



Canadian Tourism
Commission

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du tourisme

Negotiated Request for Proposal

Name of Competition:	Event Management Services
Competition Number:	CTC-2013-NK-01
Closing Date and Time:	January 17, 2014, 14:00 Pacific Time (PT)
Contracting Authority:	Nathan King 604-638-8343 procurement@ctc-cct.ca

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SECTION A – INTRODUCTION

Canadian Tourism Commission (CTC) is Canada's national tourism marketing organization. A federal Crown corporation, CTC leads the Canadian tourism industry in marketing Canada as a premier four-season tourism destination. CTC supports the Canadian economy by generating tourism export revenues.

Through collaboration and partnerships with the private sector, the Government of Canada, plus the provinces and territories, the CTC works with the tourism sector to maintain our competitiveness and reposition Canada as a destination where travellers can create extraordinary personal experiences.

The CTC's approach focuses on those global markets where Canada's tourism brand leads and yields the highest return on investment. The CTC is active in 11 key geographic markets: the new and emerging markets of Brazil, China, India, Japan, Mexico and South Korea, as well as the core markets of Australia, France, Germany, United Kingdom and United States.

For further information, please visit <http://corporate.canada.travel/>.

A1. Purpose and Intent

The purpose of this Negotiated Request for Proposal (the "NRFP") is to solicit proposals for Event Management Services for the follow two events: Go Media Marketplace (Event A) and Canadian Media Marketplace (Event B). Proponents may submit proposals for event management services for Event A, or Event B or both Event A and Event B. See Statement of Work (Section C) for detailed requirements.

It is CTC's intent to enter into an agreement with the proponent(s) who can best serve the interests of CTC. At the final outcome of the NRFP process, the successful proponent ("Contractor") may be required to collaborate with CTC's other service providers and partners to ensure that public relations and communications services are consistent with CTC's mandate, brand and corporate strategy.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a "Contract A" with the CTC. Instead, the process is intended to enable CTC to learn what proponents can offer by way of goods or services in response to the CTC's Statement of Work. Depending on the number and variety of responses, the CTC will subsequently negotiate with those proposals that best serve its needs, as determined by the CTC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against the CTC with respect to the award of a contract, failure to award a contract or failure to honour a response to this NRFP.

In summary, this NRFP is issued solely for the purpose of obtaining proposals. Neither the issuance of this NRFP nor the submission of a proposal implies any obligation by CTC to enter into any agreement. The intent of this NRFP is to identify those vendors capable of meeting CTC's requirements and with whom a final agreement may be negotiated.

A2. Contract Term

CTC anticipates entering into negotiations with one or more proponent(s) for a three (3) year period, with an option to extend on an annual basis by CTC for a total period not to exceed another two (2) years, at CTC's sole discretion. CTC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

SECTION B – NRFP EVALUATION CRITERIA AND INSTRUCTIONS

B.1 Mandatory Criteria Evaluation

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies (“Rectification Period”). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the NRFP, and will end within a time period defined by CTC in its sole discretion.

B.2 Desirable Criteria Evaluation

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. CTC’s evaluation committee may be comprised of CTC employees and consultants to CTC who are bound by an agreement of confidentiality with respect to the NRFP process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to CTC Senior Executive.

All decisions on the degree to which proposals and/or presentations/demonstrations (if applicable) meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of CTC.

B.2.1 Desirable Criteria Questionnaire (Section E) 40%

Proposals will be evaluated based on meeting the above desirable criteria for both Event A and Event B. For Event A, proposals will be evaluated against their response to the questions in Section E.2. For Event B, proposals will be evaluated against their response to the questions in Section E.3. Proposals that achieve a score of 24% (60% of 40%) or higher (the “Threshold”) will be evaluated further based upon, but not limited to Proposed Pricing.

B.2.2 Proposed Pricing (Section F) 30%

Following evaluation of Proposed Pricing for both Event A and Event B, CTC may limit further evaluation to a limited number of the highest scored proposals up to a maximum of the three (3) highest scored proposals for both Event A and Event B (the “Shortlist”). Only those proposals on the Shortlist will be further evaluated based upon Presentations.

B.2.3 Presentations (Section G) 30%

TOTAL 100%

B.2.4 Negotiations

CTC intends to conduct concurrent negotiations, as defined in Section H.10 Contract Award, with a limited number of the top ranked proponent(s) up to a maximum of the three (3) highest scored proposal(s) for both Event A and Event B.

B.3 Proposal Submission, Intentions, and Questions Instructions

B.3.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, January 17, 2014.**

Any proposal received after the Closing Time may not be reviewed by the CTC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted as per the instructions in B.3.4 below. All proposals received as a result of this NRFP shall become the property of the CTC. The time stamp of CTC's email system shall be the official time for receipt of the proposal.

B.3.2 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by 14:00 hours PT, December 20, 2013.

B.3.3 Questions

Proponents may submit questions via e-mail to the Contracting Authority until 14:00 hours PT, January 8, 2014. Questions submitted after this date and time may not be responded to.

If the CTC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to the CTC explaining why it should not be included with the posted anonymous questions and answers. If CTC concurs with the request, the question will be answered in confidence and will not be posted. If CTC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

B.3.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@ctc-cct.ca and should reference "**NRFP CTC-2013-NK-01, Event Management Services - CONFIDENTIAL**" in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding NRFP section(s) if applicable

There is a maximum of eight megabyte ("MB") file size acceptance of any e-mail. Proponents should divide their responses into appropriate sized (smaller than 8 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

B.4 NRFP Form of Response, Format and Depth

B.4.1 NRFP Form of Response

Proponents should respond to and include in their proposal:

- Appendix 1 – Proponent Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor, if applicable
- Section D – Mandatory Criteria (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

B.4.2 NRFP Format and Depth

This Negotiated Request for Proposals sets out CTC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a straightforward and detailed description of their ability to satisfy the requirements set out in this NRFP. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by CTC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this NRFP and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to CTC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that CTC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this NRFP.

