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University of Michigan

Bicentennial “A Michigan Odyssey” Event Planning

RFP# G-09241501-KG

Prepared On: November 4, 2015
By: Mark Wilson
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Letter of Transmittal:

Corporate Headquarters:
Bluewater Technologies Group, Inc.
24050 Northwestern Hwy
Southfield, MI 48075

Grand Rapids Satellite Office:
4245 44th Street S.E., Ste #3
Grand Rapids, MI 49512

Account Executive:
Mark F. Wilson
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This proposal contains all of the required audiovisual, lighting, set design, creative, staffing, and hardware components required to successfully execute the bicentennial "A Michigan Odyssey" event as outlined by the RFP. This proposal will be valid for 120 days from "Prepared On" date noted on the front cover of this document.

Authorized Signature: Paula Lomax

Print Name: Paula Lomax

Title: VP Live Event Sales

Date: 10.3.15

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Section 1.0 – Executive Summary

Bluewater works with agencies, producers, exhibit houses, architects and consultants to create moving live event and technology experiences for strong brands.

This means three things; a commitment to the flawless execution of every project we engage, continually pushing the boundaries of technology and providing our partners with more than just tech.

We believe it's the intersection of strategy, creativity, and innovation that create the strongest experiences, and we are passionate about creating the absolute best experiences possible for our partners. We offer deep expertise and shared vision for the impact that is trying to be made. From ideation to post project recap, we stick close to ensure everything is exactly as it needs to be; flawless.

Bluewater is uniquely positioned to provide the University of Michigan a single source for all event technology required to successfully execute this program. Our current model allows us to provide all of the required audio, video, lighting, and staging components, the fabrication of any required set pieces, the development of unique audience activations, desired content for this program, and all the labor required for successful design & flawless execution.

Our client base includes every major US auto manufacturer, and other strong brands including Fiserv, Quicken Loans, Plante Moran, Bank of America, Wells Fargo, Meijer, ATT, and Progressive Insurance among many others. Bluewater has worked extensively with Michigan State University producing the kickoff event for their 2015 Capital Campaign and with the University of Michigan on projects with the Ross School of Business, Taubman Medical School, and the Cardio Vascular Institute. We have also worked with our partner Levitation staging for University of Michigan Winter & Spring Commencements.

Section 2.0 – Scope of Proposed Solution

Bluewater is known for award winning solutions and leading design. Our proposal includes a massive upstage LED wall, a stage designed with a tradition capturing the iconic "M". The iconic "M" is continued high above in a glowing truss structure blazing with high tech lighting instruments and LED fixtures. The design has been created to support the artistic directors vision to astound and immerse your audience. Bluewater will support by providing necessary hardware and services to this end. Stage deck is emblazoned with traditional U of M blue and gold colors.

Free flowing traffic throughout the stage area and downstage performance area is created using a wide upstage escape ramp (ADA compliant) and a wide downstage center stair unit. Performers and speakers can also access the floor

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performance area from stage left and right entrances as well. The stage is divided into three unique areas. The upstage area will support an entire orchestra. The downstage left and right areas will dramatically break away to create two separate satellite stages.

Renders of proposed setup can be found in the supplied "Renders.pdf"

Pre-Production Timeline

January 2016:
Bluewater and UofM team meeting to review all show elements and establish by bi-weekly meeting

Week of January 18th, 2016 – March 2017:
Bi–weekly meeting

Week of March 14th, 2016:
Milestone Meeting – Final Sign-off of technical drawings, approvals for all technical and staging/scenic elements

Week of March 28th, 2016:
Milestone Meeting – Final Budget Sign-off

February 2017:
Begin Staging and Scenic Build

March 2017:
LED Test with content at Bluewater

March 2017:
Final Walk-thru of Chrysler Arena

Production Timeline

Monday, 6:00 A.M. - 3:00 P.M.
Stage
Rigging & lighting

Monday, 3:00 P.M. - 12:00 A.M. Tuesday
LED loads in
Lighting continues

Tuesday, 12:00 A.M. - 8:00 A.M.
Carpenters load in stage
LED continues
Lighting continues

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Tuesday, 8:00 A.M. - 4:00 P.M.
- Stage decking complete
- Audio loads in
- LED & lighting continues

Tuesday, 4:00 P.M. - 12:00 A.M. Wednesday
- Stage floor loads in
- Lighting focus/programming
- AV support; confidence monitors, etc.
- Audio line check

Wednesday, 12:00 A.M. - 12:00 P.M.
- Lighting programming COMPLETE
- LED COMPLETE
- Audio COMPLETE; stage - sound check [rehearsal]
- Internet streaming; loads in and COMPLETE

Wednesday, 12:00 P.M. - 12:00 A.M. Thursday
- Client & talent take stage
- REHEARSAL STANDBY: lighting, audio, video leads
- Show crew in place
- Lighting, audio, LED, staging tweaks continue

12:00 A.M. Thursday - 8:00 A.M.
- Final touch in all departments
- Rehearsal continues, all show crew in place
- Floor seating in place

Thursday, 8:00 A.M. 12:00 A.M. Friday
- TBD / work as needed [all departments]

Saturday, 8:00 A.M.
- ** SHOW READY **

Saturday - Time: TBD
- Post show
- Commence load out; all departments

Production Team
The following list provides a high level overview of the structure of our organization as it pertains to this project.

