Request for Proposals:

Development and Delivery of Floor-Ready STEM Exhibit Kits
for the IF/THEN® Champions Network ("Kit Three")

Project Scope

In support of the IF/THEN® Champions Network, ASTC is seeking a skilled and creative consultant to **develop, fabricate, and deliver** 50-60 identical sets of a **floor-ready, interactive exhibit kit** ("Kit Three") to ASTC Member Organizations across the United States. These kits may complement, extend, and/or take inspiration from the STEM Play Workbenches ("Kit Two") previously developed by the Kansas Children's Discovery Center, though there is ample room for creative interpretation within the parameters described below.

Kit Three should contain a small set of workstations and/or exhibit experiences ("components") that, staged together on a museum floor, create a cohesive and contained experience around the IF/THEN® subject matter. As a floor-ready exhibit kit, those standalone components are easy to install and to implement in a variety of museum settings where staffing and resources may vary.

Kit 3 *must*:

- Function as a durable, standalone collection of 2-4 components, ready to install as-is in a range of museum and science center settings. See STEM Play Workbenches for an example of the level of durability, quality, and interactivity expected.
- Include hands-on, interactive elements and STEM content geared toward children and families, with a target audience of approximate ages 6-12; informed by best practices in family-friendly exhibit design, including accessibility.
- Feature Ambassadors and related topics from the IF/THEN® Collection.

This project includes two primary scopes of work:

- Scope A – Content & Design Development
- Scope B – Fabrication & Delivery at Scale

Competitive proposals will include plans for completing *both* Scope A and B—from content development all the way through fabrication and delivery.

We may consider bids for Scope A alone, provided the content developer is prepared to collaborate with a separate fabricator (hired by ASTC) and proposal material, timeline, and budget reflect this smaller scope of work and account for the anticipated collaboration.

Responsibilities

Scope A — Content & Design Development	Scope B — Fabrication & Delivery at Scale
The selected consultant will be responsible for the following tasks necessary to develop, prototype, and create a design package for Kit Three: **1. Concept development** a. Select at least 2 IF/THEN Ambassadors and their related topics from the IF/THEN collection to feature. Exclude Ambassadors featured in the STEM Play Workbenches. b. Identify age-appropriate learning goals, content, and activities for ages 6-12. What will children do, feel, and/or discover by engaging with the exhibit elements, and how? Content and activities may focus on any STEM topic(s) or practice(s), so long as they relate in some way to the featured Ambassadors. **2. Prototyping** a. Develop a working prototype of each exhibit component, including signage, interactive components, manipulatives, and/or other content-related elements. Prototype-grade materials may be used, but should function sufficiently to show proof of concept. b. Account for elements needed for standalone installation (e.g., carts, cabinets, tables, hangers, etc.); must be included in the design if not the prototype. c. Competitive proposals will include a plan for prototyping exhibit materials with target audiences. **3. Final Design Package** Produce design materials to support completion of Scope B, including: a. A detailed visual and textual description of all components, their assembly, and their function. b. A parts list, including suggested sources for procurement and estimated costs. Total estimated cost per kit should be consistent with estimates described in budget, below. c. Final, ready-to-use digital files for any printed or multimedia components. d. Competitive proposals may include supporting materials such as a Facilitator's Guide for use by museum educators and staff.	The selected consultant will be responsible for the following tasks necessary to fabricate, package, and deliver 50-60 identical kits as designed in Scope A to 50-60 different museums. Our intent is to strike a balance between pre-assembly and freight practicality. Kits should be as turnkey as possible upon receipt, with smaller, easily shipped elements pre-assembled. However, some minor assembly by recipients can be required and it is reasonable to expect larger structures to be assembled on-site by staff. To aid in this process, the parts should be packaged intuitively and labeled clearly, with written and/or video instructions. **1. Material Sourcing & Procurement** a. Identify and procure durable materials needed for each kit. b. Ensure all materials are high quality, meet safety standards, and are suitable for hands-on, educational use with family audiences. **2. Kit Assembly** a. Assemble all components into cohesive kits, including the pre-assembly or fabrication of smaller, shippable elements. b. Insert assembly and maintenance instructions, including: detailed inventory list, relevant safety information, tool recommendations for assembly, written guide setup, and, if necessary, video guide for any complex assembly required. **3. Packaging** a. Packaged kits should be organized, secure, and protected during shipping. b. Bundle together items of a type to ensure easy unboxing and assembly. **4. Shipping** a. Coordinate freight logistics to ship kits to their designated recipients (addresses supplied by ASTC, all within the continental United States), ensuring timely and safe delivery. b. Manage tracking and any necessary follow-up for all shipments.