B.5 Contractor Performance Management

The CTC is committed to fostering and supporting strong positive relationships with its Contractors to ensure critical services are maintained and the highest value and corporate wide economic benefits are realized. As such, the Contractor's performance during the term of any agreement may be assessed using key performance measures.

Any Contractor who has demonstrated poor performance during either a current or previous agreement with the CTC may be considered as an unqualified proponent and their proposal may be rejected. CTC reserves the right to exercise this option as is deems proper and/or necessary.

SECTION C – STATEMENT OF WORK

C.1 Statement of Work: Go Media Marketplace (Event A)

C.1.1 Overview

The Canadian Tourism Commission (CTC) is seeking a Contractor to provide event management services that will successfully develop and execute [GoMedia Marketplace](#), a CTC produced and branded platform that helps Canadian destination marketers and tourism businesses sell Canada. See the event website for additional information (<http://www.media.gomediacanada.com/>).

The show allows Canadian destination marketers and tourism businesses (“partners”) to reach domestic/international travelers in CTC markets through the quality travel media who attend and generate stories about Canadian destinations and experiences coast-to-coast-to-coast.

GoMedia is highly valued by our partners because it increases their reach into key national/international markets for much less than it would cost them to connect with the same travel media directly. As a result, the platform allows for more effective marketing and provides partners the chance to inspire media advocates and through them, influence national/international travelers to visit Canada. This grows tourism export revenue for Canada in markets of high return using a channel that generates formidable returns for a relatively low investment.

The platform is an annual event that is hosted each year in a different Canadian city. Now in its 11th year, this 3-day event consists of professional development sessions; scheduled appointments between partners and media to discuss new story ideas and the planning of media visits; pre and post media tours in the host region and across Canada, day tours in the host region, and related sponsored hospitality events in order to showcase sponsoring partner destinations.

A key part of the show is the GoMedia Awards. Each year the awards honour the work of writers, photographers, producers and other media professionals who tell Canada's story around the world through compelling headlines, stunning imagery and riveting descriptions. This is the CTC's chance to recognize those whose work influences and motivates our target audiences to travel. This component adds significant cache to the overall event for media, and influences them to attend.

The show itself attracts 250-300 registrants, including upwards of 130 partner representatives and an average of 120 media registrants from each of the CTC's 11 international markets. Partner registrants pay a registration fee which includes most meals but not accommodation, and include destination marketing and media relations professionals and tourism company representatives from nearly all provinces and territories. Travel, accommodation and meals for national/international media attending are covered by the event.

The CTC expects GoMedia Marketplace to be self-funding with registration revenues and sponsorship dollars offsetting all expenses involved in executing this event.

C.1.2 Qualifications

The Contractor should be experienced and qualified as an event management services firm and be able to execute the GoMedia Marketplace event for 2015 – 2018. The ideal Contractor should be:

- excellent at activating and championing client brands;
- flexible, customer-service oriented and a team player able to service partners and media in both of Canada's official languages;

- a leader with a sterling track-record in management of mid-sized boutique events for high value international and domestic clients;
- able to demonstrate close relationships with and experience handling national/international travel media;
- intimately familiar with the needs of and willing to exceed expectations of partner and media registrants;
- media relations professionals with experience in awards show management and production;
- able to build and sell innovative and valuable sponsorship opportunities;
- expert project and financial managers; and
- on top of the latest trends and best practices in the fields of event management and media relations.

C.1.3 Scope of Services

Under the direction of the CTC's Project Authority, the Contractor should be responsible for the provision of the following services:

C.1.3.1 Planning, management and operation of the GoMedia Marketplace event including handling of:

- a) Canadian Partners
 - i) Maintain and update CTC partner database;
 - ii) Recruit Canadian partners and monitor registrations;
 - iii) Manage registration approval and meeting appointments;
 - iv) Coordinate partner room block;
 - v) Book hotel rooms for all CTC staff (headquarters and international); and
 - vi) Act as main point of contact for partners.

- b) Media Guests
 - i) Update and maintain media database;
 - ii) Send media invitations to domestic and international media, while working with CTC;
 - iii) Recruit US media;
 - iv) Monitor media registration;
 - v) Follow up by phone with domestic media invites to confirm availability. (CTC international teams manage this for international media);
 - vi) Coordinate media room block with hotel and hotel liaison and book hotel rooms for all national/international media;
 - vii) Liaise with, coordinate and book all domestic media flights (to and from pre and/or post tours and to and from the host destination);
 - viii) Act as main point of contact for domestic media; and
 - ix) Manage the GoMedia awards program as well as the awards show production and direction.

- c) Sponsors
 - i) Meet goals set by the CTC;
 - ii) Develop new and existing sponsorship opportunities;
 - iii) Create the sponsor kit;

- iv) Manage and grow list of traditional and potential sponsors;
 - v) Sell sponsorships; and
 - vi) Fulfil on sponsorship obligations.
- d) Professional Development
- i) Assist CTC with booking and logistics related to keynote speakers;
 - ii) Provide input on best practices and trends related to media relations and marketing; and
 - iii) Program development and execution.
- e) Financials
- i) Develop and manage budget;
 - ii) Maintain proper accounting;
 - iii) Collect registration fees from partners and sponsors;
 - iv) Pay suppliers and sub-contractors ;
 - v) Organize all accounts and books that are subject to CTC audit on a regular basis and/or upon request provide receipts, bank account register(s), reasonable back up of expenses, and any additional requested financial information; and
 - vi) Prepare financial reports.
- f) Regular Reporting
- i) Submit reports when requested which with at least the following information:
 - (1) Ongoing activities and results of activities;
 - (2) Evidence of banking details including partner registration fees, sponsorship monies, and payments relating to the event;
 - (3) Provide reports that details the status of the budget, including expenditure by month and the remaining balance; and
 - (4) Post-event debrief that includes analysis of survey results, show elements, Brand activations, and recommendations for improvement.

