

## COMS 2020 REQUEST FOR PROPOSALS

MANCEF, a 501(c)(3) not-for-profit corporation, hereby solicits your proposal in accordance with the Instructions provided below. This request for proposal (RFP) is issued to support the effort outlined in the attached ‘**COMS 2020 REQUEST FOR PROPOSALS GUIDELINES**’ dated **8 JULY 2019**. MANCEF will make a host selection by **6 OCTOBER 2019** at which time the attached ‘**AGREEMENT FOR ORGANIZATION OF MANCEF COMS2020 CONFERENCE**’ will be required to mutually signed into agreement by offeror and MANCEF.

Instructions: Please be advised that issuance of this RFP does not commit MANCEF to award a contract to your organization. In addition, MANCEF assumes no responsibility or liability for any costs associated with your proposal in response to this RFP.

### Request for Proposals Instructions

#### Proposal Submittal Requirements

##### Cover Letter:

Please attach with your online proposal submission a cover letter containing the following:

- stated proposal validity period of at least 90 days
- dated on or before **5 SEPTEMBER 2019**
- signed by an official within your organization authorized to legally bind your organization

##### Method of Submitting Proposals

- One electronic copy submitted online via:  
[www.mancef.org/COMS2020-RFP](http://www.mancef.org/COMS2020-RFP)  
by **5 SEPTEMBER 2019**

## COMS2020 REQUEST FOR PROPOSALS GUIDELINES

### Background

For the past 25 years, MANCEF has worked with hosting organizations all over the world to provide a highly interactive platform for connecting leaders who are focused on commercializing emerging technology and expanding innovation derived economic activity. The result has been the COMS series of conferences, an international meeting on technology commercialization for Industry, Academia and Government stakeholders. What has been found is this venue provides a means for the hosting organization and region to showcase, leverage and enhance its global competitiveness. Accordingly, each conference has a focus on a topical theme pertinent to the region in which the meeting is held. For example, automotive interests were an overarching theme in Ypsilanti, Michigan, the emerging micro-nano economy in the Pac-Asia region was discussed at large during the Melbourne, Australia event, and the future of manufacturing and Industry 4.0 was a focus recently in Montreux, Switzerland. Twenty two conferences have been held to date and the MANCEF directorate is anticipating yet another groundbreaking meeting for COMS2020. The following guidelines are provided for your COMS2020 hosting proposal.

### Proposal Requirements

With your proposal please provide a description of how your organization will approach the following requirements. Please submit your responses to the following topics via the online portal found at: [www.mancef.org/COMS2020-RFP](http://www.mancef.org/COMS2020-RFP).

Please price your proposal to accommodate a total of 225 guests, 25 being from the local community and not requiring hotel night accommodations.

- 1) Theme: Please describe your choice for a topical conference theme including in your discussion the following: What is your reason for such a theme? Why can your region specifically support such a theme? Why is this theme important to your organization?
- 2) Location: Please identify where you propose the conference will be located and include as much logistical information as possible including the following: What hotel / local accommodations will you arrange for the attendees and conference venue? Please address cost issues of the venue in section 11, budget. What are the capacities of the meeting rooms / hotel? There will be a requirement for a large plenary session room and three breakout rooms. What makes this location a good choice for attracting delegates to come and discuss technology commercialization?

- 3) Local Arrangements: What local tours concerning technology commercialization activities of interest do you propose for participation by conference attendees? How do you propose to best coordinate them with the conference? What venue do you suggest for a nightly gala banquet and what are the associated costs?
- 4) Transportation: Please indicate what means of transportation is available for international attendees to arrive at the conference location e.g. complimentary airport to/from the hotel. Transportation to/from gala dinner and the local technical facility.
- 5) Committees: Please describe how you will populate delegates for the following COMS conference committees which will meet regularly:
  - a. joint organizing / administrative committee,
  - b. finance committee,
  - c. technical program committee (please indicate here in particular how you plan to assist in creating the structure of the program),
  - d. marketing and promotion committee,
  - e. sponsorship and booth rental committee,
  - f. local arrangements and social committee.
- 6) Sponsorships and Exhibitors: Please describe how you will plan to obtain approximately half of a minimum of 15 sponsors / exhibitors. A minimum of \$30k in initial sponsorship commitment is needed to host a COMS conference: Please describe how this commitment will be secured.
- 7) Marketing and Promotion Plan: Please describe your approach to marketing and promoting this event focusing on what opportunities and audience your organization to which is particularly aligned.
- 8) Proposed Keynote / Invited Speakers: Typically, approximately  $\frac{1}{4}$  of the conference speakers are obtained by the sponsor. Please indicate how your organization has contacts to technology commercialization speakers pertinent to the theme of the conference which will result in bringing speakers to the conference. Keynote speakers who will raise interest to the event are needed as well as local invited speakers. Often a local government official or economic director will kick off the conference. Please indicate whom your organization would look to select for such a speaker.

