



Request for Proposals:

PHOTOGRAPHY SERVICES : AIS 2027

Deadline: November 15, 2026



REQUEST FOR PROPOSALS

Photography Services – 2027 Agriculture Industry Symposium

Issued by: Newfoundland and Labrador Federation of Agriculture (NLFA)

Event dates: February 16–18, 2027

Location: Delta Hotels St. John's Conference Centre, St. John's, Newfoundland and Labrador

Proposal deadline: November 15, 2026

1. About the Event

The Newfoundland and Labrador Federation of Agriculture (NLFA) is seeking proposals from professional photographers to provide photography services for the 2027 Agriculture Industry Symposium (AIS), taking place February 17–18, 2027.

The symposium brings together approximately 150 farmers, agriculture producers, industry representatives, government officials, and other stakeholders to connect, share knowledge, and discuss the future of agriculture in Newfoundland and Labrador.

Under the theme *Growing Together: Smart Agriculture Pathways Across Newfoundland & Labrador*, the event features presentations, panel discussions, networking opportunities, local food and beverages, and an awards gala.

NLFA is looking for a photographer who can capture the people, connections, and experiences that make the event special, producing images that attendees will be excited to share and NLFA can use in its future communications.

2. Scope of Services

The selected photographer will provide event photography coverage based on a schedule and number of hours to be confirmed with NLFA. Anticipated coverage may include the following activities.

February 17 – AIS Day One

- Presentations, keynote speakers, and panel discussions
- Audience engagement and networking
- Attendees connecting with colleagues and industry partners
- Local food and beverage offerings
- Event details, signage, and sponsor recognition



February 18 – AIS Day Two and Awards Gala

- Presentations, keynote speakers, and panel discussions
- Audience engagement and networking
- Local food and beverage offerings
- Awards gala, including award presentations, recipients, and group photos
- Event details, signage, and sponsor recognition

The anticipated schedule is approximately 8:30 a.m. to 4:00 p.m. on February 17, and 8:30 a.m. through the awards gala on February 18. The gala is expected to run from approximately 6:00 p.m. to 9:00 p.m., with a break between daytime programming and the evening event. The final schedule is still being developed and may change.

February 16 – Optional Activities

NLFA is seeking separate pricing for photography coverage of the following activities:

- NL Young Farmers Leadership Summit
- Evening reception

These activities are optional and may be booked individually or together, depending on NLFA's needs and budget.

Attendee Headshot Service - Optional

Proponents are invited to provide separate pricing for an optional professional headshot service for symposium attendees.

Proposals should outline:

- The hourly rate or package price for the service
- Recommended session length and estimated number of attendees who could be accommodated
- Proposed setup, including background, lighting, and space requirements
- How headshots would be edited and delivered to individual attendees
- Estimated delivery timeline
- Any additional equipment, staffing, or other costs

This service is optional and should be priced separately from event photography coverage.



3. Budget and Pricing Requirements

NLFA is seeking hourly rates to allow flexibility in determining the final amount of photography coverage required across the three event days.

Proposals should include:

- **Hourly photography rate:** Standard hourly rate for event coverage, including any minimum booking requirements.
- **Estimated total cost:** An estimated cost for the anticipated February 17–18 symposium coverage, including a breakdown of hours and rates used to calculate the total. Please itemize optional February 16 activities and the attendee headshot service separately.
- **Additional coverage:** Rates for additional hours or partial-day coverage, if different from the standard hourly rate.
- **Optional activities:** Separate pricing for the NL Young Farmers Leadership Summit and evening reception on February 16, including any discount available if both are booked.
- **Optional attendee headshot service:** Separate pricing for the proposed service, including duration, estimated number of attendees accommodated, and any additional costs.
- **Additional expenses:** Any travel, accommodation, parking, assistants, equipment, editing, image delivery, applicable taxes, or other fees.

Please clearly identify what is included in the hourly rate, particularly post-event editing and delivery of the final photo gallery. Any additional charges, minimum fees, or other pricing conditions should be outlined in the proposal.

NLFA anticipates a total budget of approximately **\$2,500–\$3,500 for photography services**, with some flexibility depending on the proposed services and overall value. This budget is intended to cover the selected photography services, including core symposium coverage and any optional activities or headshot services NLFA chooses to book.

The estimated total is for comparison and planning purposes. Final coverage hours and selected services will be confirmed with the successful photographer before the event, subject to the agreed rates and booking requirements.



4. Deliverables and Usage Rights

The successful photographer will provide:

- A curated collection of professionally edited, high-resolution digital photographs.
- A mix of posed, semi-posed, and candid images.
- A digital gallery or equivalent method for NLFA to access and download the final images.
- An estimated number of final edited images and a proposed delivery timeline, as specified in the proposal.
- If the optional headshot service is selected, professionally edited individual headshots delivered through an agreed-upon process.

NLFA requires a non-exclusive licence to use the final photographs for organizational communications, publications, reports, promotional materials, its website, and social media. Proponents must identify any usage restrictions, additional licensing fees, or other conditions that would apply to NLFA's use of the images.

5. Proposal Requirements

Proposals should include:

1. **Business and contact information:** Business name, primary contact, email, and phone number.
2. **Portfolio:** Examples of relevant photography, particularly conferences, events, portraits, group photos, and people-focused or food photography.
3. **Relevant experience:** A brief overview of experience providing photography services for similar events.
4. **Proposed approach:** How you would approach coverage of the symposium, including engaging attendees and capturing a mix of formal and informal moments.
5. **Availability:** Confirmation of availability for the proposed event dates.
6. **Pricing:** Hourly rates, estimated total costs, minimum booking requirements, optional service pricing, and any additional expenses, as outlined in Section 3.
7. **Deliverables and turnaround:** Estimated number of edited images, delivery method, and expected timeline.
8. **Additional information:** Any other details you feel would help NLFA assess your proposal.



6. Evaluation

Proposals will be evaluated based on:

- Quality and relevance of the photography portfolio.
- Experience with conferences, events, and people-focused photography.
- Ability to engage attendees and capture natural, shareable images.
- Proposed approach to meeting NLFA's photography needs.
- Overall value for money, including rates, deliverables, and any additional costs.

NLFA may contact proponents for clarification or additional information as part of the evaluation process.

7. Questions and Submissions

Questions regarding this RFP may be directed to **Sara Power** at sara@nlfa.ca.

Proposals must be submitted by **November 15, 2026**, to sara@nlfa.ca, with the subject line:
RFP – 2027 Agriculture Industry Symposium Photography Services.

NLFA reserves the right to accept or reject any proposal, request additional information, negotiate with respondents, or cancel this RFP at its discretion. Issuing this RFP does not obligate NLFA to award a contract.

We thank all interested photographers for their submissions and look forward to working with a photographer who can help capture the people, connections, and stories of Newfoundland and Labrador's agriculture community!