



**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

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

Title - Sujet Experiential Marketing Services Services marketing expérientiel	
Solicitation No. - N° de l'invitation HT399-202481/A	Date 2021-03-10
Client Reference No. - N° de référence du client HT399-20-2481	
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-024-79835	
File No. - N° de dossier cx024.HT399-202481	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Daylight Saving Time EDT on - le 2021-03-30 Heure Avancée de l'Est HAE	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Wadas(cx024), Jack	Buyer Id - Id de l'acheteur cx024
Telephone No. - N° de téléphone (873) 353-0839 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: See herein.	

Instructions: See Herein

Instructions: Voir aux présentes

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

Delivery Required - Livraison exigée See Herein – Voir ci-inclus	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

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PART 1 - GENERAL INFORMATION

1.1 Introduction

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, Evaluation Criteria, the Electronic Payment Instruments, Certifications, the Task Authorization Form 572.

1.2 Summary

1.2.1 Health Canada (HC) requires the services of a contractor to develop, implement, manage, and report on multiple national experiential marketing events programs on a variety of health and safety risk topics by raising awareness of the health and safety risks and engaging with the target audiences virtually or in-person.

The focus will be on providing Canadians with targeted, timely, relevant, comprehensive and accessible information to assist them in making informed decisions to protect their health, generate awareness, engagement, and augment the reach of new and existing HC and Public Health Agency of Canada's (PHAC) social marketing campaigns, and increase the distribution and uptake of HC and PHAC's information, advice and resources for Canadians in an effort to change behaviors and to enhance the health and safety of Canadians.

The firm period of the Contract will be from date of Contract award to March 31, 2022 with four irrevocable one year exercisable option years, at Canada's sole discretion.

1.2.2 The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA).

1.2.3 The requirement is limited to Canadian services.

1.2.4 This bid solicitation is to establish a contract with task authorizations for the delivery of the requirement detailed in the bid solicitation to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside the resulting contract.

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1.2.5 The Federal Contractors Program (FCP) for employment equity applies to this procurement; refer to Part 5 – Certifications and Additional Information, Part 7 - Resulting Contract Clauses and the annex titled Federal Contractors Program for Employment Equity - Certification.

1.2.6 This bid solicitation allows bidders to use the epost Connect service provided by Canada Post Corporation to transmit their bid electronically. Bidders must refer to Part 2 entitled Bidder Instructions, and Part 3 entitled Bid Preparation Instructions, of the bid solicitation, for further information.

1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

The 2003 standard instructions is amended as follows:

Article 05, entitled Submission of bids, is amended as follows:
Subsection 4.:

Delete: 60 days
Insert: 90 days

Article 08, entitled Transmission by facsimile or by epost Connect, is amended as follows:
Subsection 2. is deleted entirely and replaced with the following:

2. epost Connect

- a. Unless specified otherwise in the bid solicitation, bids may be submitted by using the epost Connect service provided by Canada Post Corporation.
 - i. PWGSC, National Capital Region: The only acceptable email address to use with epost Connect for responses to bid solicitations issued by PWGSC headquarters is:

tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgcpwgsc.gc.ca or,

if applicable, the email address identified in the bid solicitation.

- ii. PWGSC regional offices: The only acceptable email address to use with epost Connect for responses to bid solicitations issued by PWGSC regional offices is identified in the bid solicitation.
- b. To submit a bid using epost Connect service, the Bidder must either:
 - i. send directly its bid only to the specified PWGSC Bid Receiving Unit, using its own licensing agreement for epost Connect provided by Canada Post Corporation; or
 - ii. send as early as possible, and in any case, at least six business days prior to the solicitation closing date and time, (in order to ensure a response), an email that includes the bid solicitation number to the specified PWGSC Bid Receiving Unit requesting to open an epost Connect conversation. Requests to open an epost Connect conversation received after that time may not be answered.
- c. If the Bidder sends an email requesting epost Connect service to the specified Bid Receiving Unit in the bid solicitation, an officer of the Bid Receiving Unit will then initiate an epost Connect conversation. The epost Connect conversation will create an email notification from Canada Post Corporation prompting the Bidder to access and action the message within the conversation. The Bidder will then be able to transmit its bid afterward at any time prior to the solicitation closing date and time.
- d. If the Bidder is using its own licensing agreement to send its bid, the Bidder must keep the epost Connect conversation open until at least 30 business days after the solicitation closing date and time.

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- e. The bid solicitation number should be identified in the epost Connect message field of all electronic transfers.
 - f. It should be noted that the use of epost Connect service requires a Canadian mailing address. Should a bidder not have a Canadian mailing address, they may use the Bid Receiving Unit address specified in the solicitation in order to register for the epost Connect service.
 - g. For bids transmitted by epost Connect service, Canada will not be responsible for any failure attributable to the transmission or receipt of the bid including, but not limited to, the following:
 - i. receipt of a garbled, corrupted or incomplete bid;
 - ii. availability or condition of the epost Connect service;
 - iii. incompatibility between the sending and receiving equipment;
 - iv. delay in transmission or receipt of the bid;
 - v. failure of the Bidder to properly identify the bid;
 - vi. illegibility of the bid;
 - vii. security of bid data; or,
 - viii. inability to create an electronic conversation through the epost Connect service.
 - h. The Bid Receiving Unit will send an acknowledgement of the receipt of bid document(s) via the epost Connect conversation, regardless of whether the conversation was initiated by the supplier using its own license or the Bid Receiving Unit. This acknowledgement will confirm only the receipt of bid document(s) and will not confirm if the attachments may be opened nor if the content is readable.
 - i. Bidders must ensure that they are using the correct email address for the Bid Receiving Unit when initiating a conversation in epost Connect or communicating with the Bid Receiving Unit and should not rely on the accuracy of copying and pasting the email address into the epost Connect system.
 - j. A bid transmitted by epost Connect service constitutes the formal bid of the Bidder and must be submitted in accordance with section 05.

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2020-05-28) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated in the bid solicitation.

Note: For bidders choosing to submit using epost Connect for bids closing at the Bid Receiving Unit in the National Capital Region (NCR) the email address is:

tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca

Note: Bids will not be accepted if emailed directly to this email address. This email address is to be used to open an epost Connect conversation, as detailed in Standard Instructions 2003, or to send bids through an epost Connect message if the bidder is using its own licensing agreement for epost Connect.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

2.3 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the *Public Service Superannuation Act* (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the *Supplementary Retirement Benefits Act*, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the *Canadian Forces Superannuation Act*, R.S., 1985, c. C-17, the *Defence Services Pension Continuation Act*, 1970, c. D-3, the *Royal Canadian Mounted Police Pension Continuation Act*, 1970, c. R-10, and the *Royal Canadian Mounted Police Superannuation Act*, R.S., 1985, c. R-11, the *Members of Parliament Retiring Allowances Act*, R.S. 1985, c. M-5, and that portion of pension payable to the *Canada Pension Plan Act*, R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes** () **No** ()

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2019-01 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes () No ()**

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

2.5 Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or

territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidders.

2.6 Basis for Canada's Ownership of Intellectual Property

Health Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the *Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts*: The main purpose of the Contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

2.7 Bid Challenge and Recourse Mechanisms

- (a) Several mechanisms are available to potential suppliers to challenge aspects of the procurement process up to and including contract award.
- (b) Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. Canada's Buy and Sell website, under the heading "Bid Challenge and Recourse Mechanisms" contains information on potential complaint bodies such as:
 - Office of the Procurement Ombudsman (OPO)
 - Canadian International Trade Tribunal (CITT)
- (c) Suppliers should note that there are **strict deadlines** for filing complaints, and the time periods vary depending on the complaint body in question. Suppliers should therefore act quickly when they want to challenge any aspect of the procurement process.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requests that the Bidder submits its bid in accordance with section 08 of the 2003 standard instructions. The epost Connect system has a limit of 1GB per single message posted and a limit of 20GB per conversation.

The bid must be gathered per section and separated as follows:

Section I: Technical Bid
Section II: Certifications

If the Bidder is simultaneously providing copies of its bid using multiple acceptable delivery methods, and if there is a discrepancy between the wording of any of these copies and the electronic copy provided through epost Connect service, the wording of the electronic copy provided through epost Connect service will have priority over the wording of the other copies.

Canada requests that bidders follow the format instructions described below in the preparation of hard copy of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) format;
- (b) use a numbering system that corresponds to the bid solicitation.

Section I: Technical Bid

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, Bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Certifications

Bidders must submit the certifications Annex E and additional information required under Part 5.

