

INDUSTRY CANADA

IC600093

ADVANCE CONTRACT AWARD NOTICE (ACAN)

An Advance Contract Award Notice (ACAN) allows departments and agencies to post a notice, for no less than fifteen calendar days, indicating to the supplier community that it intends to award a good, service or construction contract to a pre-identified contractor. If no other supplier submits, during the fifteen calendar day posting period, a statement of capabilities that meet the requirements set out in the ACAN, the competitive requirements of the government's contracting policy have been met. Following notification to suppliers not successful in demonstrating that their statement of capabilities meets the requirements set out in the ACAN, the contract may then be awarded using the Treasury Board's electronic bidding authorities.

If other potential suppliers submit statements of capabilities during the fifteen calendar day posting period, and meet the requirements set out in the ACAN, the department or agency must proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

CONTRACTING OFFICER NAME:

Jennifer Ethier, Senior Contracts and Procurement Agent
Contracts and Materiel Management
Industry Canada
Telephone: 613-960-7747
E-mail: Jennifer.ethier@ic.gc.ca

TITLE:

Organization and Management of the Canadian Pavilion (Showcase Canada) and the Canada Business Centre at the 2015 Paris International Air Show.

BACKGROUND:

The 2015 International Paris Air Show (PAS) is a major trade event for the global aerospace industry. The event will take place from June 15 to 21, 2015 at Le Bourget Exhibition Centre in France. This event is a key opportunity to promote the Canadian aerospace industry. At the 2013 PAS, there were 2,214 exhibitors from 44 countries and over 139,000 trade visitors in attendance.

Canada's participation at the PAS is led by Industry Canada's Aerospace, Defence and Marine Branch (ADMB). ADMB coordinates Canada's presence at PAS through an organizing committee that consists of members from national and provincial aerospace associations, federal departments and agencies, provincial and territorial governments and the Canadian aerospace industry. Collaboratively, the team works to organize a Canadian Pavilion, the Showcase Canada portion of the Canadian Pavilion, a Canada Business Centre, a Ministerial program, a senior management program, business-to-

business (B2B) meeting events, a speaker series and various targeted networking events for the benefit of Canadian aerospace firms.

The Aerospace Industries Association of Canada (AIAC) is a not-for-profit national industry association, representing 95% of Canadian aerospace companies. The AIAC has the same objectives as the government with respect to promoting the Canadian aerospace industry at the PAS. The AIAC is the long term lead organizer of the Canadian Pavilion for both the Paris and Farnborough air shows.

The AIAC will be required to reserve and pay for the raw floor space for the Canadian Pavilion (Showcase Canada and Pavilion meeting space) and the Canada Business Centre. Moreover, the AIAC will be required to design, construct, transport, install, coordinate, dismantle and clean-up a Showcase Canada, Canadian Pavilion meeting space and a Canada Business Centre. The association will also manage the recruitment of Canadian exhibitors and the staffing of these facilities during the PAS. The AIAC may use subcontractor(s) for some of these tasks. The subcontractor(s) would be selected through the AIAC's International Exhibitions Committee which is comprised of Canadian industry, Provincial industry associations, Industry Canada and other government departments.

The Showcase Canada booth is an area located within the Canadian Pavilion that is used to promote Canada as a global leader in the aerospace industry and highlights Canadian capabilities. It also provides a central meeting area for the Canadian delegation at the show, and acts as the main information booth.

Industry Canada and the Department Foreign Affairs, Trade and Development (DFATD) will also have use of two meeting rooms located in the Canadian Pavilion. The meeting rooms will be used for the conduct of a comprehensive business-to-business meeting program for the benefit of the Canadian industry. It will also be used by senior Departmental officials and Trade Commissioners for the conduct of international business development and investment attraction/retention meetings with representatives from the international aerospace industry.

The Canada Business Centre is located among a group of many separate, individually enclosed, temporary buildings outside and adjacent to the trade show exhibit space. The Canada Business Centre will be used by the Minister of Industry (Head of the Canadian Delegation, or another Federal Minister), Government of Canada officials and Canadian companies to conduct international business development and investment attraction/retention meetings with representatives from the international aerospace industry. The Business Centre will also serve as a venue for B2B meeting events, various targeted networking events and industry briefing sessions for the benefit of Canadian aerospace firms.

REQUIREMENTS/RESULTS:

The Contractor will be responsible for renting the raw space, the design, construction and dismantling of a "Showcase Canada" display area and meeting space within the Canadian Pavilion; and for the design, construction, management, and staffing of a Canada Business Centre at the 2015 International Paris Air Show during the period of June 15-21, 2015.

