



**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0B2 / Noyau 0B2
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

Title - Sujet Marketing events	
Solicitation No. - N° de l'invitation HT399-163382/A	Date 2016-10-25
Client Reference No. - N° de référence du client HT399-16-3382	
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-024-71776	
File No. - N° de dossier cx024.HT399-163382	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2016-11-14	
Time Zone Fuseau horaire Eastern Standard Time EST	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Gordon(cx024), Emily	Buyer Id - Id de l'acheteur cx024
Telephone No. - N° de téléphone (613) 990-3140 ()	FAX No. - N° de FAX (613) 993-2581
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF HEALTH 1917C JEANNE MANCE BLDG OTTAWA Ontario K1A0K9 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

TABLE OF CONTENTS

PART 1 - GENERAL INFORMATION	3
1.1 INTRODUCTION.....	3
1.2 SUMMARY	3
1.3 DEBRIEFINGS	4
PART 2 - BIDDER INSTRUCTIONS	5
2.1 STANDARD INSTRUCTIONS, CLAUSES AND CONDITIONS.....	5
2.2 SUBMISSION OF BIDS.....	5
2.3 FORMER PUBLIC SERVANT.....	5
2.4 ENQUIRIES - BID SOLICITATION.....	6
2.5 APPLICABLE LAWS.....	7
2.6 BASIS FOR CANADA'S OWNERSHIP OF INTELLECTUAL PROPERTY	7
PART 3 - BID PREPARATION INSTRUCTIONS.....	8
3.1 BID PREPARATION INSTRUCTIONS	8
ATTACHMENT 1 TO PART 3 - PRICING SCHEDULE	10
PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION	15
4.1 EVALUATION PROCEDURES.....	15
4.2 BASIS OF SELECTION.....	20
PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION	22
5.1 CERTIFICATIONS REQUIRED WITH THE BID.....	22
5.2 CERTIFICATIONS PRECEDENT TO CONTRACT AWARD AND ADDITIONAL INFORMATION	22
PART 6 - FINANCIAL REQUIREMENTS	24
6.1 FINANCIAL CAPABILITY	24
PART 7 - RESULTING CONTRACT CLAUSES	25
7.1 STATEMENT OF WORK.....	25
7.2 STANDARD CLAUSES AND CONDITIONS.....	26
7.3 SECURITY REQUIREMENTS	27
7.4 TERM OF CONTRACT	27
7.5 AUTHORITIES	27
7.6 PROACTIVE DISCLOSURE OF CONTRACTS WITH FORMER PUBLIC SERVANTS	28
7.7 PAYMENT	28
7.8 INVOICING INSTRUCTIONS	30
7.9 CERTIFICATIONS AND ADDITIONAL INFORMATION.....	31
7.10 APPLICABLE LAWS.....	31
7.11 PRIORITY OF DOCUMENTS	31
7.12 INSURANCE	31
ANNEX "A"	32
STATEMENT OF WORK	32
ANNEX "B"	40
BASIS OF PAYMENT	40
ANNEX "C" TO PART 3 OF THE BID SOLICITATION	46
ELECTRONIC PAYMENT INSTRUMENTS.....	46

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

ANNEX "D" TO PART 5 OF THE BID SOLICITATION	47
FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION	47
ANNEX "E"	48
TASK AUTHORIZATION FORM PWGSC-TPSGC 572	48

PART 1 - GENERAL INFORMATION

1.1 Introduction

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Electronic Payment Instruments, the Federal Contractors Program for Employment Equity - Certification, and the Task Authorization Form 572.

1.2 Summary

Health Canada (HC) requires the services of a contractor to develop, implement, manage, and report on national experiential marketing events programs to support the prevention of problematic licit and illicit substance use by raising awareness of the issue and engaging with the audiences.

The focus for 2016-17 is on *Problematic Prescription Drug Use*, such as the misuse and abuse of opioids, benzodiazepines and stimulants. Messaging is mainly targeted at Canadian youth 13-15 and parents of youth 13-15.

The requirement is subject to the provisions of the Agreement on Internal Trade (AIT).

The requirement is limited to Canadian services.

The Federal Contractors Program (FCP) for employment equity applies to this procurement; see Part 5 – Certifications and Additional Information, Part 7 - Resulting Contract Clauses and the annex titled [Federal Contractors Program for Employment Equity - Certification](#).

This bid solicitation is to establish a contract with task authorizations for the delivery of the requirement detailed in the bid solicitation to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside the resulting contract.

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2016-04-04) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days
Insert: 90 days

2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

2.3 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the [Public Service Superannuation Act](#) (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the [Supplementary Retirement Benefits Act](#), R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the [Canadian Forces Superannuation Act](#), R.S., 1985, c. C-17, the [Defence Services Pension Continuation Act](#), 1970, c. D-3, the [Royal Canadian Mounted Police Pension Continuation Act](#), 1970, c. R-10, and the [Royal Canadian Mounted Police Superannuation Act](#), R.S., 1985, c. R-11, the [Members of Parliament Retiring Allowances Act](#), R.S. 1985, c. M-5, and that portion of pension payable to the [Canada Pension Plan Act](#), R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes** () **No** ()

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with [Contracting Policy Notice: 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes** () **No** ()

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

2.5 Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidders.

2.6 Basis for Canada's Ownership of Intellectual Property

Health Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#): Where the main purpose of the Crown Procurement Contract, or the deliverables contracted for, is to generate knowledge and information for public dissemination.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requests that Bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (5 hard copies)

Section II: Financial Bid (2 hard copies)

Section III: Certifications (1 hard copy)

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that Bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process [Policy on Green Procurement](http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, Bidders should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, Bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

Bidders must submit their financial offer in accordance with the detailed pricing schedule in Attachment 1 to Part 3. The total amount of Applicable Taxes must be shown separately.

3.1.2 Electronic Payment of Invoices – Bid

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex "C" Electronic Payment Instruments, to identify which ones are accepted.

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

If Annex "C" Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

Section III: Certifications

Bidders must submit the certifications and additional information required under Part 5.

ATTACHMENT 1 TO PART 3 - PRICING SCHEDULE

If pricing is not provided, for an element of Table 1 or a percentage is not indicated for an element in Table 2, a value of zero will be assigned for the element and the Bidder will be provided an opportunity to agree with the zero amount.

If the Bidder agrees then the Basis of Payment will be considered compliant. However if the Bidder disagrees then the offer will be found non-compliant and no further evaluation will be done.

The number of hours Event Management services and the values for evaluation for Direct and Subcontracted Expenses shown in the Tables 1-3 are for evaluation purposes only and are not a guarantee of the actual number of hours required or the actual value of Direct and Subcontracted Expenses, nor are they intended to reflect any expectations on behalf of the Government of Canada.

The Bidder must quote all prices in Canadian dollars, GST/HST extra, FOB destination. The Bidder may not propose any options, provide any optional pricing, or stipulate any conditions. Any Bidder that includes any options or conditions whatsoever will be deemed non-responsive.