3.1.2 Electronic Payment of Invoices – Bid

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex D Electronic Payment Instruments, to identify which ones are accepted.

If Annex D Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

- a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical evaluation criteria.
- b) An evaluation team composed of representatives of Canada will evaluate the bids.

4.1.1 Technical Evaluation

Bidders MUST meet all the mandatory requirements of the RFP. No further consideration will be given to Bidders not meeting all the mandatory criteria.

To meet the experience requirement described herein, the Bidder must provide sufficient evidence of work. In the case of a joint venture, the combined experience of the parties forming the joint venture will be considered in the evaluation of the experience of the Bidder. Listing experience without providing any supporting information to describe where and how such experience was obtained will result in the experience not being evaluated and may render the bid non-compliant.

4.1.1.1 Mandatory and point rated technical evaluation criteria are included in Annex C.

4.2 Basis of Selection

4.2.1 Basis of Selection – Highest Technical Rating

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation;
 - b. meet all mandatory technical evaluation criteria; and
 - c. obtain the required minimum of 89 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 155 points.
2. Bids not meeting (a) or (b) or (c) will be declared non responsive. The responsive bid with the highest number of points will be recommended for award of a contract.

4.2.2 Tiebreaker Determination

Step 1

In the event, following a successful technical evaluation, that one or more (1) bids have an equal total amount of points, the Contracting Authority will select the bid with the highest points under criteria for: R1 (Relevance, effectiveness, and rationale of implemented experiential marketing activities/tactics), as the winning bid.

Step 2

In the event that a tie still exists after Step 1, the Contracting Authority will select the bid with the highest points under criteria for: R2 (Developed communication awareness materials and/or activities relevance and effectiveness), as the winning bid.

Step 3

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In the event that a tie still exists after Step 2, the Contracting Authority will select the bid with the highest points under criteria for: R3 (Action plan), as the winning bid.

Step 4

In the event that a tie still exists after Step 3, the Contracting Authority will select the bid with the highest points under criteria for: R4 (Project relevancy of Tasks and Activities), as the winning bid.

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

5.1 Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, if applicable, the Integrity declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), to be given further consideration in the procurement process.

5.1.2.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

() the services offered are Canadian services as defined in paragraph 4 of clause [A3050T](#).

For more information on how to determine the Canadian content for a mix of goods, a mix of services or a mix of goods and services, consult [Annex 3.6](#), Example 2, of the [Supply Manual](#).

Bidders should submit this certification completed with their bid. If the certification is not completed and submitted with the bid, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to submit this completed certification. Failure to comply with the request of the Contracting Authority and submit the completed certification will render the bid non-responsive.

5.1.2.1.1 SACC Manual clause [A3050T](#) (2020-07-01) Canadian Content Definition

5.2 Certifications Precedent to Contract Award and Additional Information

The certifications and additional information listed below 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.

5.2.1 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real property agreement of the [Ineligibility and Suspension Policy](#) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the Employment and Social Development Canada (ESDC) - Labour's website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#>).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex titled Federal Contractors Program for Employment Equity - Certification, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

PART 6 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

6.1 Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex A.

6.1.2 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

6.1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the Task Authorization form specified in Annex F.
2. The Task Authorization will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority within 5 calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

6.1.2.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$250,000.00, Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Contracting Authority before issuance.

6.1.2.3 Periodic Usage Reports - Contracts with Task Authorizations

The Contractor must compile and maintain records on its provision of services to the federal government under authorized Task Authorizations issued under the Contract.

The Contractor must provide this data in accordance with the reporting requirements detailed below. If some data is not available, the reason must be indicated. If services are not provided during a given period, the Contractor must still provide a "nil" report.

The data must be submitted on a quarterly basis to the Contracting Authority.

The quarterly periods are defined as follows:

1st quarter: April 1 to June 30;

2nd quarter: July 1 to September 30;

3rd quarter: October 1 to December 31; and

4th quarter: January 1 to March 31.

The data must be submitted to the Contracting Authority no later than 30 calendar days after the end of the reporting period.

Reporting Requirement- Details

A detailed and current record of all authorized tasks must be kept for each contract with a task authorization process. This record must contain:

For each authorized task:

- i. the authorized task number or task revision number(s);
- ii. a title or a brief description of each authorized task;
- iii. the total estimated cost specified in the authorized Task Authorization (TA) of each task, exclusive of Applicable Taxes;
- iv. the total amount, exclusive of Applicable Taxes, expended to date against each authorized task;
- v. the start and completion date for each authorized task; and
- vi. the active status of each authorized task, as applicable.

For all authorized tasks:

- i. the amount (exclusive of Applicable Taxes) specified in the contract (as last amended, as applicable) as Canada's total liability to the contractor for all authorized TAs; and
- ii. the total amount, exclusive of Applicable Taxes, expended to date against all authorized TAs.

6.2 Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

6.2.1 General Conditions

2035 (2020-05-28), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

6.2.2 Supplemental General Conditions

4007 (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information, apply to and form part of the Contract.

6.3 Security Requirements

6.3.1 There is no security requirement applicable to the Contract.

6.4 Term of Contract

6.4.1 Period of the Contract

The period of the Contract is from date of Contract award to March 31, 2022.

6.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to 4 additional 1 year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least 30 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

6.4.3 Comprehensive Land Claims Agreements (CLCAs)

The Contract with Task Authorizations is to establish the delivery of the requirement detailed under the Contract, to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement outside the Contract.

6.5 Authorities

6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Jack Wadas or CPD Delegate
Title: Supply Specialist
Public Works and Government Services Canada
Acquisitions Branch
Directorate: Communications Procurement Directorate

Telephone: (873) 353-0839

E-mail address: TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

6.5.2 Project Authority

(to be inserted upon Contract award)

The Project Authority for the Contract is:

Name: _____

Solicitation No. - N° de l'invitation
HT399-202481/A
Client Ref. No. - N° de réf. du client
HT399-202481

Amd. No. - N° de la modif.
File No. - N° du dossier
CX024.HT399-202481

Buyer ID - Id de l'acheteur
CX024
CCC No./N° CCC - FMS No./N° VME

Title: _____
Organization: _____
Address: _____

Telephone: ____ - ____ - ____
Facsimile: ____ - ____ - ____
E-mail address: _____

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

6.5.3 Contractor's Representative

(to be inserted upon Contract award)

6.6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a *Public Service Superannuation Act* (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2019-01 of the Treasury Board Secretariat of Canada.

6.7 Payment

6.7.1 Basis of Payment

The Contractor will be paid for the Work specified in the authorized task authorization, in accordance with the Basis of payment at Annex B.

Canada's liability to the Contractor under the authorized task authorization must not exceed the limitation of expenditure specified in the authorized task authorization. Custom duties are included and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized task authorization resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

6.7.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ (to be inserted upon Contract award). Customs duties are included and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75 percent committed, or
 - b. four months before the contract expiry date, or

- c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions, whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

6.7.3 Monthly Payment

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada.

6.7.4 Electronic Payment of Invoices – Contract

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

- a. Visa Acquisition Card;
- b. MasterCard Acquisition Card;
- c. Direct Deposit (Domestic and International);
- d. Electronic Data Interchange (EDI);
- e. Wire Transfer (International Only);
- f. Large Value Transfer System (LVTS) (Over \$25M)

6.7.5 Discretionary Audit

1. The following are subject to government audit before or after payment is made:
 - a. The amount claimed under the Contract, as computed in accordance with the Basis of Payment, including time charged.
 - b. The accuracy of the Contractor's time recording system.
 - c. The estimated amount of profit in any firm-priced element, firm time rate, firm overhead rate, or firm salary multiplier, for which the Contractor has provided the appropriate certification. The purpose of the audit is to determine whether the actual profit earned on a single contract if only one exists, or the aggregate of actual profit earned by the Contractor on a series of negotiated contracts containing one or more of the prices, time rates or multipliers mentioned above, during a particular period selected, is reasonable

and justifiable based on the estimated amount of profit included in earlier price or rate certification(s).

- d. Any firm-priced element, firm time rate, firm overhead rate, or firm salary multiplier for which the Contractor has provided a "most favoured customer" certification. The purpose of such audit is to determine whether the Contractor has charged anyone else, including the Contractor's most favoured customer, lower prices, rates or multipliers, for like quality and quantity of goods or services.
2. Any payments made pending completion of the audit must be regarded as interim payments only and must be adjusted to the extent necessary to reflect the results of the said audit. If there has been any overpayment, the Contractor must repay Canada the amount found to be in excess.