SCOPE OF WORK AND DELIVERABLES:

The Contractor will design, organize, construct and manage: a) a 40 square metre display, called "Showcase Canada", in the Canadian Pavilion of the exhibit area; b) two 13.5 square metre meeting rooms seating eight people each located in the Canadian Pavilion; and c) a 120 square metre single story Business Centre at the 2015 PAS, in Le Bourget, France, during the period of June 15-21, 2015. The construction of Showcase Canada, Canadian Pavilion meeting rooms and the Canada Business Centre will include all materials, transportation, installation and dismantling. The management of these facilities includes services such as daily booth cleaning and the availability of one person to act as a trouble-shooter on site, on-call, during set-up time on June 13-14 and during trade show hours June 15-21, 2015.

Showcase Canada will incorporate:

- appropriate graphics of Canadian industry capability, representing a range of products and services and technology focus areas;
- appropriate graphics of partner companies;
- a telephone;
- a reception desk and storage areas;
- a fit-up display, kiosk towers and furnishings, lighting, carpeting, displays and graphics in a corner unit that ties the Showcase into the broader Canadian Pavilion;
- an enclosed private meeting room for a minimum of 6 people with a table and chairs; and
- access to a shared lounge area and facilities and two exclusive table each seating four within the lounge (one for Industry Canada and one for industry).
- Showcase participants shall be given access to one (1) exhibitor pass per company.

The Contractor and Industry Canada will arrange staffing of the Showcase reception desk during the Trade Days portion of the 2015 PAS.

The Canadian Pavilion will incorporate:

- Two (2) meeting rooms seating eight (8) people each for the exclusive use by Industry Canada and the Department of Foreign Affairs, Trade and Development (DFATD);
- Two meeting room tables (boardroom style);
- Eight (8) meeting room chairs for each meeting room;

Industry Canada will have exclusive use of the two meeting rooms during the

business-to-business events planned for Tuesday June 16 and Wednesday June 17 from 15:30 to 17:00 respectively.

The Canada Business Centre will incorporate:

- Exterior branding and logos as provided by the Government of Canada;
- Appropriate Canadian-themed décor;
- Canada Business Centre identification graphics;
- Exterior front entrance feature with overhead canopy and front entrance steps;
- Two (2) meeting rooms that will comfortably seat 6 people each - one meeting room for the exclusive use of the Minister of Industry and staff (or the head of the Canadian delegation should the Minister not attend); and one (1) meeting rooms for the exclusive use of the Department of Foreign Affairs, Trade and Development Canada (DFATD).
- A/V equipment including microphone, speakers, media feed system, an adjustable podium, and appropriate connectors and cabling to connect laptop to plasma screen and speakers, and the availability of an on-site AV technician during the Canada Business Centre speaker series, B2B and networking events;
- Main foyer entrance with reception counter, with appropriate Government of Canada and AIAC signage, attendant seating area and cloak closet;
- Telephone at reception counter;
- Equipped mini-kitchen;
- Beverage service bar with bar stools and food buffet service counter;
- Washroom;
- Overhead suspended ceiling with recessed lighting;
- Vertical blinds or drapes on all chalet windows, which provide cover to 100% of window, with pelmet to ceiling;
- Broadloom carpeting throughout except in kitchen and bathroom which are vinyl covered;
- Air conditioned throughout;
- Electrical mains supply and interior electrical fixtures and controls;
- Plumbing service for kitchen and washroom;
- A 50" or larger LCD screen;

- Two (2) meeting room tables (boardroom style) for each meeting room;
- Six (6) meeting room chairs for each meeting room;
- Four (4) meeting/dining tables of four seats each for exclusive use by Industry Canada and DFATD officials.

The Contractor will staff the Business Centre with a permanent manager from 8:00 am to 6:00 pm daily throughout the show. The Business Centre Manager will be responsible for: co-ordinating activities with the designated Government of Canada official; including seating layout; catering, and other requirements as needed.

The Contractor will also provide ten (10) Exhibitor passes, two (2) media passes and one (1) chalet car park pass.

DELIVERABLES:

The Contractor will provide Industry Canada with:

- 1) A summary report describing its method/process for selecting sub-contractor(s) including the AIAC's primary subcontractor and selection of subcontractors for the Canadian Pavilion (Showcase Canada)---design, construction, dismantling and clean-up---and for the Canada Business Centre---design, construction, dismantling and clean-up; catering; and AV services and equipment rental---to be submitted by February 13th, 2015.
- 2) A copy of the rental agreement and invoice for the raw space for Showcase Canada, Canadian Pavilion meeting space and the Canada Business Centre by February 13, 2015;
- 3) The design plan (layout, graphics, text) and renderings for Showcase Canada, Canadian Pavilion meeting space and the Canada Business Centre areas by March 13, 2015;
- 4) A plan for the staffing, management and coordination of activities at the Canada Business Centre, including the production of Business Centre operating guidelines for the PAS during the period of June 15 to 19, 2015, by March 13, 2015;
- 5) A copy of the AIAC's contract(s) with its subcontractor(s) for the construction, transportation, installation, dismantling, clean-up and coordination of Showcase Canada and the Canada Business Centre by April 10, 2015;
- 6) A copy of the reservation of rental equipment by April 10, 2015;
- 7) Confirmation of the transportation, construction and installation of all display structures by June 12, 2015;
- 8) Confirmation of proper dismantling, clean-up and transportation of the site by June 21, 2015;