Table 1: Firm Hourly Rates - Event Management Services:			
<i>The Bidder must quote firm fixed all-inclusive hourly rates for Event Management Services in accordance with article 5.1.1 Basis of Payment - Event Management Services in the Resulting Contract Clauses. These firm fixed all-inclusive hourly rates will form part of any resulting Contract and subsequent Task Authorization.</i>			
Category of Service	Firm All-Inclusive Hourly Rates for Event Management Services for the Initial Contract Period	Number of Hours for Evaluation Purposes	Total Evaluated Price
Account Executive	\$ -	160	\$ -
Creative Director	\$ -	400	\$ -
Communications Strategist	\$ -	400	\$ -
Graphic Designer	\$ -	200	\$ -
Event Manager	\$ -	640	\$ -
Ambassador	\$ -	1000	\$ -

Category of Service	Firm All-Inclusive Hourly Rates for Event Management Services Option Period 1	Number of Hours for Evaluation Purposes	Total Evaluated Price
Account Executive	\$ -	100	\$ -
Creative Director	\$ -	480	\$ -
Communications Strategist	\$ -	480	\$ -
Graphic Designer	\$ -	200	\$ -
Event Manager	\$ -	640	\$ -
Ambassador	\$ -	1000	\$ -
Category of Service	Firm All-Inclusive Hourly Rates for Event Management Services for Option Period 2	Number of Hours for Evaluation Purposes	Total Evaluated Price
Account Executive	\$ -	100	\$ -
Creative Director	\$ -	480	\$ -
Communications Strategist	\$ -	480	\$ -
Graphic Designer	\$ -	200	\$ -
Event Manager	\$ -	640	\$ -
Ambassador	\$ -	1000	\$ -
Category of Service	Firm All-Inclusive Hourly Rates for Event Management Services for Option Period 3	Number of Hours for Evaluation Purposes	Total Evaluated Price
Account Executive	\$ -	100	\$ -
Creative Director	\$ -	480	\$ -
Communications Strategist	\$ -	480	\$ -
Graphic Designer	\$ -	200	\$ -
Event Manager	\$ -	640	\$ -
Ambassador	\$ -	1000	\$ -

Category of Service	Firm All-Inclusive Hourly Rates for Event Management Services for Option Period 4	Number of Hours for Evaluation Purposes	Total Evaluated Price
Account Executive	\$ -	100	\$ -
Creative Director	\$ -	480	\$ -
Communications Strategist	\$ -	480	\$ -
Graphic Designer	\$ -	200	\$ -
Event Manager	\$ -	640	\$ -
Ambassador	\$ -	1000	\$ -
Total Event Management Services (excluding Applicable Taxes)			\$0.00

The firm fixed hourly rates charged for Event Management services are all-inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, time in transit, overhead, profit and the like, excepting only Applicable Taxes.

Table 2: Limitation of Expenditure - Direct Expenses:

The Bidder must quote a firm all-inclusive Mark-up on Direct Expenses as a percentage in accordance with article 7.5.2.1 Basis of Payment - Direct Expenses in the Resulting Contract Clauses. A value for evaluation purposes only has been provided below for the direct expenses for each period of the Contract, in accordance with the Statement of Work at Annex "A". The Firm All-Inclusive Mark-up for Direct Expenses will form a part of the Basis of Payment of any resulting Contract.

Total Direct Expenses per year for Evaluation Purposes	Firm all-inclusive Mark-up on Direct Expenses as a Percentage	Direct Expenses - Value for evaluation purposes ONLY	Total Evaluated Price
Firm All-Inclusive Direct Expenses Mark-up for the Initial Period of the Contract	0.00%	\$300,000.00	0
Firm All-Inclusive Direct Expenses Mark-up - Option Period 1	0.00%	\$360,000.00	0
Firm All-Inclusive Direct Expenses Mark-up - Option Period 2	0.00%	\$600,000.00	0
Firm All-Inclusive Direct Expenses Mark-up - Option Period 3	0.00%	\$240,000.00	0

Firm All-Inclusive Direct Expenses Mark-up - Option Period 4	0.00%	\$240,000.00	0
Total Evaluated Direct Expenses (excluding Applicable Taxes)			\$0.00

Table 3: Limitation of Expenditure - Subcontracted Expenses:

The Bidder must quote a firm all-inclusive Mark-up on Subcontracted Expenses as a percentage in accordance with article 7.5.2.2 Basis of Payment - Subcontracted Expenses in the Resulting Contract Clauses. A value for evaluation purposes only has been provided below for the subcontracted expenses for each period of the Contract, in accordance with the Statement of Work at Annex "A". The Firm All-Inclusive Mark-up for Subcontracted Expenses will form a part of the Basis of Payment of any resulting Contract and subsequent Task Authorization.

Total Subcontracted Expenses per year for Evaluation Purposes	Firm all-inclusive Mark-up on Subcontracted Expenses as a Percentage	Subcontracted Expenses. Value for evaluation purposes ONLY	Total Evaluated Price
Firm All-Inclusive Subcontracted Expenses Mark-up for the Initial Period of the Contract	0.00%	\$700,000.00	0
Firm All-Inclusive Subcontracted Expenses Mark-up - Option Period 1	0.00%	\$840,000.00	0
Firm All-Inclusive Subcontracted Expenses Mark-up - Option Period 2	0.00%	\$1,400,000.00	0
Firm All-Inclusive Subcontracted Expenses Mark-up - Option Period 3	0.00%	\$560,000.00	0
Firm All-Inclusive Subcontracted Expenses Mark-up - Option Period 4	0.00%	\$560,000.00	0
Total Evaluated Subcontracted Expenses (excluding Applicable Taxes)			\$0.00
TOTAL ALL-INCLUSIVE BID EVALUATION VALUE (BEV) FOR EVALUATION PURPOSES* (TOTAL FROM TABLES 1 - 3)			\$0.00

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

The BEV is calculated for evaluation purposes and will also form the firm all-inclusive Basis of Payment for any resulting Contract and subsequent Task Authorization. The firm all-inclusive hourly rate for Event Management services and the Firm All-Inclusive Direct and Subcontracted Expenses Mark-up quoted by the Offeror in Tables 1-3 will also apply to any resulting Contract and subsequent Task Authorization as indicated herein.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

4.1.1 Technical Evaluation

Definitions for the purposes of evaluation:

“**External client(s)**” means clients exterior to the Bidder’s own legal entity (or joint venture partnership) and excludes the parent, subsidiaries or other affiliates of the Bidder.

“**National**” means including a minimum of three (3) provinces and/or territories, one of which must be Quebec.

“**Provincial**” means including a minimum of one (1) province and/or territories.

“**Experiential marketing events campaign**” means a marketing strategy that directly engages and encourages participation in a social initiative.

“**On-site**” means having one or more of the firm’s resources having been at the event location(s).

“**Social topic/issue**” means any topic with non-commercial ends (such as campaigns against smoking, impaired driving, safety and/or health issues, etc.).

“**Youth**” means 13 to 17 year olds.

“**Young adults**” means 18 to 24 year-olds.

4.1.1.1 Mandatory Technical Criteria

M1: The Bidder must demonstrate that within the last five (5) years, it has been contractually bound with three (3) external clients to provide national experiential marketing event campaigns.

