



Canadian Tourism
Commission

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Negotiated Request for Proposal

Name of Competition:	Event Management, Media Clipping and Translation Services for Japan Market
Competition Number:	DC-2017-SY-01
Closing Date and Time:	Monday March 6, 2017, 14:00 Pacific Time (PT)
Contracting Authority:	Jaymee Wurm Procurement Advisor T: +1-604-638-8330 procurement@destinationcanada.com

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SECTION A – INTRODUCTION

The Canadian Tourism Commission, doing business as Destination Canada ("DC"), is Canada's national tourism marketing organization. A federal Crown corporation, DC supports the Canadian tourism industry by marketing Canada as a premier four-season tourism destination, and supports the Canadian economy by generating tourism export revenues.

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

DC's approach focuses on those global markets where Canada's tourism brand leads and yields the highest return on investment. DC is active in 12 key geographic markets: Brazil, China, India, Japan, Mexico, South Korea, Australia, France, Germany, United Kingdom, United States and Canada.

For further information, please visit <http://www.destinationcanada.com>

A.1 Purpose and Intent

The purpose of this Negotiated Request for Proposal (the "NRFP") is to solicit proposals for various marketing services for DC's Japan market, including:

- Event planning and management;
- Media clipping; and
- Translation.

See Statement of Work (Section C) for detailed requirements.

Please note that a proponent may bid on one individual Statement of Work (C.1 or C.2 or C.3) or any two or all of the Statements of Work in Section C. Proponents need not bid on all Statements of Work to be considered.

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

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

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

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

A.2 Contract Term

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

SECTION B – NRFP EVALUATION CRITERIA AND INSTRUCTIONS

B.1 Mandatory Criteria Evaluation

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

B.2 Desirable Criteria Evaluation

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

All decisions on the degree to which proposals meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

Each of the three Scopes of Work defined in Section C - Statement of Work, i.e. C.1, C.2 and C.3 is evaluated against the same criteria set out below:

B.2.1 Desirable Criteria Questionnaire (Section E) 60%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% or higher (the “Shortlist”) will be evaluated further based upon, but not limited to Proposed Pricing.

B.2.2 Proposed Pricing (Section F) 40%

TOTAL 100%

B.2.3 Negotiations

DC intends to conduct concurrent negotiations, as defined in Section G.10 Negotiations, with a limited number of the top ranked proponent(s) up to as many as DC deems qualified.

B.3 Proposal Submission, Intentions, and Questions Instructions

B.3.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, Monday March 6, 2017.**

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

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

B.3.2 Questions

Proponents may submit questions via e-mail to the Contracting Authority until **14:00 hours PT, Monday February 20, 2017**. Questions submitted after this date and time may not be responded to.

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

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

B.3.3 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by **14:00 hours PT, Monday February 20, 2017**. Please Note: The Intent to Submit is not a mandatory requirement and therefore does not prevent a proponent from submitting by the required closing date and time.

B.3.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com and should reference "**NRFP DC-2017-SY-01 Marketing Services for Japan Market - CONFIDENTIAL**" in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding NRFP section(s) if applicable
- Which Statement(s) of Work (C.1 – C.3) in Section C are you bidding on?

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

B.4 NRFP Form of Response, Format and Depth

B.4.1 NRFP Form of Response

Proponents should respond to and include in their proposal:

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

B.4.2 NRFP Format and Depth

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

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

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

B.5 Contractor Performance Management

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

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

SECTION C – STATEMENT OF WORK

C.1 Event Planning and Management

C.1.1 Background

DC organizes and/or participates in a number of tradeshow, events and seminars (“Events”) throughout the year in various locations in Japan. The Contractor will work directly with DC’s Japan office to execute these Events. In order to ensure that Events are properly planned and managed, the Contractor is required to provide event management and planning services.

The purposes of the Events are:

- To create a channel for Canadian tourism partners to meet with travel industry professionals from Japan and other Asia Pacific destinations to promote their products, exchange information and conclude agreements;
- To provide partners with a variety of opportunities to network with other organizations and enhance business opportunities; and
- To showcase Canadian tourism destinations and products to the general consumers.

C.1.2 Objective

The Contractor, an event management expert, will plan and manage tradeshow, events and seminars under the direction of DC’s Japan office.

