



Canadian Tourism
Commission

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Negotiated Request for Proposal

Name of Competition:	Event Registration Services
Competition Number:	DC-2017-TL-04
Closing Date and Time:	February 27, 2018 14:00 Pacific Time (PT)
Contracting Authority:	Tyler Liu Procurement Advisor 604-638-8372 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 travellers 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 11 key geographic markets: Australia, China, Germany, France, India, Japan, Mexico, South Korea, 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 event registration services including event registration, appointment matching, website development and scheduling support. See Statement of Work (Section C) for detailed requirements.

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 will 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 Executive.

All decisions on the degree to which proposals and/or presentations/demonstrations (if applicable) meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

B.2.1 Desirable Criteria Questionnaire (Section E) 40%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% of 50% or higher (the “Threshold”) will be evaluated further based upon, but not limited to Proposed Pricing, Presentations/Demonstrations.

B.2.2 Proposed Pricing (Section F) 40%

Following evaluation of Proposed Pricing, DC may limit further evaluation to a limited number of the top ranked proposals up to a maximum of the three (3) top ranked proposals (the “Shortlist”). Only those proposals on the Shortlist will be further evaluated based upon Presentations/Demonstrations.

B.2.3 Presentations/Demonstrations (Section G) 20%

TOTAL 100%

B.2.4 Negotiations

DC intends to conduct concurrent negotiations, as defined in Section H.10 Negotiations, with a limited number of the top ranked proponent(s) up to a maximum of the three (3) highest scored proposal(s).

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, February 27, 2018**.

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, February 9, 2018**. 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, February 16, 2018**.

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-TL-04 Event Registration Services - 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

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 (if applicable)
- Section D – Mandatory Criteria Questionnaire (if applicable)
- 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.

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 and any presentations or demonstrations (if applicable) 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 Overview

Destination Canada (“DC”) hosts several events locally and worldwide on an annual basis. These events are both DC produced and branded platforms that help Canadian destination marketers and tourism businesses promote, market, and sell Canada to domestic and international partners, media, and tourism organizations. These events allow stakeholders to network, build business relationships, and meet one-on-one for future partnership opportunities and negotiations.

DC sometimes uses event management contractors to oversee these events. DC requires a Contractor to provide appointment matching, event registration, and web support services for these global industry events throughout the year.

C.2 Stakeholders

For each of these events, various parties attend in the following capacity:

Sellers/Partners: Individuals or organizations marketing Canadian experiences. These stakeholders are appointment-taking individuals/groups within these events. Includes companies from Canada (tourism organizations, small businesses, etc.).

Buyers: Travel agencies, tourist organizations, and the media wishing to purchase or promote Canadian experiences to their clients within their respective countries. These stakeholders are appointment-taking individuals/groups within these events. Includes companies from China, Japan, Korea, Mexico, Brazil, India, USA, and Canada.

Media: This includes broadcasters, publishers, those who work for them, and those who freelance within the industry, such as bloggers and influencers. These stakeholders can be either appointment-taking or non-appointment taking individuals/groups within these events.

Destination Marketing Organizations (“DMOs”): Tourism boards or organizations related to a specific region (e.g. Thompson-Okanagan Region), city (e.g. City of Richmond, City of Toronto), or municipality (e.g. Municipality of Wood Buffalo, Municipality of Bifrost-Riverton) that encourages travel to area and economic growth. These stakeholders can be either appointment-taking or non-appointment taking individuals/groups within these events.

Provincial Marketing Organizations (“PMOs”): Tourism organizations that represent the interests of a province. PMOs are responsible for deploying a combination of media relations, travel trade, consumer-direct and co-operative marketing worldwide to drive demand, increase provincial tourism revenues and encourage the geographic and seasonal distribution of visitors to and within the stated province. All activities are integrated and strategically targeted to increase demand for said province as a preferred travel destination. These stakeholders can be either appointment-taking or non-appointment taking individuals/groups within these events.

Canadian Tourism Commission (“CTC”): Operating as Destination Canada (“DC”), it is Canada’s national tourism marketing organization. A federal Crown Corporation of the Government of Canada responsible for marketing Canada internationally as a premier, four-season tourism destination. These stakeholders can be either appointment-taking or non-appointment taking individuals/groups within these events.

C.3 Events

Each event is highly valued by Sellers/Partners because it increases their reach into key national and international markets. It allows for more effective marketing and provides Sellers/Partners the chance to inspire Buyers and media advocates to influence national and international travelers to visit Canada. This, in-turn, grows tourism export revenue for Canada while using a channel that generates formidable returns for a relatively low investment. Each event pairs Sellers/Partners with Buyers in a one-on-one setting to allow them a chance to interact directly with each other.

