



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 Communication Marketing Management		
Solicitation No. - N° de l'invitation HT399-172780/A		Amendment No. - N° modif. 004
Client Reference No. - N° de référence du client HT399-17-2780		Date 2017-10-11
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-026-73451		
File No. - N° de dossier cx026.HT399-172780	CCC No./N° CCC - FMS No./N° VME	
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2017-10-20		Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
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: Deen(CX Div.), Raihanna		Buyer Id - Id de l'acheteur cx026
Telephone No. - N° de téléphone (613) 990-4033 ()		FAX No. - N° de FAX (613) 949-1281
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 004

The purpose of this amendment is to respond to bidders questions.

Question 37: On Section 4.2 Basis of Selection (page 16 of 44), the table in this section specifies there is an overall technical score of 135. As well, in the paragraph preceding the table, it specifies "the total available points equals 135". According to 4.1.1.2 Point Rated Technical Criteria, this section only covers 25 points. Does that mean the remaining 110 points are used to grade the quality of the Mandatory Technical Criteria? If not, where does the remaining 110 points come from?

Response 37: The table found on page 16 illustrates an example only. A scenario is provided for this table to illustrate how a 60/40 basis of selection would be calculated.

Question 38: Is the bidder required to be a Canadian Citizen or Permanent Resident?

Response 38: There is no requirement for a bidder to be a Canadian Citizen or Permanent Resident. If a company meets the required certifications of the solicitation (for example Canadian Content, Integrity Provisions, Federal Contractors Program for Employment Equity) they may submit a bid.

Question 39: If the bidder is an individual representing a team, does this team have to be incorporated or in a legal partnership when submitting this bid?

Response 39: There is no requirement for a bidder to be incorporated or in a legal partnership to submit a bid. As per the 2003 Standard Instructions - Goods or Services - Competitive Requirements, section 04 (2007-11-30) Definition of Bidder, "Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid to perform a contract for goods, services or both. It does not include the parent, subsidiaries or other affiliates of the Bidder, or its subcontractors.

Question 40: The Federal Contractors Program website indicates a \$1 million contract exemption, but this exemption does not appear in the document. If our bid is below \$1 million, would we be exempt from this certification requirement?

Response 40: Regardless of the price submitted, Bidders must complete the Federal Contractors Program certification as it is part of the RFP.

Question 41: Would it be acceptable to only begin the Federal Contractors Program certification process if we are the selected bidder?

Response 41: As per Part 5, section 5.2 Certifications Precedent to Contract Award and Additional Information, the Federal Contractors Program for Employment Equity - Bid Certification 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.

Question 42: On page 8, Section I: Technical Bid: Are we able to provide multiple technical options for each event, each priced individually? Or are we required to only submit technical option per event type 1 and 2?

Response 42: Bidders are permitted to submit multiple technical and/or financial bids.

Question 43: On page 8, Section II: Financial Bid: Is a sponsorship purchasing plan (i.e. Activation fees, costs to be at specific locations/venues) a requirement for the Financial Bid?

Response 43: Yes, these costs should be included in the direct and subcontracted limitations of expenditures as indicated in ATTACHMENT 1 TO PART 3 - PRICING SCHEDULE (Page 10).

Question 44: Are there any other Government campaigns or messaging around cannabis or related topics currently planned? Or any specifically directed to youth and young adults (with unrelated topics)?

Response 44: A comprehensive Government of Canada, evidence-based public education strategy is being developed to ensure that an integrated approach is used to effectively reach the target audience(s) and encourage positive uptake. The experiential events will be one tactic among others in this strategy to reach youth.

Question 45: When is a decision expected to be communicated to all bidders?

Response 45: All Bidders will be informed of the results of the solicitation following the completion of the evaluation of the bids.

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL REMAIN
UNCHANGED.**