In addition to the specific responsibilities outlined above, it is expected that the selected contractor(s):

- Communicate with ASTC staff and other consultants in a timely and courteous manner, including participating in virtual check-in meetings at the outset and conclusion of work, and intermediately as deemed appropriate by ASTC.
- Maintain itemized receipts for all purchased materials and supply to ASTC if requested.

Deliverables

Scope A- Content & Design Development	Scope B- Fabrication & Delivery at Scale
A1 – Concept document – A detailed and descriptive concept document (in the form of a write up, design deck, or similar) for review by ASTC. **A2 – Physical prototype** – a working, physical model of each component—complete with all interactive elements and any digital or printed materials—shared with ASTC (via photo, video, and/or other means) for review. **A3 – Final design package** – produce a final design package, as described under "responsibilities", and submit to ASTC.	**B1 – Assembly guide** – A detailed, editable document including inventory lists, assembly instructions, and any safety information relevant to assembling, installing, using, and maintaining kit 3 in a museum setting. **B2 – Prototype exhibit kit** – One full kit that includes everything needed for onsite assembly, compiled and packaged with assembly guide, sent to ASTC for review before full-scale production. **B3 – Completed kits** – At least fifty (50) complete, identical sets of the kit, packaged for shipment as needed. **B4 – Tracking numbers** – Tracking numbers and updates for all kits from their day of shipment through to delivery at recipient sites.

Budgets

We expect to negotiate with the selected contractor(s) to pay a **total flat fee of $145,800-$207,000** for the combined scopes of work, to encompass all materials costs related to prototyping/fabrication and shipping, as well as time, labor, and expertise. We anticipate the following breakdown between Scopes A and B, *though contractors bidding on both Scopes together may propose a different distribution of costs.*

	Scope A	Scope B	
		Per kit	Total for 50-60 kits
Time/expertise	$25,000—$40,000	$600--$1,000	$36,000--$50,000
Materials	$800—$1,500	$1,000--$1,500	$60,000--$75,000
Shipping	$0	$400--$800	$24,000--$40,000
Total	**$25,800--$41,500**		**$120,000--$165,000**

Please include a high-level breakdown of anticipated costs to help us understand how you have arrived at the final number in your bid.

Timeline

- **Submission Deadline:** July 10, 2025
- **Selection Announced:** August 1, 2025
- **Anticipated production schedule*:** August 2025—April 2026
    - Design & Development: August—November 2025
    - Fabrication: October 2025—March 2026
    - Shipping: March—April 2026
- **All kits delivered to recipient museums:** May 1, 2026

*Assumes 2 concept development check-ins and ASTC prototype testing phase prior to final fabrication

Submission Instructions

Interested applicants should submit brief proposals, no longer than three pages single-spaced, to ifthen@astc.org. Proposals should include:

- **Who you are**: a brief overview of your qualifications and relevant experience. (This can be a resume, portfolio, or CV if preferred, in which case it will not be counted towards your three-page limit).
- **Project proposal**: *Clearly indicate whether your proposal encompasses Scope A alone, or Scopes A and B combined.* Describe your approach and timeline for fulfilling the responsibilities and deliverables described above, including any suggestions or considerations. If proposing only Scope A, please include information about how you would collaborate with the Scope B consultant to ensure they can be successful in fabricating and delivering the kits you will develop.
- **High-level budget breakdown**: Anticipated total project costs including time, labor, and expertise, as well as all materials and shipping costs necessary for fulfilling deliverables. (*NOTE: your final bid should be for **total project costs**. ASTC will not reimburse any costs (e.g. materials, shipping) separately).*

For questions, clarifications, or additional guidance related to submitting a proposal for this project, reach out to ifthen@astc.org. We welcome your questions and are happy to meet and discuss ideas or provide additional details.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and expertise:** Proven track record in exhibit development, education, fabrication, operations, material procurement, project management, or other relevant fields. Please provide examples of past work that demonstrates your capabilities.

- **Creativity, innovation, and audience insights:** Ability to guide the process with family audiences and museum needs in mind, identifying pain points and offering creative and practical solutions.
- **Cost and value:** Competitive pricing and clear value proposition.
- **Timeline adherence:** Ability to meet the project timeline and manage logistics efficiently.

Current IF/THEN® Champions Network members (both individual and organizational) are especially encouraged to submit proposals.