Two (2) out of the three (3) campaigns must have been implemented on-site in a minimum of 100 venues. “On-site” is defined as one or more of the firm’s resources having been at the event location(s).

Each proposed event must have been:

- a) National (defined as including a minimum of three (3) provinces and/or territories, one of which must be Quebec);
- b) Experiential marketing events campaign (defined as a marketing strategy that directly engages and encourages participation in a social initiative).
- c) Developed supporting communication products in both English and French; and
- d) Targeting youth (defined as 13 to 17 year olds) or young adults (defined as 18 to 24 year olds).

The Bidder must, for each national experiential marketing events campaign, provide the following details as to how the stated experience was obtained:

-
1. Name of the external client;
 2. Start and end dates;
 3. Number of events and location of venues, including
 - a. Venue locations (address including province or territory)
 - b. The number of events implemented on-site (if applicable)
 4. Age of the target audience;
 5. Nature and scope of the services provided, including
 - a. Title of project;
 - b. Summary description of the experiential marketing event campaign;
 - c. List of deliverables of the project;
 - d. Description of promotional material developed for the campaign;
 - e. Key performance indicators to meet objectives (minimum of 2) and the results;

M2: The bidder's proposed Account Executive must have a minimum of three (3) years of experience overseeing (supervision) of planning, implementation, monitoring and reporting services within the last five (5) years. In addition, the proposed Account Executive must have managed a minimum of 5 national experiential marketing events campaigns.

The Bidder must provide the following details:

1. Name of the proposed Account Executive;
2. Years of experience
3. For each of the five (5) proposed campaigns the proposed Account Executive has managed, the Bidder must provide the following:
 - a. Title and description of each project;
 - b. Location(s) (provinces and/or regions) of each event; and
 - c. Role of the proposed resource of the proposed resource must have included supervision of planning, financials, implementing, monitoring and reporting.

M3: The bidder's proposed Event Manager* must have a minimum of two (2) years of experience in the last three (3) years. In addition, the proposed Event Manager must have led the event facilitation for a minimum of 3 national experiential marketing event campaigns.

**The Event Manager is defined as the person overseeing and managing the event(s).*

The Bidder must provide the following details as to how the proposed Event Manager's stated experience was obtained:

1. Name of the proposed Event Manager;
2. Years of experience
3. For each of the three (3) campaigns, the proposed Event Manager has led, the Bidder must provide the following:
 - a. Title and description of each campaign;
 - b. Location(s) (provinces and/or regions) of each event; and
 - c. Role of the proposed resource. The duties of the proposed resource must have included planning, implementing and management of experiential marketing events.

M4: The bidder's proposed Communications Strategist must have a minimum of three (3) years of experience within the last 5 years in strategic planning, monitoring and reporting on national experiential marketing event campaigns.

The Bidder must provide the following details:

1. Name of the proposed Communications Strategist;

2. Years of experience,
3. For each campaign the proposed Communication Strategist has completed, the bidder must provide the following:
 - a. Title and description of each campaign;
 - b. Location(s) (provinces and/or regions) of each event; and
 - c. Role of the proposed resource. The duties of the proposed resource must have included strategic planning, monitoring and reporting.

4.1.1.2 Point Rated Technical Criteria

Criteria	Scoring	Reference in the bidder's proposal	Score	Minimum points required
<p>R1: The Bidder should propose a preliminary project management approach that considers client needs as described in the Statement of Work. It should provide the following details:</p> <ol style="list-style-type: none"> 1. How the Bidder proposes to work in collaboration with the client. 2. How the Bidder proposes to meet the objectives. 3. How the Bidder proposes to measure/evaluate the results of the event program. 4. How the Bidder will ensure: <ol style="list-style-type: none"> a. Quality control b. Schedule is respected 5. Identified risks and how the Bidder proposes to mitigate those risks. 	<p><u>Unsatisfactory (0 points):</u></p> <ul style="list-style-type: none"> · The majority of the information required was not provided · Few elements present · Not all elements are described or are poorly described · Does not provide details to assess how the Bidder proposes to ensure that objectives are achieved. · Does not provide details to assess how the Bidder proposes to measure and evaluate the results of the event program. · Does not provide details to assess how the Bidder will ensure quality control and the schedule is respected. · Does not provide details to assess the identified risks or how the Bidder proposes to mitigate those risks. · Does not provide details to assess the approaches that will be used to plan, organize, direct, and control the project. · Does not identify any interaction between the Bidder and the Client. <p><u>Average (10 points):</u></p> <ul style="list-style-type: none"> · Most elements present · Most elements are well described · Details provided lead to an understanding of how the Bidder proposes to ensure that objectives are achieved. · Details provided lead to an understanding of how the Bidder will measure and evaluate the results of the event program. · Details provided lead to an understanding of how the Bidder will ensure quality control and the schedule is respected. · Details provided identify risks and how the Bidder proposes to mitigate those risks. 		/20	/10