6.8 Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- a. a copy of the release document and any other documents as specified in the Contract;
 - b. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
2. Invoices must be distributed as follows:
 - a. The original and one copy must be forwarded to the Project Authority of the Contract for certification and payment.
 - b. One electronic copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

6.9 Certifications and Additional Information

6.9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

6.9.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "FCP Limited Eligibility to Bid" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

6.9.3 Canadian Content Certification

1. The Contractor warrants that the certification of Canadian Content submitted by the Contractor is accurate and complete, and that the goods, services or both to be provided under the Contract are in accordance with the definition contained in clause A3050T.
2. The Contractor must keep proper records and documentation relating to the origin of the goods, services or both provided to Canada. The Contractor must not, without obtaining before the written consent of the Contracting Authority, dispose of any such records or documentation until the expiration of six (6) years after final payment under the Contract, or until settlement of all outstanding claims and disputes under the Contract, whichever is later. All such records and documentation must at all times during the retention period be open to audit, inspection and examination by the representatives of Canada, who may make copies and take extracts. The Contractor must provide all facilities for such audits, inspections and examinations, and must furnish all such information as the representatives of Canada may from time to time require with respect to such records and documentation.
3. Nothing in this clause must be interpreted as limiting the rights and remedies which Canada may otherwise have pursuant to the Contract.

6.10 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

6.11 Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the supplemental general conditions 4007 (2010-08-16) Canada to Own Intellectual Property Rights in Foreground Information;
- (c) the general conditions 2035 (2020-05-28) General Conditions – Higher Complexity – Services
- (d) Annex A, Statement of Work;
- (e) Annex B, Basis of Payment;
- (f) the signed Task Authorizations (including all of its annexes, if any);
- (g) the Contractor's bid.

6.12 Insurance

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

6.13 Dispute Resolution

- (a) The parties agree to maintain open and honest communication about the Work throughout and after the performance of the contract.
- (b) The parties agree to consult and co-operate with each other in the furtherance of the contract and promptly notify the other party or parties and attempt to resolve problems or differences that may arise.
- (c) If the parties cannot resolve a dispute through consultation and cooperation, the parties agree to consult a neutral third party offering alternative dispute resolution services to attempt to address the dispute.
- (d) Options of alternative dispute resolution services can be found on Canada's Buy and Sell website under the heading "Dispute Resolution".

ANNEX A

STATEMENT OF WORK

1. INTRODUCTION

1.1. Title

1.1.1. Health Canada (HC) is looking to acquire national experiential marketing services.

1.1.1.1. Experiential is defined as pertaining to or derived from experience.

2. OBJECTIVE

2.1. The objective of this requirement is to acquire national experiential marketing contractor services to assist HC and Public Health Agency of Canada (PHAC) in the development, implementation, management and reporting of multiple experiential marketing events and activities, virtually or in-person, on a variety of health and safety risk topics targeted at Canadians. These events and activities, in support of HC and PHAC's mandates and social marketing campaigns, will aim to:

- a) Provide Canadians with targeted, timely, relevant, comprehensive and accessible information to assist them in making informed decisions to protect their health.
- b) Generate awareness, engagement, and augment the reach of new and existing HC and PHAC social marketing campaigns.
- c) Increase the distribution and uptake of HC and PHAC's information, advice and resources for Canadians, including health professionals and health organizations, in an effort to change behaviors and to enhance the health and safety of Canadians.

3. BACKGROUND

HC is the federal department responsible for helping the people of Canada maintain and improve their health. HC is committed to improving the lives of all of Canada's people and to making this country's population among the healthiest in the world as measured by longevity, lifestyle, and effective use of the public health care system.

One of HC's core roles is to be an information provider to ensure that Canadians are informed of and protected from health risks associated with food, products, substances and environments, and the benefits of healthy eating. For Canadians to make informed choices related to their health, they need timely, accurate, clear, and objective information delivered in formats that are easily accessible, tailored to their information preferences, reflective of their knowledge and circumstances, and delivered in both official languages. The coordination of national health-related communications and marketing activities are key components of the communications approach used in raising awareness and providing information about health topics.

PHAC is the federal department responsible for public health issues in Canada. PHAC has a leadership role in coordinating the response to national public health preparedness and prevention events that occur in more than one province or territory. This leadership role includes the provision and coordination of national health-related communications and marketing activities.

From year to year, HC and PHAC manage a number of small to large-scale marketing campaigns on various topics and reach out to diverse target audiences, segmented in a variety of manners, which make up the Canadian public, healthcare professionals and other various stakeholders. Topics and

areas of focus vary and are dependent on departmental and Government of Canada (GC) priorities. It is expected that relevant topics and target audiences will evolve and may also emerge over the coming years.

4. SCOPE

The Contractor must provide HC with professional experiential marketing service resources, as and when required, to plan, develop, execute, evaluate, and support HC and PHAC national marketing campaigns and mandates. These campaigns, may include events and activities which may take place in-person or take place exclusively virtually via online interactive sessions. The intent is to support new and ongoing programs and campaigns to change behaviors and enhance the health and safety of Canadians.

4.1. Target Audience

Primary:

- a) All Canadians including health professionals and health organizations.
 - i. Target audience(s) for each experiential marketing events and activities will vary on each campaign.

4.2. Marketing Topics

HC and PHAC range of marketing campaign topics that will require experiential marketing services may include, but are not limited to:

- a) Healthy homes.
- b) Tobacco cessation.
- c) Vaping prevention and cessation.
- d) Food safety and nutrition.
- e) Drugs and health products.
- f) Environmental and workplace health.
- g) Consumer product safety.
- h) Health or health care regulations and consultations.
- i) Health science and research.
- j) Adverse drug reactions and medical devices.
- k) Dementia.
- l) Seasonal flu.
- m) Lyme disease and other tick-borne diseases.
- n) Vaccination.
- o) Other infectious and chronic diseases.

- p) Antibiotic resistance.
- q) Substance use.

4.3. Contractor Service Level Expectations

Contractor service(s) must, immediately following Contract award:

- a) Develop and address immediate, short and long-term tactics to support HC and PHAC activities and align initiatives nationally, as required and as the need arises.
- b) Be able to provide a full range of experiential marketing, including planning, development, implementation and evaluation of events and activities.
- c) Provide experiential marketing events and activities that are complimentary to the overall campaign or program it is supporting, which includes key messaging and branding. The larger campaign or program it is supporting could include tactics such as digital influencers, advertising, public education and outreach.
- d) Be able to manage effectively and efficiently pressing, urgent, and emergency-driven issues, which may arise with little to no notice.
- e) Be able to provide, in the event of a health emergency or crisis, comprehensive surge support in the form of, but not limited to, event planning, development and implementation of marketing strategies critically outlined by the Project Authority (PA) as essential in supporting and enhancing HC and PHAC's emergency response efforts.
- f) Be responsible for selecting, hiring and managing qualified personnel to conduct the Work.
- g) Employ industry best-in-class supervision methodologies and controls to ensure that all activities meet PA expectations and contractual obligations.

5. REQUIREMENTS

5.1 National Experiential Marketing Program Development

The Contractor must develop national experiential marketing programs including, but not limited to:

- a) Multiple experiential marketing program evidence-based strategies and action plans in order to engage with various target audiences. The strategies and action plans must:
 - i. Be national in scope and include an overarching strategy and snapshot of the program.
 - ii. Be informed by lessons learned, and reflective of recommendations from similar Health Canada-led experiential marketing event programs such as, but not limited to, Break It Off, Consider the Consequences, Know More, and recent and relevant public opinion research.
 - 1) Information from these programs including but not limited to Public opinion research will be provided to the Contractor as required for each Task Authorisation (TA).

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- iii. Recommend evidence-based tactics to equip the target audience with tools and resources to support their conversations.
 - iv. Recommend evidence-based tactics that are trending among target audiences and that integrate campaign messaging in order to engage with them.
 - 1) Tactics may include, but are not limited to, a game, a contest, or other interactive activities to encourage event attendance and participation.
 - 2) Tactics must be explained in detailed and include the logistics of how they will take place, how they will be presented and how they will look like.
 - v. Propose, for acceptance and approval by the PA, any events and activities, some of which may be, or will be, occurring simultaneously.
 - 1) Each event or activity may take place over a four to twelve week period. The suggested duration will be determined in the Task Authorization (TA).
 - 2) Venues are to be recommended by the contractor and could include locations such as colleges, high schools, shopping malls, museums, fairs and parks.
 - vi. Utilize and leverage evidence-based new and innovative means or technologies that appeal to various target audiences in order to distribute information widely and effectively.
 - vii. Include an implementation plan with milestones and a detailed production schedule.
 - viii. Include a mitigation strategy.
 - ix. Include key performance indicators (KPIs) and activity reports reflecting, or mirroring, best-in-class industry wheelhouse engagement standards used in comparable experiential marketing event and activity programs.
 - 1) If available, Government of Canada (GC) standards of engagement and further contextual analysis of past events will be disclosed and provided by the PA to the Contractor for each Task Authorization (TA).
- b) The design, development, and production of all outreach materials and equipment for the experiential marketing events and activities in both official languages of Canada; English and French.
- i. Some material(s) may be provided by the PA.
 - ii. Material may need to be aligned with current ongoing campaigns including branding and key messaging, if required.