Each event takes place at different locations and different times throughout the year, based on DC's event schedule and current contractual agreements with its current vendors. A list of upcoming events during the timeframe of this contract (2018-2023) is as follows:

Event Name	Location	Potential Dates	# of Sellers/Partners	# of Buyers	Length of Event	Participating Attendees From
Showcase Asia	China	Annual event: October 2019 October 2020 October 2021 October 2022 October 2023	300	200	5 days	Mainland China, Taiwan, and Hong Kong
Focus Canada Mexico	Mexico City, Mexico	To be held every other year: March/April, 2020, 2022	50	50	2 days	Mexico
Go Media Mexico	Mexico City, Mexico	To be held every other year: March/April 2020 and 2022	25	25	1 day	Mexico
Focus Canada Korea	South Korea	To be held every other year: October 2018, 2020, 2022	50	50	2 days	South Korea
Focus Canada Japan ¹	Japan	To be held every other year: Fall 2019, 2021, 2023	60	60	2 days	Japan
Focus Canada India	India	Every 2-3 years: 2020, 2022	30	30	4 days	India
Corroboree	Australia	Every 2 years; Jan 2020 Jan 2022	50	50	4 days	Australia

¹ <https://www.focus-canada.jp/>

Note: The number of events and event schedule are subject to change at DC's sole discretion. The number of Sellers/Partners and the number of Buyers for each event is estimate only; they are subject to change at DC's sole discretion.

Focus Canada Korea will be the first event where services will be rendered and will be used as a pilot event to gather learnings and for process improvement.

C.4 Scope of Work

The Contractor should be able to work with DC and the event management companies to provide the following:

- General Project Needs
- Website & Development
- Integrated Registration Solution
- Appointment Matching Solution
- Email Communication, Marketing Collateral and Assets
- Support Services

C.4.1 General Project Needs

At a minimum, the Contractor must be able to meet these general requirements:

C.4.1.1 Localization & Timeline

- a. Website, registration and appointment matching systems and support services must be operable in locales mentioned in C.3 Events.
- b. The ability to serve and travel to/from the following locales mentioned in Section C.3 Events.
- c. Language requirements of websites in the region's preferred language. Please see Appendix 6 for specific language preferences per country.
- d. The ability to deliver website development, registration and appointment system set up, and begin event set-up and execution for Fall 2018 events.

C.4.2 Website & Development

Each proposed event stated in C.3 Events requires its own website. The Contractor should be able to design, develop and maintain each website with an emphasis on the user's experience. At a minimum, the Contractor should be able to provide the following requirements:

C.4.2.1 Websites & Subsites

- a. Each market has its own list of Buyers, Sellers/Partners, media participants, appointment-taking, and non-appointment-taking stakeholders. The website requires a common homepage with access to a logged in area that addresses each audience's needs and languages as stated above.
- b. An administrative area on the website is required for DC users.
- c. Upload all content and custom programming information to event websites across all public websites in all languages.

C.4.2.2 Website Content & Design

- a. Ability to create custom forms for a variety of information collection on the website. See Appendix 8 for a list of forms.

- b. Develop all web pages for event-specific information. See Appendix 6 for a list of content and pages.
- c. Ensure website follows DC's brand guidelines.²
- d. The ability to flag or track any changes or updates to company profiles posted by delegates from the previous year during the registration process to identify any additional translation needs.
- e. Integrate DC social media links and feeds into the appropriate pages. See Appendix 6 for specifics.
- f. Translate all Buyer profiles in non-English languages into English, and all profiles of Canadian Sellers/Partners into market-preferred language.
- g. The ability to create online post-event surveys and provide tabulated survey results to DC Project Authority. Note: DC will supply survey questions to the Contractor.
- h. Clearly define which sections of the website will be managed by the Contractor and what the DC is required to update.

C.4.2.3 Award System

- a. Custom programming of an online nomination/submission system.

C.4.2.4 Reporting

- a. Extensive reporting functionality to meet DC's needs. See Appendix 7 for list of reports.

C.4.3 Integrated Registration Solution

The website should include a full service, integrated registration solution that is easy to use for all users. At a minimum, the Contractor's solution contains:

C.4.3.1 Import of Historical Content & Data

- a. The ability to import prior event data into the registration system as required, including event information, registration types, partner and media categories, hotels, accommodation status dates, pre-approval types, key dates, schedule of events, web content pages, and sponsorship opportunities.