C.1.1.3.2 Manage all administrative responsibilities associated with GoMedia Marketplace, including but not limited to:

- a) Attend CTC training on and strict adherence to the most current CTC Brand Standards;
- b) Assign appropriate staff and/or sub-contractors as required to fulfill any part of the services or deliverables. Staff and sub-contractors will be sensitive to the needs of the CTC and other key stakeholders involved;
- c) Develop the deliverables for review and approval by the CTC;
- d) Coordinate activities required to perform the services;
- e) Assist CTC as needed with coordination of GoMedia Marketplace planning committee meetings;
- f) Liaise and coordinating with the CTC, including providing bi-weekly status updates; and
- g) Provide accurate financial accounting

- C.1.3.3 Design, organize, facilitate and secure all equipment, infrastructure and suppliers to meet the operational requirements necessary to deliver GoMedia Marketplace, and:
- a) Allow for appropriate CTC representation in any selection process for services;
 - b) Facilitate on-site visits leading up to the event (approximately 2 visits of 2-days each);
 - c) Lead future site negotiations and contracting for venues;
 - d) Plan all onsite and offsite logistics, events and operations, including transportation;
 - e) Contract and work with preferred information technology supplier to ready site features ;
 - f) Support technology infrastructure including audio visual equipment and wireless internet;
 - g) Liaise with suppliers to ensure coordination of all technical requirements for events taking place at GoMedia Marketplace;
 - h) Produce and install all creative elements and pageantry for GoMedia Marketplace;
 - i) Provide security for GoMedia Marketplace;
 - j) Execute catering, décor and event entertainment;
 - k) Provide the event insurance;
 - l) Procure and ensure that way finding and other event branded signage is in place; and
 - m) Supply photography and videography services, as required for an Event of this size.
- C.1.3.4 Planning, management and operation of the GoMedia Awards program; work should include, but is not limited to:
- a) Program administration including announcement, recruitment, receipt of submission, disbursement of submissions for judging, liaison with judges, disbursement of releases, and notifications;
 - b) Handling travel logistics and registration for the winners of the GoMedia Awards; and
 - c) All aspects of awards show production and direction.

C.1.4. Key Deliverables

- C.1.4.1. Develop the event plan to stage GoMedia Marketplace. The event plan should include:
- a) Market Intelligence on B2B show innovation and strong bold ideas to ensure show is fresh;
 - b) A programming, events and activities overview, developed in collaboration with the CTC and key stakeholders;
 - c) Sponsorship approach designed to provide value to legacy sponsors and to attract new sponsorship revenue;
 - d) A communications plan outlining products, vehicles, work schedule, distribution deadlines and approval process that ensures proper CTC review and sign-off;
 - e) A project schedule that sets out the dependencies, timelines and critical path to ensure the programming events and activities go ahead in a coordinated, efficient and effective manner;
 - f) Development and delivery of the GoMedia Marketplace program, involving where appropriate, CTC staff, sponsors, suppliers and other key stakeholders;
 - g) A project budget with sufficient detail and content to demonstrate that the Contractor is proceeding in a comprehensive and cost effective manner; and

- h) All final deliverables should be in English with any translation requirements completed by CTC identified resources.

C.1.4.2. Develop a post event report, elements of which should include:

- a) Overview of show results against set targets;
- b) Final attendance numbers;
- c) Sponsor report;
- d) Show survey results and analysis; and
- e) Summary of successes, innovations and issues, including recommendations on improving show efficiency and value, registrations, media quality, show events and sponsorship.

C.1.4.3. Develop financial reporting for the CTC which should include:

- a) Profit and loss financial reporting;
- b) Third-party audited financial statements at Contractors cost; and
- c) The results of the auditor's report to be provided to the CTC if and when requested.

C.1.5. CTC Responsibilities

C.1.5.1 CTC will be responsible for the following activities:

- a) Training the Contractor on CTC Brand Guidelines;
- b) Providing overall direction, guidance and supervision to the Contractor in accomplishment of project activities;
- c) Coordinating the GoMedia planning committee meetings;
- d) Providing the Contractor with relevant information and resource materials to facilitate performance of event management activities;
- e) Oversee event plan approval;
- f) Provide final sign-off on all communications (e.g. website copy and image selection, brochures, booklets, e-blast messages prior to external release);
- g) Reviewing financials (accounts and books) related to project/event; and
- h) Arranging payment to Contractor following delivery of agreed deliverables.

C.1.6. Preferred Suppliers

C.1.6.1. CTC will be responsible for securing the information technology supplier that will provide the following services:

- a) Event website and equivalent mobile site development, enhancements and management, including copywriting. Site features will include:
 - i) Online registration payment;
 - ii) Appointment matching;
 - iii) GoMedia Awards online submissions;
 - iv) Pre and post tour information and selection options;
 - v) Day tour information and selection options;
 - vi) Photographs (posted during and after the event);
 - vii) Photos and biographies of all attendees; and
 - viii) An online newsroom that connects media and partners through a secure online platform.

C.1.7. Performance Targets

Attendance

	2011	2012	2013	2014	2015	2016	2017	2018
*Media	126	123	119		-	-	-	-
*Partners	131	118	147		-	-	-	-

* CTC will set attendance targets as host destinations are confirmed.

Revenue

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Registration (*table fees + **registration fees)	\$264,180	\$262,104	\$241,855	\$320,175		-	-	-	-
Sponsorship	\$44,500	\$18,350	\$48,250	\$52,500		\$57,750	\$63,525	\$69,878	\$76,865

CTC will set registration revenue targets as host destinations are confirmed.

* Fees for table on trade show floor

**Registration fee for event without table

Partner Satisfaction

	2012	2013	2014	2015	2016	2017	2018
Event Overall*	100	98		100	100	100	100
Media Quality**	Domestic: 95 Int'l: 75	Domestic: 93 Int'l: 82		Domestic: 95 Int'l: 90	Domestic: 97 Int'l: 92	Domestic: 99 Int'l: 94	Domestic: 100 Int'l: 96

* Percentage of partners who were 'satisfied' or 'very satisfied' with overall show.