Senior Account Executive/Creative Director: Mark Wilson

Mark has been part of the pro AV circuit since 1985 when he started his career as a lighting designer. Mark has been with Bluewater since October of 2003

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working with customers such as Plante Moran, Kellogg Corporation, and Meijer to bring their corporate events to life. Mark's approach of "concept to reality" provides his customers with a level of confidence not found elsewhere. The vision taken from initial meetings is translated into 3D designs, where all parties involved are able to physically see and discuss how the program will evolve.

Creative Director/Designer: Peter Kyte

Peter Kyte comes with over 20 years of worldwide experience in designing & programming media content, lighting and production management projects. He continues to build upon his role as a creative director and creative consultant. He's built his career in lighting, video and technical design in the roles of moving light programmer, media server programmer, and media consultant and moving from there to the production design, account executive and producer fields. Peter is a well-rounded design and production professional. At Bluewater he brings an invaluable consultative approach to assist in planning from sketches through on-site production.

Technical Project Lead: Jeff Timmerman

As Bluewater's lead LED & Projection video engineer for over 15 years, Jeff Timmerman (more commonly known as "JT") maintains a depth of knowledge, familiarity with technology and variety of skill that allow him to help contribute on almost any project. Being on the forefront of video technologies, JT often works on our more unique projects, such as those that include image blending and warping for large outdoor projection mapping projects – bringing entire sides of buildings to life. JT also takes the lead on engineering of LED based video walls.

Producer: Keith Oberfield

Keith Oberfeld is an award winning event producer and theatrical and television designer. Keith has produced Laughfest, a ten day festival of Comedy for Gilda's Club West Michigan for five seasons, Tedx Grand Rapids (a level two Tedx event) for five years, and major National Conferences for Fiserv, Inc, Gordon Food Service, Steelcase and Techonomy. Keith acted as producer for the Michigan State Capital Campaign Kickoff Gala in 2014. Keith resides in Grand Rapids, MI and will act as the local contact and overall supervisor for the Michigan Odyssey.

Lighting Designer: Fraser Kerrigan
Fraser has been working in lighting for 30 years. His design credits include CeeLo Green, Kid Cudi, The Pixies, Drake on SNL, Reba McEntire, Chris Daughtry, Paramore, Ed Sheeran and many more. Corporate clients include Ernst & Young, GM Design, Microsoft, and many more.

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Section 3.0 – Comprehensive List of Assumptions

- Power requirements will be handled by the University unless otherwise noted.
- Adequate parking for staff and crew will be provided by the University
- A load-in dock or suitable access to the facility will be accessible

Section 4.0 – Company Background / Customer List

Bluewater delivers deep expertise and experience when it comes to the event space. We are the Midwest's largest privately owned end-to-end event experience provider.

Bluewater has worked extensively with higher-education, government, and corporate clientele throughout the course of our 30 years of operation. We currently employ 200 full time staff, and provide steady work for some 400+ industry freelancers.

We are actively adding to our staff, have steady multi-year financials, and do not anticipate any challenges relating to cash flow. As a private entity financial information is not widely distributed. If you would like to request any of this information please contact our CFO, Don Beger. He can be reached at dbeger@bluewatertech.com or 248-356-4399 x226.

Year of Incorporation: 1985

Supplier Diversity: WBENC

Website: www.bluewatertech.com

Headquarters: 24050 Northwestern Hwy, Southfield, MI 48075

Organizational Structure: The following list provides a high level overview of the structure of our organization as it pertains to this project.

Senior Account Executive/Creative Director: Mark Wilson

Creative Director/Designer: Peter Kyte

Technical Project Lead: Jeff Timmerman

Producer: Keith Oberfield

Lighting Designer: Fraser Kerrigan

There are no lawsuits, legal actions, or governmental investigations open against our organization.

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Section 5.0 – Supplier Code of Conduct

Bluewater has read and agrees to the University's Supplier Code of Conduct.

Section 6.0 – Supplier Relationships or Potential Conflicts With the University

Bluewater is currently a supplier to the University of Michigan, providing technology installations for classrooms, conference rooms, and other facilities. Bluewater also provides rental services to the University for various events and activities. Some major projects include work for the Ross School of Business, Taubman Medical School, and the Cardio Vascular Institute.

To our knowledge there are no Bluewater employees, vendors, or freelancers who are currently an employee at the University of Michigan.

Section 7.0 – Exceptions to the University's Terms & Conditions

See attachment D – General Services Agreement

Section 8.0 – Response to Supplier Information & RFP Questionnaire

See attachment C – Supplier Information & RFP Questionnaire

Section 9.0 – Cost Proposal

See attachment E – Pricing Spreadsheet

Section 10.0 – Signature Page

See attachment F – Signature Page