alert system
-

4. Technical Requirements

The vendor must provide:

- Cross-browser compatibility (Chrome, Firefox, Safari, Edge)
 - Secure implementation (SSL, secure hosting recommendations)
 - CMS that is usable by non-technical staff
 - Staging environment prior to launch
 - Deployment plan (including rollback strategy)
 - Documentation + live training session (required deliverable)
-

5. Project Timeline

Critical Deadline: June 1 launch (non-negotiable unless explicitly approved)

RFP Release	March 25, 2026
Proposal Submission Deadline	April 10, 2026
Vendor Selection	April 14, 2026
Project Kick-off	April 15, 2026
Development Complete	May 18, 2026
Testing	May 20, 2026
Launch	June 1, 2026

Vendors must:

- Provide a detailed timeline
 - Identify dependencies on NARA
 - Clearly state any risks to meeting the June 1 deadline
-

6. Proposal Requirements

Incomplete proposals may be disqualified.

A. Company Profile

- Overview, size, and location
- Relevant project experience (minimum 3 examples with URLs)

B. Approach & Methodology

- Design process
- Development approach
- CMS configuration approach
- Content population strategy
- QA/testing process
- SEO and performance strategy

C. Technical Architecture

- CMS, hosting, and tech stack
- Plugins/tools to be used
- Security approach

D. Project Team

- Named team members (not generic roles)
- Relevant experience

E. Budget & Pricing (Required Detail)

Must include:

- Design
- Development
- CMS setup
- Content population (if included/excluded must be explicit)
- Training
- Ongoing maintenance (optional but required as separate line item)

F. References

- Minimum three references with contact information
-

7. Proposal Evaluation Criteria

Criteria	Weight
Relevant Experience	25%
Technical Approach	25%
User Experience	20%
Cost & Value	15%
References	15%

8. Terms & Conditions

- NARA reserves the right to reject any proposal
 - NARA may request additional information or clarification
 - Submission constitutes acceptance of all terms
 - All submitted materials become property of NARA
-

9. Submission Instructions

Submit proposals via email to:

acarlson@nara.org

- Late submissions will not be accepted
 - File format: PDF preferred
-

10. Questions & Clarifications

Deadline for questions: April 3, 2026

Submit all questions to: acarlson@nara.org

The North American Renderers Association (NARA) is an Equal Opportunity Employer. It does not discriminate in the terms and conditions of employment on the basis of race, color, national origin, sex, age, disability, sexual orientation, gender identity or expression, or any other factor prohibited by law.