



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

## Request for Supplier Qualification

Name of Competition:	Research Services – Business Events Roster
Competition Number:	DC-2022-PO-07
Closing Date and Time:	October 14, 2022, 14:00 Pacific Time (PT)
Contracting Authority:	Paulina Orozco Procurement Advisor <a href="mailto:procurement@destinationcanada.com">procurement@destinationcanada.com</a>

Note: This document may not be reproduced nor distributed without the prior express approval of the Canadian Tourism Commission's Procurement Department, except where authorized for use by a proponent who is responding directly to this Request for Supplier Qualification.

## SECTION A – INTRODUCTION

---

The Canadian Tourism Commission (CTC), doing business as Destination Canada ("DC"), is Canada's national tourism organization and a Crown corporation of the federal government. DC supports the Canadian tourism industry by:

- sustaining a vibrant and profitable Canadian tourism industry;
- marketing Canada as a desirable tourist destination;
- supporting a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- providing information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

At Destination Canada we believe in the power of tourism. Tourism generates wealth and wellbeing for all of Canada and enriches the lives of our guests.

Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad. In collaboration with our partners, we promote Canada as a premier four-season leisure and business tourism destination around the country and world.

Destination Canada's approach focuses on markets where Canada's tourism brand leads and yields the highest return on investment. We use research to drive our evidence-based marketing in 10 key geographic leisure source markets - Australia, Canada, China, France, Germany, Japan, South Korea, Mexico, United Kingdom and the United States. In addition to these markets we may occasionally conduct research in other markets as well, such as India. Also, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority sectors.

We believe that Canada's diversity, its greatest asset, is also, what touches travellers' hearts most deeply. To that end, we are committed to inclusive leadership within our workforce, workplace, and interactions with partners and travellers alike.

For further information, visit <http://www.destinationcanada.com>.

### A1. Purpose and Intent

The purpose of this Request for Supplier Qualification (the "RFSQ") is to solicit proposals for the following:

- **Scope of Work A: Quantitative Research Services - Business Events**
- **Scope of Work B: Qualitative and Exploratory Research – Business Events**
- **Scope of Work C: Specialized Research Services - Business Events**

**Proponents do not need to bid on all three (3) Scopes of Work, proponents may bid on either Scope of Work A, Scope of Work B, Scope of Work C or any combination thereof.**

Please see Statement of Work (**Section C**) for detailed requirements.

It is CTC's intent to develop a roster of pre-qualified proponents (the "Roster") which will be utilized as required to meet CTC's needs.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a "Contract A" with the CTC. Instead, the process is intended to enable the CTC to learn what proponents can offer by way of goods or services in response to the CTC's Statement of Work. Depending on the number and

variety of responses, the CTC will subsequently negotiate with those proposals that best serve its needs, as determined by the CTC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against the CTC with respect to the award of a contract, failure to award a contract or failure to honour a response to this RFSQ.

In summary, this RFSQ is issued solely for the purpose of obtaining proposals and developing a Roster. Neither the issuance of this RFSQ nor the submission of a proposal implies any obligation by CTC to enter into any agreement. The intent of this RFSQ is to identify those vendors capable of meeting the CTC's requirements and with whom a final agreement may be negotiated.

**A2. Roster Term**

Qualified proponents that demonstrate the ability to meet the requirements identified in this RFSQ may be included on the CTC's Roster. The initial term for proponent inclusion on the CTC's Roster may be for a period up to three (3) years, with an option to extend on an annual basis by CTC. The total period of the Roster (initial term plus any extensions) is not to exceed six (6) years. The CTC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

**A3. Standing Offer Agreement**

Any proponent, who is selected for the Roster, will be required to enter into a mutually agreeable non-exclusive standing offer agreement ("SOA") with the CTC. Each individual future project or service requirement would then be initiated by way of a Statement of Work ("SOW") and/or a CTC Purchase Order ("PO"), which will set out the specifics of the project or service and will be governed by the terms and conditions of the SOA. Proponents should note that execution of a SOA with the CTC pursuant to this RFSQ does not guarantee that any work will be issued to that proponent.

**A4. Roster / SOA Process**

The Roster will be utilized as required, at CTC's sole discretion, to meet the CTC's needs. The CTC does not guarantee business or make any guarantee of the value or volume of work that may be assigned to any proponent that has qualified for the Roster. See Section H for conditions set out by the CTC for using Rosters and SOAs following an RFSQ process.

## **SECTION B – RFSQ EVALUATION CRITERIA AND INSTRUCTIONS**

---

### **B.1 Mandatory Criteria Evaluation**

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies (“Rectification Period”). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the RFSQ, and will end within a time period defined by CTC in its sole discretion.