	<ul style="list-style-type: none"> · Details provided to describe the approaches that will be used to plan, organize, direct, and control the project. · Details lead to an understanding of the interaction between the Bidder and the Client. <p><u>Good (15 points):</u></p> <ul style="list-style-type: none"> · All elements present · Most elements are well described · Details provided lead to a good understanding of how the Bidder proposes to ensure that objectives are achieved. · Details provided lead to a good understanding of how the Bidder will measure and evaluate the results of the event program. · Details provided lead to a good understanding of how the Bidder will ensure quality control and the schedule is respected. · Details provided lead to a good understanding of identified risks and how the Bidder proposes to mitigate those risks. · Details provided to describe the approaches and performance management protocol that will be used to plan, organize, direct, and control the project. · Substantial details lead to a good understanding of the interaction between the Bidder and the Client. <p><u>Excellent (20 points):</u></p> <ul style="list-style-type: none"> · All elements present · All elements are well described · Substantial details lead to a complete and thorough understanding of how the Bidder proposes to ensure objectives are achieved. · Substantial details lead to a complete and thorough understanding of how the Bidder will measure and evaluate the results of the event program. · Substantial details lead to a complete and thorough understanding of how the Bidder will ensure quality control and the schedule is respected. · Substantial details lead to a complete and thorough understanding of identified risks and how the Bidder proposes to mitigate those risks. · Substantial details provided to describe the approaches and performance management protocol that will be used to plan, organize, direct, and control the project. · Substantial details lead to a complete and thorough understanding of the interaction between the Bidder and the Client.. 			
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<p>R2: Within the last three (3) years, the Bidder should have developed and managed a minimum of one (1) national or provincial campaign(s) targeting youth and/or young adults that created awareness for a social topic(s)/issue(s)*.</p> <p><i>*Social topic/issue is defined as any topic with non-commercial ends (such as campaigns against smoking, impaired driving, safety and/or health issues, etc.).</i></p> <p>The Bidder should provide one (1) case study of such a campaign. Case studies provided in excess of one (1) will not be considered.</p> <p>The Bidder should provide the following details:</p> <ol style="list-style-type: none"> 1. Name of the external client; 2. Start and end dates; 3. Location and number of venues; 4. Target audience(s); 5. Social topic/issue(s) of the campaign; 6. Description of the services provided; 7. Nature and scope of the services provided, including <ol style="list-style-type: none"> a. Title of project; b. Summary description of the experiential marketing event campaign; c. List of deliverables of the project; d. Description of promotional material developed for the campaign; e. Key performance indicators to meet objectives (minimum of 2) and the results; 	<p><u>Unsatisfactory (0 points):</u></p> <ul style="list-style-type: none"> · Information required was not provided · Few elements present · Not all elements presented are described or are poorly described · Details do not provide evaluators with an understanding of the social topic/issue(s) of the campaign as described in the case study. · Details do not provide evaluators with an understanding of how the project objectives, as described in the case study, were met. · Details do not provide evaluators with an understanding of how the case study demonstrates how the campaign, including promotional material, was tailored to the target audience. · Details do not provide evaluators with an understanding of the innovative tactics used and why, and the results achieved. <p><u>Average (10 points):</u></p> <ul style="list-style-type: none"> · Most elements present · Most elements are well described · Details provide evaluators with an understanding of the social topic/issue(s) of the campaign as described in the case study. · Details provide evaluators with an understanding of how the case study demonstrates how the campaign, including promotional material, was tailored to the target audience. · Details provide evaluators with an understanding of the innovative tactics used and why, and the results achieved. <p><u>Good (15 points):</u></p> <ul style="list-style-type: none"> · All elements present · Most elements are well described · Details provide evaluators with a good understanding of the social topic/issue(s) of the campaign as described in the case study. · Details provide evaluators with a good understanding of how the case study demonstrates how the campaign, including promotional material, was tailored to the target audience. · Details provide evaluators with a good understanding of the innovative tactics used and why, and the results achieved. <p><u>Excellent (20 points):</u></p> <ul style="list-style-type: none"> · All elements present · All elements are well described 		/20	/10
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<p>8. Innovative tactics used and why; and 9. Results achieved.</p>	<ul style="list-style-type: none"> · Substantial details provide evaluators with a clear understanding of the social topic/issue(s) of the campaign as described in the case study. · Substantial details provide evaluators with a clear understanding of how the case study demonstrates how the campaign, including promotional material, was tailored to the target audience. · Substantial details provide evaluators with a clear understanding of the innovative tactics used and why, and the results achieved. 			
<p>R3. The Bidder should demonstrate that it has been contractually bound with for work in schools boards in Canada.</p> <p>The Bidder should provide the following details as to how the stated experience was obtained:</p> <ol style="list-style-type: none"> 1. Name of the external client; 2. Name of school board(s); and 3. Location of each school board. 	<p><u>Number of school boards:</u></p> <p>Bidder has been contractually bound to 1-9 school boards – 2 points</p> <p>OR</p> <p>Bidder has been contractually bound to 10+ school boards – 5 points</p> <p><u>Locations of school boards:</u></p> <p>Bidder has been contractually bound to school boards in 2 to 5 provinces and/or territories – 2 points</p> <p>OR</p> <p>Bidder has been contractually bound to school boards in 6 or more provinces and/or territories – 5 points</p>		/10	
<p>TOTAL SCORE (minimum required is 20/50)</p>				/50

4.2 Basis of Selection

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria; and
 - c. obtain the required minimum points specified for R1 and R2 for the technical evaluation, and
 - d. obtain the required minimum of 20 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 50 points.
2. Bids not meeting (a) or (b) or (c) and (d) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60 % for the technical merit and 40 % for the price.
5. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60 %.

6. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40 %.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

Basis of Selection - Highest Combined Rating Technical Merit (60%) and Price (40%)				
		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
	Pricing Score	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
Combined Rating		83.84	75.56	80.89
Overall Rating		1st	3rd	2nd

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

5.1 Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the *Ineligibility and Suspension Policy* (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide with its bid the required documentation, as applicable, to be given further consideration in the procurement process.

5.2 Certifications Precedent to Contract Award and Additional Information

The certifications and additional information listed below should be submitted with the bid but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame specified will render the bid non-responsive.

5.2.1 Integrity Provisions – Required Documentation

In accordance with the *Ineligibility and Suspension Policy* (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's website](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed) (http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex [Federal Contractors Program for Employment Equity - Certification](#), before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

5.2.3 Additional Certifications Precedent to Contract Award

5.2.3.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause [A3050T](#).

5.2.3.1.1 SACC Manual clause [A3050T](#) (2014-11-27) Canadian Content Definition.

5.2.3.2 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

5.2.3.4 Education and Experience

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

PART 6 - FINANCIAL REQUIREMENTS

6.1 Financial Capability

SACC Manual clause [A9033T](#) (2012-07-16) Financial Capability

PART 7 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

7.1 Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

7.1.2 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

7.1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex "E".
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis(bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority within ten (10) calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

7.1.2.4 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,

"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and

"Minimum Contract Value" means 10%.
2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.

-
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

7.1.2.5 Periodic Usage Reports - Contracts with Task Authorizations

The Contractor must compile and maintain records on its provision of services to the federal government under authorized Task Authorizations issued under the Contract.

The Contractor must provide this data in accordance with the reporting requirements detailed below. If some data is not available, the reason must be indicated. If services are not provided during a given period, the Contractor must still provide a "nil" report.

The data must be submitted on a quarterly basis to the Contracting Authority.

The quarterly periods are defined as follows:

1st quarter: April 1 to June 30;

2nd quarter: July 1 to September 30;

3rd quarter: October 1 to December 31; and

4th quarter: January 1 to March 31.

The data must be submitted to the Contracting Authority no later than ten (10) calendar days after the end of the reporting period.

Reporting Requirement- Details

A detailed and current record of all authorized tasks must be kept for each contract with a task authorization process. This record must contain:

For each authorized task:

- i. the authorized task number or task revision number(s);
- ii. a title or a brief description of each authorized task;
- iii. the total estimated cost specified in the authorized Task Authorization (TA) of each task, exclusive of Applicable Taxes;
- iv. the total amount, exclusive of Applicable Taxes, expended to date against each authorized task;
- v. the start and completion date for each authorized task; and
- vi. the active status of each authorized task, as applicable.

For all authorized tasks:

- i. the amount (exclusive of Applicable Taxes) specified in the contract (as last amended, as applicable) as Canada's total liability to the contractor for all authorized TAs; and
- ii. the total amount, exclusive of Applicable Taxes, expended to date against all authorized TAs.

7.2 Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual)(<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

7.2.1 General Conditions

2035 (2016-04-04), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

7.2.2 Supplemental General Conditions

4007 (2010-08-16), Supplemental General Conditions – Canada to Own Intellectual Property Rights in Foreground Information, apply to and form part of the Contract.

7.3 Security Requirements

7.3.1 There is no security requirement applicable to the Contract.

7.4 Term of Contract

7.4.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2017 inclusive.

7.4.3 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) additional one-year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least 15 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

7.4.4 Comprehensive Land Claims Agreements (CLCAs)

The Contract with Task Authorizations is to establish the delivery of the requirement detailed under the Contract, to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement outside the Contract.