C.4.3.2 Users & Permissions

General

- a. Invitation-only event registration software solution that includes web-based registration and match-making functionality.
- b. The ability to pre-load a list of invitees by name, email, and company, and send email invitations out to defined list.
- c. The ability for invitees to complete an online survey to aid in appointment matching system and results.
- d. The ability for DC administrators to assign/invite contacts in database to other DC-sponsored events.

User Groups

- e. The ability to divide participants into three primary groups and their sub-groups. See Appendix 6 for a list of users and categories.

User Permissions

² https://www.destinationcanada.com/sites/default/files/2017-5/Tools_Resources_BrandGuidelines_Jan2017_EN.pdf

- f. Provide usernames and passwords for Buyers, Sellers/Partners, media participants, other appointment-taking participants, and non-appointment-taking participants. See Appendix 6 for a list of users and permissions.

C.4.3.3 Attendee Status & Scheduling

- a. Track the status of attendee's registration (registered, not-registered, cancelled).
- b. The online scheduling tool should update and list all new registrations and cancellations as they are received.

C.4.3.4 Registration Forms

- a. Registration form fields are used as appointment matching criteria and filters within the appointment matching technology system.
- b. Program all online registration forms and ensure they are event ready. See Appendix 6 for list of forms, and Appendix 8 for sample form content.
- c. Registration forms include user error-checking functionality.
- d. Users can save incomplete forms.

C.4.3.5 Payment Processing

- a. Invoice attendees for applicable fees, accept payments and track payments from all required attendees and sponsors. The Contractor will return all monies collected from the event to the DC, after deducting any merchant transaction fees.

C.4.3.6 Technical Integrations

- a. Integration of the event registration management services software with a mobile platform.

C.4.4 Appointment Matching Solution

Registrants can be either appointment or non-appointment taking delegates. Appointment-taking delegates have access to the appointment scheduling system. The solution must contain these requirements:

C.4.4.1 Online Directory

- a. An online directory that contains filterable categories defined by the registration form fields/questions (See Section: C.4.3.4 Registration Forms).
- b. An online directory that is easily searchable and filterable by category/region/demographic/product and service to all event participants.

C.4.4.2 Appointment Ranking, Scheduling & Waitlists

- a. The ability for participants to view other attendees and rank their top appointments (ideally their top 50 appointments). The number of appointment requests allowed will be specific to each event and to each registration type.
- b. Facilitate and support appointment scheduling between attendees through an automated appointment algorithm and defined business rules.
- c. Functionality for Sellers/Partners and Buyers to limit specific groups from selecting them for match-making.
- d. Enable supplementary waitlist scheduling to attendees once the preliminary appointment schedules have been posted online, allowing empty appointment slots to be filled with eligible candidates.
- e. Allow participants the ability to block timeslots within their own schedules.

- f. Generate email notifications to attendees as new requests are submitted. Enable delegates to approve or decline waitlist scheduling through the email notification.
- g. Tracking of all appointment requests and email correspondence, and assist attendees in completing requests.
- h. Generate preliminary personalized, online schedules for all delegates, accessible via their online accounts.

C.4.4.3 Appointment Notifications & Reporting

- a. Post appointment schedules on event website.
- b. Provide reporting on perfect matches (where Buyers, Sellers/Partners, and media have both requested appointments with each other).
- c. Provide onsite appointment scheduling services along with real-time email notification to participants of all scheduling additions, cancellations, modifications.
- d. Provide timely printed notification of any appointment changes that take place onsite for those without access to real-time email notification.
- e. Provide reprinting of schedules onsite on demand.

C.4.5 Email Communication, Marketing Collateral & Assets

The following requirements must be met either pre-event, onsite, or post-event:

C.4.5.1 Email Types & Languages

- a. The ability to build custom email lists.
- b. Send emails and respond to all email correspondence. See Appendix 6 for types of email correspondence.
- c. All communications must be sent to participants in country's preferred language as defined in Section C.4.1.1 Localization & Timeline.
- d. Follow up on email reminders by phone with non-responsive Buyers and Sellers/Partners to ensure participants complete online registration prior to deadline. In some cases, this may also require submitting online requests on behalf of Buyers and Sellers/Partners who are technically challenged.

C.4.5.2 Event Assets

- a. Design the profile cover book for Buyers and Sellers/Partners.
- b. Print personalized appointment schedules for all delegates.
- c. Design and produce all event attendee name badges, including the printing, production, and providing appropriately sized nametag holders.
- d. Provide event packages for each event participant, and organize by country, Seller and Buyer groupings by last name, and cross referenced by company name. See Appendix 6 for event package contents.
- e. Create an event floor plan, with respect to the table management of the event. See Appendix 6 for event floor plan requirements.