- iii. Material will need to be approved by the PA prior to production.
- c) The acquisition of all necessary rights to use for communication products such as, but not limited to, pictures, photos, and artwork.
- d) The negotiation and submission of all related and required talent fees while following required and applicable Canadian union obligations, such as but not limited to, Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), Union des Artistes (UDA) industry standards, for each Task Authorisation (TA), as required.
- e) The production of all program reports as defined in section 8. Deliverables Format.
 - i. The Final Report must be presented to the PA for review, acceptance, and approval.

5.2 Individual Campaign Program Communication Awareness Development

The Contractor must raise and develop target audience communication awareness of the event(s), activities, programming, and complementary program(s) among the target audience(s) by:

- a) Developing a communication awareness strategy for each experiential Marketing program specifically targeted at effectively reaching and engaging with the intended target audience(s).
- b) Developing and implementing a detailed communications plan that utilizes innovative and evidence-based communication channels including, but not limited to social media, in order to reach target audiences and encourage them to attend and participate in the event(s) and activity(ies).
 - i. Channels and communications activities must be approved by the PA prior to any activity(ies) being launched or taking place.
- c) Collaborating and coordinating with venue officials such as, but not limited to, malls, trade schools, colleges and universities and partners to increase event awareness and participation through evidence-based digital and traditional tactics.
- d) Regularly monitoring and tracking of the events and activities performance and results of the communication plan(s) and implementing lessons learned improvements on a regular and periodic ongoing basis, as necessary, applicable, required, or requested by the PA.
- e) Providing an ongoing cumulative list of lessons learned to enhance the promotion and communication of future experiential programs.
- f) Developing promotional items such as but not limited to postcards and posters, as required.
 - i. Promotional items must approved by the PA prior to being produced.
- g) Updating and maintaining, throughout the duration of the Contract, a web based component(s) such as, but not limited to, the "Break it Off" website, the "Consider the Consequences" website and the "Know More" website to promote events and trivia, as required.

5.3. Experiential Marketing Program Implementation and Management

The Contractor must have the capacity to deliver multiple activities and events, within multiple and differing experiential marketing programs simultaneously across Canada.

The Contractor must implement and manage each event by:

- a) Coordinating and booking the venue(s) for each in person or virtual event.
 - i. Event location and event-related fees must be pre-approved by the PA.
- b) Obtaining all appropriate and required authorization(s) or permit(s) from the local and venue authorities such as, but not limited to, municipal, provincial, territorial, federal, charitable, or private entities(s), as required.
 - i. Ad hoc event and activity fees must be approved by the PA.
- c) Executing communication awareness campaign(s) prior to and for the duration of event(s) that do not include any paid advertising.
- d) Transporting all required material(s) and Contractor resource(s) to each individual venue location, for any in-person events.
- e) Ensuring that all event material(s)/equipment are in good working order and functionally sound, as required.
- f) Providing setting up, dismantling, shipping of in-person venue(s) such as but not limited to, booths, platforms, and audio-visual equipment, and other logistics, as required.
- g) Setting up virtual event venue(s), such as but not limited to, organising resources and interactive activities, as required.
- h) Testing all venue equipment and resources to ensure full capacity and functioning is achieved prior to official venue commencement date and start time, as required.
- i) Ensuring that the overall activities or events and resources are cohesive and meet or exceed both marketing industry best-in-class safety and professional standards.
- j) Providing a minimum of one bilingual resource that will oversee and manage each event or activity and the other resources on-site or virtually, as required.

Resources are to:

- i. Interact and engage with various target audience(s) in the language of the event/activity.
- ii. Provide information on the specific event topic(s) being conducted based on the key messaging and the training provided.
- iii. Encourage target audience on-site or virtual participation, as required.

- k) Providing resources with relevant program-related training prior to implementing any marketing experiential events. Upon enrollment and completion of Contractor training, the on-site resources should be skilled at communicating program related information with target audience(s).
- l) Ensuring that Contractor provided resource(s) are following pre-approved messaging, as provided in training session(s).
- m) Implement and execute the approved experiential marketing event(s) and activity(ies), in accordance to the expected outcomes.
- n) Ensuring that each event and activity is available and offered in both official languages of Canada and presented in the preferred official language of the recipients, in accordance to the Official Languages Act.
- o) Managing waivers from participants, if needed and as required.
- p) Providing captured digital images of the event(s) underway.
- q) Advising the PA in writing, and immediately upon becoming aware, anything affecting the planned program, activity or event, or from the Contractor from performing the Work, as outlined in the Statement of Work, and providing solution(s) and recommendation(s) for PA remedial implementation approval.
- r) Obtaining permission by the PA before responding to any media enquiries received regarding any event or activity.
- s) Mitigating any issues that arise at the events or activities, as required.
- t) Addressing any on-site or virtual aspect issues, including any technical issues, as required.

5.4. Administrative Support Services

5.4.1. The Contractor must provide administrative support services including, but not limited to:

- a) Timely Task Authorization (TA) estimates, as requested by the PA.
- b) Invoices, in accordance with the invoicing instructions, identifying the Task Authorization (TA) issued.
- c) A process to ensure that all work on Task Authorizations (TA) are returned, in Final and editable format, as defined in section 8. Deliverables Format.

5.4.2. Any reports or Administrative Support Services are part of the overall services to be provided by the Contractor, and will not be charged as a separate invoice line item for administrative office overhead.

6. SERVICE REQUIREMENTS

6.1. Assigned Account Executive

6.1.1. The Contractor must provide the services of a bilingual Account Executive (AE), whose tasks will include, but will not be limited to:

- a) Managing the assigned contractor and sub-contractor resources towards the development and execution of each individual and collective experiential marketing event(s) and activity(ies), in accordance with the Task Authorization (TA) and expected outcomes.
 - i. Attending and supervising all aspects of the management and implementation of the event(s) and the event resources, as required.
- b) Ensuring that all GC rules, regulations, directives, acts, laws and procedures, are followed or implemented as provided by the PA.
- c) Ensuring that all documentation, which is developed, retained, distributed, or archived is in accordance with GC practices.
- d) Managing the overall development and production of materials and resources for in-person or virtual events or activities.
- e) Attending client briefings and meetings, as deemed necessary by the PA.
- f) Creating and submitting to the PA for review, acceptance, and approval Weekly Status Reports (WSR), Activity Reports (AR), and Final Events Program Report (FEPR) as defined in section 8. Deliverables Format.
- g) Providing to the PA for review, approval, and acceptance, monthly status reports, via email, detailing costs in providing the services required by HC as defined in section 8. Deliverables Format.

7. DELIVERABLES

The Contractor must submit to the PA for review, acceptance, approval, and implementation the following deliverables for each experiential marketing program, as required and applicable:

7.1 Strategy Deliverables

- a) An overarching Strategy proposing:
 - i. A minimum of two (2) diverse concepts for implementation.
 - ii. Detailed events or activities for deployment, including logistics, how activities or events will look like and how they will take place.
 - iii. Key Performance Indicator (KPI) evaluation metrics and methodologies which must include, but will not be limited to:
 - 1) Number of impressions and interactions by event and location.
 - 2) Highlights from interactions such as, but not limited to, questions or comments.
 - 3) Engagement of target audience, or acceptance of the communication products.
 - 4) Participation level(s) for the alternative participation program(s).

