



**NEGOTIATED REQUEST FOR PROPOSAL NRFP DC-2016-PH-01 GENERAL SALES AGENT (GSA)  
EUROPE – BUSINESS EVENTS CANADA (BEC) AMENDMENT #2**

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**NRFP #DC-2016-PH-01 GSA EUROPE-BEC**

**Close Date/Time:**

November 14, 2016  
14:00 hours  
Pacific Time

**Issue Date:** November 4, 2016                      **From:** CTC Procurement

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**To:** All Vendors    **E-mail:** procurement@ctc-cct.ca

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**Below are answers to question(s) submitted in regards to the above noted NRFP #DC-2016-PH-01  
GSA EUROPE-BEC as of November 1, 2016**

Q1. Are the questions and answers shared with all respondents?

Answer:  
Yes.

Q2. In question 8 – the partner revenue that needs to be generated of 0.75:1 – is this on top of the \$350,000 CAD or is the \$350,000 inclusive of the partner revenue?

Answer:  
The 0.75:1 partner ratio is on top of the \$350,000 CAD BEC budget. Meaning that we are anticipating our partners (DMOs, airlines, hotels, destination management companies for instance) to co-invest in either cash or in-kind value an amount of \$262,500 (or 75%) of our marketing budget in this instance.

Q2. Does BEC subsidise the partners, or do the partners subsidise BEC on this ratio?

Answer:  
In this case, our partners co-invest into our programs – so it's not a subsidy but instead a co-investment. While we do co-invest into select partner activities, in this particular question we are looking to have partners co-invest with BEC.