HAI PROFESSIONAL EDUCATION PROGRAM
REQUEST FOR PROPOSALS:
HAI HELI-EXPO 2017 Professional Education Courses
Dallas, Texas, USA – March 6–9, 2017

Helicopter Association International (HAI), a not-for-profit 501(c)(6) trade association, seeks qualified persons or vendors to design and conduct aviation-related professional development and education courses to be held in conjunction with HAI HELI-EXPO 2017, as outlined in the specifications of this Request for Proposals (RFP).

I. ORGANIZATIONAL OVERVIEW

Helicopter Association International (HAI), founded in 1948, is a trade association that represents and works on behalf of the international helicopter community. HAI’s mission is to provide members with services that directly benefit their operations and to advance the international helicopter industry by providing programs that enhance safety and encourage professionalism and economic viability, while promoting the unique contributions vertical flight offers to society. As of April 14, 2016, HAI had 4,292 members worldwide, including pilots, mechanics/technicians, operators and owners, airframe and engine manufacturers, industry suppliers, service providers, students, and individuals interested in the helicopter industry.

HAI produces HAI HELI-EXPO®, the world’s largest trade show dedicated to the international helicopter industry. HAI HELI-EXPO 2016 in Louisville, Kentucky, included 14,000 attendees and 700 exhibitors. HAI also publishes ROTOR® magazine and the daily e-newsletter RotorNews®.

A. HAI Professional Education Program

For more than 60 years, HAI has dedicated resources to provide professional development and educational opportunities to the international helicopter community, including at HAI’s annual trade show, HAI HELI-EXPO. The HAI Professional Education Program has been developed in close coordination with leading educators and aviation experts, with the purpose of addressing topics of importance to helicopter professionals and promoting the effectiveness and safety of helicopter operations.

Currently, HAI offers two primary venues for professional development and educational opportunities: the annual Professional Education Program and the Rotor Safety Challenge, both at HAI HELI-EXPO. Online educational opportunities are in development, to include the HAI Certificate Program, to expand and enhance the professional development opportunities for the industry.
Each professional education course offered at HAI HELI-EXPO is chosen for its ability to strengthen essential skills of helicopter professionals in one of five areas:

- Safety Management
- Pilot Skill
- Maintenance Management
- Operations Management
- Career Development.

Selected courses are also distinctive in their ability to clearly and thoughtfully address issues of importance to those working in the helicopter industry and to provide current, comprehensive information that helicopter professionals can use as a basis for effective decision-making in a rapidly changing work environment.

HAI Professional Education courses at HAI HELI-EXPO 2016 included 32 different courses attended by over 700 students. Attendees from around the world included employees of helicopter operators, government agencies, consulting firms, hospitals, maintenance facilities, manufacturers, police departments, flight or airframe and powerplant schools, or were self-employed.

II. PRESENT NEED FOR VENDOR SERVICES

HAI is currently developing the Professional Education Program for HAI HELI-EXPO 2017 and seeks proposals for courses from qualified persons or vendors to include in the curriculum. To provide a high-quality program for helicopter professionals, HAI continuously strives to enhance, expand, and adjust course offerings based on the needs of the industry. To that end, HAI is accepting proposals for courses on new subject matter, as well as competitive proposals for previously offered courses. A list of the Professional Education courses offered at HAI HELI-EXPO 2017 is below:

<table>
<thead>
<tr>
<th>Course Title</th>
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<tbody>
<tr>
<td>Effective Leadership in Business Aviation</td>
<td>Flight Instructor Refresher Course</td>
<td>Flying in the Wire and Obstruction Environment – Pt. 1</td>
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<tr>
<td>Flying in the Wire and Obstruction Environment – Pt. 2</td>
<td>Fundamentals of Helicopter Accident Investigation</td>
<td>Helicopter Aerodynamics without Equations</td>
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<td>Helicopter Maintenance Management</td>
<td>Helicopter Operator Management</td>
<td>Advanced Helicopter Operator Management</td>
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<td>Heli-Success Career Development Seminar</td>
<td>Human Factors in Aviation: Phase III Leadership</td>
<td>Human Performance Improvement</td>
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<td>HUMS and HFDM: Helicopter Health, Usage, and Flight Data Monitoring</td>
<td>Introduction to Vertical Reference Long-Line and External-Cargo Training</td>
<td>Lift-It Cargo Rigging</td>
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<td>Military to Civilian Transition Workshop</td>
<td>Mountain Flying Ground School</td>
<td>Mountain Flying/High Altitude/Power Management Ground School</td>
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<tr>
<td>Operating Rotorcraft Turbine Engines with PMA Parts and DER Repairs</td>
<td>Operational Risk Management</td>
<td>Public Aircraft</td>
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<td>Proper Planning: The Key to Successful Helicopter Acquisitions (Finance &amp; Leasing Course)</td>
<td>Record Keeping and Regulatory Compliance</td>
<td>Regulations 101: Law for the Aviation Professional</td>
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<td>Safety Management Systems</td>
<td>Short Haul, Hoist, Congested-Area Planning, and Utility Rigging</td>
<td>SMS: From the Top Down</td>
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<tr>
<td>UAS and UAV: Applications and Awareness for the Rotorcraft Industry</td>
<td>U.S. Taxes Affecting Helicopter Operations</td>
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As a member-service organization, HAI aims to select courses on subject matter of interest to our members and HAI HELI-EXPO 2017 attendees. All proposed course content should, at a minimum, be directly applicable to the international helicopter community and geared toward helicopter pilots, mechanics, instructors, students, managers, or others involved in the industry. HAI also seeks to serve its membership by providing affordable professional development and educational opportunities that are a realistic option for most members. We appreciate both your expertise and support as we develop the Professional Education courses for HAI HELI-EXPO 2017.