7.5 Authorities

7.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Emily Gordon
Supply Specialist
Public Works and Government Services Canada
Acquisitions Branch
Communications Procurement Directorate
360 Albert Street
Ottawa, ON K1A 0S5 F

Telephone: 613-990-3140
Facsimile: 613-991-5870

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

E-mail address: Emily.gordon@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

7.5.2 Project Authority

The Project Authority will be identified in the resulting Contract.

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

7.5.3 Contractor's Representative

The Contractor's Representative will be identified in the resulting Contract.

7.6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2012-2](#) of the Treasury Board Secretariat of Canada.

7.7 Payment

The Contractor will be paid in accordance with the Basis of Payment at Annex "B", for Work performed pursuant to the Task Authorization and subject to acceptance by the Project Authority.

7.7.1 Firm Hourly Rates – Event Management Services

For the Event Management services associated with the Work described in the Statement of Work in Annex "A" and subsequent Task Authorizations:

The Contractor is subject to the Applicable Laws as outlined in article 7.10 of the Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

In consideration of the Contractor satisfactorily completing its obligations under each Task Authorization, the Contractor will be paid firm hourly rates in accordance with B.1 of the Annex "B" Basis of Payment. Customs duties are included and Applicable Taxes are extra.

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work, unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

7.7.2 Basis of Payment – Direct and Subcontracted Expenses

7.7.2.1 Direct Expenses

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. Direct expenses will be charged at net cost with a ___% mark-up to cover overhead and profit in accordance with B.2 of the Annex B Basis of Payment.

7.7.2.2 Subcontracting

All subcontracted requirements must be provided at net cost with a ___% mark-up to cover overhead and profit in accordance with B.2 of the Annex B Basis of Payment.

Invoices from the Contractor to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the Contract.

7.7.3 Basis of Payment – Travel and Living Expenses

For the Contractor's Travel and Living Expenses associated with the Work described in the Statement of Work in Annex "A" and individual Task Authorizations.

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive (<https://www.njccnm.gc.ca/directive/travel-voyage/index-eng.php>), and with the other provisions of the directive referring to "travelers", rather than those referring to "employees".

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, in accordance with B.3 of the Annex B Basis of Payment. Applicable taxes are extra.

7.7.4 Basis of Payment – Limitation of Expenditure – Task Authorizations

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment in Annex "B", to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are subject to exemption and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

7.7.5 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ _____. Customs duties are subject to exemption and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.

3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or
 - c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions, whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

7.7.6 Monthly Payments

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada.

7.7.7 Electronic Payment of Invoices – Contract

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

- a. Visa Acquisition Card;
- b. MasterCard Acquisition Card;
- c. Direct Deposit (Domestic and International);
- d. Electronic Data Interchange (EDI);
- e. Wire Transfer (International Only);
- f. Large Value Transfer System (LVTS) (Over \$25M)

7.7.8 Discretionary Audit

SACC Manual clause C0705C (2010-01-11) - Discretionary Audit

7.8 Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- a. a copy of time sheets to support the time claimed;
 - b. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses.
2. Invoices must be distributed as follows:

- a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
- b. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

7.9 Certifications and Additional Information

7.9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

7.9.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "[FCP Limited Eligibility to Bid](#)" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

7.9.3 SACC Manual Clauses

SACC Manual clause A3060C (2008-05-12) - Canadian Content Certification

7.10 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

7.11 Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- a) the Articles of Agreement;
- b) the supplemental general conditions 4007 (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information;
- c) the general conditions 2035 (2016-04-04), Higher Complexity – Services;
- d) Annex A, Statement of Work;
- e) Annex B, Basis of Payment;
- f) the signed Task Authorizations (including all of its annexes, if any);
- g) the Contractor's bid dated _____.

7.12 Insurance

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

ANNEX "A"

STATEMENT OF WORK

1. Scope

1.1. Introduction

Health Canada (HC) requires the services of a contractor to develop, implement, manage, and report on national experiential marketing events programs to support the prevention of problematic licit and illicit substance use by raising awareness of the issue and engaging with the audiences.

The focus for 2016-17 is on *Problematic Prescription Drug Use*, such as the misuse and abuse of opioids, benzodiazepines and stimulants. Messaging is mainly targeted at Canadian youth 13-15 and parents of youth 13-15.

1.2. Objectives of the Requirement

Generate awareness and engage in conversations about the harms of licit and illicit drug use. For 2016-17, this includes but is not limited to problematic prescription drug use and promotion of safe storage, monitoring and disposal of medication.

1.3. Background Information

Drug prevention is an ongoing priority for the Government of Canada. The 2013 Speech from the Throne confirmed the Government's commitment to Safeguarding Families and Communities and therefore expanded the National Anti-Drug Strategy (NADS) to address the growing problem of problematic prescription drug use.

The 2014-2015 and 2015-16 Preventing Drug Abuse campaign about problematic prescription drug use (formally called prescription drug abuse) informed parents of children aged 13 to 15 about the rising issue of problematic prescription drug use among teenagers and associated risks. The campaigns were supported with TV ads and online advertising efforts, such as search engine marketing (SEM), web banners, social media, as well as videos and pre-rolls using a testimonial approach.

Health Canada also worked with the Canadian Pharmacist Association to leverage the trusted relationship between health professionals and their patients by distributing prescription drug abuse posters and tear pads to health professionals across Canada.

1.4. Target Audiences for 2016-17

Primary:

- Youth 13-15 years old
- Parents and caregivers of youth 13-15 years old

Secondary:

- Adults 18+

2. TASKS

2.1. Development, implementation and measurement of two (2) national experiential marketing event programs in support of the *Problematic Prescription Drug Use (PPDU)* campaign for winter 2017 (February-March)

2.1.1 National experiential marketing event program in high schools across Canada

2.1.1.1 The Contractor must develop, implement and evaluate one (1) national experiential marketing event program that will generate awareness and engage youth aged 13 to 15 in high schools across Canada in urban, rural and some northern regions, in a conversation about the risks associated with problematic prescription drug use.

2.1.1.2 The Contractor must provide the following:

- a) Develop a strategy and action plan for the national program in order to connect with youth aged 13 to 15 and achieve maximum engagement. The strategy and action plan must:
 - i. Utilize new and innovative means/technology that will appeal to youth in order to disseminate information on problematic prescription drug use.
 - ii. Include recommended tactics that are trending amongst youth, and that includes content integration in order to engage with this audience. Tactics could include a game, a contest or other activities to encourage youth to attend the events at their school and participate in the program.
 - iii. Develop awareness of the events and event programming details amongst the target audience by:
 - a) Utilizing multiple communication channels/activities, including social media, to reach the target audience and encourage them to attend an event and/or participate in the programming.
 - b) Collaborating with high school officials and partners to increase event awareness and participation through digital and traditional tactics on campus.
 - iv. An implementation plan including a detailed production schedule.
 - v. A mitigation strategy.
 - vi. Include key performance indicators and activity report.
- b) Generate awareness on an existing youth (13 to 17 years of age) social media network(s) comprising at a minimum of 300,000 followers to increase reach for messaging; create and integrate content by using these existing communication channels that are popular and appealing to youth.
- c) Develop and produce all communication material for the events in French and English.