- 9) **Entrepreneurial Workshop:** Startup companies and companies looking to scale are a critically important part of the COMS conference. Please describe the outreach your organization has to such participants and who in particular you might bring to participate in the day-long Entrepreneurial Workshop.
- 10) **Local Attendees:** Along with speakers and startup companies please describe how many local delegates you would expect to attract to this event.
- 11) **Budget & Registration:** Please provide a simple budget estimate as outlined below. The MANCEF RFP review committee will work with the RFP finalists to develop a more complete budget before the final selection is made. This will aid both MANCEF and the potential COMS host in determining the financial viability of the conference.

#### **Estimated Revenue**

1. Sponsorships (**minimum** of \$30,000 required)
2. Exhibitors (number at xxx\$/exhibitor)
3. Registration (number of local/regional attendees at xxx\$/attendee, registration fee based on experience from technical conferences in the region – remember that MANCEF will retain \$200/attendee for MANCEF expenses and for a one year MANCEF membership for each attendee).

#### **Estimated Expenses**

1. Plenary hall, breakout rooms, and exhibitor hall rental. Universities, not for profits, and city/county facilities can often be used at little or no cost. Hotels will often provide space for a guaranteed room block and/or meal commitment however this could result in a financial penalty if minimums are not met. What are the room rates, parking fees, wi-fi fees, room block minimums and deadlines for discounted room rates, A/V and meeting room costs and penalties? Food and beverage costs, including applicable taxes and gratuities, should be broken out to address each of the following:
  - Day 1: Evening welcoming reception...beverages and hors d'oeuvres
  - Day 2: Continental breakfast, mid-morning break, lunch, mid-afternoon break, dinner
  - Day 3: Continental breakfast, mid-morning break, lunch, mid-afternoon break, gala dinner
  - Day 4: Continental breakfast, mid-morning break, lunch, mid-afternoon break
2. A/V costs
3. Conference registration costs, online and onsite. In house registration is recommended if possible.

**8 JULY 2019**

4. Conference banquet (normally held at a special venue near the conference site). Other meal functions including lunches, and morning and afternoon breakout snacks as described above in 1.
5. Marketing costs including conference website, promotional materials for mail outs and etc.
6. Cost of technical tours for attendees after the conference.
7. Miscellaneous such as speaker gifts, registration packets, and etc.
8. Conference proceedings with speaker bios, presentation abstracts, list of sponsors
9. Other

**MANCEF Support:**

The MANCEF group will assist in aspects of the above requirements but in particular will help in providing the following: securing at least 40 speakers/panelists/bootcamp mentors, media partnerships with its media partners via online and print advertising, press releases and access to press networks, collaboration with professional organization partners, advertising via MANCEF member database and network and partnering institutions

**KEY COMS2020 CONFERENCE SPONSORSHIP DATES**

<b>8 JULY 2019</b>	<b>COMS2020 REQUEST FOR PROPOSALS ANNOUNCEMENT</b>
<b>5 SEPTEMBER 2019</b>	<b>PROPOSALS DUE</b>
<b>6 OCTOBER 2019</b>	<b>SITE SELECTION AND NOTIFICATION MADE BY MANCEF</b>
<b>21 OCTOBER 2019</b>	<b>SIGNED CONFERENCE AGREEMENT COMPLETED</b>

## **Background Information**

### **What are the elements of a COMS conference?**

The COMS conference fosters commercialization of emerging technologies by providing a highly interactive meeting for vetting technology commercialization ideas, maximizing chance for exponential commercialization success and obtaining one-on-one feedback of all issues regarding commercialization. Attendees who will benefit from a COMS meeting include local economic development stakeholders, entrepreneurs, intrapreneurs, product development VPs/directors/managers, government and academic IP licensing agents, technology industry consultants, management of innovation and disruptive technology practitioners and venture, angel and institutional investors. The COMS meetings are not academic conferences but are focused on lessons learned in creating and scaling businesses, and expanding the local economy and job market.

