



Memorandum

To: Whom it May Concern
From: Jennifer Mayfield, CPPO Director of Procurement Services
Date: June 1, 2026
Re: Results from RFP 26-30 for a Mobile Educational Aquifer Exhibit

On February 26, 2026, Mississippi State University (MSU) issued RFP 26-30 for the design and construction of a Mobile Educational Aquifer Exhibit to fit on a cargo car hauler trailer already owned by MSU.

We received two responses from: Design Displays and Mobile Museum Arts. The two responses were reviewed and scored based on the following weights:

- Corporate Structure/Years of Experience/References – 10 points
- Design Plan/Concepts/Knowledge of Higher Education Marketing Needs – 55 Points
- Cost – 35 Points (assigned automatically based on formula)

Once the proposals were scored and the cost was filled in the final score was as follows:

Design Displays – 90 Points
Mobile Museum Arts – 84.76 Points

After reviewing the proposals, the evaluation team recommends that MSU select Design Displays as the most complete solution for our mobile educational aquifer exhibit. After final approval has been received, we will issue a contract based on our standard contract that can be found here: https://www.contracts.msstate.edu/sites/www.contracts.msstate.edu/files/2025-03/Contract_for_MSU_to_Provide_Services2023Oct18_0.docx

See below for a summary of both proposals from the three evaluators.

Design Display:

Design Display's proposal includes clear plans for both the interior and exterior of the trailer. They provided examples of previous work and seem fully capable of delivering what we need. One big plus is that their bid already includes the exterior wrap, which is important for this project. The budget breaks everything down by individual items, making it much easier to see exactly where the money is going. Overall, this option comes in at a much more affordable price while still covering the key elements we're looking for.

I love that this proposal includes interior and exterior ideas. The bid includes costs for pickup and delivery of the trailer and electrical work is included as a separate line item, which is appreciated (as was the detailed budget breakdown). The final design is not as detailed as the competing bid, and I do not love the color scheme or flatness of the displays suggested, but I think the Design Display is open to work with us on getting us what we are looking for and has

the capability to do so. And even with any add-ons, I think the final cost will be lower than the other bid.

This proposal includes good mockups of both the interior and exterior of the trailer exhibit. Design Display does provide some examples of prior work and appears capable of completing the project successfully. The bid includes costs for pickup and delivery of the trailer and electrical work is included as a separate line item. The final design is not as detailed, at this point as the competing bid, however it seems reasonable that even with add-ons and more specific points the final cost will be lower than the competition, especially since exterior wrap and delivery is lined out. Individual components are lined out in the budget, so it is clearer where costs and expenses come from.

Mobile Museum Arts:

Museum of Art delivered a strong proposal and clearly has extensive experience. They showcase their capabilities across many different projects and appear well-suited to handle the educational groundwater trailer we need. The bid does an excellent job with the main graphics and overall exhibit flow, but it doesn't go as deep on the audio/visual elements or provide full details for the 3D Aquifer. They have the background and expertise to complete the project successfully. However, the overall price is noticeably higher, and it will likely increase further once the additional A/V components and other missing pieces are added.

This proposal is very detailed. I loved the walkthrough and flow of the exhibit, as well as the color scheme chosen and the variety of forms of interaction with the exhibits (the different textures, adding interest at different eye levels, the curved path through, etc.). However, the cost and design for the wrap of the trailer is not included, which I think is an important feature, as well as a potentially pricey add-on. I think Museum Arts can very much handle the project with professionalism and give us what we are looking for, but they are already much higher priced and do not include some potentially expensive add-ons that will only increase the bottom line.

This is a detailed proposal with excellent examples of previous work. Bidder has thought out the flow of visitors through the exhibit and proposed a color scheme and detailed plans throughout the trailer and exhibit. However, the details and pricing are for graphics only with only a couple of A/V and mechanical components included, such as for the 3D Aquifer. No wrap of the trailer is included or detailed. The proposal discusses that it remains to be determined where A/V touchscreen content will come from, although there is clear inclusion that no data will be captured by the A/V interfaces which is a relevant point. Museum Arts provides many examples of previous work which indicates a high level of competency and proficiency, and it appears they are very capable of delivering on this project. However, it would appear that the final price will rise with the inclusion of final A/V and mechanical details and wrapping of the exterior of the trailer.