9) Copies of the AIAC's subcontractor(s) invoices by August 21, 2015; and

10) If required, present justification for unsold space in the Showcase Canada portion of the Pavilion and/or proof of increased costs due to exchange rate by August 21, 2015.

IDENTIFICATION OF CONTRACTOR:

Aerospace Industries Association of Canada (AIAC)
255 Albert Street, Suite 703
Ottawa, Ontario K1P 6A9

REASON FOR AWARDING CONTRACT TO THIS CONTRACTOR:

It is important that the Canadian presence at the 2015 International Paris Air Show be organized in the most cost effective and efficient manner. It is the view of Industry Canada that the AIAC provides the expertise and best network of industry and other stakeholder contacts to accomplish this task.

The AIAC is the national aerospace industry association. The AIAC has the advantage of being a long-term exhibitor of record with the PAS which enables it to reserve a preferred, high profile location at the show. It is important to note that the AIAC does not make a profit from this contract, and the Aerospace, Defence and Marine Branch is involved in each step of the decision-making on all sub-contracts.

The AIAC has been designated as the coordinator of the one and only Canadian Pavilion at PAS by the major Canadian aerospace companies who are exhibiting at the event. In order to present a single, unified image of Canada and the Canadian aerospace industry, it is essential that the Canadian government partner with the AIAC.

There is no other private or not-for-profit organization with the knowledge, resources, experience, Canadian industry contacts, and exhibitor position at this trade show which could provide the services required. There is an advance reservation and pre-payment requirement for the rental of space at this event. The AIAC, by virtue of its role as exhibitor of record allows it to have access to and reserve prime locations for the Canadian Pavilion on the trade show floor and the Canada Chalet.

The fulfilment of this contract requires a close working relationship with senior officials in the major Canadian aerospace firms as well as exhibitor status and experience in working with the Paris Air Show organizers and their approved sub-contractors. No other supplier meets the criteria of being the national representative organization for the Canadian aerospace industry with the requisite knowledge and Trade show experience.

ESTIMATED COST:

The estimated value of the contract is **\$323,305.93** including applicable taxes, with the work to take place from date of contract award to August 21, 2015.

APPLICABLE LIMITED TENDERING REASONS:

Section 6(d) of the Government Contracts Regulations is being invoked in this procurement as only one person or firm is believed capable of performing the contract.

Agreement on Internal Trade (AIT) article 506.12(b) of AIT is applicable to this requirement, which states, where there is an absence of competition for technical reasons and the goods or services can be supplied only by a particular supplier and no alternative or substitute exists. Also applicable to this requirement is Article 1011 of NAFTA and Article X of the AGP-WTO, which both Articles provide exceptions to the tendering process.

OWNERSHIP OF INTELLECTUAL PROPERTY:

Not applicable.

**CLOSING DATE AND TIME FOR WRITTEN SUPPLIER RESPONSES
CHALLENGING THIS REQUIREMENT IS 2:00 P.M., EASTERN TIME, _____, 2014.**

You are hereby notified that the government intends to solicit a bid and negotiate with the firm identified above.

If you wish to submit a written response showing that you are capable of meeting this requirement, it must be done not later than the closing date and time. As it is intended to proceed in a timely manner, responses received after the closing date will not be considered. The Crown reserves the right not to open this procurement to competition.

Responses received on or before the closing date will be considered solely for the purpose of deciding whether or not to conduct a competitive procurement. Information provided will be used by the Crown for technical evaluation purposes only and is not to be construed as a competitive solicitation. Your written response must provide sufficient evidence (e.g. specifications, technical data, drawings, or any other proof) that clearly demonstrates that your product or service is capable of fulfilling this requirement.

Suppliers that have submitted a response will be notified in writing of Industry Canada's decision to continue with the non-competitive procurement or to compete the requirement.

Should you have any questions concerning this requirement, contact the contracting officer identified above. The Industry file number, the contracting officer's name and the closing date of the ACAN must appear on the outside of the envelope in block letters or, in the case of a facsimile transmission, on the covering page.

The Crown retains the right to negotiate with suppliers on any procurement. Documents may be submitted in either official language of Canada.