



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM #1

NRFP # DC-2021-PO-03 Event Management Services

Close Date/Time:

February 1, 2022
14:00 hours
Pacific Time

Issue Date: January 26, 2022

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are the answers to questions submitted in regards to the above noted NRFP as of January 18, 2022.

Q1. Are we permitted to partner with another company and submit a joint proposal?

Answer: DC anticipates contracting with one company for the entire scope of the work but reserves the right to award multiple contracts.

Q2. Can we bid on just part of the NRFP? If yes, how will you adjust the initial qualifying criteria to be able for a proposer to achieve 65% if some points would be impossible to obtain if a proponent is only submitting a proposal for a portion of DCBE's work?

Answer: This is a complete NRFP process. Proposals will be evaluated based on the complete criteria specified within the NRFP.

Q3. How were your events and trade shows handled before and what did you like best and least about the supplier you worked with? Please answer separately for Canada, the US and Europe.

Answer: The goals and objectives of DC and DCBE are specified throughout the NRFP. Further information provided to shortlisted proponents.

Q4. While two (2) weeks is usually a sufficient NRFP response time, the industry and its supply chain are currently very challenged with a labour shortage, postponements, cancellations leading to long lead times, response times, pricing information, etc. Is it possible to extend this deadline to February 8th, 2022?

Answer: No extensions are being granted. Requests within the NRFP are based on showcasing previous events you have executed.

Q5. Are proponents required to identify who the Account Manager would be as part of their NRFP submission or only after contract signature?

Answer: Yes. Destination Canada wishes to know who our day-to-day event management team will be moving forward.

Q.6 Are we permitted to price US events in USD?

Answer: As per section C.5.3 of the NRFP, events may be invoiced and paid in the currency of the country in which such event takes place (e.g. US based events will be invoiced and paid in US dollars). Please note that as per section F of the NRFP document, all prices are to be quoted in Canadian dollars, excluding taxes.

Certain elements of the US events are expected to be priced in USD (F&B, local decor etc.). However, all billing to DC is in CAD based on exchange rates.

- Q7. Can you please define "service hourly rates" and what is included in the service as indicated on page 9 and 36 of the NRFP?

Answer: please refer to section C.3 for management fees and section F.2 of the NRFP for the outline of service hourly rates.

The service hourly rates are individual resource rates for a specific position that may be required over and above event management fees.

The event management fee is a percentage of the event costs managed by the Contractor, paid to the Contractor as compensation for the work.

- Q8. Percentage pricing is usually based on volume, scope of work, etc. Given the uncertainty of the confirmed scope of work at this stage, will you consider additional pricing models? Or even percentage based pricing based on overall annual volume ranges?

Answer: As per section F.3 of the NRFP, DC may be open to other pricing strategies, incentives, volume discounts or other offerings (e.g. rebates, single volume purchase, credit for returnable product, etc.) that would benefit DC. DC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

Proponents are welcome to indicate any other pricing strategies.

- Q.9 Section C.3, second paragraph under Appendix 6 chart: All listed event estimates are inclusive of event management fees and exclusive of service hourly rates. A scope of work will be outlined to the Contractor for an estimate on resources, hours and rates at which time DCBE will review and approve.

In order to better understand budget estimations, can you explain the difference between event management fees and service hourly rates?

Answer: The event management fee is a percentage of the event costs managed by the Contractor, paid to the Contractor as compensation for the work.

The service hourly rates are individual resource rates for a specific position that may be required over and above event management fees.

- Q10. With regards to section E.1.7 of the NRFP document: "Provide up to 2 case studies that can demonstrate your company's ability to fiscally deliver a smaller scale event in a US Destination" Is this a request for an example of a past event or an exercise on creating a potential event in 2022 in a target city for that specific budget?

Answer: This should be an example of past events, to showcase how you would perform similar work for DC in the future.

- Q11. With regards to section D.1.4 of the NRFP document: "The proponent must have managed three (3) Business to Business (B2B) events in Canada and / or the US. Are you able to comply with this requirement? Please list three (3) most recent events."

Our most recent B2B events have been virtual. Can we include those or are you specifically requiring live as mentioned in section D.1.3?

Answer: Please provide the overview based on in-person events as this is the direction we see the industry returning towards and we are looking for a Contractor who has a proven track record in this area. To evaluate, DC needs to be able assess the Contractor's capabilities in executing in-person events of a similar nature to the ones we will be executing.

- Q12. With regards to section E.1.3 of the NRFP document: "A list of tourism-related clients, client testimonials and overview description for events that the proponent has organized that would demonstrate your ability to focus on specific themes as described in this NRFP".

Are the 'client testimonials' and 'overview description for events requested to be specific our tourism related clients or any clients?

Answer: As a national tourism organization and Crown corporation, providing a list of relevant tourism-related clients indicates your knowledge of working with similar organizations. Testimonials and overview descriptions can come from any relevant experience.

- Q13. For the case studies or work example, are we permitted to send a video that accompanies the narrative description?