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- 5) The KPI success reporting of employed tactics.
 - 6) The KPI success reporting of event performance(s).
 - 7) The KPI success reporting of assessed contribution(s) to the overall objective(s).
 - 8) Complementary program metrics.
 - 9) Social media metrics such as, but not limited to, impressions, engagement, comments, likes, shares, clicks, if event-specific platforms are developed.
 - 10) Industry best-in-class or GC-contextual comparable event-related metric standards.
- b) An Action Plan for the strategy, clearly identifying milestones, resources, and deadlines for each task required for the development, implementation, and evaluation of the in-person or virtual experiential marketing program(s).
 - c) An Awareness Communication Strategy and Plan including detailed concepts for creative(s), communication activities, and promotional items.
 - d) The final draft of the training material which will include objective(s) and key messaging that would be used by the assigned resources.
 - e) A final list of experiential marketing events and activities, prior to any event taking place and no less than 3 weeks prior to the anticipated official start date and time, including, but not limited to:
 - i. A complete list of all venues, locations, dates, duration and the predominant language of the event(s).
 - ii. Final versions of all material(s) for events and activities in both official languages of Canada; English and French.

7.2 Event Day Deliverables

- a) The day of any event, for in-person events:
 - i. Multiple captured digital images of the location for social media posting and distribution purposes.
 - ii. Multiple captured digital images of the event set-up, throughout the set-up, and post event set-up through to the official event opening and start of the day.
 - iii. Multiple captured digital images of the event in progress through to the official event listed date and time of closing.
- b) Weekly Status Reports (WSR) including, but not limited to:
 - i. Weekly project status updates which must include, but will not limited to, accomplishments, issues, and upcoming milestones.

- ii. Tracked and actual per event or activity time and cost break downs with separate lines for cost reimbursable, and flow through costs such as but not limited to hospitality and travel, as required by the Task Authorization.

7.3 Post Event Deliverables

- a) Activity Reports (AR), within five working days upon the conclusion of each experiential marketing event or activity in writing to the PA delineating the result(s) or assessment(s) of:
 - i. The attendance at the activity or event
 - ii. Complementary program(s) occurring at the same time
 - iii. How the event contributed to the overall goal of encouraging the discussion(s) surrounding key campaign messaging.
- b) The AR time frame may be lengthened and will be indicated in the Task Authorization.
- c) A Final Events Evaluation Report (FEER), within two (2) weeks upon the conclusion of each experiential marketing event, in writing to the PA. The FEER will provide a compilation of the results from each experiential marketing event, which must include, but will not be limited to:
 - i. An in-depth analysis including highlights, lessons learned, and recommendations for future programs.
 - ii. KPI results, as identified in section 7.1(a)(iii) Strategy Deliverables.
- d) The FEER time frame may be lengthened and will be indicated in the Task Authorization.
- e) A Master Copy (MC) of all Final Deliverables (FD), via registered courier or in-person to the PA, by USB key or external hard drive registered exchange delivery process, as indicated in Task Authorization, such as but not limited to:
 - i. All Contract related working files (WF), in electronic format.
 - ii. All Contract related final source files (FSF), in electronic format.

8. DELIVERABLES FORMAT

8.1 All deliverables must be submitted by the Contractor to the PA in electronic format.

8.2 All Deliverables must be submitted, sent, or provided, as applicable, by the Contractor to the PA, as Final and editable, in a Microsoft office suite version 7 or higher, or any other compatible format as indicated in the Task Authorization.

8.3 For working documents and industry professional software for creative product(s) deliverables such as, but not limited to multimedia files, the Contractor must submit, send, or provide to the PA, as applicable, in the following format(s) or any other electronic compatible format(s) as indicated in the Task Authorization:

- a) For all video files:

- i. MP4, 1920x1080 or higher, full HD resolution, subject to PA acceptance.
- b) For all design files:
 - i. Production files in their native format including, but not limited to, fonts, linked graphics, and images, subject to PA acceptance.
 - ii. Production file layers in their original format such as, but not limited to, Adobe Creative Suite 2020: InDesign, Illustrator, and Photoshop, at the highest attainable resolution possible, subject to PA acceptance.
 - iii. Linked files to be supplied as, but not limited to, .eps (Vector), .tif, .psd, .ai, .jpg, .gif or .png or other formats, as required by the PA, for reproduction/print and posting on the Web, subject to PA acceptance.
 - iv. Final artwork for print in 1920x 1080 high-resolution, or higher, print-ready PDF and low-resolution PDF formats compatible with web platform posting(s).
 - v. Final artwork in .png format for static product(s) web platform compatible posting(s).

9. COMMUNICATION STANDARDS

To ensure the integrity and efficacy of HC and PHAC communication products, the Contractor must provide services and produce materials in compliance with the administrative policies of the GC issued by the Treasury Board (TB). Relevant acts will be provided with the Task Authorization, including, but not exclusive to the following:

- a) Policy on Communications and Federal Identity: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683> (to ensure that communications across the GC are well coordinated, effectively managed and responsive to the diverse information needs of the public).
- b) Federal Identity Program technical specifications: <https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/federal-identity-program/technical-specifications.html> (to ensure that creative design and presentation conforms to the requirements).
- c) Federal Identity Program Manual: <http://www.tbs-sct.gc.ca/hqw-cgf/oversight-surveillance/communications/fip-pcim/man/mantb-eng.asp> - (to ensure that public-facing products conform to the requirements)
- d) Standard on Web Accessibility: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601>.
- e) *Web Content Accessibility Guidelines*: (WCAG) 2.0 www.w3.org/TR/WCAG20.
- f) Procedures for Publishing: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27167>
- g) Standard on Optimizing Websites and Applications for Mobile Devices: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27088>.
- h) The Accessible Canada Act: <https://laws-lois.justice.gc.ca/eng/acts/A-0.6/>

- i) Procedures for Publishing: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27167>
- j) Directive on the Management of Communications: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30682>

10. QUALITY ASSURANCE

- a) The Contractor must utilize and implement Quality Assurance (QA) procedures, inspections, and controls generally recognized and accepted by the industry as best-in-class, to ensure that all deliverables achieve a mirrored degree of quality required of all Contractual obligations.
- b) The Contractor must perform the Work in accordance with Quality Assurance (QA) standards deemed acceptable to the PA and Canada and in full conformity with contractual specifications, obligations, and requirements of the Contract.

11. LOCATION OF WORK

11.1. The Contractor must perform the work at the Contractor's place(s) of business and at the event locations, as required through the task authorization process.

11.2. The Contractor will be expected to attend all meetings, as requested by the PA, via teleconference or in person. Any ad-hoc costs for attendance are to be pre-approved by the PA.

12. LANGUAGE OF WORK

The Contractor must perform all of the Work in both official languages of Canada; English and French.

13. TRAVEL

HC will pay PA deemed reasonable travel expenses, to the Contractor, for the Contractor's representative(s) to travel, to conduct the in-person Work, in accordance with the Treasury Board Travel Guidelines.

- a) Treasury Board Travel Guidelines are available at the following web site: www.tbs-sct.gc.ca/psm-fpfm/pay-remuneration/travel-deplacements/menu-travel-voyage-eng.asp.
- b) Travel expenses, or reimbursement(s), as applicable, will be paid to the Contractor, at the time of travel, to attend in person meetings, at the PA's request.
- c) Travel expenses, or reimbursement(s), will be paid to the Contractor, at the time of travel, when requested by the PA to attend marketing discussions that necessitate in person collaboration. Where travel is deemed necessary or required by the PA, the Contractor will submit a cost estimate to the PA for review, acceptance, and authorization prior to traveling. Any PA unauthorized travel will be borne at the sole expense of the Contractor.

14. ESTIMATE PROJECT SCHEDULE – INDIVIDUAL EXPERIENTIAL MARKETING PROGRAMS

14.1.	DELIVERABLES	ESTIMATED TIMELINES
14.1.1.	Initial consultation, or kick-off meeting, and transfer of project background documents from the PA to the Contractor.	3 business days after a TA issuance by the PA.
14.1.2.	Contractor presentation of draft strategy, or strategies, and action plan(s), including proposed concepts to the PA for review, acceptance, and approval.	10 business days after successful conclusion of the initial consultation or kick-off meeting between the Contractor and the PA.
14.1.3.	Contractor presentation of material for activities or events.	5 business days after the approval of the Strategy and action plan by the PA.
14.1.4.	Contractor presentation of communication awareness plan(s) to the PA for review, acceptance, and approval.	5 business days after the strategy, action plan, and proposed concepts are accepted and approved by the PA.
14.1.5.	Contractor presentation of communication creatives to the PA for review, acceptance, and approval.	5 business days after the communication(s) plan(s) is/are accepted and approved by the PA.
14.1.6.	Contractor presentation of schedule(s) and training material(s) to the PA for review, acceptance, and approval.	10 business days after the creatives are accepted and approved by the PA.
14.1.7.	Final list of experiential marketing events and activities.	10 business days before the launch of the experiential marketing event(s) and activities(s).
14.1.8.	Contractor launch of PA approved promotion(s) in support of the national experiential marketing program(s), which must include parallel local tactics component implementation.	10 business days after the communication creatives are approved by PA.
14.1.9.	Contractor launch of PA approved national experiential marketing event(s) and activities(s).	15 business days after the creatives are approved by the PA.
14.1.10.	Contractor delivery of final event program evaluation report(s) to PA for review, acceptance, and approval.	5 business days after the final official event or activity closing date or as agreed upon, in writing, with the PA.
14.1.11.	Contractor delivery of the master copy (USB key or external hard drive) of all final deliverables.	15 business days after the last official event closing date or as agreed upon, in writing, with the PA.

