



18653

Patient Theater Interactive Digital Solution

Issue Date: 8/31/2026

Questions Deadline: 9/9/2026 03:00 PM (CT)

Response Deadline: 9/21/2026 03:00 PM (CT)

Contact Information

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Event Information

Number: 18653
Title: Patient Theater Interactive Digital Solution
Type: Request for Qualifications - Sealed
Issue Date: 8/31/2026
Question Deadline: 9/9/2026 03:00 PM (CT)
Response Deadline: 9/21/2026 03:00 PM (CT)
Notes: The University of Iowa solicits proposals from qualified Suppliers to provide an interactive digital solution for Nick's Theater, located in the Stead Family Children's Hospital.

Please be aware that this is an extensive bid. All Suppliers are cautioned to allow ample time for the submittal of RFP responses well before the due date time requirement. Bids must be submitted via the eBid system.

Billing Information

Contact: AP
Address: AP
PCO
202
202 PCO
Iowa City, IA 52242-2500
Phone: (319) 335-0379

Bid Attachments

Professional-Services-Agreement-with-Travel-Addendum-2026.02.25-FINAL Accessible.docx

[Download](#)

Professional Services Agreement with Travel Addendum with Accessibility Update

Standard Terms and Conditions 2026.06.30 FINAL.pdf

[Download](#)

Standard Terms and Conditions 2026.06.30

Theater measurements.pdf

[Download](#)

Drawing of existing space

IMG_8516.pdf

[Download](#)

Room view from entrance

Requested Attachments

Proposal

(Attachment required)

Supplier must provide a detailed proposal as described in Attribute #7.

Audited Financial Statements

(Attachment required)

Supplier must provide audited financial statements as requested in Attribute #17.

Bid Attributes

1	Request for Qualifications RFQL responses MUST be submitted electronically through the eBid system. RFQL responses submitted by any other means will not be accepted. ☐ Read and Agree <i>(Required: Check if applicable)</i>
2	General The University of Iowa, located in Iowa City, Iowa (hereafter, "University") desires to obtain written proposals from qualified suppliers to provide an interactive digital solution for use in Nick's Theater, located in the Gerdin Family lobby on the main floor of the Stead Family Children's Hospital. Although the University has listed general criteria that will be used in its final evaluation, the University does not intend these criteria to limit the Supplier's creativity in preparing a proposal it believes will accomplish the University's goals. The use of a specific Supplier will be based on the Supplier's performance. The required documentation of expertise and qualifications outlined in this request is intended to serve primarily as a general guide for each statement of qualifications, with the minimum requirements listed. Each Supplier is expected to submit a fully detailed statement of qualifications, which adequately describes the advantages and benefits the University would realize by selecting the Supplier. The University may at its option, require oral presentations if deemed necessary, in considering the University's best interest. Interested Suppliers are invited to submit qualifications for the Supplier and the individual qualifications of the Supplier's representative(s) designated as key personnel to be assigned to the University if selected, as described in the RFQL. ☐ Read and Agree <i>(Required: Check if applicable)</i>

3 Background

The University of Iowa

The University of Iowa is a broad-based public university of international stature. As of fall 2024, its enrollment totaled 32,199 students. It is recognized for its academic achievement; leadership in research; and its academic health system, University of Iowa Health Care. As of 2025 the university has an overall budget of \$5.8 billion and employs approximately 21,000 full-time faculty and staff. More information can be found at the [Office of the Registrar](#).