C.4.6 Support Services

At a minimum, the Contractor must be able to meet these general requirements:

C.4.6.1 Pre-Event & Onsite Services

The Contractor may be required to be onsite during specific events to provide onsite support, especially for last minute cancellation or unexpected changes from Buyers and Sellers/Partners. If so, the Contractor must:

- a. Provide adequate staff that can speak the local language, and participate in the pre-planning.
- b. Provide adequate staff to be onsite for the duration of the event for scheduling services, setup/supervision. Staff must be present for a mutually agreed upon number of days prior to event as required to complete setup.
- c. Provide ongoing onsite support before and during the event. See Appendix 6 for onsite support details.
- d. Provide all hardware, software, and technical specifications for onsite Internet access and configuration of computer equipment at the event. See Appendix 6 for onsite support details.
- e. Provide DC with specifications for onsite Internet requirements.
- f. Provide ad-hoc onsite technical support assistance to participants regarding wireless configuration of their laptops.
- g. Ongoing support and management of registration system and event schedules – the Contractor is responsible for accurate delivery, maintenance and editing of appointment schedules, 24/7.

C.4.6.2 Technical Support & Requirements

Support Services

- a. Provide technical support services and host conference calls for DC staff.
- b. Train and support DC and event management company as required.
- c. Provide technical support services for all event participants leading up to event by email and respond to all inquiries within 24 hours by either phone or email.
- d. The Contractor must be available for support emails/calls during business hours Monday through Friday, with the exclusion of Canadian statutory holidays. Additional support should be provided in the weeks prior to the event and during the event, and may include work in the evenings/weekends to ensure successful delivery.

Event Website

- e. Update and maintain event websites through the duration of the contract. See Appendix 6 for specifics.
- f. Complete ad-hoc updates to the site as requested by the DC or the event management company.
- g. Provide all related IT hardware, software, and services to host the websites.
- h. Provide mobile-friendly and/or mobile optimized versions of all event websites.

Remote Access

- i. Provide remote access to required files to the Project Authority for the operation of international events.

Project Technical Requirements

- j. The selected Contractor is required to work with DC to undertake Privacy Impact Assessment during contract award.
- k. Hosting location: A data centre located in Canada is highly desirable.
- l. A cloud-based software-as-a-service (SaaS) solution is preferred.
- m. A SOC1 and SOC2 Audit Report, or other equivalent data security management certification must be provided to the DC annually at no charge.
- n. Must be PCI Compliant Level 4 Merchant or better.
- o. Redundancy for power to the hosting infrastructure.
- p. Redundancy for data access to the hosting infrastructure.
- q. Minimum bandwidth of 3mbps with burstable service for additional bandwidth.
- r. A minimum of 99.5% uptime.
- s. Windows-friendly format that does not require the installation of additional software to access data.

C.4.6.3 Project Authority Relationships

The Contractor must work with the Project Authority to ensure successful delivery and execution of event. The following roles have been defined (See Appendix 6 for expected responsibilities).

- a. Account Manager
- b. Event Manager

C.5 DC Responsibilities and Support

DC will assign a key person(s) to handle all main contact with the Contractor for DC. This person(s) will also provide annual Contractor performance reviews to ensure that the Contractor is supplying the expected quality of deliverables outlined in the Contract.

C.6 Personnel Replacement

The Contractor will designate key personnel assigned to the execution of DC's contract. Any change to key personnel requires at least 2 weeks' notice to DC's key person(s).

If personnel replacement is required, the Contractor is responsible for providing, in a timely manner, a replacement with equivalent or greater experience.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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

D.1 Mandatory Criteria

D.1.1 There is a requirement to provide registration website development, event registration and appointment-matching solutions. Are you able to comply with this requirement?

Yes

No

D1.2 There is a requirement to provide event on-site scheduling support for Showcase Asia in China. Are you able to comply with this requirement?

Yes

No

D1.3 There is a requirement for the Contractor to package and return all event registration data to DC at the end of the Contract term. Are you able to comply with this requirement?

Yes

No

SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE (Marks Available: 100 Marks)

Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

Please note that once the competitive NRFP evaluation is completed, the selected Contractor is required to work with Destination Canada on Privacy Impact Assessment during contract award.

Please limit the length of your proposal response to no more than one (1) page per question at 12pt font.