**Percentage of partners who were 'satisfied' or 'very satisfied' with quality of media.

Media Satisfaction

	2012	2013	2014	2015	2016	2017	2018
Event Overall*	100	100		100	100	100	100

* Percentage of media who were 'satisfied' or 'very satisfied' with overall show.

Financial Performance

	2015	2016	2017	2018
Budget Variance	±1%	±1%	±1%	±1%

C.1.8 Budgetary Responsibilities

Based on detail provided in the statement of work above, the Contractor should be responsible for the budget of the following items, including but not limited to:

- Table and registration fee income;
- Sponsorship revenue;
- Expenses relating to the following areas to meet the needs described above in Section C.1 Statement of Work;
 - Contract services including information technology;
 - Courier and shipping charges;
 - Food & beverage;
 - Domestic media transportation;
 - Onsite audio visual;

- CTC displays and signage;
- Event collateral and sales aids;
- Contractor's staff travel to events;
- Telecommunications;
- Interpretation and translation;
- Awards show program and show production;
- GoMedia media database management;
- Small gifts for partners and media;
- Professional development; and
- International media air travel;

The CTC is responsible for the budget related to the following items:

- Event management services provided by the Contractor; and
- CTC staff travel.

The host city is responsible for the budget related to the following items:

- Provides welcome packages to all partners and media, including visitor guides, information and maps;
- Coordinates/trains volunteers. Arranges volunteer information desks at the host hotel and airport (if applicable);
- Leads on local media outreach (e.g. media within the destination that would like to cover GoMedia). CTC to support as needed;
- Coordinates complimentary return airport transfers for all partners to / from airport and official hotels;
- Coordinates complimentary return transfers for all partners to/from host hotel/meeting space, and official hospitality functions;
- Provides complimentary hotel rooms for all media. Approximately 500-550 room nights based on 130-135 media for 4 nights each;
- Provides complimentary rooms for GoMedia Project Office staff (6) – 24 room nights, based on 6 Project Office staff for 4 nights each. Additional nights will be billed to GoMedia;
- Provides hotel rooms at below-market rates for industry partners;
- Provides complimentary meeting space (as outlined in Site Requirements);
- Provides complimentary full and half day imaginative tours of the destination and the surrounding region for all media and industry partners (cover costs of transport, activities, and meals as needed). Tours to feature mix of activities, sites and attractions. CTC can provide ideas/feedback from previous shows;
- Provides compelling pre and post tours (cover costs of transfers, accommodations, meals, activities). CTC can provide ideas/feedback from previous shows;
- Hosts opening marquee event (reception and/or dinner) in the hosting year; and
- Hosts preceding year's closing evening dinner for all partners.

C.2 Statement of Work: Canadian Media Marketplace (Event B)

C.2.1 Overview

The Canadian Tourism Commission (CTC) is seeking to contract an event management services firm that will successfully develop and execute [Canada Media Marketplace](#), which is widely recognized as the premiere media event orchestrated by any foreign government tourist office marketing to the media in the United States. See the event website for additional information (<http://www.canadamediaprogram.org/>).

This branded platform allows Canadian destination marketers and tourism businesses (“partners”) to reach US travellers through the quality US travel media who attend and generate stories about Canadian destinations and experiences coast-to-coast-to-coast. This coverage helps Canadian tourism businesses sell Canada in a market of high return.

Specifically, Canada Media Marketplace is an annual event that alternates between San Francisco and New York. Now in its 28th year, this 2-day event consists of professional development sessions; scheduled appointments between partners and media to discuss new story ideas and the planning of media visits, and related sponsored hospitality events in order to showcase sponsoring partner destinations.

A key part of the show is Canada’s Northern Lights Awards for excellence in travel journalism, photography and mobile content creation. Each year, the Northern Lights Awards honour the work of writers, photographers, producers and other media professionals who tell Canada’s story around the world -- through compelling headlines, stunning imagery and riveting descriptions -- with the Northern Lights Awards program. This is the CTC’s chance to recognize those whose work influences and motivates travel. This component adds significant cache to the overall event for media, and influences them to attend.

The show itself attracts over 300 registrants, including upwards of 140 partner representatives from nearly all provinces and territories, and close-to 200 media registrants. Partner registrants pay a registration fee which includes most meals but not accommodation. Approximately 100 select U.S. local and 100 select U.S. out-of-town media attend the event (for a total of 200 or more); travel, accommodation and most meals for the out-of-town media are covered by the event.

The CTC expects Canada Media Marketplace to be self-funding with registration revenues and sponsorship dollars offsetting all expenses involved in executing this event.

C.2.2 Qualifications

The CTC wishes to engage the services of an experienced and qualified event management services firm (“Contractor”) to manage the Canadian Media Marketplace event for 2015 - 2018. The ideal Contractor should be:

- excellent at activating and championing client brands;
- flexible, customer-service oriented and a team player;
- a leader with a sterling track-record in management of mid-sized boutique events for high value clients, especially events that involve US media and similar clients like the Canadian tourism industry partners;
- able to demonstrate close relationships with and experience handling US media;
- intimately familiar with the needs of and willing to exceed expectations of partner and media registrants;
- media relations professionals with experience in awards show management and production;

- able to build and sell innovative and valuable sponsorship opportunities;
- expert project and financial managers; and
- on top of the latest trends and best practices in the fields of event management and media relations.

