



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 Advertising Creative Services	
Solicitation No. - N° de l'invitation EP361-180010/B	Amendment No. - N° modif. 002
Client Reference No. - N° de référence du client EP361-18-0010	Date 2018-02-06
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-74145	
File No. - N° de dossier cz002.EP361-180010	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2018-02-21	Time Zone Fuseau horaire Eastern Standard Time EST
F.O.B. - F.A.B.	
Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Ivany, Chris	Buyer Id - Id de l'acheteur cz002
Telephone No. - N° de téléphone (613) 993-0048 ()	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

This reason for this amendment is to amend the Request for Standing Offers and to include the agenda, and a few questions, from the offeror's teleconference.

AT M1. EXPERIENCE OF THE OFFEROR, DELETE the following bullet:

- At least one campaign must have had either the proposed Creative Director or Account Director/lead Strategist (see 1.2.3 - Requirement 3) involved in that role.
-

AT 1.2.3 EXPERIENCE OF THE OFFEROR – REQUIREMENT 3:

DELETE:

- The specific contribution the resource made in the campaign(s) submitted for Requirement 1 (1.2.1).

INSERT:

- One (1) example of a project completed in the last five (5) years before RFSO closing date that demonstrates the individual's expertise in the proposed category of service. The example should provide details on the dates, scope and size of the project as well as the individual's role and contribution.
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OFFEROR'S TELECONFERENCE AGENDA

Standing Offer:

A standing offer is not a contract. A standing offer is an offer from a potential supplier to provide goods and/or services at pre-arranged prices, under set terms and conditions, when and if required. It is not a contract until the government issues a "call-up" against the standing offer. The government is under no actual obligation to purchase until that time.

1. Welcome
 - Introduction of PWGSC resources and roles
 - Introduction of Participants
2. Objective
 - Renewal of Standing Offers
 - Current Instruments expire Summer 2018
 - Changes to GoC Procurement Tools
3. General Requirement
 - Provision of Advertising Services
4. Solicitations on BuyandSell
 - RFSO Advertising
 - RFSO Aboriginal Set-Aside
5. Request for Standing Offer Requirements

- Two-year period + three additional one-year options
- Technical Evaluation Criteria
 - Mandatory Requirements
 - Point-Rated Requirements
 - Experience of the Offeror – Requirement 1
 - Experience of the Offeror – Requirement 2
 - Experience of the Offeror – Requirement 3
- Financial Evaluation
 - Hourly Rates for two key categories
 - Blended Hourly Rate for all other services (category A and B)
- Issue up to 12 SO
- Basis of Selection 80% Technical – 20% Financial
- Standing Offer information
 - Nominal Share of work amongst SO holders
 - Call-up limit \$850K (HST extra)
- Task authorization process to be described in SO

6. Questions:

Question: Are Call-ups limited to one fiscal year?

Answer: No.

Question: What goes into the 850K?

Answer: All production. Everything except media planning and media buying.

Question: Does 12 pages include creative samples?

Answer: No creative submission required.

Question: Do we need to submit electronic (via epost) and hard copies?

Answer: No.

ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR STANDING OFFERS REMAIN UNCHANGED.

If your offer has already been submitted it can be modified by sending an amendment identified with file no. EP361-180010/B to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core 0B2, 11 Laurier St., Gatineau, Quebec, K1A 1C9.