14.2. Canada reserves the right to amend any TA issued during the time period of the TA to introduce additional, specific experiential marketing event tasks and detailed schedule variations of expected deliverables, as required.

15. PROJECT AUTHORITY RESPONSIBILITIES

- a) The PA will provide to the Contractor all required and relevant documents upon issuing the Task Authorization.
- b) The PA will provide to the Contractor all government guidance or policy or regulations through links as required during the duration of the contract
- c) The PA will provide to the Contractor timely responses and approvals to all the contractors requests, or task authorization approval requests. Timely is considered within 2 working days, or an agreed time period between the two parties.
- d) The PA will provide to the Contractor any relevant crown owned documents, photos, or access to such as may be required for the preparation of marketing material.
- e) The PA will provide the necessary arrangements for the contractor to enter government buildings when requested to attend a meeting.
- f) The PA will be responsible for obtaining all required approvals for events and activities within HC, and the Crown as required.
- g) The PA will be responsible for obtaining all required approvals for submission of invoices in the time allotted by the Federal government regulations.
- h) The PA will be responsible for tracking and monitoring the number, progress and values of expenditures as per the Task Authorizations and their amendments raised under the contract.
- i) The PA will be responsible for notifying the PSPC Contracting Authority in writing upon the discovery of any needed amendments or changes or issues concerning the work throughout the duration of the contract in a timely manner.

ANNEX B

BASIS OF PAYMENT

B.1 Milestone Payments

Canada will make milestone payments in accordance with the Schedule of Milestones detailed in the Table 1: B.1 – Milestones Schedule below and the payment provisions of the resulting subsequent Task Authorizations if:

- a. an accurate and complete claim for payment using PWGSC-TPSGC 1111, Claim for Progress Payment, and any other document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all the certificates appearing on form PWGSC-TPSGC 1111 have been signed by the respective authorized representatives;
- c. all work associated with the milestone and as applicable any deliverable required has been completed and accepted by Canada.

Table 1: B.1 – Milestones Schedule

Milestone	Rates
Upon delivery, approval, and acceptance by the Project Authority, of the overarching strategy, or strategies, action plan(s), and proposed concepts.	15% of the negotiated Task Authorization value
Upon delivery, approval, and acceptance by the Project Authority, of materials for activities or events.	5% of the negotiated Task Authorization value
Upon delivery, approval, and acceptance by the Project Authority, of awareness communication strategy and plan(s).	5% of the negotiated Task Authorization value
Upon delivery, approval, and acceptance by the Project Authority, of communication creatives.	5% of the negotiated Task Authorization value
Upon delivery, approval, and acceptance by the Project Authority, of the final list of experiential marketing events and activities.	65% of the negotiated Task Authorization value

Upon completion, delivery, and acceptance by the Project Authority, of final reports and working files, as specified in Annex A.	5% of the negotiated Task Authorization value
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B.2 Direct and Subcontracted Expenses

B.2.1 Direct Expenses

- a. Direct expenses include any expenses directly incurred by the Contractor during the performance of the Work or for the purpose of the project, relating to the purchase or rental of materials, equipment, supplies, or other required items. Direct expenses may include, but are not limited to, the following: exhibit materials; equipment rental; audio visual equipment and services, commercial transportation, requirement-specific insurance coverage (at the request of the Project Authority); and any project-specific communication charges, parking costs, courier and shipping fees, and other related fees.
- b. All expenses, general and administrative, normally incurred in providing the services are to be included in the prices for services identified in the Task Authorization, and will not be permitted as reimbursable direct expenses under the Contract.

*Note: Canada will not make any advance payments. The payment schedule must be based on the actual work performed at the time the milestone would be completed.

B.2.2 Subcontracting

- a. Subcontracted items include any expenses incurred during the performance of the Work or for the purpose of the Task Authorization for which a separate contract exists between the Contractor and a sub-contractor firm providing the goods / services.
- b. All subcontracted requirements will be provided within the cost negotiated for the fulfillment of the Task Authorization requirement.
- c. For each subcontracted service over \$25,000 (taxes included) the Contractor should obtain competitive bids from no fewer than three (3) outside suppliers.

B.3 Travel and Living Expenses

- a. The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, and private vehicle allowances specified in Appendices B, C and D of the National Joint Council Travel Directive, and with the other provisions of the directive referring to "travelers", rather than those referring to "employees". Canada will not pay the Contractor any incidental expense allowance for authorized travel.
- b. All travel and living expenses normally incurred in providing the services must be included in the prices of services as specified in the task authorization, and will not be permitted as direct expenses reimbursable under the contract.
- c. All travel must have the prior authorization of the Project Authority.
- d. All payments are subject to government audit.
- e. The Contractor is not an employee of Canada and as such, is not eligible for any Government of Canada employee benefits.

ANNEX C

EVALUATION CRITERIA

1. TECHNICAL EVALUATION

1.1 DEFINITIONS

National Scope – The program was delivered in at least three (3) provinces or territories in Canada. One of these three (3) provinces must be Quebec.

Experiential Marketing – A marketing tactic that promotes campaign messaging and resources through interactive experience based events to a specific target group.

Communication Awareness – The communication tactics, materials and tools used to make the target audience aware of the experiential marketing and to promote it.

Social topic/issue – Any topic addressed to a section of the public with non-commercial ends (such as campaigns against smoking, impaired driving, safety and/or health issues, etc.).

Venue – in-person events across Canada or virtually

2. MANDATORY CRITERIA

The following scoring grid will be used to evaluate each of the mandatory criteria:

#	Description	Reference in the bidder's proposal	Met (yes / no)
M1	<p>EXPERIENCE OF THE FIRM</p> <p>The Bidder must have specialized experience, for a minimum of three years, in the provision of experiential marketing services; and be a registered Canadian business.</p> <p>The Supplier must provide:</p> <ul style="list-style-type: none"> a. The number of years the Bidder's firm has specialized in the provision of experiential marketing services; and b. The firm's Procurement Business Number (PBN). 		
M2	<p>The Bidder must demonstrate, by providing 2 detailed project summaries (1 of which must be national in scope, delivered in both official languages and 1 regional), within the last five years, demonstrating experience in managing, planning, developing, implementing, overseeing (supervising), monitoring and reporting on experiential marketing campaigns.</p> <p>The Bidder must provide the following details as to how the stated experience was obtained for each campaign:</p>		

	<ul style="list-style-type: none"> a. Title and description of the experiential marketing campaign; b. The objectives; c. Start and end dates; d. Value of the contract, or range; e. Location(s) (provinces and/or regions) of each event(s) or activity(ies) of the campaigns; f. A description of the strategy and rationale as to how it was developed; g. A description of the target audiences and information related to the research conducted about this audience; h. A description of the activities and tactics that were implemented and rationale as to why they were selected; i. A description of the KPIs and how they were developed; and j. A description of the outcomes and results including a minimum of 2 lessons learned and 2 key successes. 		
M3	<p>The Bidder must provide 2 detailed project summaries related to communication awareness, as part of an experiential marketing campaign. These summaries must demonstrate experience in strategic planning, development, implementation, monitoring and reporting on communications awareness specifically. They must be from within the last five years.</p> <p>Communication project summaries must include:</p> <ul style="list-style-type: none"> a. The title and general description of what experiential marketing there were part of; b. The communications objectives; c. Start and end dates; d. A description of the communication awareness materials and/or activities, what was developed and the rationale as to why they were selected; e. A description of the KPIs. f. A description of the outcomes and results. A minimum of 2 lessons learned and 2 key successes. 		
M4	<p>ABILITY TO COMMUNICATE IN ENGLISH AND FRENCH</p> <p>The Bidder must demonstrate that they have the capability to provide all services described in the Statement of Work (SOW), in English and French, as and when required.</p>		

