



## 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

<b>Title - Sujet</b> Communication Marketing Management	
<b>Solicitation No. - N° de l'invitation</b> HT399-172780/A	<b>Amendment No. - N° modif.</b> 005
<b>Client Reference No. - N° de référence du client</b> HT399-17-2780	<b>Date</b> 2017-10-12
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-026-73451	
<b>File No. - N° de dossier</b> cx026.HT399-172780	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2017-10-20</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Deen(CX Div.), Raihanna	<b>Buyer Id - Id de l'acheteur</b> cx026
<b>Telephone No. - N° de téléphone</b> (613) 990-4033 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

Instructions: See Herein

Instructions: Voir aux présentes

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

## AMENDMENT 005

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

**Question 46:** In section 4.1.1.1 Mandatory Technical Criteria you ask for two experiential campaigns (but do not reference the "social topic/issue") as mandatories. Then in 4.1.1.2 you ask for 3 campaigns that refer to "social topics/issues". Are you looking for:

a) 5 campaign case studies - 2 that showcase experiential marketing event programs and 3 additional case studies that could be any marketing or advertising campaigns that must include "social topics/issues"

OR

b) are you looking for 3 campaign case studies in total for the RFP with each being both experiential in nature AND relating to "social/topics/issues"?

**Response 46:** The RFP does not require Bidders to provide the same examples in response to M1 and R2. Either the scenario in (a) or (b) referenced in the above question could be equally accepted.

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