### III. REQUIREMENTS FOR VENDOR SERVICES

#### A. Contracting Parties

Vendors selected to design and conduct courses shall enter into a contract solely with HAI, to be negotiated at time of contract award.

#### B. Course Content

Vendors shall be responsible for the creation, development, and procurement of new and original content for courses on new subject matter and/or for courses on topics that have been previously offered at HAI HELI-EXPO. Contracted vendors must submit any changes to course content from those outlined in the contract to HAI for final approval no later than sixty (60) days prior to the start of the course.

#### C. Instructor and Guest Speakers

Vendors shall be responsible for providing a skilled instructor(s) experienced in instructional technique and knowledgeable of the subject matter required. Contracted vendors are to provide a final list of instructors to HAI no later than thirty (30) days following the execution of a contract. A list of guest speakers (when applicable) shall be provided to HAI by vendor no later than forty-five (45) days prior to the start of the course. HAI reserves the right to reject, without cause, any instructor or speaker on the vendor’s list no later than thirty (30) days prior to the start of the course. Vendor shall make every effort to find a qualified replacement, if required. Please note that in order to include instructor/speaker names in preliminary marketing materials, they must be provided at the time of contract acceptance.

#### D. Course Dates and Location

Courses are tentatively scheduled to be held March 3–6, 2017, at the Kay Bailey Hutchison Convention Center, 650 S Griffin St., Dallas, Texas, or a nearby hotel. Courses shall be scheduled by HAI at the time of contract award.
E. Class Hours

Class hours will be 8:00 a.m. to 5:00 p.m. daily, with a one-hour lunch break. Short breaks may also be taken as necessary at the discretion of the instructor.

F. Course Materials and Lesson Plans

One set of course materials and lesson plans shall be submitted to HAI by contracted vendors for review no later than thirty (30) days prior to the start of the course. Vendors shall obtain HAI’s written approval on all course materials prior to publication or distribution. Printing and shipment of materials to the course location is the sole responsibility of the vendor. If inspection authorization approval is needed, materials will be requested for submission in October.

IV. RESOURCES HAI WILL PROVIDE AND VENDOR REQUIREMENTS

A. Classroom Facilities

HAI shall provide contracted vendors with suitable classroom facilities at the Kay Bailey Hutchison Convention Center or a nearby hotel. Vendors will not be responsible for the cost of such facilities.

B. Audiovisual Equipment

Reasonable costs for audiovisual equipment necessary to conduct the courses (for example, screen, projector, microphone, flip chart) shall be paid for by HAI. Contracted vendors must specify their requirements to HAI upon execution of a contract. HAI shall make all arrangements for audiovisual equipment.

C. Refreshment Breaks

HAI shall make arrangements to provide morning and afternoon drink service and light refreshments for class participants during course breaks. All food and beverage service for each course shall be ordered and paid for by HAI.

D. Class Roster and Sign-In Sheet

HAI shall provide the course instructor(s) with a class roster no later than thirty (30) days prior to the start of the course. Updates will be provided as needed. A final class roster and student sign-in sheet shall be provided by HAI to the instructor on site. Vendors are prohibited from using student contact information provided by HAI for any purpose unrelated to the contracted course(s), including but not limited to the promotion of any other product, program, or service.

E. Certificates of Attendance

HAI shall provide certificates for each course attendee. Contracted vendors shall provide HAI with the course instructor’s electronic signature for use on certificates no later than thirty (30) days prior to the start of the course. Certificates shall be distributed by HAI to the instructor(s) on site.
F. Course Evaluation Forms

Course evaluation forms shall be prepared by HAI and provided to instructor(s) for distribution to course participants on site on the final day of the course. Instructors are required to distribute the forms to all course participants and to assist HAI in their collection. HAI shall receive all completed forms from instructors immediately at the conclusion of the course. A copy of completed course evaluation forms will be provided by HAI to vendors on request.

G. Course Registration

HAI staff shall manage all course registrations from HAI headquarters, including the collection of registration forms, processing of registration payments, and maintenance of student registration database and financial records. Online, mail, and phone/fax registration methods will be offered by HAI. An HAI representative shall be on site to process any on-site registrations.