The University of Iowa Health Care

University of Iowa Health Care is Iowa's comprehensive academic health system, which includes the Roy J. and Lucille A. Carver College of Medicine, the UI Health Care clinical enterprise, and UI Physicians, the multispecialty medical and surgical group practice. The clinical enterprise includes medical centers on the university campus, downtown Iowa City campus, and North Liberty campus in the neighboring community of North Liberty, Iowa. UI Health Care also has outpatient clinic locations in the Iowa City area and communities throughout the state. The downtown campus, formerly Mercy Iowa City Hospital, joined UI Health Care in January 2024. The North Liberty campus, the first construction of a new hospital away from the university campus, opened in April 2025. At its medical centers and clinics, UI Health Care provides adult and pediatric primary and specialty care to patients and families from across Iowa, throughout the nation, and around the world. Its clinical enterprise is comprised of more than 1,200 staff physicians and dentists, nearly 875 resident and fellow physicians, and over 6,000 nursing team members. Collectively, the three medical center campus locations include more than 1,000 inpatient beds. For fiscal year 2024, UI Health Care reported more than 34,000 inpatient admissions and over 1.3 million clinic visits at its medical centers and clinics. UI Health Care is ranked annually by U.S. News & World Report as the state's top medical center and one of the nation's best hospitals, with several of its specialties ranked among the top 50 in the country. UI Health Care Stead Family Children's Hospital is Iowa's only children's hospital nationally ranked by U.S. News. UI Health Care was the first in Iowa to be designated a Magnet Hospital (2004) by the American Nurses Credentialing Center and the first in Iowa to be re-designated four times (2008, 2013, 2018, and 2023). Through innovation, collaboration, and expertise, UI Health Care is committed to providing safe, high-quality care with excellent service and exceptional outcomes. In addition to serving as a center for highly specialized care, UI Health Care conducts research to better understand, prevent, and treat injuries and illnesses, and it also educates students and trainees in medicine and allied health professions.

4 Scope of Services

The University is seeking proposals for an interactive digital solution designed to create a touchless, gesture-based experience for children and families in a healthcare or public setting. The solution should promote engagement, positive distraction, creativity, and immersive storytelling while minimizing physical contact.

This solicitation is limited to the interactive digital experience platform and content, inclusive of sensing technology, software, and required hardware. Structural wall construction, general AV infrastructure, and power/networking will be provided by the University unless otherwise noted.

The successful Supplier will work in partnership with the University and will be expected to fulfill the following scope of services, including but not limited to the following:

1. Core Functional Requirements (Required)

Suppliers must demonstrate and describe how their solution supports the following:

1.1 Touchless / Gesture-Based Interaction

- Hands-free interaction using motion sensing, body tracking, or gesture recognition
- No physical touch required to activate or control content
- Suitable for pediatric healthcare environments and infection-control best practices

1.2 Movement-Activated Visual Effects

Children should be able to activate and influence animations through body movement, such as:

- Rippling or flowing colors
- Swimming fish or floating objects
- Twinkling stars, glowing particles, or light trails

- Blooming flowers or environmental reactions
- Flying with animated scenery

1.3 Immersive Themed Environments

The system must support full-scene immersive environments, such as:

- Forests, oceans, space, or fantasy worlds
- Calm or playful modes appropriate for different age groups
- Ability to rotate, schedule, or change themes over time

2. Character Creation & Personalization (Highly Desired)

Suppliers should describe capabilities for personalized interaction, including:

2.1 Create-Your-Own Character

- Children design or customize a character or avatar that appears on the digital wall
- Character creation may occur via:
 - On-site kiosk or tablet
 - QR code accessed on a personal mobile device
- Created characters should interact with the digital environment and other elements

2.2 Persistent or Session-Based Interaction

- Explain whether characters persist beyond a single session
- Describe any limits on number of characters, storage duration, or revisit capability

3. Hardware & Technical Architecture

Suppliers must clearly identify:

- Required sensing hardware (camera type, depth sensors, placement)
- Minimum space requirements and optimal viewing distance
- Network requirements (local vs cloud-connected)
- ADA considerations and accessibility options

4. Software, Content & Licensing Model (Required Clarification)

Suppliers must explicitly state their commercial model, including:

4.1 Subscription vs Perpetual Licensing

Is the solution:

- Subscription-based?
- Perpetual license with optional maintenance?
- Hybrid?

