



# Request For Proposals (RFP)

## Airport Advertising Concession

### LYNDEN PINDLING INTERNATIONAL AIRPORT

Nassau Airport Development Company Limited (NAD), the operator of the Lynden Pindling International Airport is interested in attracting an experienced, enthusiastic, and imaginative display advertising operator for its Airport Advertising Concession Program. Proponents must be capable of financing, developing, implementing, operating, and maintaining the airport wide display advertising programme inclusive of indoor and outdoor digital and static advertising.

Interested proponents are asked to provide:

1. A written proposal outlining their experience, marketing strategy, management/ operating plan, proposed advertising and display concepts, and financial capability.
2. A financial offer that includes a revenue share model with NAD including minimum annual guarantees.
3. Confirmation that the proponent has the capability to procure, replace, and upgrade all of the existing display advertising equipment and infrastructure at LPIA.

**Minimum Qualifications:**

1. 5 to 10 years' experience in the operation of an advertising program that includes generating high volume display advertising sales and revenue at airports and other relevant facilities and mediums with high traffic (i.e., malls, exhibition centers, stadiums, digital channels, and newspapers).

**NAD's Goals and Objectives are to:**

1. Achieve a high standard of excellence and customer service
2. Offer a mix of advertising concepts and mediums that will help to enhance the image of LPIA as a world class airport
3. Offer a mix of local, regional, and global advertisements
4. Maintain, further develop, and design facilities that complement the airport's terminals
5. Optimize revenue to NAD

A detailed **Request for Proposal Document** for the above is available for distribution to qualified and interested parties via email by contacting Mr. Dexter Bodie, Manager, Commercial Business Development at [LPIARFP@nas.bs](mailto:LPIARFP@nas.bs).

**Documents will be distributed from Thursday, March 24<sup>th</sup>, 2022, thru Friday, April 29<sup>th</sup>, 2022.**

**Virtual Pre-submission meetings for interested proponents will be held April 4<sup>th</sup> - April 14<sup>th</sup>, 2022.**

Submissions in response to this RFP are to be received no later than **5:00 p.m. on Thursday, June 30<sup>th</sup>, 2022**. After reviewing responses, NAD may request additional information or may schedule individual meetings with any respondent to gain additional information about the Request for Proposals.