E.1 Contractor Background and Experience (Marks Available: 15)

E.1.1 Provide an executive summary of your company including résumés for your proposed Account Manager, Event Manager, and any other representatives or contractors that would be working on the DC's account. Include your firm's reputation, core competencies and recognized expertise relating to this project. **Marks available: 10**

E.1.2 Please provide three (3) examples of work your company has undertaken in the past five (5) years similar in size and scope to the events listed in this NRFP. **Marks available: 5**

E.2 Technical Solution (Marks Available: 45)

E.2.1 Describe your proposed event registration website, integrated registration solution, appointment matching solution, marketing and communication capabilities, and how it would meet our event needs. Ensure you describe how your solution will meet the requirements detailed in Section C.4 Scope of Work.

DC is expecting to see accurate, detailed screenshots of the solution/platform within the response. Note screenshots do not count toward proposal length limit.

Marks available: 45

Event registration website and development: 10 Marks

Integrated Registration Solution: 15 Marks

Appointment Matching Solution: 15 Marks

Marketing and Communication: 5 Marks

E.3 Service (Marks Available: 30)

E.3.1 Describe how DC's account will be managed and how will you maintain a consistent service level through the term of this contract taking into consideration competing projects. **Marks available: 15**

E.3.2 DC requires quality service and reasonable response time from its suppliers. Please describe in detail your firm's plan to manage your resources and the assigned projects to provide quality service and reasonable response times should there be a requirement for your firm to manage multiple trade show events during the same time period. Please ensure you describe your resource management plan and project management methodology for both the on-site work and off-site work. **Marks available: 15**

E.4 IT Infrastructure and Data (Marks Available: 10)

E.4.1 Please describe the IT infrastructure the Proponent will use to host CTC's content. Include information on the:

- Data centre location. Note: a data centre located in Canada is highly desirable
- Proposed security strategy to minimize security risk
- Bandwidth strategy to ensure a smooth flow of website traffic
- Redundancy strategy to ensure that all data will be backed up and restored if and when necessary, and ensures if one of many data centres fails, visitors to the website will still be able to access the site.

Marks available: 5

E.4.2 When the contract expires at the end of the contract term, describe how you will package and return all data to DC. Please include format and timeline. **Marks available: 5**

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

Please provide your fee to provide the website development, integrated registration solution, appointment matching and ongoing support and maintenance for each event in the tables below.

Table F.1 – Event Fees

	Initial Term				Extension Options	
	2018	2019	2020	2021	2022	2023
Showcase Asia	NA	\$	\$	\$	\$	\$
Focus Canada Mexico	NA	NA	\$	NA	\$	NA
Go Media Mexico	NA	NA	\$	NA	\$	NA
Focus Canada Korea	\$	NA	\$	NA	\$	NA
Focus Canada Japan	NA	\$	NA	\$	NA	\$
Focus Canada India	NA	NA	\$	NA	\$	NA
Corroboree	NA	NA	\$	NA	\$	NA
Total Fees						
TOTAL COST (Initial Term + Extension Options)						

Table F.2 – Additional Fees

Please provide your fees for travelling to and from event, event onsite support, and list any other additional fees in the table below. Use “Comment” column to clarify if needed. Indicate if travel cost providing on-site management and support is included in the event fees.

Description	Rate	Comment
Travel Day Rate (to and from event)	\$	
Event Onsite Support Rate	\$	
Any other additional Fees	\$	

All prices should be quoted in **Canadian** dollars, excluding taxes.

Pricing evaluation will be based on the total cost for all events over the initial plus extension option years.

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 – PRESENTATION / DEMONSTRATION REQUIREMENTS

G.1 Presentations / Demonstrations Requirements

DC will require proponents, who have made the Shortlist, to give a presentation/demonstration of their capabilities in providing event registration services.

Details of the requirement will be provided to the Shortlist proponents prior to the presentations/demonstrations

Presentations/demonstration will take place, either in person, at

Destination Canada
Suite 800, 1045 Howe Street
Vancouver, BC, V6Z 2A9

Or

Via videoconference.

All costs associated with the presentation/demonstration will be the responsibility of the proponent.

SECTION H – NRFP PROCESS AND TERMS

H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit (*)	February 16, 2018 14:00 hours PT
Deadline for Questions	February 9, 2018 14:00 hours PT
Closing Date and Time	February 27, 2018 14:00 hours PT
Presentations of Shortlisted proponents (if required)	Week of March 19, 2018
Notification: DC will endeavour to notify all successful and unsuccessful proponents of its selection by approximately:	May 9, 2018
Timeframe for Negotiations	10 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 criteria. If you miss the above date, you can still submit your proposal within the closing date.

H.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.