The COMS event is typically 3-4 days in late summer or fall with 150-250 attendees representing the local and global commercialization community. Typically, a half day is reserved for local industry tours, community highlights and social activity. Co-located exhibition for sponsor companies and organizations runs in parallel with the conference. At least 50 speakers address aspects of a 'conference theme' interspersed with several open topical panel discussions. Extensive periods are available for networking and one-on-one 'troubleshooting'. At the end of the conference abstracts and videos of presentations are made available on the conference website and selections will ultimately be archived on the MANCEF website.

The main conference is often preceded by a one day long 'entrepreneurial bootcamp' which addresses all issues of technology commercialization from formation and fundraising to marketing and scaling. Local companies looking for advice on how to maximize their opportunities for commercialization success are invited to participate for a nominal fee. Mentors from MANCEF provide their knowledge and experience in highly interactive break-out sessions where entrepreneurs develop pitches for the particular stage they are at in their company. Three of the top presentations are selected for final presentation during the conference banquet where cash awards are typically provided by a sponsor.

In addition to the main conference, if funding can be secured, a post-conference site visit program can be arranged providing a 'value-add' benefit for conference delegates as well as exposure for local technology organizations thereby facilitating potential business and collaborative opportunities.

### **What is MANCEF?**

MANCEF is a non-profit organization comprised of an international group of passionate technology commercialization evangelists who's goal it is to accelerate the commercialization of emerging technology of all varieties.

Within this group one finds 'professional entrepreneurs' and highly experienced commercialization practitioners from industry, government and academia who possess hundreds of cumulative years of commercialization experience and have seen and coached newco's through numerous manufacturing, marketing, and product introduction pitfalls having a deep understanding of the ingredients necessary for commercialization success. Members of MANCEF are also available to provide direct mentoring through candid, constructive commercialization guidance and feedback one-on-one and case-by-case. This experience base can be accessed by sponsoring an international COMS or local COMET meeting as well as by sponsoring a MANCEF commercialization session in conjunction with your organization's professional meetings.

What has been the result? MANCEF has accelerated the process of bringing emerging tech of all types to the market thereby helping to build out new companies in the innovation sector. Find out more at [www.mancef.org](http://www.mancef.org)

**Who is MANCEF?**

Committee support for COMS, COMET or your specific professional meeting and entrepreneurial workshop is provided for by the following group of industry, academic and government technology commercialization evangelists:

**MANCEF Executive Board of Directors****Todd Christenson***President*

Dr. Todd Christenson is CTO and Chairman Emeritus of HT MicroAnalytical, Inc. a company he co-founded to design and mass produce microdevices fabricated primarily with metal materials. He has been working in the semiconductor and MEMS areas for 35 years and serves as MANCEF's president since January 2019.

**Volker Saile***Past President*

Dr. Volker Saile is Distinguished Senior Fellow of Karlsruhe Institute of Technology (KIT). He served as Conference Director of COMS 2005 in Baden-Baden and as a member of the MANCEF GAC since 2006, Volker Saile served as MANCEF President from January 2012 to January 2019.

**Roger Grace***Vice President, Americas*

Roger H. Grace is president of Roger Grace Associates, a Naples Florida-based strategic marketing consulting firm, which he founded in 1982. His background includes over 40 years in high frequency analog circuit design engineering, application engineering, project management, product marketing and technology consulting. His clients include the international "Who's Who" of corporations, federal laboratories and government agencies. He is a founding member of MANCEF and former MANCEF President.



**David Tolfree***Vice President , Europe and Asia*

David Tolfree, a professional physicist and Senior Fellow of the Institute of Physics has forty years' research and managerial experience working for the UK's Atomic Energy Authority and Research Councils. He was the co-founder of Technopreneur Ltd, a technical consultancy company for the commercial exploitation of emergent technologies and a consultant for micro-nanotechnologies to UK Government departments, and one of the founders of MANCEF and the UK Institute of Nanotechnology.

**Robert Warrington***Treasurer*

Dr. Robert O. Warrington, Former Dean of the College of Engineering at Michigan Technological University is currently a research professor at Michigan Tech and active in ASME, SME, AAAS, and ABET. He was founder of the Institute for Micromanufacturing and organized the first COMS Conference in 1994 and was one of the first presidents of MANCEF along with Steve Walsh.

**Steven Walsh***Founding Past President*

Prof Steven Walsh is the Alfred Black Professor of Entrepreneurship and the Co-Director of the Technology Management Center at the University of New Mexico's Anderson School of Management, and an internationally renowned academic and businessman.

**Robert Mehalso***Director*

Dr. Robert Mehalso is internationally recognized for his pioneering and innovative approaches to the commercialization of micro/nano/bio systems including the funding and building of companies and infrastructures, integrating the development of manufacturing approaches, and delivering products to the marketplace.