Answer: At this stage, we request photos rather than videos. Please refer to each case study request for the specific size limitations on content. Images and photos are part of such size limitations.

- Q14. With regards to section E.1.9 of the NRFP document: "Provide a listing of events that your company has managed in the last three (3) years that would demonstrate your ability to carry out the work described in Section C.3 of this NRFP."

Can this be extended to showcase a list of events for the last five (5) years given that there were a very limited number of in-person events produced in 2020 and 2021?

Answer: Yes. If so, please provide an overview of what your company has done in the past 2 years.

- Q15. With regards to section E.1.7 of the NRFP document: Are you asking that we provide up to two (2) past case studies that demonstrate small scale US events that we have done, or provide up to 2 examples of events we would plan for the future?

In this paragraph you state: "Describe creative and innovative ways in which you will manage costs and maximize budgets" which suggests these are events we would plan for the future. Please clarify.

Answer: These are examples of past events to showcase how your company would execute the work for DC in the future. As a national Crown corporation, Destination Canada is guided by government policies and restricted budgets. In responding to this question, please provide examples of how you have maximized your client's budgets.

- Q16. The NRFP lists several activities regarding trade shows such as management of food, beverage and entertainment. However, it appears that the actual design, build, installation and dismantle of the physical booth is not part of this NRFP as you have not mentioned it or given any information regarding this. Is it correct that trade show booth services including booth design, construction, install and dismantle are not part of this RFP? Please clarify.

Answer: Yes, this is correct.

- Q.17 Section D – Mandatory Criteria, question D.1.3 and D.1.4, you ask the proponents to list a number of recent events for each of the questions. Do you require a brief description of the event (e.g. size of event, audience, etc.)?

Answer: No, a description is not necessary.

Q.18 Given there have been so few in-person events the past two years on account of Covid-19 lockdowns, how does the contracting authority define recent events. For example, would events held in 2018 and 2019 be regarded as “recent” since there have been no live events in 2020 and 2021, unless you classify virtual events held during the Covid-19 lockdowns in lieu of live, in-person events?

Answer: recent events can encompass the past 5 years. As we move forward and return to in-person events, showcasing your company’s experience in these areas is imperative. The industry has also changed; you can also share what your organization has been working towards during these past few years (virtual events).

Q19. In Section C3, Scope of Work, you identified budget estimates for a number of different events. Do these figures represent an all-in expense estimate (including project management and planning) or the budget for expenses incurred to execute the event?

Answer: As per section C.3 of the NRFP, all listed event estimates are inclusive of event management fees and exclusive of service hourly rates. A scope of work will be outlined to the Contractor for an estimate on resources, hours and rates at which time DCBE will review and approve.

Q20. A number of events listed in Section C3, Scope of Work, include trade shows at various events (for example, IMEX America). Has space already been reserved for Destination Canada with the event organizers and if so, how should we account for that expense, as part of the overall budget or as an extra cost that has already been paid?

Answer: As per section C.3 Scope of Work, Destination Canada manages the costs related to attendance at the trade show itself. The event management partner will be responsible for activations specific to DC as part of the show (catering, entertainment, offsite events). The event management company is not responsible for trade show fees along with trade show booth build, design and management.

Q21. With regards to page 10 of the NRFP document, Frankfurt is mentioned as one of the five major market trade shows that DCBE attends however is not included in the Scope of Work list of events or the list in Appendix 6. Please clarify if there is a reason for this.

Answer: Currently, we have only listed 2022 events under the scope of work. Frankfurt could be part of the scope for 2023.

Q22. With regards to section C.5 of the NRFP document: “Reports shall be submitted no later than 30 business days following the completion of the event.”

Final reports are heavily dependent on supplier turn-around times for invoicing. Our experience over the last few months is that supplier response times are heavily impacted by Covid-19 and the labour shortage. Is it possible to have flexibility on this timeline?

Answer: No, this is not possible.

Q.23 With regards to section B.5 of the NRFP document, can you clarify the type of presentation expected in the proposals? Is it allowed to submit a presentation including a copy of the requested appendices? Or are two different presentations required to be submitted?

Answer: There is only one presentation which will be required only to the proponents who will make it to the Shortlist. Please refer section G – Presentation Requirements of the NRFP document for details. You can also refer to section B.2 of the NRFP document for explanation about who the Shortlist is made.

Q24. Are proponents required to submit a draft contract as part of their NRFP submission?

Answer: No, they are not.

Following are two (2) amendments to the requirements of the above noted NRFP

- 1) Reference Section C – Statement of Work, the following requirement is added:

C.13 Language Requirement

The Contractor personnel must be able to communicate in English, including both verbal and written communication.

- 2) Reference Section H – NRFP Process and Terms, H.9 Language, the following is deleted:

H.9 Language

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

and it is replaced with the following:

H.9 Language

Proposals may be submitted in either French or English. All other steps and documents in the process are to be addressed and submitted in English (Technical Assessment, Presentations, Pricing, Contract, Contract Negotiations, Debriefings, e-mail communication, video conferences, etc.)