H.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.

H.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.

H.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).

H.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.

H.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.

H.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.

H.9 Language

Proposals may be submitted in either French or English. The working language for the NRFP process will be the preferred language of the proponent.

H.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.

H.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.

H.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.

H.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.

H.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.

H.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.

H.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.

H.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.

H.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.

H.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.

H.20 Rights of Destination Canada

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

- H.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;
- H.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;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this NRFP at any time;
- H.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;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to DC;
- H.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;
- H.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;
- H.20.10 not enter into any contract at all with any proponents responding to this NRFP.

SECTION I – LIST OF APPENDICES

APPENDIX FILE NAME

1	Proponent Information and Acknowledgement Form
2	Material Circumstances Disclosure Form
3	Amendments
4	Declaration of Sub-Contractors
5	General Contract Terms
6	Requirement Detail
7	Reporting
8	Forms

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:	
Office and branch locations:	
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 _____, 2018

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 H.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: REQUIREMENT DETAIL

Section C.4.1.1 Localization & Timeline

c. Language requirements of both websites and its subsites will be in the region's preferred language.

The following are language preferences for event websites and subsites:

- Mexico: Contents of the Buyer's site will be in Spanish. Contents of the Seller's site will be in Canadian English and French.
- Japan: Contents of the Buyers site will be in Japanese. Contents of the Seller's site will be in Canadian English and French.
- South Korea: Contents of the Buyer's site will be in Korean. Contents of the Seller's site will be in Canadian English and French.
- China: Contents of the Buyer's and Seller's site will be in Canadian English; however, Contractor's supporting software must be able to read and edit Chinese, as Chinese Buyers will be asked to register their company name and family/given name in both English and Chinese. Contents of the Seller's site will be in Canadian English and French.
- India: Contents of the Buyer's site will be in Canadian English and Hindi. Contents of the Seller's site will be in Canadian English and French.

Section C.4.2.2 Website Content & Design

b. Develop all website pages for event-specific information.

The following is a list of pages and content that will need to be developed for each event, but is not limited to:

- Accurate event information
- Registration information
- Key dates and event schedule
- Gallery of photos/images
- Hotel venue/accommodation and travel-related information
- Event sponsor and donor information, opportunities and other relevant information
- List of all Pre- and Post-FAM Trips available
- FAQ related to information on the website
- Contact information

Note: DC will supply all webpage content to the Contractor.

e. Integrate DC social media links and feeds into the appropriate pages.

- Incorporate links on the website to DC's other social media including applicable market-language social media sites (e.g. DC's Facebook, Twitter and YouTube pages)
- Display DC's English Twitter feeds live on the website, with links to the market's language Twitter pages and market equivalents.

Note: DC will supply access to its feeds and links to the Contractor.

Section C.4.3.2 Users & Permissions

User Groups

e. The ability to divide participants into three primary groups and their sub-groups.

- Sellers/Partners
 - Further categorize group by region, i.e. province, national, or ethnicity
 - Individual accounts, but linked by organization
 - Buyers
 - Further categorize group by country
-

- Individual accounts
- Other appointment-taking participants
 - Further categorize group by organization
 - Individual accounts, linked by organization
- Non-appointment taking participants
 - Further categorize group by DMO, PMO, or organization
 - Individual accounts, linked by organization

User Permissions

f. Provide usernames and passwords for Buyers, Sellers/Partners, other appointment-taking participants, and non-appointment-taking participants.

The following is a list of users and permission functionality required for all sites:

- Sellers/Partners:
 - Simultaneously register for any combination of marketing place events they have been chosen to participate in and received invitations for
 - Register additional delegates during the registration process
 - Upload pictures and logos for their booth during the registration process
 - Block specific Buyers to book appointments with themselves
 - Block/unblock specific timeslots
 - View, create, update, and delete appointments with Buyers
 - View all other event related information (i.e. event floor plan, event schedule, list of Buyers and Sellers/Partners, etc.)
- Buyers:
 - Enter their profile information and register for any combination of marketing place events they have been chosen to participate in and received invitations for
 - View all other event related information (i.e. event floor plan, event schedule, list of Buyers and Sellers/Partners, etc.)
 - View, create, update, and delete appointments with Sellers/Partners
- Non-Appointment Taking Participants:
 - Simultaneously register for any combination of marketing place events they have been chosen to participate in and received invitations for
 - Upload pictures and logos for their booth during the registration process
- DC-Administration:
 - View and download information about attendees, including profile information, registration status and appointment details of the Sellers/Partners and Buyers in Excel format.
 - View, create, update, and delete appointments
 - Access reporting
 - Ability to approve/block invitees from uploaded invitee lists
 - Ability to approve/block registrations

Section C.4.3.4 Registration Forms

b. The following list of forms may be required for each region. All form content will be supplied by the DC to the Contractor. See Appendix 8 for sample form content. Form usage will depend on the event's specific requirements

- General Information Form
- Registration Form for all users
- Additional Delegate Form
- Appointment Request Form
- Travel & Accommodation Form

- Shuttle/Ground Transportation Form

Section C.4.5.1 Email: Types & Languages

b. Send emails and respond to all email correspondence.