2.1.2 National experiential marketing event program in pharmacies across Canada

2.1.2.1 The Contractor must develop, implement and evaluate one (1) national experiential marketing event program in pharmacies across Canada that will generate awareness and engage parents of youth 13 to 15 and Canadians 18+ in a conversation about the risks associated with problematic prescription drug use and how to safeguard and properly dispose of medication.

2.1.2.2 The Contractor must ensure a link between the national experiential marketing events program concurrently happening in high schools to encourage parents to talk to their kids about problematic prescription drug use.

2.1.2.3 The Contractor must provide the following:

- a) Develop a strategy and action plan for the national program in order to connect with parents of youth aged 13 to 15 and Canadians 18+ and promote engagement. The strategy and action plan must:
 - i. Include recommended tactics using content integration to inform and engage the target groups.
 - ii. Develop awareness of the events and programming details amongst the target audience by
 - a) utilizing communication channels/activities, including social media, to reach the target audience and encourage them to participate at the event.
 - b) An implementation plan including a detailed production schedule.
 - c) A mitigation strategy
 - d) Include key performance indicators and results evaluation.
- b) Utilize new and innovative means/technology in store to attract the audience in order to disseminate information on problematic prescription drug use.
- c) Develop and produce all communication material for the events in French and English.

2.2. Implementation and Management of both national event programs

The Contractor must implement and manage each event by performing the following:

- a) Book the venue for each event;
- b) Obtain proper authorization(s)/permit(s) from the venue authority (municipal or other);
- c) Execute an awareness campaign prior to and for the duration of the events that does not include any paid advertising;
- d) Transport all required material and the contractor's staff to each individual venue location, including booking hotels for staff;
- e) Set up venues (i.e. setting up booths, platforms, audio-visual equipment, etc.); as required and test equipment to ensure proper functioning.
- f) Provide trained event ambassadors (a minimum of two (2) per event) to share knowledge of the topic, based on training provided by the contractor to effectively engage with the audience face-to-face, deliver problematic prescription drug use messages and encourage program uptake and participation.
- g) The Event Manager and/or ambassadors must be able to resolve any technical issues that might occur at an event.
- h) The Event Manager and ambassadors must speak in the prevalent language of the event participants for each event.
- i) Provide a minimum of one (1) bilingual Event Manager to oversee/manage the event(s) and the ambassadors;
- j) At the end of the event, dismantle and remove all event material;
- k) Advise the PA in writing as soon as the Contractor is aware of any issue that may prevent the Contractor from performing the Work and provide recommended solutions; and
- l) The Contractor must receive written approval from the Project Authority prior to confirming any related event activity, venue, material, travel or service that includes a fee.

2.2.1.Event Duration

The overall events campaign must run within 8 to 12 weeks.

2.3. Work in option years

The focus for future years will be a topic related to problematic licit and illicit substance use.

2.3.1 The following services may be required in option years:

- a) Developing, implementing and evaluating regional and/or national experiential marketing event programs that will generate awareness and engage various audiences across Canada in a conversation about the risks associated with licit and illicit substance use. Target audiences may vary.
- b) Working with school boards, colleges, universities and other academic organisations/centers across Canada in urban and rural centers.
- c) Working with retail, pharmaceutical and other organizations/companies across Canada in urban and rural centers.

2.3.2 Tasks could include but are not limited to:

- a) Develop strategies and action plans for the event programs in order to connect with various target audiences and achieve maximum engagement. The strategy and action plan must:
 - i. Include recommended tactics using content integration to inform and engage the target groups.
 - ii. Develop awareness of the events and programming details amongst the target audience by utilizing communication channels/activities, including social media, to reach the target audience and encourage them to participate at the event.
 - iii. An implementation plan including a detailed production schedule.
 - iv. A mitigation strategy
 - v. Include key performance indicators and results evaluation.
- b) Utilize new and innovative means/technology that will appeal to various audiences in order to disseminate information on the harms associated with licit and illicit substance use.
- c) Include a recommended set of tactics to engage the target groups including but not limited to games, contests or other activities to encourage attendance to the events and participation in the program.
- d) Develop awareness of the events, programming and complementary program(s) amongst the target audiences
- e) Utilize multiple communication channels/activities, including social media, to reach the target audience and encourage them to attend an event and/or participate in the programming.
- f) Collaborate with officials and partners to increase event awareness and participation through digital and traditional tactics.
- g) Develop implementation plans that include detailed production schedules, key performance indicators and results evaluation.
- h) Use existing social media platforms to increase reach for messaging;
- i) Create and integrating content by using communication channels that are popular and appealing to various audiences.
- j) Develop and producing all communication material for the events in French and English.

2.3.2.2 Implementing of regional and/or national experiential marketing event programs

If requested, the Contractor must provide the following:

- a) Book the venue for each event;
- b) Obtain proper authorization(s)/permit(s) from the venue authority (municipal or other);
- c) Execute an awareness campaign prior to and for the duration of the events that does not include any paid advertising;

- d) Transport all required material and the contractor's staff to each individual venue location, including booking hotels for staff;
- e) Set up venues (i.e. setting up booths, platforms, audio-visual equipment, etc.); as required and test equipment to ensure proper functioning.
- f) Provide the number of trained event ambassadors as requested by the Project Authority to share knowledge of the topic, based on training provided by the contractor to effectively engage with the audience face-to-face, deliver problematic prescription drug use messages and encourage program uptake and participation.
- g) The Event Manager and/or ambassadors must be able to resolve any technical issues that might occur at an event.
- h) The Event Manager and ambassadors must speak in the prevalent language of the event participants for each event.
- i) Provide a minimum of one (1) bilingual Event Manager to oversee/manage the event(s) and the ambassadors;
- j) At the end of the event, dismantle and remove all event material;
- k) Advise the Project Authority in writing as soon as the Contractor is aware of any issue that may prevent the Contractor from performing the Work and provide recommended solutions; and
- l) Receive written approval from the Project Authority prior to confirming any related event activity, venue, material, travel or service that includes a fee.
- m) Event duration may vary.

3.0 Services Required

3.1 Account Executive

The Contractor must provide the services of an Account Executive, whose tasks include the following:

- a) Working with the Project Authority in regards to the development and execution of the experiential marketing events program;
- b) Ensuring that all Government of Canada procedures are followed and ensure that correct documentation is in place;
- c) Managing, on a day-to-day basis, all resources working on the development of event materials;
- d) Attending client briefings and meetings;
- e) Supervising and reporting on any work produced by approved subcontractors; and
- f) Creating and submitting to the Project Authority the Weekly Status Reports and Activity Reports. (See Deliverables section).
- g) Providing monthly interim reports by e-mail to the Project Authority detailing the time and resources used to provide the services required by Health Canada.

3.2 Creative Director

The Contractor must provide the services of a Creative Director, whose tasks include the following:

- a) Direction, development and overall quality of all creative elements, concepts and communication products.

