



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

SOLICITATION AMENDMENT

MODIFICATION DE L'INVITATION

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

Comments - Commentaires

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

Title - Sujet Experiential marketing events	
Solicitation No. - N° de l'invitation HT399-163382/B	Amendment No. - N° modif. 001
Client Reference No. - N° de référence du client HT399-16-3382	Date 2016-11-29
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-027-71911	
File No. - N° de dossier cx027.HT399-163382	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2016-12-05	
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: Buck(CX Div.), Daniel	Buyer Id - Id de l'acheteur cx027
Telephone No. - N° de téléphone (613) 998-8582 ()	FAX No. - N° de FAX (613) 991-5870
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée	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

AMENDMENT 001

This amendment is raised to response to Bidders' questions.

Question 1: Regarding Financial Bid Annex B: Is there an overall budget allocated for this program during the Contractor Period (from contract award to 31-March-2017)?

Answer 1: The anticipated budget for the initial contract period will be finalized upon Contract award.

Question 2: Regarding Statement of Work Annex A: Can you provide additional detail on the estimated scope of the project?

- a. Estimated number of venues & event days?
- b. Estimated number of markets (priority markets such as cities or provinces)?

Answer 2: As stated in the Section 4. Deliverables of the Annex "A" Statement of Work, Health Canada is asking the bidder to develop an event strategy that will include proposed number of venues, days and locations across Canada that will support and help achieve stated objectives.

Question 3: Regarding Section 8: Can you provide an estimated date for when you may award the contract? This will help us to determine the subsequent schedule such as when the awarded contractor must provide a draft strategy and action plan for approval.

Answer 3: The evaluation of bids received and subsequent Contract award should occur within four weeks of bid solicitation closing date.

Question 4: Regarding Section 2.2 c) "Execute an awareness campaign prior to and for the duration of the events that does not include any paid advertising":

Can you provide additional clarification around the awareness campaign? Do you want to create an awareness campaign for the experiential program (i.e. driving people to the experiential activation)? Or do you want to create an awareness campaign for the issue of PPDU (i.e. reach people who don't attend the experiential activation with messaging in alternative channels such as news, online, social channels)?

Answer 4: The awareness campaign is intended to drive people to the event in order to maximize participation.

Question 5: Regarding Section 3.0 Services Required: Do you require information and detail on who the Bidder will propose as the Creative Director and the Graphic Designer, similar to the information that is required for the Account Executive and the Event Manager in section M2?

Answer 5: No, Bidders does not detail to provide detail on who they intend to propose as the Creative Director and the Graphic Designer. Bidders must provide the information specified in Section 4.1.1.1 Mandatory Technical Criteria of the Part 4 – Evaluation Procedures and Basis of Selection.

Question 6: Regarding Section 5: Can you please confirm that the only certificate we need to fill out is "ANNEX D" - FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION? Or are there additional certifications required for Ineligibility and Suspension (5.1.1) or Integrity Provisions (5.2.1)?

Answer 6: Bidders must provide the required certifications and additional information as specified in Part 2, Part 5 and the Annex D to Part 5 of the request for proposal.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.