C.1.3 Scope of Work

The Contractor will perform the following event planning and management tasks as required for the various Events:

- To work with DC to determine event requirements;
- To work with DC to ensure all timelines are met to carry out the Events;
- To develop all creative activities in accordance with DC Brand Guidelines in Appendix 6;
- To produce detailed proposals for the Events (e.g. timelines, suppliers, legal obligations, staffing and budgets);
- To manage event budgets;
- To coordinate with venue management, caterers, contractors, performers and equipment;
- To plan and coordinate entertainment programs;
- To plan floor/room layouts;
- To work with DC and designers to create a theme for Events and organize all productions;
- To coordinate with suppliers, handling client requests and troubleshooting during all event periods to ensure that the Events all run smoothly;
- To decorate the venues and set-up tradeshow booths;
- To oversee the dismantling and removal of the Events and clearing the venues efficiently;
- To provide video editing service to create promotional videos, as required;
- To conduct post-event evaluation (including data entry and analysis and producing reports);
- To communicate with event officials and prepare any required paper documents for participation; and
- To conduct all other related event planning and management activities.

C.1.4 Deliverables and Schedule

The number of the Events varies year to year. The Contractor should expect and be able to execute between one (1) and three (3) Events a year.

C.1.5 Performance Standards and Quality Measurement

The Contractor should be experienced and qualified as an event management services firm and be able to execute the Events as directed by DC Japan. The Contractor should be:

- Experienced in planning and managing tradeshows, events and seminars in Japan;
- Excellent at activating and championing client brands;
- Knowledgeable in the tourism industry;
- Skilled communicators in both Japanese and English; and
- Leaders in the field of event planning and management, including the latest trends and best practices in their businesses.

C.1.6 DC Responsibilities and Support

DC will be responsible for the following items:

- Provide Canada Keep Exploring brand training to the Contractor; and
- Provide approval on budgets for planning and managing the Events.

C.2 Media Clipping

C.2.1 Background

In order to increase destination awareness and consideration through media/PR activities by measuring the ROI accurately for strategic planning, DC needs to monitor and compile daily coverage of media activities related to DC, Travel Alberta, Ontario Tourism Marketing Partnership Corporation (“OTMPC”) and other designated travel destinations.

C.2.2 Objective

The Contractor, a media clipping expert, will undertake media coverage tracking and reporting under the direction of DC’s Japan office.

C.2.3 Scope of Work

C.2.3.1 The Contractor, under the supervision of the Project Authority (Managing Director of DC Japan) shall:

Monitor and compile daily coverage of media activities related to DC, Travel Alberta OTMPC and other designated travel destinations.

The Media subjects to be monitored includes, but is not limited to:

- TV – major networks and broadcast satellite channels;
- Newspapers – nationwide daily, trade, sports and local papers;
- Magazines;
- Travel / Women’s / Men’s / Lifestyle / Gourmet / Sports Nature;
- Online;
- Travel trade websites (domestic only) / Blogs (influencers only); and
- Major portals (ex: Yahoo!, excite, goo, MSN and infoseek).

C.2.3.2 Quantity of work

The Contractor must provide a minimum of 20 and a maximum of 50 stories per month

C.2.3.3 The Contractor is required to review and summarize media coverages they compile and report the results to DC as per the following schedule and format:

- Crisis – Inform DC of especially negative media reports, initially by email/phone.
In case where a coverage report is urgently required, the Contractor needs to create a summary of the coverage and report to DC Project Authority via email/phone along with a copy of the media clips;
- Weekly updates – The Contractor is required to provide DC Project Authority with weekly update reports on newly released media coverages. The report should be formatted in a spreadsheet itemizing the information in the same manner as described under “Monthly reports” below (Microsoft Excel or Access format is preferred);
- Monthly reports – Review each media coverage and create summary report by itemizing the information as follows:
 - (1) Media category;
 - (2) Name of newspaper/magazine/program/site;
 - (3) Name of publisher;
 - (4) Date;

- (5) Circulation or viewing audience;
- (6) Advertising value (in Canadian dollars);
- (7) Headline;
- (8) Length;
- (9) Photos (Y/N);
- (10) Format (color or monochrome);
- (11) Related organization/region (Canada, Alberta, Ontario);
- (12) Summary of coverage; and
- (13) Name of the reporter.

C.2.3.4 Other Considerations:

- Criteria for monitoring:
Media coverage of reports and stories related to Canadian tourism;
- In case of any special events and media activities, DC may ask the Contractor to prepare a separate clipping report for specific project(s); and
- All the spreadsheets and reporting documents must be written in English.

C.2.3.5 It is mandatory that the Contractor prepare a set of monthly reports in electronic soft copies by email to DC Japan Office.