H. Intellectual Property

At its sole discretion, HAI may provide its intellectual property, including but not limited to approved and licensed HAI and HAI HELI-EXPO logos, to contracted vendors for use only on course materials and course advertisements. If HAI elects to provide a logo for such use, HAI retains all ownership and rights to such logo and all other HAI intellectual property. HAI reserves the right to review any materials where the logo is used, and vendors must obtain HAI’s written approval prior to production or distribution of such materials. Vendor use of HAI logos or intellectual property shall terminate when directed by HAI or upon termination of contract with HAI, whichever occurs first.

I. Course Publicity

HAI shall advertise the course to more than 20,000 industry professionals through a combination of special mailings, e-blasts, various member publications, on HAI’s website, at industry trade shows, in ROTOR magazine, and in the ROTOR Daily e-newsletter. Vendor shall also advertise the course through any appropriate means distributed by vendor and shall refer to the course as being conducted by HAI. Vendor shall submit copy, prior to publication, to HAI for approval.


J. Course Sponsorships

HAI shall seek sponsorship of contracted education courses. Vendors interested in sponsoring their course or who would like to recommend a potential sponsor should contact HAI’s Manager of Education Programs. Course sponsorships will not be included in any contract issued pursuant to this RFP; rather course sponsorships, to the extent any are obtained, will be contracted for separately. Whether or not a vendor is interested in sponsoring a course will not be considered in selecting award(s) under this RFP.
V. PROPOSAL REQUIREMENTS

Vendors who wish to submit a proposal for an education course(s) to be considered for HAI’s Professional Education Program at HAI HELI-EXPO 2017 should submit the following items no later than Monday, June 20, 2016:

Vendor Information
- Company name, background, and qualifications
- Point of contact for proposal and contract (please include: mailing address, email address, and phone number).

Course Information
- Title and description
- Goals and objectives
- Instruction/presentation method
- Syllabus by topic
- Curriculum: training units with concepts / subject matter covered
- Target audience
- Prerequisites (if applicable)
- Maximum class size (if applicable)
- Course acceptance by FAA/other agency for credit toward certificate/licensure (if applicable)
- Audiovisual and other equipment requirements
- Length of course in hours (exclusive of time allotted for lunch and other breaks)
- Limitations on course dates.

Instructor and Guest Speaker Information
- List of instructor names
  - For each instructor, please provide the following information: short bio, educational background, experience and qualifications (including certifications), publications, courses previously taught, and contact information, to include email address and cell phone number (for use on site)
- List of guest speaker names and a short bio for each speaker (if applicable).

Course pricing information
- Training fee for services
  - Vendors shall provide a fixed training fee for each proposed course. This fee should include the cost of the training, in combination with any expenses the vendor may need to recover toward travel, lodging, shipping, and production of course materials. Please include a breakdown of estimated costs included in the total fixed training fee. For questions or concerns regarding this request, contact HAI’s manager of education programs.

Reference materials
- Resumes for all principal personnel who will be involved in developing course materials for each proposed course
Names and contact information for three to five organizations vendor has provided comparable contracts or services to in the last 24 months (please include mailing address and phone number)

Names and contact information for three to five students who have participated in vendor’s course(s) in the last 24 months (please include mailing address and phone number).

VI. SUBMISSION, SELECTION AND AWARD PROCESS

A. Proposal Submittal

Vendors will prepare proposals in compliance with all of the instructions outlined in the RFP. A vendor official with legally binding authority must sign the proposal. Partial or incomplete proposals may be rejected.

Please use this online form to submit your proposal. You may send any supporting documentation you are unable to upload to education@rotor.org.

If you have any questions, please contact:
Anne Nevel
Manager of Education Programs
Helicopter Association International
Direct: 703-302-8467
anne.nevel@rotor.org

B. Vendor Selection and Contract Award

HAI will conduct the selection and contract awards in the following manner:

- This document will be distributed to all interested vendors and posted on www.rotor.org
- Proposals will be received and evaluated
- Vendors will be contacted with a response.

C. Basis of Award

HAI anticipates evaluating RFP responses using the following criteria:

- Timely and complete response to RFP
- Vendor qualifications
- Course information and the quality of course content
- Perceived course value and relevance to potential students
- Instructor(s) and guest speaker(s) (if applicable) experience and qualifications
- Prior year(s) evaluation(s) and registrations
- Pricing
- Experience and qualifications of principal personnel who will be involved in development of course materials
- Vendor references.

HAI shall evaluate each proposed course(s) as a comprehensive package, considering all criteria.
D. Schedule for Selection Process

- RFP distributed: May 10, 2016
- Deadline for proposal submissions: June 20, 2016
- Anticipated selection of vendors/response/contract negotiations: July 31, 2016

E. HAI’s Right to Reject

HAI reserves the right to reject any and all proposals, or portions of any proposal, at its sole discretion without cause.