

MPW Industrial Services

Request for Proposal for Public Relations/Media Relations Services

Overview

MPW Industrial Services (www.mpwservices.com) is seeking a public relations firm to position the organization and its leadership team as experts in four key operational divisions: industrial cleaning, industrial water purification, facilities management and environmental management. Please note: You may respond to an overall program that addresses all Divisions, or if you have a demonstrated expertise in one particular area, we would also welcome a Division-specific proposal, i.e., a media relations plan for industrial water purification.

The proposal should focus on the development of a media relations plan that develops and places key feature articles that position MPW and its executives, engineers and field technicians as experts in their respective fields in leading trade print publications and online media; the generation and placement of technical papers, white papers, expert bylined articles and case studies.

We anticipate that additional activities would include:

- Arranging trade interviews and appearances;
- Media training of key spokespersons from within MPW;
- Identifying possibilities for speaking engagements and appearances;
- Ongoing news releases and placements on new product/service offerings, key new hires, etc.

Tell us how you will:

- Position each targeted operating Division as expert in its field;
- Build customer confidence and trust in our company;
- Demonstrate our credibility as a supplier to targeted industries;
- Position MPW as a potential service provider to both industries served and not currently served;
- Cultivate key decision makers in targeted markets;
- Raise brand awareness;
- Attract new employees.

All proposals should include:

- Recommended key messages and primary program elements (or a plan to quickly get up-to-speed on key terms, messages, business strategies, etc.);
- Detailed budget and timeline;
- List of proposed team members, including biographies, billing rates and level of participation in the account;
- Brief case studies that illustrate ability and experience in one or all of our operating Divisions;
- List of current or former clients in related fields for whom you have worked in a similar vein;
- Explanation of billing procedures including rates, mark-ups, etc.;
- References.

Evaluation Criteria:

- Demonstrated expertise in and understanding of MPW Industrial Services and/or a specific operating Division (40%);
- Understanding of and ability to meet our goals and objectives (20%);
- Firm and personnel qualifications and experience with weight given to experience in our areas of expertise (20%);
- Ability of proposal to be executed within budget (20%).

Budget

Your proposal should be based on an annual budget **not to exceed \$100,000** for fees and expenses, or a budget commensurate with work for a single operating Division.

The deadline for submitting your proposal is: **5:00 PM Friday, October 3, 2014.**

Proposals should be addressed to:

Michael Zimmerman
Marketing Director
MPW Industrial Services
9711 Lancaster Road SE, Hebron, Ohio 43025

Questions

Questions may be directed, prior to September 30, 2014, to Michael Zimmerman via email at:

mzimmerman@mpwservices.com

About MPW Industrial Services

MPW, with nearly 2500 associates across North America, is a vast resource for industrial cleaning, water purification, facility management and environmental management. We support thousands of clients throughout the diverse landscape of North America. We improve operating reliability, profitability and safety by coupling the best trained professionals with the most innovative, customized technologies.

MPW's Industrial Cleaning Division is North America's leading provider of technology-based industrial cleaning services for companies in power generation, steel, pulp and paper, refining, automotive and manufacturing. MPW implements innovative cleaning systems while controlling potential risks, achieving cost efficiencies, minimizing outage downtime and maximizing performance with 24/7 responsiveness. MPW personnel routinely complete the most rigorous outage schedules. Crews, mobile fleets and customized industrial cleaning equipment are deployed to customers from more than 40 locations across the United States.

MPW's Industrial Water Division provides reliable, professional water services, featuring mobile and custom-designed base-load systems to enhance water quality and reduce operating costs. Process technologies include deionization, reverse osmosis, media filtration and ultrafiltration. MPW's mobile systems are designed to serve advanced processes where water supply conditions are more challenging and produced water purity levels more demanding.

Integrated Management Systems, MPW's Environmental Management group, adapts to each customer's unique green initiative. IMS customers have succeeded in attaining zero-waste operations. By consistently developing new strategies and technologies, IMS is an industry leader capable of maximizing internal and external resources to provide practical on-site environmental sustainability solutions.

MPW's Facility Management Division is a leading provider of fully integrated industrial cleaning and maintenance services. MPW programs improve productivity and quality while reducing downtime and minimizing operational costs. We specialize in deep cleaning, comprehensive paint system management, inventory management and preventative maintenance, yielding greater efficiencies for our clients.

To learn more, please visit: www.mpwservices.com.