C.2.4 Approach and Methodology

The Contractor must demonstrate their understanding of the tourism industry and international inbound travel along with the Scope of Work to be performed.

The Contractor should identify any major difficulties anticipated, including possible solutions. Innovative suggestions and originality in proposals will be considered.

The Contractor should provide DC with an overview or summary report based on the clippings captured for each month.

C.2.5 Deliverables and Schedule

The Contractor must organize summary reports monthly with original clippings/DVDs attached. The documents must be in triplicate and submitted to DC.

C.2.6 Performance Standards and Quality Measurement

In partnership with provincial partners, Travel Alberta and OTMPC, DC aims to achieve the following standards. These will be measured through Contractor performance in the delivery of services under this Contract:

- Track media coverage and measure ROI for Canada;
- Maintain positive and collaborative relationship with shareholders;
- Analyze DC and partners' PR activity for strategic planning;
- Capture negative media reports immediately to manage crises timely and properly;
- Leverage partner funding and support; and
- Increase partner satisfaction.

C.3 Translation

C.3.1 Background

DC has identified the requirement for writing and translation services on an as required basis.

C.3.2 Objective

DC intends to contract with a translation service agency to provide the translating services under the direction of DC's Japan office.

C.3.3 Scope of Work

- Translate DC promotion materials, websites, DC Japan Online Media Centre, and other documents;
- Research, write and edit DC promotion materials, website, and other documents; and
- Translate and write contents in a distinctive and consistent style for all DC Japan communications, representing DC brand voice.
- Languages to be translated including but are not limited to:
 - English to Japanese
 - French to Japanese
 - Japanese to English
 - Japanese to French

C.3.4 Deliverables and Schedule

When required by DC, the Contractor shall translate, research, write, and edit content for DC's promotional materials, websites, DC Japan Online Media Centre, and other documents as required by DC, primarily in English and Japanese, within the required timeframe and of satisfactory quality.

C.3.5 Performance Standards and Quality Measurement

The Contractor is required to ensure that all delivered products to DC are consistent and distinctive, and in line with DC Brand Guidelines in Appendix 6.

C.3.6 DC Responsibilities and Support

DC will be responsible for the following:

- To provide the content to be translated;
- To provide the background and guidance for each project/task;
- To determine the format of documents; and
- To set deadlines.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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

Please answer below questions if you are bidding on Section C.1 – Event Planning and Management:

D.1 Mandatory Criteria

D.1.1 The proponent must have a minimum of 3 years of business experience in event management services delivery.

Are you able to comply with this requirement?

Yes

No

D.1.2 The proponent must be able to attend project meetings in person with DC at its Japan office in Tokyo on a regular basis.

Are you able to comply with this requirement?

Yes

No

D.1.3 The proponent must be capable of communicating effectively in both Japanese and English.

Are you able to comply with this requirement?

Yes

No

D.1.4 The proponent must assign an account executive/manager who has a minimum of 5 years of experience in event management services.

Are you able to comply with this requirement?

Yes

No

Please answer below questions if you are bidding on Section C.2 – Media Clipping:

D.2 Mandatory Criteria

D.2.1 The proponent must have a minimum of 3 years of business experience in media clipping services.

Are you able to comply with this requirement?

Yes No

D.2.2 The proponent must be able to attend project meetings in person with DC at its Japan office in Tokyo on a regular basis.

Are you able to comply with this requirement?

Yes No

D.2.3 The proponent must be capable of communicating effectively in both Japanese and English.

Are you able to comply with this requirement?

Yes No

D.2.4 The proponent must assign an account executive/manager who has a minimum of 5 years of experience in media clipping services.

Are you able to comply with this requirement?

Yes No

Please answer below questions if you are bidding on Section C.3 – Translation:

D.3 Mandatory Criteria

D.3.1 The proponent must have a minimum of 3 years of business experience in translation services.

Are you able to comply with this requirement?

Yes No

D.3.2 The proponent must be able to attend project meetings in person with DC at its Japan office in Tokyo on a regular basis.

Are you able to comply with this requirement?

Yes No

D.3.3 The proponent must be capable of communicating effectively in both Japanese and English.

Are you able to comply with this requirement?

Yes No

D.3.4 The proponent must assign an account executive/manager who has a minimum of 5 years of experience in translation services.

Are you able to comply with this requirement?

Yes No

SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE

Proponents should respond to the questions below clearly and concisely. Please limit your response to each of the questions to no more than one page.

The maximum available marks for section E is 60, as detailed in Section B.2.