C.2.3 Scope of Services

Under the direction of the CTC's Project Authority, the Contractor should be responsible for the provision of the following services:

- C.2.3.1 Planning, management and operation of the Canada Media Marketplace event, including but not limited to, the handling of:
- a) Canadian Partners
 - i) Maintain and update CTC partner database;
 - ii) Recruit Canadian partners and monitor registrations;
 - iii) Manage registration approval and share matching; and
 - iv) Coordinate partner room block.
 - b) Media Guests
 - i) Update, grow and maintain CTC US media database;
 - ii) Assist with out-of-town media recruitment as determined by the designated CTC representative;
 - iii) Negotiate and arrange discounted air and rail travel for out-of-town media;
 - iv) Organize all ticketing for out-of-town media and payment thereof; and
 - v) Coordinate out-of-town media room block with hotel and hotel liaison.
 - c) Sponsors
 - i) Develop new and existing sponsorship opportunities;
 - ii) Create the sponsor kit;
 - iii) Manage and grow list of traditional and potential sponsors;
 - iv) Assist CTC in selling sponsorships; and
 - v) Meet goals set by the CTC.
 - d) Professional Development
 - i) Assist CTC with booking and logistics related-to keynote speakers;
 - ii) Provide input on best practices and trends related to media relations and marketing; and
 - iii) Program development and execution.
 - e) Financials
 - i) Develop and maintain budget;
 - ii) Maintain proper accounting;
 - iii) Collect registration fees from partners and sponsors;
 - iv) Pay suppliers and sub-contractors ; and
 - v) Organize all accounts and books that are subject to CTC audit on a regular basis and/or upon request provide receipts, bank account register(s),

reasonable back up of expenses, and any additional requested financial information.

vi) Prepare financial reports

f) Regular Reporting

i) Submit reports when requested with at least the following information:

- (1) Activities and results of activities;
- (2) Evidence of banking details including partner registration fees, sponsorship monies, and payments relating to the event;
- (3) A spreadsheet report that details the status of the budget. The report will include expenditures from the month, expenditures to date by project, and the remaining balance; and
- (4) Post-event debrief that includes analysis of survey results, show elements, brand activations, and recommendations for improvement.

C.2.3.2 Managing all administrative responsibilities associated with Canada Media Marketplace, which should include, but not be limited to:

- a) Attend CTC training on and strict adherence to the most current CTC Brand Standards;
- b) Ensure appropriate assignment of all staff and/or sub-contractors required to fulfill any part of the services or deliverables. Staff and sub-contractors will be sensitive to the needs of the CTC and other key stakeholders involved;
- c) Develop the deliverables for review and approval by the CTC;
- d) Coordinate activities required to perform the services;
- e) Liaise and coordinate with the CTC, including providing bi-weekly status updates; and
- f) Provide accurate financial accounting.

C.2.3.3 Design, organize, facilitate and secure all equipment, infrastructure and suppliers to meet the operational requirements necessary to deliver Canada Media Marketplace, and:

- a) Allow for appropriate CTC representation in any selection process for services;
- b) Complete future site negotiations and contracting for 2016-2019 venues;
- c) Arrange hotel accommodations for media and partners;
- d) Provide travel arrangements for out-of-town media;
- e) Plan all onsite and offsite logistics, events and operations, including transportation;
- f) Contract and work with preferred information technology supplier to ready site features technology infrastructure including audio visual equipment and wireless internet;
- g) Liaise with suppliers to ensure coordination of all technical requirements for events taking place at Canada Media Marketplace;
- h) Produce and install all creative elements and pageantry for Canada Media Marketplace;
- i) Provide security for GoMedia Marketplace;
- j) Execute catering, décor and event entertainment;
- k) Provide the event insurance;

- l) Procure and ensure that way finding and other event branded signage is in place; and
- m) Supply photography and videography services, as required.

C.2.3.4 Planning, management and operation of the Northern Lights Awards program; work should include, but not be limited to:

- a) Program administration including announcement, recruitment, receipt of submission, disbursement of submissions for judging, liaison with judges, disbursement of releases, and notifications;
- b) Arrange transportation/ticketing and hotel accommodations requirements;
- c) Ensure winners are registered online; and
- d) Oversee all aspects of awards show production and direction.

C.2.4 Key Deliverables

C.2.4.1 Develop the event plan to stage Canada Media Marketplace. The event plan should include:

- a) Market Intelligence on B2B show innovation and strong bold ideas to ensure show is fresh;
- b) A programming, events and activities overview, developed in collaboration with the CTC and key stakeholders;
- c) Sponsorship approach designed to provide value to legacy sponsors and to attract new sponsorship revenue;
- d) A communications plan outlining products, vehicles, work schedule, distribution deadlines and approval process that ensures proper CTC review and sign-off;
- e) A project schedule that sets out the dependencies, timelines and critical path to ensure the programming events and activities go ahead in a coordinated, efficient and effective manner;
- f) Development and delivery of the Canada Media Marketplace program, involving where appropriate, CTC staff, sponsors, contractors and other key stakeholders;
- g) A project budget with sufficient detail and content to demonstrate that the Contractor is proceeding in a comprehensive and cost effective manner; and
- h) All final deliverables will be in English with any translation requirements completed by CTC identified resources.

C.2.4.2 Develop a post event report, elements of which should include:

- a) Overview of show results against set targets;
- b) Final attendance numbers;
- c) Sponsor report;
- d) Show survey results and analysis; and
- e) Summary of successes, innovations and issues, including recommendations on improving show efficiency and value, registrations, media quality, show events and sponsorship.

C.2.4.3 Develop financial reporting for the CTC which will include:

- a) Profit and loss financial reporting;
- b) Third party audited financial statements at the Contractor's cost; and
- c) The results of the auditor's report (including statement of unadjusted audit terms) to be provided to the CTC if and when requested.