3.3 Graphic Designer

The Contractor must provide the services of a Graphic Designer, whose tasks include the following:

- a) Produce new and/or adapt existing creative concepts with copy and artwork, as well as manage the production of all creative materials needed to satisfy the objectives contained in the communication plan.
- b) Advise the client where and when to use existing assets and when original work may be required.
- c) Provide a range of creative services that can accommodate highly targeted applications.

3.3 Event Manager

The Contractor must provide the services of an Event Manager, whose tasks include the following:

- a) Working with the account executive and Project Authority in regards to the development and execution of the experiential marketing events program;
- b) Assist the account executive in managing the development of event materials and resources;
- c) Attend and supervise all aspects of the implementation of the events and the event ambassadors;
- d) Mitigate any issues that arise at the events.

3.4 Communications Strategist

The Contractor must provide the services of a Communications Strategist, whose tasks include the following:

- a) Develop the events campaign strategy and action plans including all outlined elements in sections 2.1.1.2 and 2.1.2.3 for both for high schools and pharmacies;
- b) Develop an awareness strategy of the events campaign to effectively reach and engage with youth (13 to 17 years of age) in high schools;
- c) Develop an awareness strategy of the events campaign to effectively reach and engage parents of youth 13 to 15 and Canadians 18+ in pharmacies.;
- d) Monitor performance of event campaigns and optimize accordingly when applicable; and
- e) Report on the tactics and events performance and assess contribution to the overall objectives.

3.5 Ambassadors

The Contractor must provide the services of Ambassadors, whose tasks include the following:

- a) Interact and engage with the various target audiences;
- b) Provide information on licit and illicit substance use;
- c) Encourage participation on-site.
- d) Should be skilled at communicating with the target audiences.

4. Deliverables

The Contractor must submit the following for each event program (see sections 2.1 and 2.3):

- a) Strategy and action plan for each national program provided 10 working days after contract award.
- b) Prior to any event taking place:
 - i. a complete list of all locations, dates and language of events;
 - ii. drafts samples of all communication materials in English and French;
 - iii. final versions of all communication materials produced in both official languages;
- c) Weekly Status Reports including, but not limited to, the following:
 - i. Weekly project status updates that include accomplishments, issues and upcoming milestones;
 - ii. Details of the overall budget and how the project is tracking against it
 - iii. Cost estimates as requested by the PA; and

- d) Activity Reports provided within one week after each event or within an acceptable timeframe as approved by the PA. Reports to include results of each event, with an assessment of how the event contributed to the overall goal of encouraging the discussions around problematic prescription drug use. The Metrics to include:
 - i. Participation levels by event and location;
 - ii. Number of interactions by event
 - iii. Communication products uptake; and
 - iv. Social media metrics (reach, comments, shares, likes)
- e) Final event program Report providing a compilation of the results of each experiential marketing event with an assessment, including highlights and lessons learned.
- f) All deliverables must be approved by the Project Authority.

5. Language of Work

The contractor will be required to communicate primarily in English.

6. Deliverables Format

As requested by the PA, all deliverables must be submitted in electronic format.

**Microsoft Office Suite (version 2007 or higher), PDF or any other electronic format that can be accessible by the PA for material review and approval.*

Communication Standards

To ensure the integrity and efficacy of HC communication products, the Contractor must provide services and produce materials in compliance with the administrative policies of the Government of Canada (GoC) issued by the Treasury Board, including the following:

- The *Policy on Communications and Federal Identity of the Government of Canada* to ensure that communications across the GoC are well coordinated, effectively managed and responsive to the diverse information needs of the public (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>);
- The *Federal Identity Program Manual* to ensure that public-facing products conform to the requirements (<http://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/fip-pcim/man/mantb-eng.asp>);
- The *Standard on Web Accessibility* (<http://www.tbs-sct.gc.ca/ws-nw/index-eng.asp>) to ensure conformance with *Web Content Accessibility Guidelines (WCAG) 2.0* (www.w3.org/TR/WCAG20)

7. Additional Information

a. Contractor's Obligations

The Contractor must use its own equipment and software for the performance of the Work.

b. Location of Work

- a) The Contractor must perform the work at the Contractor's place(s) of business and at the events' locations. The Contractor must attend any meetings as requested by the Project Authority by teleconference.
- b) Travel

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

- i. The staff hired to facilitate the events will have to travel to the locations where the events will take place.

8. Estimated Project Schedule

TASKS	ESTIMATED SCHEDULE
Initial consultation (kick-off meeting in person), transfer of project background documents	One (1) week after contract award
Draft Strategies and Action Plans submitted for approval	2 weeks after client briefing (kick-off meeting)
Awareness of Marketing Events	January-February
Experiential Marketing Events Program Launch (planned)	February-March 2017
Experiential Marketing Final Event Program Report	March 31, 2017
Completion, receipt and approval of the master copy of all final deliverables by the PA	March 31, 2017

ANNEX “B”

BASIS OF PAYMENT

B.1. Firm Hourly Rates – Event Management Services

The Contractor will be paid firm fixed all-inclusive hourly rates for the required Event Management services. The firm all-inclusive firm fixed all-inclusive hourly rates will form part of any resulting Contract and task authorizations.

The firm fixed hourly rates charged for Event Management services are all-inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, time in transit, overhead, profit and the like, excepting only Applicable Taxes.

The Contractor is subject to the Applicable Laws as outlined in article 10 of the Resulting Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The firm fixed all-inclusive hourly rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

For the purposes of this Contract, “time in transit” is defined as the length of time (in 30 minute increments) that is required for the Contractor to travel from the Contractor’s facilities to the final destination (or vice versa). The means of transportation selected must be in accordance with the National Joint Council Travel Directive. Time in transit (excepting local travel and unless otherwise specifically provided for in the task authorization) is subject to verification by and the approval of the Client. Reasonable rest periods will be permitted at the discretion of the Client. Where it is deemed that the Contractor may charge labour fees for time in transit, the Contractor will only be paid for the actual time in transit as defined above, including reasonable rest periods.

There is no provision for overtime under this Contract.

Table B.1.a – Event Management Services – Initial Period	
	Firm all-inclusive hourly rate
Account Executive	\$
Creative Director	\$
Communications Strategist	\$
Graphic Designer	\$
Event Manager	\$
Ambassador	\$

Solicitation No. - N° de l'invitation
 HT399-163382/A
 Client Ref. No. - N° de réf. du client
 HT399-163382

Amd. No. - N° de la modif.
 File No. - N° du dossier
 cx024.HT399-163382

Buyer ID - Id de l'acheteur
 cx024
 CCC No./N° CCC - FMS No./N° VME

Table B.1.b – Event Management Services – Option Period 1	
	Firm all-inclusive hourly rate
Account Executive	\$
Creative Director	\$
Communications Strategist	\$
Graphic Designer	\$
Event Manager	\$
Ambassador	\$

Table B.1.c – Event Management Services – Option Period 2	
	Firm all-inclusive hourly rate
Account Executive	\$
Creative Director	\$
Communications Strategist	\$
Graphic Designer	\$
Event Manager	\$
Ambassador	\$

Table B.1.d – Event Management Services – Option Period 3	
	Firm all-inclusive hourly rate
Account Executive	\$
Creative Director	\$
Communications Strategist	\$
Graphic Designer	\$
Event Manager	\$
Ambassador	\$

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

Table B.1.e – Event Management Services – Option Period 4	
	Firm all-inclusive hourly rate
Account Executive	\$
Creative Director	\$
Communications Strategist	\$
Graphic Designer	\$
Event Manager	\$
Ambassador	\$

B.2. Direct and Subcontracted Expenses

The Contractor will be paid a firm all-inclusive percentage mark-up on Direct and Subcontracted Expenses.