Please answer below questions if you are bidding on Section C.1 – Event Planning and Management:

E.1 Desirable Criteria

E.1.1 Please provide the following information that demonstrates your firm's ability to carry out the work (7 marks available):

A list of tourism related clients and client testimonials for events that your firm has organized within the past four (4) years that can demonstrate your ability to focus on specific themes, arrange performers, celebrities, guests, etc. in this field.

E.1.2 Please provide the following information that demonstrates your firm's ability to carry out the work (17%):

Up to two (2) successful project summaries or narrative examples that demonstrate your firm's approach to complex issues related to event planning and management and specifically describe:

- What was the event and budget?
- What creative solutions / recommendations were provided to meet the client's needs?
- What were the results / benefits to the client as a result of your creative solution / recommendations?

E.1.3 Please provide the following information that demonstrates your firm's ability to carry out the work (17 marks available):

Up to two (2) examples that can demonstrate your creativity in planning and delivering a successful event.

E.1.4 Please identify the specific account manager in your firm who would handle DC's account to perform the services and include the following information for this proposed person (7 marks available):

- A copy of the proposed person's resume, which includes relevant experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received;
- Provide two (2) examples of how this proposed person manages their team and has effectively utilized each team members' expertise to successfully carry out similar work as described in Section C – Statement of Work of this RFP, for his/her clients in the past.

E.1.5 Please review the Focus Canada Japan event description enclosed in Appendix 7 of this document before answering this question. (12 marks available)

Please assume that the 2017 Focus Canada budget for Japan is 6,500,000 Japanese Yen (this includes all costs, such as your firm's event planning and management fee, all third party cost, and all applicable taxes), please provide the following: (Please note that the purpose of this exercise is to see how effective your firm is at getting the most use of an event budget.)

- Propose a decoration plan for the following three events at Hilton Tokyo;
 - 1) Marketplace at Kiku Room;
 - 2) Cocktail reception at Yamato Room; and
 - 3) Lunch reception at Yamato Room.

Note that decoration plans must follow DC Brand Guidelines enclosed in Appendix 6. For venue information about Hilton Tokyo, please visit <http://www.hiltontokyo.jp/mice/>.

- Outline and describe in details all key activities, tasks, and timeline for development and delivery of this event;
- Propose a staffing plan for delivering the services;
- Describe some typical challenges and critical success factors and crisis management; and
- Provide all other suggestions your firm thinks would enhance the experience of this event.

Please answer below questions if you are bidding on Section C.2 – Media Clipping:

E.2 Desirable Criteria

E.2.1 Please provide the following information that demonstrates your firm's ability to carry out the work (15 marks available):

A list of tourism related clients and client testimonials for media clipping services that your firm organized within the past four (4) years that can demonstrate your ability to provide the services set out in Section C – Statement of Work of this RFP.

E.2.2 Please identify the specific account manager in your firm who will handle DC's account to perform the services and include the following information for this proposed person (5 marks available):

- A copy of the proposed person's resume, which includes relevant experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received; and
- Provide two (2) examples of how this proposed person manages its team and has effectively utilized each team members' expertise to successfully carry out similar work for his/her clients in the past.

E.2.3 Please provide the documents or information that demonstrates your firm's knowledge about Canada. (20 marks available)

E.2.4 Please provide the documents or information that demonstrates your firm's knowledge about the tourism industry. (20 marks available)

Please answer below questions if you are bidding on Section C.3 – Translation:

E.3 Desirable Criteria

E.3.1 Please provide the following information that demonstrates your firm's ability to carry out the work. (15 marks available)

Please provide a summary, no greater than one (1) page in length, a description of relevant qualifications, experience, and expertise that demonstrate your ability to carry out the Scope of Work specified in Section C.3.

E.3.2 Please provide name and contact information of company representative capable of addressing enquiries regarding the proposal, including complete contact information: (5 marks available)

- Full Name:
- Phone #:
- Email Address:

E.3.3 Please provide a summary that demonstrates your firm's knowledge about Canada and the tourism industry. (20%)

E.3.4 Please translate the following English Tour Itinerary and Promotional Narrative to Japanese. (20 marks available)

E.3.4.1 Test No. 1 - English Tour Itinerary

Rocky Mountain Discovery

6 days / 5 nights

Head to a place where the view each morning leaves you breathless. Step out onto ice-age glaciers. Look deep into the heart of a canyon. Hear your voice echo off a limestone-walled gorge. 1 Wake up in the comfort of your hotel, and then find yourself in the middle of nature within minutes. Discover a unique piece of jewelry in the shop of a local artisan. Feel the rush of the wind on the edge of a peak. Take a vacation you'll talk about for years to come.