- Invitations
- Confirmation emails
- Instructional emails
- Notices
- Reminder emails

Section C.4.5.2 Event Assets

d. Provide event packages for each event participant and organized by country, Seller/Partner and Buyer groupings by last name, and cross referenced by company name.

Event packages should include the following:

- Printed barcode labels
- The assembly of badges
- Appointment schedules
- Event Program Book
- Profile Cover Books
- Event information
- Directory of attendees
- Event floor plan

e. Create an event floor plan, with respect to the table management of the event.

The following are event floor plan requirements:

- Scale number of booths/tables required
- Designate individual/shared tables
- Print reports by company and table number
- Event floor plan that can be customized by number with colour-coding for all booths/tables in the Marketplace

Section C.4.6.1 Pre-Event & Onsite Services

Support Services

c. Provide ongoing onsite support before and during the event.

The following onsite support services are required for each event:

- Internet setup, appointment scheduling services, setup of computers, printers, network, and barcode scanners at the registration desk.
- Assembly of attendee scan labels, badges, and appointment schedules grouped by partner and company.

d. Provide all hardware, software, and technical specifications for onsite Internet access and configuration of computer equipment at the event.

The following are required:

- One onsite, preconfigured database server and one (1) firewall/router/DHCP server at event.
- Two (2) preconfigured laptops for appointment scheduling area for the duration of the event.
- Two (2) preconfigured laptops with barcode scanners for use by registration desk staff.
- One (1) colour printer.
- All network cabling and power cords required for routers, hubs and equipment.

Section C.4.6.2 Technical Support & Requirements

Event Website

e. Update and maintain event websites on an annual basis through the duration of the contract.

Updates include, but are not limited to:

- Event specific content
- General information
- Sponsorship opportunities
- Key dates
- Timelines
- Contact information
- Hotel venue information and maps
- Day tour/pre- and post-tour booking forms
- Lists of attending media and partners
- Online photo gallery
- Sponsor and venue logos

Section C.4.6.3 Project Authority Relationship

The Contractor must work with the Project Authority to ensure successful delivery and execution of event. The following roles have been defined

a. Account Manager

DC requires the Contractor to provide a key contact Account Manager capable of managing DC's account, and be responsible to coordinate all activities described in this Statement of Work. The Account Manager's key contact will be the contracted Event Manager for each show.

The Account Manager and any other representatives should have technical and creative experience and knowledge regarding event registration, and offer suggestions or alternatives that could enhance the success of the Events and/or be more cost efficient for DC's consideration.

The Account Manager should also be able to contribute and recommend ideas while in the planning stages of all Events.

The Account Manager and any other representatives may also have to work or collaborate with multiple third parties (i.e. DC contracted suppliers, industry tourism partners, etc.).

The Account Manager may also have to work or collaborate with DC foreign offices. In such cases, the Contractor's contact will be with the Event Manager or DC, who in turn will make the initial contact with partners.

The Account Manager or a representative should be able to provide a consistent level of service through the duration of this contract. The Contractor(s) should ensure that all requests are consistently responded to in a timely manner by the Account Manager or a representative. They should be able to service the

DC's headquarters business hours of 8am to 5pm PT Monday to Friday and weekends or evenings as the work dictates.

b. Event Manager

The Event Managers must be able to speak the local language and have prior knowledge/involvement with the events in question. They will be responsible for providing the following items:

- Train the Contractor on the DC brand guidelines.
- Provide all content and translations to be uploaded to the event websites.
- Approve budgets prior to the work commencing
- Approve all copy before it is finalized for use.
- Event Managers must have the ability to make changes as necessary while onsite, without Headquarter approval or access, regardless of location.

Appendix 7: REPORTING

The following reporting functionality and documents are required post-event:

- Send all reports listed in Appendix 7 to DC Project Authority.
- View and download all reports listed in Appendix 7 to DC Project Authority.
- An export of all translated contents.
- An eBook as a PDF file with all information of Buyers, Sellers/Partners (bios) list of attendees and no shows after the event.