Clearly identify what is included in any recurring fee:

- Content library access
- Software updates
- Analytics or reporting
- Remote support or monitoring

4.2 Content Updates & Customization

- Frequency of new content or themes

- Ability for Owner to:
 - Schedule content
 - Disable specific experiences
 - Request custom scenes or branding
- Costs for custom content development (if applicable)

4.3 Content Ownership and Use

- Will content created for this project be owned by the University?
- Will created content be transferable to another interactive digital solution if required? If so, does this only apply to solutions provided by the Supplier or is it transferable to a different system?
- If your solution is subscription-based and the subscription expires, what functionality would the University maintain and what would no longer be available/functional?
- Supplier shall identify all ownership rights with regards to content, themes, animations, custom-developed content, and creation of characters or other content by the University or solution users.

5. Support, Training & Maintenance

Suppliers should include:

- Installation support and commissioning
- Staff training (initial and ongoing) Maintenance expectations and response times
- Warranty coverage for hardware components
- Nearest support office to University of Iowa

The video wall being planned for this space is expected to have these specifications:

9.6 meters x 2.7 meters (31.5 ft x 8.86 ft)

7680 x 2160 resolution, 1.25 mm pixel pitch

Supplier's proposed solution should be compatible with a screen of this description or similar.

The successful Supplier shall partner and coordinate with the University's approved Audio-Visual (AV) Integrator to deliver a single, fully integrated, and cohesive solution. The successful Supplier is responsible for ensuring that all software, hardware, control, content, networking, and interoperability requirements are fully coordinated with the approved AV Integrator throughout the design, implementation, testing, and commissioning phases.

The proposed solution must seamlessly integrate with all AV systems, infrastructure, and supporting technologies included within the project scope. The successful Supplier shall participate in coordination meetings, provide all necessary technical documentation, and support joint testing and validation activities to ensure successful implementation.

5 Scope of Services - Changes

The University reserves the right to change the scope of work as required. Notices of such changes will be made in writing by the University to the Supplier.

☐ Read and Agree

(Required: Check if applicable)

6 Supplier Requirements

Suppliers must clearly demonstrate and provide documentation substantiating that they are compliant in each of the following areas. The University reserves, solely, the right to reject any submittals if the evidence or references submitted by such Supplier fails to satisfy the University that said Supplier is properly qualified in any of these areas. It shall not be the responsibility of the University to request additional information to satisfy these requirements, if such information is not provided with the submitted response. Failure to respond to any question or follow the instructions herein may result in disqualification

7 Project Proposal

Provide a proposal detailing the Supplier's process to be used in providing the services described herein. The proposal should clearly indicate any major requirements that cannot be met by the Supplier, and highlight the major features of the proposal to assist the reader in determining generally how the qualifications of the Supplier and the proposal meets and exceeds the requirements proposed by the University.

Please include, at minimum, the following information in your Proposal:

1. A narrative response to each requirement section in Attribute #4.
2. Provide information regarding example installations (preferably pediatric or healthcare, and similar to this project)
3. Clear all-inclusive pricing breakdown (hardware, software, subscription, services, expenses, etc.)
4. Identification of any optional features or enhancements, including associated pricing.

(Required: Maximum 4000 characters allowed)

8 References

The successful Supplier must demonstrate to The University that it has adequate experience. Please submit **three (3)** references for which the Supplier has provided these services. Of particular interest to us would be your firm's previous work with pediatric hospitals using services outlined in this RFQL, preferably three operational installations completed within the last five years, with at least one installation in a healthcare environment and one installation utilizing gesture or motion-based interactive technology. Please clearly identify which references meet these requirements, if any.

Client references should represent major accounts of the Supplier. Include the business or institution's name and address, as well as the contact's name with a telephone number, fax number and e-mail address.

(Required: Maximum 4000 characters allowed)

9 Single Point Contact

The name of a single point managerial-level contact for the University to coordinate all requirements and to be the point of contact for any problems/questions that may arise. This individual will meet periodically with University personnel and/or the committee, will research information and deliver special reports as needed or directed by the University and/or the committee.