Day 1: Calgary to Lake Louise

Sit back and relax on the ride from Calgary into Banff National Park. Look out over turquoise waters, majestic mountains and green woods from the comfort of your chauffeured motor coach as you approach the spectacular alpine setting of Lake Louise.

Day 2: Lake Louise to Jasper

Spend a day enveloped by nature's beauty. Bask in the serenity of the reflecting water at Bow Lake. Look up at centuries-old trees at Crowfoot Glacier. Feel the rush of adrenaline and hear the crackling of glaciers as you step out onto the ice at the Columbia Icefields. Wonder how a sky can be so blue and how your camera can do it justice.

Day 3: Jasper

Today is all about indulgence. Your coach delivers you for a walk alongside the rugged peaks and canyons of Jasper—a UNESCO World Heritage Site. Take the afternoon to curl up with a book on the shores of a mountain lake, or take a guided horseback ride through the mountains. In the evening comfort of your hotel, share your experiences with new friends over the sizzle of sumptuous Alberta beef.

Day 4: Jasper to Banff

Another day, another UNESCO World Heritage Site. Set off to find something truly unique in world-famous Banff. Stop in at the high-end boutiques of the Banff Springs Hotel. Spot a celebrity. Have what they're having. Stroll Banff Avenue. Grab a bag at Louis Vuitton, find a bit of Paris in the Jacqueline Mari boutique, and marvel at the clarity of Polar Ice diamonds. Refuel with fresh cheese and warm drinks at the Bison Deli, and then resume your search for the perfect souvenir. Pop into an art gallery. Take a piece of the mountain home with you.

Day 5: Banff

See the town from every angle: start on land with a guided tour, where you can pose like Marilyn Munroe did when she was here filming *The River of No Return*. Then take to the skies in the Banff Gondola. Soar over the crisp white of snow-capped mountains. Find peace of mind over an alpine meadow. Cruise Lake Minnewanka. Spot a moose in the distance. Wonder where you left the stress behind.

Day 6: Return to Calgary

Board your motor coach refreshed and invigorated. Lean back into the comfort of your seat and relax as you make your way back to Calgary.

E.3.4.2 Test No. 2 - Promotional Narrative

Wake up in one of only a dozen rustic log cabins to the sound of the wind in the leaves. Watch the Earth light up under a morning sunrise. Sip fresh coffee on your porch. Teach your kids what it really means to go outside and play. Feel the coolness of a lake swim as your body hits the water. Be dwarfed by the trees in the middle of a nature preserve. Hike trails used by Aboriginals for centuries. Sail with the wind at your back. Watch the paddle of your canoe create rings in the water. Eat fresh, gourmet meals made from organic, local ingredients in a room made from hand-hewn logs. Savour every morsel. Relax in four-star comfort. Find easy conversation in a shared lounge, undisturbed by TVs or telephones. Share your adventures in comfortable chairs around your wood-burning fireplace. Laugh with new friends deep into the night. Forget to check your Blackberry. Find a home away from home in a family-run resort. Make memories that will last a lifetime.

SECTION F – PRICING

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

DC is constrained by a limited budget; therefore proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this NRFP and as demonstrated through their response.

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

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

F.1 Proposed Pricing Detail

F.1.1 Pricing for Statement of Work C.1 – Event Planning and Management:

- Management fee: ___% charged against the total event costs which include but not limited to production / equipment rental costs and on-site operation fee, etc.

F.1.2 Pricing for Statement of Work C.2 - Media clipping:

- Fixed monthly fee: ¥ _____

Blended hourly rate for opportunistic work outside of the scope defined in section C.2: ¥ _____

Please provide an explanation of what is included and excluded from the fixed monthly fee.

F.1.3 Pricing for Statement of Work C.3 – Translation:

- Translation cost per word and per hour:

Language and direction	Cost per word	Cost per hour
English to Japanese		
French to Japanese		
Japanese to English		
Japanese to French		

All prices should be quoted in **Japanese Yen**, excluding taxes.

F.2 Payment Discounts

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

F.2.1 Indicate your payment terms, and explain any early payment discounts available to DC.

F.3 Pricing Strategies

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

F.3.1 Please indicate any other pricing strategies that your company may be willing to discuss with DC.