**MANCEF Strategic Operations Board of Directors****Robert Andosca**

Dr. Robert Andosca is the Director, Worldwide Applications Technology focusing on plasma-based deposition and etch of thin film materials for Advanced Energy Inc. He has 25+ years experience in the semiconductor, MEMS and photovoltaic industries. Dr. Andosca is the founder and former CEO of MicroGen Systems Inc. and has held senior level positions at the Smart System Technology & Commercialization Center, Lilliputian Systems, Umicor, Corning IntelliSense, Clare, Lockheed Martin and Irvine Sensors.

**David DiPaola**

David DiPaola is Managing Director, DiPaola Consulting. As an engineer / entrepreneur, David specializes in providing inspiration, design and commercialization for his customers. The inspiration side of his business provides leadership consulting to startups and existing corporations. The design and commercialization sides helps customers bring their electromechanical products from concept to high volume production and all the steps in between. Previously, David held technical staff and leadership positions at Texas Instruments and Sensata Technologies and was VP of Global R&D for TT electronics, PLC.

**Justin Eisenach**

Justin Eisenach was most recently a founder and the CEO of BayoTech, Inc. The firm successfully licensed technology from Sandia National Lab and was an initial recipient of Catalyst Funding from the State of New Mexico. Prior to BayoTech he built successful businesses focused in value-added agriculture and launched a nationwide retail lawn and garden business.

**Hans-Heinrich Gatzert**

Hans Gatzert received a PhD equivalent in Mechanical Engineering from the RWTH Aachen in Aachen, Germany, and held various positions in the computer peripherals industry in Germany and the U.S. from 1973 to 1992. In 1992, he founded the Institute for Microtechnology (imt) at the Hanover University in Hanover, Germany (now Leibniz Universität Hannover) and was its director until his retirement in 2010. He is a Fellow of the American Society of Mechanical Engineers (ASME) and a member of Acatech (National Academy of Science and Engineering).

**Robert Giasolli**

Robert Giasolli is a co-founder and CTO of Cagent Vascular serving as the Vice President of Research and Development and is the lead inventor of the Serranator Serration Balloon Catheter. Previously, Mr. Giasolli was a co-founder, inventor and VP of Research and Development of Intact Vascular. Robert was the chief designer for the Tack Endovascular System™. Mr. Giasolli has extensive experience in Intellectual Property strategy and claim development. Formerly, Mr. Giasolli served as a micro system technology executive with extensive experience in design and development of innovative devices.

**Leo Kenny**

Technical Leader, Intel Corp. Focused on innovation and development, working on environmental, sustainability and smart infrastructure; in the Internet of Things (IoT) Novel sensors, Materials Design and Green Chemistry. Leader and technologist, with emphasis on strategic visioning, technology development and systems integration. Currently serving as Co-Chair for the INEMI Sustainable Electronics Technology Roadmap, and Chair of the ESH/Sustainability Technical WG for the IRDS (Global Semiconductor Roadmap), and have served as Executive in Residence for the Silicon Valley Leadership Group,

**Ivor Knight**

Associate Dean for Research and Graduate Studies, Penn State University with personal research emphasis on development and application of novel molecular genetic technologies to clinical evaluation of genetic variation, microbial detection and identification and environmental biology.

**Allen Roach**

R. Allen Roach is a Distinguished Member of the Technical Staff at Sandia National Labs and holds BS and MS degrees in Aerospace Engineering and a Ph.D. in Mechanical Engineering from West Virginia University. From 2007 to 2011 he was the manager of the Computational Material Science department. From 2016 to 2018 Allen led Sandia's Born Qualified project with the goal to use additive manufacturing to change the qualification paradigm for low-volume, high-value, high-consequence, complex parts that are common in high-risk industries such as defense, energy, aerospace, and medical.



**Andy Oliver**

Andrew “Andy” Oliver MBA PhD is a MEMS Program Director at TDK Invensense in San Jose. He has more than 25 years of experience in MEMS including work at universities, national laboratories, small companies, startups, and large companies.



**Rafal Walczak**

Rafał Walczak, professor at Wrocław University of Science and Technology (Poland), head of MEMS sensors group specialised in development of MEMS-based instrumentation and emerging microengineering technologies. Leader of many R&D projects, involved in realization of EU pro-industrial awarded projects. Author of over 170 scientific papers, organizer of many conferences, meetings and workshops, including COMS 2015.