Please indicate the individual consultant(s) who will be the key participants in delivering these services. You must include name(s), qualifications, and level of involvement.

(Required: Maximum 4000 characters allowed)

10 Stakeholders Involvement

Include Supplier's approach to involving stakeholders throughout the data gathering and planning processes and the development of recommendations. Based on Supplier's experience from similar engagements identify the individuals and/or groups that Supplier believes should be informed of the process, and/or those that should provide input into this engagement, and explain Supplier's rationale for including those groups in this process.

(Required: Maximum 4000 characters allowed)

11 Expertise

Identify issues Supplier believes from reviewing this RFQL and Supplier's expertise with previous engagements of a similar nature that were not defined, which Supplier will be able to address in addition to the requirements of this RFQL.

(Required: Maximum 4000 characters allowed)

12 Risk Assessment

Include from Supplier's perspective and past experiences, what Supplier believes to be the inherent risks in a project of this nature.

(Required: Maximum 4000 characters allowed)

1
3**Exceptions to Terms and Conditions**

Any contract resulting from this bid process will reference the University of Iowa Standard Terms and Conditions (found under the 'Attachments' tab). Any exceptions to these terms and conditions must be provided with the proposal submission.

If no exceptions are provided, the bidding supplier certifies compliance with all terms and conditions stated herein.

(Optional: Maximum 4000 characters allowed)

1
4**Professional Services Agreement**

The Supplier selected to provide these services will be required to sign a University of Iowa Professional Services Agreement (UI-PSA). All terms and conditions as detailed in the UI-PSA shall prevail during the term of any Agreement established with the successful Supplier.

The Professional Services Agreement is attached for Supplier's review. Please note all requisite terms and conditions including but not limited to, insurance requirements and liability obligations.

☐ Read and Agree

(Required: Check if applicable)

1
5**Business Associate Agreement**

The successful Supplier must agree to the University's Business Associate Agreement ("BAA") if it, or any of its agents or subcontractors, will be performing any of the following functions:

- Accessing, using, transferring, disclosing, or maintaining patient information, or "Protected Health Information" ("PHI") as that term is defined under the Health Insurance Portability and Accountability Act, Pub. L. No. 104-191 110 Stat. 1936 (1996) and its implementing regulations; or
- Providing training or otherwise assisting the University health care providers in the calibration, insertion, or other technical implementation of medical devices or products at bedside or in the operating room during patient procedures.

☐ Read and Agree

(Required: Check if applicable)

1
6**Intended Contract Duration**

When this RFQL is awarded, the resultant Agreement will have an initial duration of one (1) year, unless earlier terminated. Thereafter, the contractual agreement may be extended upon the written mutual consent of both parties for four (4) one (1) year periods, for a maximum agreement of five (5) years.

1
7**Financials**

The University requests that the Supplier's audited financial statements and annual report for the previous two (2) years be submitted as attachments to your response to this RFQL.

☐ Read and Agree

(Required: Check if applicable)

**1
8 Offshore Data**

The University prefers not to permit Suppliers to transfer, transmit, maintain, or store University data or information outside the geographic borders of the United States of America. The University's also prefers not to permit Suppliers' personnel, employees, staff, or subcontractors to access or use University data or information when such personnel, employees, staff, or subcontractors are physically located outside of the borders of the United States of America. Does the Supplier acknowledge these limitations with respect to offshoring the University's data and information? If no, please provide additional detail on Supplier's data and information security programs.

(Required: Maximum 4000 characters allowed)

**1
9 Export Control Classification Number (ECCN)**

Suppliers are required to provide Export Control Classification Number(s) (ECCN) for any product/good/equipment that is included as part of Supplier's proposal. ECCNs are five-character alpha-numeric designations used on the Commerce Control List (CCL) to identify dual-use items for export control purposes. An ECCN categorizes items based on the nature of the product, i.e. type of commodity, software, or technology and its respective technical parameters.

Should Supplier be awarded this bid, if the products/services that Supplier would provide do not have, nor need, an ECCN, then Supplier must respond "Not applicable".