Report usage will depend on the event management's specific requirements, and may differ from event to event. The following are samples of typical reports, and is not a comprehensive list:

Financial

Reconciliation report	Sorted by registrant and date
Total Revenue (Detail)	Sorted revenue and cancellations by registrant and date, to include invoice number, total amount, applicable taxes and total
Total Revenue (Summary)	Summary of all revenue and cancellations by registrant category/fee and date, to include number by, unit/number by, and amount per registrant category/fee, applicable taxes
Sales Summary	Report totaling sales by payment type (individual credit card type, cheque, etc...)

Registration

Registrants Contact Listing	Alphabetical listing of full registrant contact information, sorted by registration category / type, and country
Registration by country	Alphabetical listing of registrant names, organizations sorted by registration category / type, country, including total by country

Profiles

Registrants Profile	Full registrants profile information, sorted by alphabetical by surname and company
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Badges

Name badge report	Sample report of information to be printed on name badges, sorted by alphabetical by surname, by registrant category /badge type
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Booth Assignments

Booth Assignment	Report listing booth assignments sorted by booth number and company name, including booth signage text
Company Booth Report	Report showing booth assignments by booth number and company name, including number of booths and information for main contact for booth

Accommodation & Airlines

Accommodation & Airline/Flight Summary	Report detailing full registrant contact details, assigned hotel, arrival / departure dates, number of room nights, status (new reservation, update, cancellation), sorted by assigned hotel, arrival or departure date, and alphabetical by surname.
Room Block Report	Summary of room blocks by category / rates, by arrival date and by hotel

Appointments

Appointments Summary	Report detailing total number of scheduled appointments, including conflicts (perfect matches, buyer and seller requests), summary by registration category, available appointments slots / times filled, etc.
Appointment Minimum / Maximum	Report sorted alphabetical by surname detailing minimum, maximum and actual requests, and minimum, maximum and appointment requests

Appendix 8: FORMS

The Contractor will be given all form content. A sample of content is provided here:

General Information Forms

All the custom registration forms for all attendees should include the following general information:

- Name and title, preferred name for their badge
- Type of attendee (Buyer, Seller, Media, DC, PMO, DMO)
- Company name and preferred company name for badge
- Contact information (address, email, phone, fax, and website)
- Social media handles (Twitter, Facebook, LinkedIn, Instagram)
- Preferred method of contact
- Preferred language
- Food allergies
- Personal profile and areas of interest
- Occupation
- First and Last Name as they appear on the attendee's passport (if travel arrangements are required)
- Upload photo
- Consent from attendee that their information can be published on the event website and/or in the event program book
- Emergency contact information

Seller/Partner Information Forms

- Number of delegates attending and number of appointment schedules required
- Number of additional delegates attending without appointment schedules
- Price package
- Company name as they would like it to appear on any signage and in the directory
- Type of product or service their company offers (e.g. cities, attractions, eco-tourism, hotels, etc.)
- Geographic area (province) where their product or service is available
- Company's target audience (e.g. age, gender, etc.)
- Product or service's area of interest (e.g. adventure: extreme, culture, food tourism, etc.)
- Markets of interest
- Description of product or services that will be included in the event directory
- Description and headline for what is new with their product or service which is to be printed in the event book
- Company mailing address to be printed in the event book, for sales and general information
- Whether the Buyer is GST exempt (if applicable)

Media registration Forms

- Job title
- Publication/outlet and how they would like it to appear on their budget
- Optional second email
- Whether they would like to receive DC News
- If they require a translator
- First and last name as they appear on their passport, for travel arrangements
- Any special requirements for accommodations or accessibility
- A brief personal profile describing their areas of interest
- Occupation
- Media Categories

- Areas interested in visiting
- Target audience (e.g. age, gender, etc.)
- Areas of interest (e.g. adventure: extreme, culture, food tourism, etc.)
- Description of the attendee's knowledge of Canada
- Whether they have produced a story since the previous applicable event
- Advice for Canadian partners to present stories to media and pitfalls to avoid when pitching media
- Five publications or outlets they have been published by in the last two years
- Recently published works (4 samples) and links to them, specifically anything related to previous event Pre- and Post-FAM tours
- If they will be attending the Pre- and Post-FAM tours this year and their top 3 choices

DC/Other Registration Forms:

This registration form is used for DC representatives, invited guests and panelists.

- Number of people registering
- Type of registration: DC (non-taking appointment participants), DC (taking appointments), Guest or Panelist
- A brief personal profile describing their areas of interest
- Occupation