3. RATED CRITERIA

The following scoring grid will be used to evaluate each of the rated criteria:

#	Criteria	Scoring Maximum points available	Actual Score	Notes
R1	<p>For each of the 2 project summaries provided in M2 (planning, developing, implementing, overseeing (supervising), monitoring and reporting on experiential marketing campaigns, points will be allocated for each item responding to:</p> <p>POINTS ALLOCATION: The submission will be scored as follows;</p> <p>Overall project details: (5 points)</p> <ul style="list-style-type: none"> The response is complete in that it clearly addresses and provides exceptionally relevant supporting details and examples for all elements in order to have a very good understanding of the projects. (i.e. clear objectives, duration, value, location, strategy proposed, audience, activities implemented, relevant KPI, concrete success and lessons learned); therefore, the response is considered to have outstanding merit. (5 points) The response is somewhat complete in that it addresses some supporting detail of each of the elements in order to have an understanding of the projects. (i.e. objectives, duration, value, location, strategy proposed, audience, activities implemented, some KPIs, some success and lessons learned); therefore, the response is considered on balance to have satisfactory merit. (3 points) The response is not complete in that it fails to fully address all the elements, nominally addresses some elements, or not enough elements were provided to have an understanding of the projects (i.e. no clear objectives, duration, value, location, strategy not properly explained, not enough detail on activities implemented, limited information on KPIs or lessons learned); therefore, the response cannot be considered to have any merit (0 points) <p>Proposed strategy: (5 points)</p> <ul style="list-style-type: none"> The overall proposed strategy for the experiential marketing project was extremely relevant, pertinent, significant, effective and very innovative. A significant number of strategic elements were taken into consideration and research was analysed 	/60		

	<p>and/or conducted to support the proposal; therefore, the response is considered to have outstanding merit. (5 points)</p> <ul style="list-style-type: none"> The overall strategy for the experiential marketing project was relevant, pertinent, significant and effective. Some strategic elements were taken into consideration and some research was analysed and/or conducted to support the proposal; therefore, the response is considered on balance to have satisfactory merit. (3 points) The overall strategy for the experiential marketing project was not relevant, pertinent, significant, effective nor innovative. Very limited to no strategic elements were considered and no research was analysed and/or conducted to support the proposal; therefore, the response cannot be considered to have any merit. (0 points) <p>Target audiences and research: (5 points)</p> <ul style="list-style-type: none"> Target audience was strongly aligned with the objectives and extensive research was conducted on tactics that work well with this audience (5 points) Target audience was aligned with the objectives and some research was conducted on tactics that work well with this audience (3 points) Target audience was not aligned with the objectives and very limited to no research on what tactics worked well with this audience was conducted. (0 points) <p>Relevance, effectiveness, and rationale of implemented experiential marketing activities/tactics: (5 points)</p> <ul style="list-style-type: none"> Experiential marketing activities/tactics were extremely relevant, pertinent, significant, effective and very innovative and allowed to surpass the objectives. Activities/tactics significantly surpassed average tactics; Rationale was very strong as to why these activities/tactics were selected; therefore, the response is considered to have outstanding merit. (5 points) Experiential marketing activities/tactics were somewhat relevant, significant, effective and allowed to meet objectives; Tactics were average. Rationale as to why these activities/tactics were selected was average; 			
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	<p>therefore, the response is considered on balance to have satisfactory merit. (3 points)</p> <ul style="list-style-type: none"> • Experiential marketing activities/tactics were not relevant or of a significant scale, nominally addressed, or did not meet the objectives; Rationale was not pertinent or very little information was provided as to why these activities/tactics were selected; therefore, the response cannot be considered to have any merit. (0 points) <p>Project KPIs and evaluation: (5 points)</p> <ul style="list-style-type: none"> • Experiential marketing KPIs and evaluation were very relevant and complete and allowed to clearly evaluate the success of the activities/tactics. Quantitative KPIs were taken into consideration and included an in-depth qualitative analysis. KPIs were strongly related to the objective of the project; therefore, the response is considered to have outstanding merit. (5 points) • Experiential marketing KPIs and evaluation were somewhat relevant and had some level of information. They allowed to evaluate the success of the activities/tactics. Quantitative KPIs were taken into consideration and included a limited qualitative analysis. KPIs were somewhat related to the objective of the project; therefore, the response is considered on balance to have satisfactory merit. (3 points) • Some experiential marketing KPIs were provided but were not relevant, or were not complete. The KPIs did not allow for evaluation of activities/tactics success; therefore, the response cannot be considered to have any merit (0 point) <p>Lessons learned and success: (5 points)</p> <ul style="list-style-type: none"> • The experiential marketing project success was remarkable and lessons learned were identified and adapted throughout the implementation of the activities/tactics. Lessons learned would have never been known before implementing the tactics. (5 points) • The experiential marketing project was successful and lessons learned could not necessarily have been known before implementing the tactics. (3 points) • The experiential marketing project was not a success and lessons learned should have been 			
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	known before implementing the tactics. (0 points)			
R2	<p>For each of the 2 project summaries provided in M3 (in strategic planning, development, implementing, monitoring and reporting on communication awareness, as part of an experiential marketing campaign;</p> <p>Points will be allocated for each item responded to;</p> <p>POINTS ALLOCATION: The submission will be scored as follows;</p> <p>Overall communication awareness component details: (5 points)</p> <ul style="list-style-type: none"> The response is complete in that it clearly addresses and provides exceptionally relevant supporting details for all elements in order to have a very good understanding of the communication awareness component. (i.e. clear objectives, what was implemented, precise KPI, concrete success and lessons learned); therefore, the response is considered to have outstanding merit. (5 points) The response is somewhat complete in that it has some details for all elements in order to have an understanding of the communication awareness component. (i.e. objectives were simply stated, some minimal details of what was implemented, basic KPIs, minimal details on success and lessons learned); therefore, the response is considered on balance to have satisfactory merit. (3 points) The response is not complete in that it fails to address all of the overall project communication elements. It does not provide enough elements to have an understanding of the communication awareness campaign. (i.e. limited details on objectives, what was implemented, KPIs, or lessons learned); therefore, the response cannot be considered to have any merit (0 points) <p>Developed communication awareness materials and/or activities relevance and effectiveness: (5 points)</p> <ul style="list-style-type: none"> Communication awareness materials and/or activities were very relevant, pertinent, significant, effective and innovative and allowed to surpass the objectives. Materials/activities significantly surpassed average tactics; 	/40		

	<p>therefore, the response is considered to have outstanding merit. (5 points)</p> <ul style="list-style-type: none"> • Communication awareness materials and/or activities were average, and somewhat relevant, significant, and effective, and allowed objectives to be met; therefore, the response is considered on balance to have satisfactory merit. (3 points) • Communication awareness materials and/or activities were not relevant or of a significant scale, nominally addressed, or did not meet the objectives; therefore, the response cannot be considered to have any merit (0 points) <p>Communication awareness KPIs and evaluation: (5 points)</p> <ul style="list-style-type: none"> • Communication awareness KPIs and evaluation were very relevant and complete and allowed to clearly evaluate the success of the tactics. Quantitative KPIs were taken into consideration and included an in-depth qualitative analysis. KPIs were strongly related to the communication objective of the project; therefore, the response is considered to have outstanding merit. (5 points) • Communication awareness KPIs and evaluation were somewhat relevant and had some level of information. They allowed to evaluate the success of the tactic. Quantitative KPIs were included but included limited qualitative analysis. KPIs were somewhat related to the communication objective of the project; therefore, the response is considered on balance to have satisfactory merit. (3 points) • Some communication awareness KPIs were provided but were not relevant, or were not complete. The KPIs did not allow for evaluation of tactic success; therefore, the response cannot be considered to have any merit. (0 points) <p>Communication awareness lessons learned and success: (5 points)</p> <ul style="list-style-type: none"> • The communication awareness success was remarkable and lessons learned were identified and adapted throughout the implementation of the tactics Lessons learned would have never been known before implementing the tactics. (5 points) • The communication awareness was successful and lessons learned could not necessarily have 			
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	<p>been known before implementing the tactics. (3 points)</p> <ul style="list-style-type: none"> The communication awareness was not a success and lessons learned should have been known before implementing the tactics. (0 points) 			
<p>R3</p>	<p>As a sample fictive project, the Bidder should propose a project management approach that considers the client needs based on the Statement of Work in Annex A. The project management approach MUST not exceed four one-sided pages in length (with a font no smaller than Arial 10). The project management approach MUST include the following:</p> <ul style="list-style-type: none"> The project management approach describing how the bidder plans on working with the client. A method to identify potential risks and mitigation strategy establishment. Methods for ensuring quality control and on-time delivery; and A sample detailed action plan including critical tasks/milestones, resources, and deadlines for each task required for the development, implementation, and evaluation of the in-person or virtual experiential marketing program and related communication awareness; <p>POINTS ALLOCATION: The submission will be scored as follows;</p> <p>Overall project management approach: (10 points)</p> <ul style="list-style-type: none"> Substantial details lead to a complete and thorough understanding of how the Bidder proposes to work in collaboration with the client. Description demonstrates a very effective way of managing the project and a great work relationship between the bidder and the client. (10 points) Details lead to an understanding of how the Bidder proposes to work in collaboration with the client. Description demonstrate a good way of managing the project and a good work relationship between the bidder and the client. (5 points) Details don't lead to an understanding of how the Bidder proposes to work in collaboration with the client. Description doesn't demonstrate 	<p>/40</p>		