The firm all-inclusive percentage mark-up for Direct and Subcontracted Expenses Mark-up forms part of the resulting Contract and any subsequent task authorization.

B.2.1 Direct Expenses

Table B.2.a – Direct Expenses – Initial Period	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Table B.2.b – Direct Expenses – Option Period 1	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Table B.2.c – Direct Expenses – Option Period 2	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Table B.2.d – Direct Expenses – Option Period 3	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Table B.2.e – Direct Expenses – Option Period 4	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Direct expenses include any expenses directly incurred by the Contractor during the performance of the Work or for the purpose of the project, relating to the purchase or rental of materials, equipment, supplies, or other required items. Direct expenses may include, but are not limited to, the following: badges; lanyards; tent cards; flip charts; on-site printing; signage; audio/video equipment rental; simultaneous interpretation equipment rental; commercial transportation; requirement-specific insurance coverage (at the request of the Project Authority); and any project-specific photocopies, telephone and facsimile charges, parking costs, and mailing, courier and shipping fees.

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work.

Direct expenses will be charged at net cost with a **percentage mark-up in accordance with B.2.1** to cover overhead and profit.

All expenses, general and administrative, normally incurred in providing the services (i.e. project office space [including Contractor's hardware and software]; word processing; non-project specific reports; photocopying; courier and telephone charges; local travel and the like) are to be included in the prices for professional services identified herein, and will not be permitted as direct expenses under the Contract.

B.2.2 Subcontracting

Table B.2.a –Subcontracted Expenses – Initial Period	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Table B.2.b –Subcontracted Expenses – Option Period 1	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Table B.2.c –Subcontracted Expenses – Option Period 2	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Table B.2.d –Subcontracted Expenses – Option Period 3	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Table B.2.e –Subcontracted Expenses – Option Period 4	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Subcontracted items include any expenses incurred during the performance of the Work or for the purpose of the project for which a separate contract exists between the Contractor and the person or firm providing the goods/services. Subcontracted items may include, but are not limited to, the following: the venue, audio/video equipment rental, simultaneous interpretation equipment rental, commercial transportation, hospitality, facilitators, note takers, translation services, travel and living for event participants, on-site printing, signage, etc.

All subcontracted requirements will be provided at net cost with a **percentage mark-up in accordance with B.2.2** to cover overhead and profit.

Invoices from the Contractor to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the contract.

For each subcontracted service over \$25,000 (taxes included) the Contractor must obtain competitive bids from no fewer than three (3) outside suppliers. The Contractor must provide to the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results.

B.3 Travel and Living Expenses

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the [National Joint Council Travel Directive](#) and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All travel must have the prior authorization of the Project Authority.

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

All payments are subject to government audit.

B.4 Hospitality

All hospitality must have the prior written authorization of the Project Authority and must be included in the Contractor's quote for the specific requirement. It is the Contractor's and the Project Authority's combined responsibility to ensure that Hospitality is secured and provided to event participants in accordance with the requirements outlined in the Treasury Board Directive on the Management of Expenditures on Travel, Hospitality and Conferences and the National Joint Council Travel Directive. It is the Project Authority's responsibility to adhere to all applicable internal approval procedures as they pertain to Hospitality.

The Treasury Board Directive on the Management of Expenditures on Travel, Hospitality and Conferences is available at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=19855§ion=text> .

The National Joint Council Travel Directive is available at: <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php> .

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

ANNEX “C” to PART 3 OF THE BID SOLICITATION

ELECTRONIC PAYMENT INSTRUMENTS

As indicated in Part 3, clause 3.1.2, the Bidder must complete the information requested below, to identify which electronic payment instruments are accepted for the payment of invoices.

The Bidder accepts to be paid by any of the following Electronic Payment Instrument(s):

- VISA Acquisition Card;
- MasterCard Acquisition Card;
- Direct Deposit (Domestic and International);
- Electronic Data Interchange (EDI);
- Wire Transfer (International Only);
- Large Value Transfer System (LVTS) (Over \$25M)

ANNEX "D" to PART 5 OF THE BID SOLICITATION

FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's](#) website.

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- A1. The Bidder certifies having no work force in Canada.
- A2. The Bidder certifies being a public sector employer.
- A3. The Bidder certifies being a [federally regulated employer](#) being subject to the [Employment Equity Act](#).
- A4. The Bidder certifies having a combined work force in Canada of less than 100 permanent full-time and/or permanent part-time employees.

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- A5.1. The Bidder certifies already having a valid and current [Agreement to Implement Employment Equity](#) (AIEE) in place with ESDC-Labour.

OR

- A5.2. The Bidder certifies having submitted the [Agreement to Implement Employment Equity \(LAB1168\)](#) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.

OR

- B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

Solicitation No. - N° de l'invitation
HT399-163382/A
Client Ref. No. - N° de réf. du client
HT399-163382

Amd. No. - N° de la modif.
File No. - N° du dossier
cx024.HT399-163382

Buyer ID - Id de l'acheteur
cx024
CCC No./N° CCC - FMS No./N° VME

ANNEX "E"

TASK AUTHORIZATION FORM PWGSC-TPSGC 572



Public Works and Government Services Canada
Travaux publics et Services gouvernementaux Canada

Annex
Annexe _____

Task Authorization
Autorisation de tâche

Contract Number - Numéro du contrat

Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu
	Total Estimated Cost of Task (Applicable taxes extra) Coût total estimatif de la tâche (Taxes applicables en sus) \$
Security Requirements: This task includes security requirements Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité <input type="checkbox"/> No - Non <input type="checkbox"/> Yes - Oui If YES, refer to the Security Requirements Checklist (SRCL) included in the Contract Si OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat	

For Revision only - Aux fins de révision seulement

TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (Applicable taxes extra) before the revision Coût total estimatif de la tâche (Taxes applicables en sus) avant la révision \$	Increase or Decrease (Applicable taxes extra), as applicable Augmentation ou réduction (Taxes applicables en sus), s'il y a lieu \$
--	--	---

Start of the Work for a TA : Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.

Début des travaux pour l'AT : Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.

1. Required Work: - Travaux requis :

A. Task Description of the Work required - Description de tâche des travaux requis	See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement	See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche	See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement	See Attached - Ci-joint <input type="checkbox"/>

PWGSC - TPSGC 572 (2014-04)

Solicitation No. - N° de l'invitation
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Annex
Annexe _____

Contract Number - Numéro du contrat

2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized client - Nom et titre du client autorisé à signer

Signature

Date

PWGSC Contracting Authority - Autorité contractante de TPSGC

Signature

Date

3. Contractor's Signature - Signature de l'entrepreneur

Name and title of individual authorized - to sign for the Contractor
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

Signature

Date