### **B.2 Desirable Criteria Evaluation and Pricing Evaluation**

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. The CTC’s evaluation committee may be comprised of the CTC employees and consultants to the CTC who are bound by an agreement of confidentiality with respect to the RFSQ process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to the CTC Senior Executive(s).

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

B.2.1 Desirable Criteria Questionnaire (Section E) 70%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% of the 70% or higher (the “Shortlist”) will be evaluated further based upon, but not limited to Proposed Pricing.

B.2.2 Proposed Pricing (Section F) 30%

Following evaluation of Proposed Pricing, the CTC may select as many proponents as required to enter into negotiations.

TOTAL 100%

### **B.3 Negotiations**

The CTC intends to conduct negotiations with the top ranked proponent(s) as defined in Section G.10 Contract Negotiations.

### **B.4 Proposal Submission, Intentions, and Questions Instructions**

#### **B.4.1 Submissions**

Proponents must submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, October 14, 2022**.

Any proposal received after the Closing Time may not be reviewed by the CTC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals must be in PDF format and must be submitted as per the instructions in B.4.4 below. All proposals received as a result of this RFSQ shall become the property of the

CTC. The time stamp of the CTC's email system shall be the official time for receipt of the proposal.

#### B.4.2 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by **14:00 hours PT, October 4, 2022**.

Please Note: The Intent to Submit is not a mandatory requirement and therefore does not prevent a proponent from submitting by the required closing date and time.

#### B.4.3 Questions

Proponents may submit questions via e-mail to the Contracting Authority until **14:00 hours PT, September 21, 2022**. Questions submitted after this date and time may not be responded to.

If the CTC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to the CTC explaining why it should not be included with the posted anonymous questions and answers. If the CTC concurs with the request, the question will be answered in confidence and will not be posted. If the CTC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

#### B.4.4 Instructions

All submissions, intentions, and questions are to be e-mailed to [procurement@destinationcanada.com](mailto:procurement@destinationcanada.com) and should reference "**RFSQ DC-2022-PO-07 Research Services – Business Events Roster - CONFIDENTIAL**" in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding RFSQ section(s) if applicable
- Which Scope(s) of Work in Section C your company is tendering for

There is a maximum of twenty megabyte ("MB") file size acceptance of any e-mail. Proponents should divide their responses into appropriate sized (smaller than 20 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

## **B.5 RFSQ Form of Response, Format and Depth**

### **B.5.1 RFSQ Form of Response**

Proponents should respond to and include in their proposal:

- Appendix 1 – Proponent Information and Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor
- Section D – Mandatory Criteria
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (must be submitted as a separate file)

### **B.5.2 RFSQ Format and Depth**

This Request for Supplier Qualification sets out the CTC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a detailed description of their ability to provide the requirements set out in this RFSQ. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by the CTC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this RFSQ and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to the CTC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that the CTC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this RFSQ.

## **SECTION C – STATEMENT OF WORK**

---

### **C.1 Background**

At Destination Canada (“DC”), we believe that tourism enhances the wealth and wellbeing of Canadians and enriches the lives of visitors. Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad

Knowing that diversity is our greatest asset, we promote Canada as a premier four-season leisure and business tourism destination around the country and world in Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority sectors. DC is a Crown corporation wholly owned by the Government of Canada.

DC conducts primary research through a variety of means to gather market intelligence and provide insights for internal stakeholders as well as tourism industry partners.

The business events tourism segment is a network of organizers, service providers, suppliers and facilities engaged to develop and deliver meetings, conferences, exhibitions and related activities. They provide a forum for economic, academic, professional, and business interactions to exchange ideas, build connections and develop new ideas, concepts and knowledge. They are a highly efficient and cost-effective vehicle for driving economic recovery, renewal and development.

It is a priority for DC to provide deep insights on our business events target audience, called international C-Suite decision makers (CEO, executive directors) and our secondary audience of influencers (event organizers/meeting planners) that make these events come to life.

### **C.2 Scope of Work A: Quantitative Research Services – Business Events**

#### **C.2.1 Objective**

DC’s objective is to seek qualified Contractor (s) to conduct research to quantify insights related to international business events, C-suite decision makers and event organizers/ meeting planner perspectives, attitudes, behaviours, motivations and other business events related topics.

#### **C.2.2 Scope of Work**

The Contractor(s) providing quantitative research services must have capabilities in, but not limited to, providing quantitative research through survey methodologies, data analytics and access to proprietary data sources.

1. The Contractor(s) will be asked to provide research services including but not limited to the following audiences:
  - a) International C-Suite decision makers (CEO, executive directors) and our secondary audience of influencers (event organizers/meeting planners) that make these events come to life:
    - a. International markets: United States, United Kingdom, Europe, Asia, Mexico;
    - b. Business Events (“BE”) segments: association conferences, corporate meetings, incentive travel; and
    - c. Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.