	<p>any indication of how the work or relationship would be managed (0 points)</p> <p>Project management tools to stay on-track: (10 points)</p> <ul style="list-style-type: none"> Substantial details lead to a complete and thorough understanding of how the Bidder will ensure that performance and scheduled goals are achieved. Methods/Project management tools to stay on-track are very strong, effective, and innovative. (10 points) Details lead to an understanding of how the Bidder will ensure that performance and scheduled goals are achieved. Methods/Project management tools to stay on-track are good and effective. (5 points) Details do not lead to an understanding of how the Bidder will ensure that performance and scheduled goals are achieved. Methods/Project management tools to stay on-track are weak. (0 points) <p>Risks and Mitigation strategies: (10 points)</p> <ul style="list-style-type: none"> Substantial details lead to a complete and thorough understanding of how the Bidder proposes to mitigate risks and deals with unexpected events. Risk analysis is very realistic and relevant. Plan B contingencies are clearly explained, pertinent and feasible. (10 points) Details lead to an understanding of how the Bidder proposes to mitigate risks and deals with unexpected events. Risk analysis is somewhat realistic and relevant. Plan B contingencies are mentioned and somewhat pertinent or feasible. (5 points) Details do not lead to an understanding of how the Bidder proposes to mitigate risks and deals with unexpected events. Risk analysis or Plan B contingencies are not pertinent and relevant. (0 point) <p>Action plan: (10 points)</p> <ul style="list-style-type: none"> The action plan was very clearly developed, is very effective, and includes all, and more, of the requirements (critical tasks/milestones, resources, and deadlines) for each task required for the development, implementation, and evaluation, of the in-person or virtual experiential marketing program. The plan 			
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	<p>allowed to have a very good overview of the project's specific steps. (10 points)</p> <ul style="list-style-type: none"> • The action plan was clearly developed, is somewhat effective, and includes most of the requirements (critical tasks/milestones, resources, and deadlines) for each task required for the development, implementation, and evaluation of the in-person or virtual experiential marketing program. The plan allowed to have a good overview of the project's specific steps. (5 points) • The action plan was not very clearly developed, is not very effective, and did not include all of the requirements (critical tasks/milestones, resources, and deadlines) for each task required for the development, implementation, and evaluation of the in-person or virtual experiential marketing program. The plan was not well developed and does not allow/have a good overview of the project's specific steps. (0 points) 			
<p>R4</p>	<p>The bidder should demonstrate, by providing a detailed project summary, that they have developed and managed one national campaign within the last five years, that generated awareness for a social topic(s) /issue(s)*. The bidder must identify how the project experience is relevant to the work required as described in the Statement of Work in Annex A.</p> <p>*Social topic/issue is defined as any topic with non-commercial ends (such as campaigns against smoking, impaired driving, or related to safety, health issues, etc.).</p> <p>The project summary MUST not exceed 2 one-sided pages in length (with a font no smaller than Arial 10 or equivalent) and must include:</p> <ol style="list-style-type: none"> 1. Nature and scope of the experiential marketing services provided, including: <ol style="list-style-type: none"> a. Title of project; b. The objectives; c. Start and end dates of the project; d. Value of contract; or range; e. Summary description of the experiential marketing events and activities; f. Social topic/issue(s) of the campaign; g. How the project experience is relevant to the work required as described in the Statement of Work in Annex A. <p>POINTS ALLOCATION: The submission will be scored as follows;</p>	<p>/15</p>		

	<p>Project summary – Social Topic: (5 points)</p> <ul style="list-style-type: none"> • The project summary is clearly a social topic/issue and fully identifies how it is relevant to the Statement of Work in Annex A. (5 points) • The project summary is somewhat related to a social topic/issue and somewhat identifies how it is relevant to the Statement of Work in Annex A. (3 points) • The project summary is not related to a social topic/issue and does not identify how it is relevant to the Statement of Work in Annex A. (0 points) <p>Project Objectives: (5 points)</p> <ul style="list-style-type: none"> • The objectives have clearly been demonstrated and the link to the social topic/issue is described. The objectives are really relevant to a social topic. (5 points) • The objectives are described and there is somewhat of a link to a social topic/issue. The objectives are somewhat relevant to a social topic. (3 points) • The objectives are not described and there is no link with/to a social topic/issue. The objectives are not relevant to a social topic. (0 points) <p>Project relevancy of Tasks and Activities: (5 points)</p> <ul style="list-style-type: none"> • The description of the social topic/issue tasks and activities implemented is very relevant to the work described in the Statement of Work in Annex A. (5 points) • The description of the social topic/issue tasks and activities implemented is somewhat relevant to the work described in the Statement of Work in Annex A. (3 points) • The description of the social topic/issue tasks and activities implemented is not relevant to the work described in the Statement of Work in Annex A. (0 points) 			
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File No. - N° du dossier
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CX024
CCC No./N° CCC - FMS No./N° VME

ANNEX D

ELECTRONIC PAYMENT INSTRUMENTS

As indicated in Part 3, clause 3.1.2, the Bidder must complete the information requested below, to identify which electronic payment instruments are accepted for the payment of invoices.

The Bidder accepts to be paid by any of the following Electronic Payment Instrument(s):

- VISA Acquisition Card;
- MasterCard Acquisition Card;
- Direct Deposit (Domestic and International);
- Electronic Data Interchange (EDI);

ANNEX E

FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's website](#).

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- A1. The Bidder certifies having no work force in Canada.
 - A2. The Bidder certifies being a public sector employer.
 - A3. The Bidder certifies being a federally regulated employer being subject to the Employment Equity Act.
 - A4. The Bidder certifies having a combined work force in Canada of less than 100 permanent full-time and/or permanent part-time employees.
- A5. The Bidder has a combined workforce in Canada of 100 or more employees; and
- A5.1. The Bidder certifies already having a valid and current Agreement to Implement Employment Equity (AIEE) in place with ESDC-Labour.
- OR**
- A5.2. The Bidder certifies having submitted the Agreement to Implement Employment Equity (LAB1168) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.
- OR**
- B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

ANNEX F

TASK AUTHORIZATION FORM PWGSC-TPSGC 572



Public Works and Government Services Canada
 Travaux publics et Services gouvernementaux Canada

Annex
Annexe

Task Authorization
Autorisation de tâche

Contract Number - Numéro du contrat

Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu
	Total Estimated Cost of Task (Applicable taxes extra) Coût total estimatif de la tâche (Taxes applicables en sus) \$
Security Requirements: This task includes security requirements Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité <input type="checkbox"/> No - Non <input type="checkbox"/> Yes - Oui If YES, refer to the Security Requirements Checklist (SRCL) included in the Contract Si OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat	

For Revision only - Aux fins de révision seulement		
TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (Applicable taxes extra) before the revision Coût total estimatif de la tâche (Taxes applicables en sus) avant la révision	Increase or Decrease (Applicable taxes extra), as applicable Augmentation ou réduction (Taxes applicables en sus), s'il y a lieu
	\$	\$

Start of the Work for a TA : Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.
Début des travaux pour l'AT : Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.

1. Required Work: - Travaux requis :

A. Task Description of the Work required - Description de tâche des travaux requis	See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement	See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche	See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement	See Attached - Ci-joint <input type="checkbox"/>

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Annex
Annexe

Contract Number - Numéro du contrat

2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized client - Nom et titre du client autorisé à signer

Signature

Date

PWGSC Contracting Authority - Autorité contractante de TPSGC

Signature

Date

3. Contractor's Signature - Signature de l'entrepreneur

Name and title of individual authorized - to sign for the Contractor
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

Signature

Date