C.2.5 CTC Responsibilities

C.2.5.1 CTC will be responsible for the following activities:

- a) Training on CTC Brand Guidelines;
- b) Providing overall direction, guidance and supervision to the Contractor in accomplishment of project activities;
- c) Providing the successful Contractor with relevant information and resource materials to facilitate performance of event management activities;
- d) Overseeing event plan approval;
- e) Providing final sign-off on all communications (e.g. website copy and image selection, brochures, booklets, e-blast messages, etc.) prior to external release;
- f) Review financials (accounts and books) related to project/event; and
- g) Arranging payment to Contractor following delivery of agreed deliverables

C.2.6 Preferred Suppliers

C.2.6.1 CTC will be responsible for securing the information technology supplier that will provide the following services:

- a) Event website and equivalent mobile site development, enhancements and management, including copywriting. Site features are to include:
 - i) online registration payment;
 - ii) appointment matching;
 - iii) Northern Lights Awards online submissions;
 - iv) pre and post tour information and selection options;
 - v) day tour information and selection options;
 - vi) photographs (posted during and after the event);
 - vii) photos and biographies of all attendees; and
 - viii) an online newsroom that connects media and partners through a secure online platform.

C.2.7 Performance Targets

Attendance

	2011	2012	2013	2014	2015	2016	2017	2018
Media	242	177	202		-	-	-	-
Partners	150	140	134		-	-	-	-

*CTC will set targets based on format of show and location.

Revenue

	2010	2011	2012	2013	2014	2015	2016	2017	2018
*Registration	\$414,175	\$459,850	\$387,372	\$411,600		-	-	-	-
**Sponsorship	\$123,000	\$80,375	\$167,105	\$152,070		\$167,000	\$184,000	\$202,000	\$223,000

*CTC will set targets based on format of show and location.

**Targets based on an approximate year-over-year increase of 10 percent.

Partner Satisfaction

	2013	2014	2015	2016	2017	2018
Event Overall*	-		75%	77%	79%	81%
Media Quality**	68%		72%	74%	76%	78%

* Percentage of partners who rated show as 'very good' or better.

**Percentage of partners who rated quality of media as 'very good' or better.

C.2.8 Budgetary Responsibilities

Based on detail provided in the statement of work above, the Contractor should be responsible for the budget of the following items, including but not limited to:

- Table and registration fee income;
- Sponsorship revenue;
- Expenses relating to the following areas to meet the needs described above in Section C.2:
 - Event management services;
 - Hotel;
 - Food & Beverage;
 - Lighting & Design;
 - Honorariums;
 - Media Travel;
 - Printing & Reproduction;
 - Third-party vendors; and
 - Administration including office, staff travel, and onsite expenses.

The CTC is responsible for the budget of the following items:

- CTC displays and any special audio visual requirements;
- Professional development programming;
- Northern Lights Awards show post-production work; and
- CTC staff travel.

C.2.9 Other Specific Information

The maximum expenditure for the Canada Media Marketplace event is US\$600,000.00 annually.

Canada Media Marketplace 2015 New York event venue and hotel has been selected and contracted.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

Full compliance with mandatory criteria is required in order for proposals to be further evaluated.

D.1 Mandatory Requirements: Go Media Marketplace (Event A)

Q1. The proponent must have completed five (5) successful business-to-business event shows in Canada. Do you meet this requirement? Please list the five shows.

Response:

Yes

No

Q2. The proponent must be able to provide customer service to the CTC and partners in both Canada's Official languages (French and English). Do you meet this requirement?

Response:

Yes

No

D.2 Mandatory Requirements: Canadian Media Marketplace (Event B)

Q1. The Proponent must have managed five (5) successful business-to-business event shows in the United States. Do you meet this requirement? Please list the five shows.

Response:

Yes

No

SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE

Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

E.1 Administrative Requirements (Information Only)

Q1. For identification and information purposes only, provide the following information about your company:

- Complete legal company name and address
- Primary business and length of time business established
- Number of direct employees
- Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture)
- Corporate head office and branch locations
- Primary contact for this NRFP (name, title, phone number and e-mail)

Response:

Q2. List three customers with similar requirements to those described in this NRFP for Event A and/or Event B who we may contact as references. For each reference include name of organization, key contact information (name, title, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that CTC may contact any of these references.
Note: It is requested that proponents refrain from using CTC as a reference in their proposal.

Response:

Q3. Please provide a listing of events that the Proponent has managed in the last five (5) years that would demonstrate your ability to carry out the work described in Section C.1 and/or Section C.2 of this NRFP.

Response:

E.2 Business / Technical Requirements: Go Media Marketplace (Event A)

Q4. Sub-Contractors – If applicable, the proponent should submit a list of sub-contractors it intends to use in providing the services described in this NRFP by completing the Declaration of Sub-Contractors form in Appendix 4, for approval by CTC. CTC reserves the right to withhold approval of such sub-contractors.

The proponent is responsible for supervising and coordinating all projects and/or services that they may delegate to the sub-contractors to ensure the services are provided to CTC in a seamless manner.

If applicable, indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

Response:

Q5. Please identify the proposed account manager and all key personnel of the proposed team that will be assigned to CTC's account.

Include a profile of each member that covers their relevant skills and experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received.

Describe your plan to provide CTC with at least the same level of services provided by the proposed team if the proposed account manager leaves your organization.

Response:

Q6. Provide three (3) case studies demonstrating your company's success in:

1. planning and securing sponsorships;
2. pursuing and applying innovations and/or best practices to improve the event; and
3. exceeding partner and media service expectations

Case studies should cover the challenge, teamwork required in the development of the solution, key lessons learned and measurable outcomes. Each case study should not exceed 1000 words.

Response:

Q7. Drawing on your marketing and communications expertise, explain how you intend to promote the event, drive registration, and facilitate effective communication between media and partners.

Response:

Q8. Describe your approach to raising sponsorship revenue for this event. Focus on sponsorship opportunities that could be created, new and existing sponsors that should be targeted, and your plan of action to secure the sponsorships and to meet sponsorship obligations.

Response:

Q9. Describe how you will ensure high partner and media satisfaction with service in both official languages.

Response:

Q10. Explain your project management approach, including work breakdown, communications, budget management and risk mitigation. Factor in approaches for handling scope creep, project management tools, as well as 'client' service.