(Required: Maximum 4000 characters allowed)

**2
0 Compliance**

The successful Supplier shall comply with all state and federal laws including but not limited to the Health Insurance Portability and Accountability Act (HIPAA) and the Gramm-Leach-Bliley Act (GLB). Documentation of such compliance shall be provided to the University upon request.

☐ Read and Agree

(Required: Check if applicable)

**2
1 Proposal Compliance**

Supplier hereby certifies total compliance with all terms, conditions, attachments and specifications of this RFQL, except as expressly stated herein.

(Required: Maximum 4000 characters allowed)

2 Supplier Information

No oral interpretation will be made to any Supplier as to the meaning of the RFQL documents. Should Supplier find discrepancies in, omission from, or be in doubt as to the true meaning of any part of the RFQL documents, Supplier should at once, submit a written request for an interpretation thereof to **Andy Lane at andy-lane@uiowa.edu**. All requests must include the RFQL number on the face of the correspondence. Requests received less than 72 hours before bid closing will not be answered.

The University reserves the right to amend this RFQL without altering the timing requirements indicated. Any changes or addenda to these documents will be communicated in writing to all firms as quickly as possible.

The University will assume no cost for proposal preparation and submission.

Answers to Supplier's questions that impact scope, timetable, etc., will be communicated in writing to all firms as quickly as possible.

If the University awards a contract to a proposing supplier, the Supplier's responses to this RFQL will become part of the executed contract. Therefore, all questions must be answered in an honest and straightforward manner.

☐ Read and Agree

(Required: Check if applicable)

2 Primary Contact Information

Please provide all contact information for the person(s) in charge of the University of Iowa account(s). This should include name, title (i.e. representative, owner, etc.), mailing address, phone number, fax number and email address.

(Required: Maximum 4000 characters allowed)

2 Purchase Order Contact Information

Please provide all contact information to be used to place orders (if varying from information provided in the preceding attributes). This should include the name, address, phone number, fax number and email.

(Required: Maximum 4000 characters allowed)

2 Payment Terms

Bid response should be submitted with a minimum of 2%10 Net 30 days for payment if cash discount is offered. Discount period will begin upon receipt of material or invoice, whichever is later.

(Optional: Maximum 1000 characters allowed)

2
6

Evaluation Criteria/Method of Award

Evaluation will be based upon presentation of the materials outlined herein, with particular attention paid to the scope and nature of services. A University committee intends to select Supplier(s) exclusively from written proposals, but reserves the right to request a follow-up interview and presentation from qualified suppliers.

The University will select the Supplier(s) that best meets the requirements of the solicitation and other considerations as stated in the RFQL. However, the University reserves the right to withdraw this RFQL and to make decisions it determines to be in the best interest of the University.

The University reserves the right to conduct discussions with Suppliers, to seek further information and clarification, to accept revisions of proposals, and to negotiate price changes. During this discussion period, the University will not disclose any information derived from proposals submitted, or from discussions with other bidders. Upon selection of the successful Supplier(s) the University will enter into negotiations with Supplier(s) for an appropriate agreement(s). These negotiations may not depart substantially from the selected proposal without the University's agreement. If the University and the Supplier selected are unable to reach an agreement, the University may terminate negotiations and begin negotiations with another Supplier or seek new proposals.

Supplier's submission of a proposal constitutes Supplier's acceptance of the evaluation technique and Supplier's recognition and acceptance, that subjective judgments will be used by the University during the assignment of points.

Determination of compliance and responsiveness to the requirements of the RFQL will be made after a thorough and careful review of the proposals. Your proposal must contain information relative to each of the items listed below to be considered responsive. Answers should be detailed and complete.

(Optional: Maximum 4000 characters allowed)

2
7

Independent Contractor

Supplier is an independent contractor and shall not be considered the agent or employee of the University.

