



U.S. Identity Preserved Alliance

1020 Innovation Lane

Mankato, MN 56001

P: 507.385.7557

www.soyagrainsalliance.org

www.usidentitypreserved.org

Request for Proposals

Event Management and In-Country Support

U.S. Identity Preserved International Summit

Tokyo, Japan | February 21–23, 2027

Submission Deadline: June 26, 2026

About the United States Identity Preserved Alliance

Formerly known as Specialty Soya and Grains Alliance (SSGA) the U.S. Identity Preserved Alliance, is the business alliance of identity preserved agriculture in the United States and the leading voice for the industry that delivers traceable, high-quality, variety-specific field crops to food markets worldwide. Its members include producers, processors, suppliers and transportation allies whose work ensures integrity throughout the supply chain. USIP Alliance's mission is to build, grow and sustain a reliable supply chain that ensures integrity of the end product, with a commitment to quality, stewardship and innovation. Its vision is to promote and enhance value throughout the supply chain, from farmer to food business. More information at soyagrainsalliance.org and usidentitypreserved.org

Project Overview

The USIP Alliance seeks proposals from qualified event management firms to provide in-country support for the fourth U.S. Identity Preserved International Summit, to be held on or around February 21–23, 2027, in Tokyo, Japan.

The Summit will convene a targeted 150 participants, including U.S. suppliers of identity preserved (IP) soybeans and specialty grains, especially buckwheat and ancient grains, along with international buyers, food manufacturers, and industry stakeholders from Japan, South Korea, Taiwan, Southeast Asia, South Asia, and other markets.

The event will be hosted at [Hotel TBD by USIP Alliance], Tokyo, and will include a mix of educational programming/presentations, networking, and business engagement opportunities.

USIP Alliance has successfully hosted three IP Summits previously, including events in Honolulu, Hawaii, in 2023 and 2025 and Ho Chi Minh City, Vietnam, in 2026. More information on the USIP Summit, including past agendas, photos, participants and presentations can be found online at: usipsummit.com.

Event Components

The Summit program is expected to include:

- Opening reception
- Two-day conference featuring presentations, panel discussions, and Q&A sessions
- Sponsor display and tabletop exhibition/networking area
- Hosted meals, including a formal seated dinner
- Optional off-site tour(s) for attendees (to be confirmed)

Objectives

The Summit is designed to:

- Strengthen trade relationships between U.S. identity preserved grain suppliers and Asian buyers and food manufacturers
- Promote the value of identity preserved agriculture in soybeans and specialty grains (e.g., buckwheat, ancient grains)
- Provide technical and market-focused education
- Facilitate direct business connections through networking and engagement

Scope of Work

USIP Alliance seeks an experienced event partner capable of delivering some or all of the following services:

1. Pre-Event Planning and Coordination

- Serve as the primary liaison between USIP Alliance (the “Host”), its events team and the event venue
- Support event planning logistics, timelines, and coordination
- Provide local expertise on venue operations and cultural/business practices

2. On-Site Event Management

- Staffing support for event execution, including:
 - Registration and attendee check-in (badges, materials, help desk)
 - Event setup and teardown, including sponsor display areas
 - Coordination with Host staff and venue staff throughout the event
- Audio/visual coordination and presenter support in collaboration with the Host

3. Materials Production and Branding

- Coordinate local production of event materials, including:
 - Signage and directional materials
 - Name badges and registration materials
 - Printed programs or handouts
 - Branded photo backdrop

- Collaborate with the Host’s marketing/communications team on design, translation (AI/app-based), and branding requirements

4. Procurement of Event Materials

- Source and produce event-related items such as:
 - Sponsor-branded lanyards and name badges
 - Other branded materials as needed

5. Media and Documentation

- Provide recommendations and coordination for photography and/or videography services
- Include multiple pricing tiers or package options

6. Transportation Logistics

Provide recommendations and coordination options for:

- Airport transfers for attendees and VIPs
- Group transportation for optional off-site tour(s)
- Any additional local transportation needs

Optional Scope: Attendee Recruitment and Outreach

USIP Alliance requests a separate proposal component outlining your approach and cost estimate for attendee recruitment, including:

- Targeted outreach to Japanese and regional buyers, particularly:
 - Soy food manufacturers
 - Buyers of buckwheat and specialty grains for food and food ingredients
- Engagement with relevant industry associations, trade groups, and government entities
- Identification of priority invitees or target organizations
- Recommendations for outreach strategy if a full recruitment campaign is not feasible within budget

Background research (e.g., prior specialty grains market analysis conducted in 2024) may be provided to support this effort.

Speaker Recommendations

The host will manage event content, agenda, session formats and moderation, however, respondents are encouraged to suggest potential regional speakers who can contribute to the program, particularly in areas such as:

- Soy and specialty grain markets
- Food processing and manufacturing

- Supply chain management and traceability
- Trade and market access

Proposal Requirements

Proposals should include:

- Company overview and relevant experience, particularly with international or Japan-based conferences
- Recommended scope of work and detailed workplan with timeline
- Itemized pricing with clear delineation of:
 - Core services
 - Optional services
 - All costs must comply with applicable USDA program regulations, including allowable expenses under market development and professional services provisions
- Assumptions, exclusions, and required lead times
- Proposed staffing structure and roles
- Examples of similar events (if available)
- References

Submission Information

Proposals should be submitted via email to: sfrederick@usidentitypreserved.org by 5 p.m. CDT June 26, 2026. Evaluation of proposals will begin after that date and initial decisions in choosing a vendor will be based on the written bid. USIP Alliance may award contracts to multiple vendors under this RFP and also reserves the right to divide or combine projects among multiple contractors.

Questions may be directed to:

Shane Frederick

Manager of Strategic Programs

U.S. Identity Preserved Alliance

sfrederick@usidentitypreserved.org

1-507-594-0379