Response:

Q11. Demonstrate that you have the media relations and public relations expertise to handle media outreach including media database management, media awards programming and gala event production.

Response:

E.3 Business / Technical Requirements: Canadian Media Marketplace (Event B)

Q12. Sub-Contractors – If applicable, the proponent should submit a list of sub-contractors it intends to use in providing the services described in this NRFP by completing the Declaration of Sub-Contractors form in Appendix 4, for approval by CTC. CTC reserves the right to withhold approval of such sub-contractors.

The proponent is responsible for supervising and coordinating all projects and/or services that they may delegate to the sub-contractors to ensure the services are provided to CTC in a seamless manner.

If applicable, indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

Response:

Q13. Please identify the proposed account manager and all key personnel of the proposed team that will be assigned to CTC's account.

Include a profile of each member that covers their relevant skills and experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received.

Describe your plan to provide CTC with at least the same level of services provided by the proposed team if the proposed account manager leaves your organization.

Response:

Q14. Provide three (3) case studies demonstrating your company's success in:

1. planning and securing sponsorships;
2. pursuing and applying innovations and/or best practices to improve the event; and
3. exceeding partner and media service expectations

Case studies should cover the challenge, teamwork required in the development of the solution, key lessons learned and measurable outcomes. Each case study should not exceed 1000 words.

Response:

Q15. Drawing on your marketing and communications expertise, explain how you intend to promote the show, drive registration, and facilitate effective communication between media and partner registrants.

Response:

Q16. Describe your approach to raising sponsorship revenue for this event. Focus on sponsorship opportunities that could be created, new and existing sponsors that should be targeted, and your plan of action to secure the sponsorships and to meet sponsorship obligations.

Response:

Q17. Describe how you will ensure high partner and media satisfaction with service at this event.

Response:

Q18. Explain your project management approach, including work breakdown, communications, budget management and risk mitigation. Factor in approaches for handling scope creep, project management tools, as well as 'client' service.

Response:

Q19. Demonstrate that you have the media relations and public relations expertise to handle US media outreach including media database management, media awards programming and gala event production.

Response:

SECTION F – PRICING

Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the NRFP# and name along with company information.

Proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this NRFP as demonstrated through the questionnaire in Section E.

When evaluating proposed pricing, CTC may consider the total cost of ownership (TCO) associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs, and disposal costs. This may also include transition, migration or integration costs which the CTC would be expected to pay. There should be no hidden costs which the CTC discovers at the end of the term.

CTC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

F.1 Proposed Pricing Detail

All prices should be quoted in **Canadian** dollars, excluding taxes. Any and all additional costs or expenses in performing the services should be disclosed.

F.1.1 Proposed Pricing Detail: Go Media Marketplace (Event A)

The expectation is that the budget for the Go Media Marketplace (Event A) should be composed of three (3) items: revenue from registration, revenue from sponsorships secured by the Contractor and an annual fee paid to the Contractor by the CTC. Please provide your proposed annual fee to execute Go Media Marketplace (Event A) based on Section C.1 for the following years:

Year	2015	2016	2017	2018	2019
Annual Fee					

F.1.2 Proposed Pricing Detail: Canadian Media Marketplace (Event B)

The expectation is that the budget for the Canadian Media Marketplace (Event B) should be composed of three (3) items: revenue from registration, revenue from sponsorships secured by the Contractor and an annual fee paid to the Contractor by the CTC. Please provide your proposed annual fee to execute Canadian Media Marketplace (Event B) based on Section C.2 for the following years:

Year	2015	2016	2017	2018	2019
Annual Fee					

F.2 Payment Discounts

CTC prefers a Net 30 payment term and may consider accelerating payment based on early payment discounts.

F.2.1 Payment Discounts: Go Media Marketplace (Event A). Indicate your payment terms, and explain any early payment discounts available to CTC.

F.2.2 Payment Discounts: Canadian Media Marketplace (Event B). Indicate your payment terms, and explain any early payment discounts available to CTC.

F.3 Pricing Strategies

CTC may be open to other pricing strategies, incentives, volume discounts or other offerings that would benefit CTC. CTC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

F.3.1 Payment Strategies: Go Media Marketplace (Event A). Please indicate any other pricing strategies that your company may be willing to discuss with CTC.

F.3.2 Payment Strategies: Canadian Media Marketplace (Event B). Please indicate any other pricing strategies that your company may be willing to discuss with CTC.

SECTION G – PRESENTATION / DEMONSTRATION REQUIREMENTS

G.1 Presentations / Demonstration Requirements

All Presentations will take place at:

CTC Headquarters Vancouver.
Suite 1400 – 1055 Dunsmuir Street
Vancouver, BC V7X 1L3

All costs associated with the presentation will be the responsibility of the proponent.

G.1.1 Presentations / Demonstration Requirements: Go Media Marketplace (Event A)

CTC will require proponents, who have made the Shortlist to give a 75 minute presentation.

- 15 minutes for introductions;
- 30 minutes for presentations; and
- 30 minutes for questions and answers.

Presentations should be given by the proposed event management staff and not by sales agents. Proponents may be expected to highlight the following:

- Case studies highlighting sponsorship, innovation, and customer service;
- Plans to promote the event, drive sponsorships, and to exceed partner and media expectations.
- Project management approach
- Media relations and public relations expertise

G.1.2 Presentations / Demonstration Requirements: Canadian Media Marketplace (Event B)

CTC will require proponents, who have made the Shortlist to give a 75 minute presentation.

- 15 minutes for introductions;
- 30 minutes for presentations; and
- 30 minutes for questions and answers.