SECTION G – NRFP PROCESS AND TERMS

G.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit (*)	Monday February 20, 2017, 14:00 hours PT
Deadline for Questions	Monday February 20, 2017, 14:00 hours PT
Closing Date and Time	Monday March 6, 2017, 14:00 hours PT
Notification: DC will endeavour to notify all successful and unsuccessful proponents of its selection by approximately:	Week of April 10, 2017
Timeframe for Negotiations	5 days following notification by DC

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

(*) Please note the intent to submit is not a disqualifying criterion. If you miss the above date, you can still submit your proposal within the closing date.

G.2 Interpretation of the NRFP

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

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

G.3 Inquiries and Communication

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

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

G.4 Accuracy of Information

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

G.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by DC in an amendment to the NRFP. If this NRFP was posted on the Government of Canada BuyandSell.gc.ca website ("BuyandSell"), DC may post amendments to BuyandSell, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

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

G.6 Modification and Withdrawal

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

G.7 Period of Validity

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

G.8 Proposal Expenses

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

G.9 Language

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

G.10 Negotiations

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

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

Concurrent Negotiations: The Preferred Proponent(s), as established under the evaluation, will be invited to enter into contract negotiations with DC. DC intends to conduct negotiations within the Timeframe for Concurrent Negotiations.

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

G.11 Contract Award

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

- i. should be negotiated within the Timeframe for Contract Negotiations;
- ii. may include, but not be limited to, the general contract terms contained in Appendix 5; and

- iii. will commence upon signature by the duly authorized representatives of DC and the successful proponent.

G.12 Debriefing

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

G.13 Material Circumstances

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

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

G.14 Proponents Not to Promote Their Interest

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

G.15 Confidentiality

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

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

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

G.16 Publicity

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

G.17 No Collusion

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

G.18 Law

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

G.19 Indemnities

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

G.20 Rights of Destination Canada

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

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

SECTION H: LIST OF APPENDICES

APPENDIX	FILE NAME
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1	Proponent Information and Acknowledgement Form
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2	Material Circumstances Disclosure Form
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3	Amendments
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4	Declaration of Sub-Contractors
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5	General Contract Terms
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6	Destination Canada Brand Guidelines
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7	Focus Canada Japan 2017 Event Description
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APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGMENT FORM

1) PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

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

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

Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #2:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #3:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

2) PROPONENT ACKNOWLEDGEMENT

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

Executed this _____ day of _____, 2017

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

Fax Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

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

Check ONE:

No, there are no Material Circumstances to disclose; OR

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

APPENDIX 3: AMENDMENTS

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

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

APPENDIX 4: DECLARATION OF SUB-CONTRACTORS

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

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

Indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

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

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

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

Name:

Contact Person:

Title:

Phone Number:

Fax Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

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

APPENDIX 5: GENERAL CONTRACT TERMS

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

1. Non-exclusive contract;
2. Contract term as provided in the NRFP;
3. The Contractor will designate key personnel assigned to DC file who cannot be changed without the approval of DC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to DC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of DC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of DC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies DC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to DC without markup, including media placements;
12. Confidentiality clauses to be included;
13. DC shall be entitled to terminate for convenience upon 30 days written notice and upon payment for any work completed or committed to the date of termination. If DC terminates the contract or a particular work order for breach, then DC is not required to pay for the work;
14. DC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.

APPENDIX 6: Destination Canada Brand Guidelines

<https://www.destinationcanada.com/en/tools#resources>

APPENDIX 7: Focus Canada Japan 2017 Event Description

DC is organizing an event called “Focus Canada Japan” (the “Event”) that will be taking place in the year 2017 in Tokyo, Japan.

The purposes of this Event are:

- a) To create a channel for Canadian firms (the “Sellers”) to meet with travel industries professionals (the “Buyers”) from Japan, Korea, India and China to promote their products, exchange information and conclude agreements; and
- b) To provide both the Sellers and the Buyers with a variety of opportunities to network with other organizations and enhance businesses.

The Event will take place at one of the hotels (the “Hotel”) located in Tokyo, Japan from October 23, 2017 to October 24, 2017. DC is anticipating approximately 160 people attending the Event.

The Event consists of the following main activities:

Market Place

Activities	Date of Activities
Market updates for Canadian participants	Oct 23
Japan Marketplace	Oct 23-24

Approximately 90 Canadian Sellers and 70 Japanese Buyers will attend this Event.

Cocktail Reception

There will be one (1) cocktail reception in total, taking place at the Hotel:

- one (1) on Oct 23

Lunch reception

There will be two (2) lunch receptions in total, taking place at the Hotel:

- one (1) on Oct 23
- one (1) on Oct 24