☐ Read and Agree

(Required: Check if applicable)

2
8

Supplier Background

If applicable, Supplier shall ensure that background checks are obtained and documented with respect to all assigned Supplier and subcontractor personnel with all such background checks being current within the last 12 months as of the time when each individual is first assigned to the performance of the Services and including investigation and identification of all state or federal misdemeanor or felony convictions of such individual. At the request of the University, Supplier shall deliver a written certification to the University that a background check has been performed, and the subject individual has passed such verification procedures as set forth in this Section.

☐ Supplier Accepts and Understands

(Required: Check if applicable)

29 Proprietary and Confidential Information

The University will treat all information submitted by a supplier as public information unless the supplier properly requests that specific parts of the solicitation remain confidential at the time of submitting the response. Iowa Code Chapter 22 governs the University's release of information. Suppliers are encouraged to familiarize themselves with Iowa Code Chapter 22 prior to submitting a bid or proposal. The University will provide copies of public records as necessary for compliance within the public records laws.

Any request for confidential treatment of specific information must be included in the transmittal letter with the supplier's response. In addition, the supplier must enumerate the specific grounds in Iowa Code Chapter 22 or other applicable law that support treatment of the material as confidential and explain why disclosure is not in the best interest of the public; however, the University does not consider pricing information confidential and **will not withhold documents based on the asserted confidentiality of pricing information**. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the supplier to respond to any inquiries by the University concerning the confidential status of the materials.

☐ Supplier Confirms, Accepts and Understands

(Required: Check if applicable)

30 Preferred Payment Methods

The University of Iowa's preferred methods of payment are electronic payments via Automated Clearing House (ACH), ghost, or other form of virtual payment. The University's intent is to not pay via physical check.

Please describe the methods of electronic payment available in the event of bid award.

(Required: Maximum 1000 characters allowed)

31 University's eSupplier Portal

In the event of bid award, Supplier is **required** to register to manage their supplier records in the University's eSupplier portal. Information regarding this portal can be viewed at <https://ap-purchasing.fo.uiowa.edu/tools-vendors>.

Please confirm acceptance and understanding of this requirement.

☐ Yes, Supplier Confirms, Accepts, and Understands

(Required: Check if applicable)

32 Termination - Non-appropriation of Funds

Notwithstanding any other provisions, if funds anticipated for the continued fulfillment of the resulting agreement are at any time not forthcoming or insufficient, either through the failure of the Iowa Legislature or the Federal government to provide funds or alteration of the program under which funds were provided, then the University shall have the right to terminate the agreement without penalty by giving written notice documenting lack of funding.

☐ Supplier Understands and Agrees

(Required: Check if applicable)

33 Terms and Conditions

If the contract entered into as a result of the RFQual incorporates any Supplier terms, the Supplier terms shall be modified as required by Iowa Code §8A.311C and §8A.311D.

☐ Supplier Understands and Agrees

(Required: Check if applicable)

3
4**Supplier Parking**

Supplier shall be responsible for all parking costs incurred in performing the services detailed within this RFP. The University shall not reimburse parking fees, citations, or parking permit costs. Parking is in limited supply on the University campus; however, Suppliers may utilize public hourly parking or purchase parking permits, subject to availability, through University Parking and Transportation. Suppliers are not permitted to park in patient facility parking ramps.

☐ Supplier Understands and Accepts

(Required: Check if applicable)

Bid Lines

1

Fee for Services

Price:

\$

Total:

\$

Supplier Notes: _____

☐ No bid☐ Alternate specification
(Attach separate sheet)☐ Additional notes
*(Attach separate sheet)***Item Attributes****1. Fee Details**

Submit in detail, Supplier's service fee structure for these services including, but not limited to, reimbursable and non-reimbursable items. The Supplier should clearly delineate fee structure and how fees related to services performed. All fee structures are appropriate, e.g. fee for service (not to exceed), fixed fee, and combination of fee for service and fixed fee.

(Required: Maximum 4000 characters allowed)

Supplier Information

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Supplier Notes

By submitting your response, you certify that you are authorized to represent and bind your company.

Print Name

Signature