Presentations should be given by the proposed event management staff and not by sales agents. Proponents may be expected to highlight the following:

- Case studies highlighting sponsorship, innovation, and customer service;
- Plans to promote the event, drive sponsorships, and to exceed partner and media expectations.
- Project management approach
- Media relations and public relations expertise

SECTION H – NRFP PROCESS AND TERMS

H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit	December 20, 2013, 14:00 hours PT
Deadline for Questions	January 8, 2014, 14:00 hours PT
Closing Date and Time	January 17, 2014, 14:00 hours PT
Presentations of Shortlisted proponents (if required)	The week February 17, 2014
Concurrent Negotiations	10 business days following notification by CTC
Notification: CTC will endeavour to notify all successful and unsuccessful proponents of its selection by approximately:	April 15, 2014
Timeframe for Contract Negotiations	60 business days following notification by CTC

Note: The schedule is subject to change at CTC's sole discretion.

H.2 Interpretation of the NRFP

If a proponent is in doubt as to the intended meaning of any part of this NRFP or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by CTC, an amendment to the NRFP may be issued.

It is the proponent's responsibility to understand all aspects of the NRFP requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the NRFP cover is authorized by CTC to comment on any portion of this NRFP or the requirements described in this NRFP. CTC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated CTC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting CTC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

H.4 Accuracy of Information

While the information set out, or referred to, in this NRFP has been prepared and included in good faith, CTC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by CTC in an amendment to the NRFP. If this NRFP was posted on the Government of Canada BuyandSell.gc.ca website ("BuyandSell"), CTC may post amendments to BuyandSell, provide to

all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review BuyandSell for amendments to the NRFP that CTC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this NRFP. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the Proponent's response (see Appendix 3).

H.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted NRFP will be accepted by the CTC by e-mail notice provided that such e-mail is received by CTC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

H.7 Period of Validity

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

H.8 Proposal Expenses

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this NRFP, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by CTC. All such costs are taken at the sole risk of the proponent. By participating in this NRFP, the proponent agrees to absolve the CTC of any responsibility for the same.

H.9 Language

Proposals may be submitted in either French or English. The working language for the NRFP process and subsequent contract will be English.

H.10 Contract Award

The CTC reserves the right to negotiate contract scope and terms with the proponent whose expertise, experience, vision and reputation are judged to best serve the interests of the CTC, hereafter the "Preferred Proponent". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

The CTC will enter into discussions and negotiations with the Preferred Proponent to reach agreement on the final terms of the Agreement. Negotiations may include requests by CTC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by CTC for improved pricing from the proponent.

Concurrent Negotiations: The top ranked proponents, as established under the evaluation, will be invited to enter into contract negotiations with CTC. CTC intends to conduct negotiations within the Timeframe for Negotiations.

At any point in the Timeframe for Negotiations, CTC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more proponents will be determined following CTC's receipt of Best and Final Offers. Final selection will be based upon best overall value to CTC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

H.11 Contract

If a contract is subsequently negotiated and awarded to a proponent as a result of this NRFP process;

- i. any such agreement will commence upon signature by the duly authorized representatives of the CTC and the successful proponent; and
- ii. may include, but not be limited to, the general contract terms contained in Appendix 5.

H.12 Debriefing

Upon request, and at CTC's sole discretion, CTC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to the CTC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

H.13 Material Circumstances

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a CTC employee or Board member of CTC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the NRFP process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a CTC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the NRFP process (each a "Material Circumstance").

CTC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and CTC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that CTC considers in its opinion would give rise to unfair advantage in the NRFP process, or would otherwise prejudice the integrity of the NRFP process.

H.14 Proponents Not to Promote Their Interest

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

H.15 Confidentiality

The CTC recognizes the proprietary nature of information that may be contained in response to this NRFP. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. CTC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this NRFP or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from the CTC and other information developed for the CTC in connection with this competition. Proponents shall not use CTC's confidential information except as required to develop a proposal and presentation in response to this NRFP.

Except as required by law, CTC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

H.16 Publicity

Proponents must not refer, expressly or by implication, to the CTC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

H.17 No Collusion

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

H.18 Law

This NRFP process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

H.19 Indemnities

The proponent shall be responsible for and shall indemnify CTC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this NRFP process and all costs associated with those claims, loss and damages.

H.20 Rights of the Canadian Tourism Commission

In addition, CTC reserves the right, in its sole and absolute discretion, to:

- H.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- H.20.2 reject any, all or part of any proposal that:
 - i. is incomplete, obscure, irregular or unrealistic;
 - ii. fails to meet the objective of the NRFP;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this NRFP at any time;
- H.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this NRFP process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to CTC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the NRFP, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than one proponent to meet the requirements of the NRFP;
- H.20.10 not enter into any contract at all with any proponents responding to this NRFP.

SECTION I: LIST OF APENDICES

APPENDIX	FILE NAME	PAGES
1	Proponent Acknowledgement	1
2	Material Circumstances Disclosure	1
3	Amendments	1
4	Declaration of Sub-Contractors	1
5	General Contract Terms	1

APPENDIX 1: PROPONENT ACKNOWLEDGEMENT FORM

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this NRFP.

Executed this _____ day of _____, 2014

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

Fax Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose; OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

APPENDIX 3: AMENDMENTS

Please confirm that any amendments to this NRFP issued have been read and included in proponent response. List the Amendments included in the response (if applicable).

Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:

APPENDIX 4: DECLARATION OF SUB-CONTRACTORS

The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Acknowledgement.

Sub-contractors will be used to provide the goods and or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

Contact Person:

Title:

Phone Number:

Fax Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

% of services the Sub-Contractor will be providing: _____%

APPENDIX 5: GENERAL CONTRACT TERMS

The following general terms may be required by the CTC in order to be awarded the Work under this NRFP. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the NRFP;
3. The Contractor will designate key personnel assigned to the CTC file who cannot be changed without the approval of the CTC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to CTC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of CTC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of the CTC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies the CTC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to the CTC without markup, including media placements;
12. Confidentiality clauses to be included;
13. CTC shall be entitled to terminate for convenience upon 60 days written notice and upon payment for any work completed or committed to the date of termination. If CTC terminates the contract or a particular work order for breach, then CTC is not required to pay for the work;
14. CTC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.