- b) Team Canada partners and suppliers (for example: Destination Marketing Organizations, Destination Management Companies, etc.)

Inclusion of additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.

The Contractor(s) must have the ability to provide targeted business events audience samples for conducting research when not provided by DC.

- 2. The Contractor(s) may be asked to conduct, but not be limited to, the following types of quantitative research projects through a business events lens:

- a) Access to and analysis of tourism related business events data;
- b) Access to and analysis of economic data and trends for business events;
- c) Advertising tracking studies;
- d) Advertising creative concept testing studies;
- e) Attribution modeling;
- f) Building proprietary/custom panels;
- g) BE target audience attitudinal and/or behavioral studies;
- h) Brand equity studies;
- i) Competitive intelligence analysis;
- j) Composite index methodology development and ranking/benchmarking studies;
- k) Content, text and media analytics studies;
- l) Concept testing;
- m) Contextual analysis;
- n) Drivers analysis;
- o) Ethnography studies;
- p) In-person intercept studies;
- q) Marketing/Media mix modeling;
- r) Market potential assessments;
- s) Motivation mapping;
- t) Omnibus studies;
- u) Path to purchase studies;
- v) Providing data entry services;
- w) Providing report writing services;
- x) Segmentation studies;
- y) Secondary research studies;
- z) Social listening studies;
- aa) Solution evaluation and testing; and
- bb) Syndicated studies;
- cc) Website intercept studies.

- 3. The Contractor(s) may be required to demonstrate that they can provide full research services including, but not limited to, study design, analysis, reporting and presentation of results. Accordingly, the Contractor(s) may be required to undertake some or all of the following activities:

- a) Attend meetings (in person or virtually);
- b) Advise DC on research project design;
- c) Provide an analysis plan that relates to research objectives;
- d) If undertaking a survey methodology:
  - a. Design questionnaires and other research tools, and translate them into different languages, as required;
  - b. Program questionnaires and other research tools for online and/or offline methodologies and conduct fieldwork;

- c. Coding of open ended data;
- d. Provide sample, as required.
- e. Execute on study, as approved by DC.
- e) Provide progress reports to DC;
- f) Provide access to data via the most suitable format(s) as described by DC;
- g) Conduct analysis of the data, including multivariate analyses as related to research objectives;
- h) Provide a written report in English in draft and final form;
- i) Produce a presentation deck on the results;
- j) Make an oral presentation of the results;
- k) Support the development of webinar materials that highlight the results;
- l) Perform other functions deemed essential to the administration of the research; and
- m) Perform other activities or services as per specific project requirements.

### **C.3 Scope of Work B: Qualitative and Exploratory Research – Business Events**

#### **C.3.1 Objective**

DC's objective is to seek Contractor(s) who can conduct qualitative and exploratory research related to international business events, C-suite decision makers and event organizers/ meeting planner perspectives, attitudes, behaviours, motivations and other business events related topics.

#### **C.3.2 Scope of Work**

The Contractor(s) providing qualitative and exploratory research services must have capabilities in, but not limited to, providing qualitative research through both offline (i.e. in person) and online methodologies including focus groups, in-depth interviews, digital diaries and digital ethnography studies.

1. The Contractor(s) will be asked to provide research services including but not limited to the following audiences:
  - a) International C-Suite decision makers (CEO, executive directors) and our secondary audience of influencers (event organizers/meeting planners) that make these events come to life:
    - a. International markets: United States, United Kingdom, Europe, Asia, Mexico;
    - b. Business events segments: association conferences, corporate meetings, incentive travel; and
    - c. Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.
  - b) Team Canada partners and suppliers (for example: Destination Marketing Organizations, Destination Management Companies, etc.)

Inclusion of additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.

The Contractor(s) must have the ability to provide targeted business events audience samples for conducting research when not provided by DC.

2. The Contractor(s) may be asked to conduct, but not be limited to, the following types of qualitative and exploratory research projects and capabilities through a business events lens:
  - a) Building proprietary/custom panels;
  - b) Advertising creative concept testing studies;

- c) A pre/post qualitative study to inform the undertaking of quantitative studies;
- d) Deep dive studies to understand different segments of business events or markets;
- e) Diary studies;
- f) Ethnography studies;
- g) Focus group facilitation and production of insights;
- h) Future foresight;
- i) Providing report writing services;
- j) Trends forecasting; and
- k) Secondary research studies

3. The Contractor(s) may be required to demonstrate that they can provide full research services including study design, analysis, reporting and presentation of results. Accordingly, the Contractor(s) may be required to undertake some or all of the following activities:

- a) Attend meetings (in person or virtually);
- b) Advise DC on research design;
- c) Design recruitment screeners, moderator's/interviewer's guides, and other related research materials;
- d) Recruit participants and/or interviewees; provide sample, as required;
- e) If offline methodology, make arrangements, including provision of:
  - moderators;
  - facilities;
  - refreshments;
  - payment of incentives to participants; and
  - arrange for audio and/or video recordings of groups; video link for off-site observers and translation if necessary.
- f) For online methodology, build and host online spaces to conduct the study;
- g) Facilitate the groups or interviews;
- h) Provide progress reports to DC;
- i) Provide data via the most suitable format(s) as described by DC;
- j) Conduct analysis of the data;
- k) Provide a written report in English in draft form, for DC approval and final approved report;
- l) Produce a PowerPoint presentation deck on the results;
- m) Make an oral presentation of the results;
- n) Perform other functions deemed essential to the administration of the research; and
- o) Perform other activities or services as per specific project requirements.

## **C.4 Scope of Work C: Specialized Research Services – Business Events**

### **C.4.1 Objective**

DC's objective is to seek Contractor(s) who can conduct research services related to international business events segment.

### **C.4.2 Scope of Work**

The Contractor(s) providing specialized research services should have expertise in international business events segment and may be asked to conduct, but not be limited to, the following business events (BE) research projects:

- a. Competitive analysis;
- b. Forecasting and trends analysis;
- c. Economic analysis and modelling;

- d. Sustainability research as it relates to BE;
  - e. Legacy (beyond tourism benefits) studies and research;
  - f. Secondary business events studies, planning; and
  - g. Sector intelligence research as it relates to BE;
  - h. BE segments specific research such as associations, corporate, or incentive travel.
1. The Contractor(s) will be asked to provide research services including but not limited to the following audiences:
    - a) International C-Suite decision makers (CEO, executive directors) and our secondary audience of influencers (event organizers/meeting planners) that make these events come to life:
      - a. International markets: United States, United Kingdom, Europe, Asia, Mexico;
      - b. Business events segments: association conferences, corporate meetings, incentive travel; and
      - c. Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.
    - b) Team Canada Partners and Suppliers (for example: Destination Marketing Organizations, Destination Management Companies, etc.)

Inclusion of additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.
  2. The Contractor(s) may be required to provide other research related services including but not limited to study design, analysis, reporting and presentation of results. Contractor(s) may be required to undertake some or all of the following activities:
    - a) Attend meetings with DC (in person or virtually);
    - b) Advise DC on research design; provide sample, as required;
    - c) Facilitate study groups and interviews;
    - d) Provide progress reports to DC;
    - e) Provide data via the most suitable format(s) as described by DC;
    - f) Conduct analyses of the collected data;
    - g) Provide a written report in English in draft, for DC approval, and the final approved report;
    - h) Produce a PowerPoint presentation slide deck on research results;
    - i) Make an oral presentation of the results;
    - j) Perform other functions deemed essential to the administration of the research; and
    - k) Perform other activities or services as per specific project requirements.

**Sections C.5 through to C.10 apply to all Scopes of Work**

**C. 5 Performance Standards and Quality Measurement**

DC is committed to fostering and supporting strong positive relationships with its partners to ensure critical services are maintained and the highest value and corporate-wide economic benefits are realized. As such, the Contractor's performance is reviewed at minimum twice annually using DC Contractor Performance Evaluation system.

Any performance issues identified as part of DC Contractor Performance Evaluation system must be addressed by the Contractor in a timely fashion. If serious performance concerns are raised, the Contractor may be required to work with DC to implement a performance improvement plan.

**C.6 DC Responsibilities and Support**

DC will assign a Project Authority to handle incoming and outgoing requests and correspondence with the Contractor. The Project Authority will:

- a) Act as a vendor relationship manager with the Contractor and ensure projects/tasks are completed on time, within budget, and as scoped.
- b) Provide relevant information.
- c) Provide feedback and approval of the project plan (if required).
- d) Interface with the Contractor including the set-up of regular status calls and project specific meetings/teleconferences, as needed.
- e) Provide Contractor performance reviews to ensure that the Contractor is supplying the expected quality of deliverables outlined in the Contract.

#### **C.7 Contractor Responsibilities**

The Contractor will designate a single point of contact, (the “Account Manager”). The Account Manager will act as the Contractor’s client relationship partner and overall client service partner. The Contractor will provide a secondary contact to fill in for the Account Manager should they be away or removed from DC’s account. The Contractor will advise DC in advance of any changes in personnel, to not only the Account Manager and secondary point of contact, but any personnel assigned DC’s account.

The Contractor will invoice on a monthly basis for the work performed in the previous month. Invoices will include a detailed list of the work performed, as it corresponds to the assigned statement of work and will be supported by timesheets.

#### **C.8 Risks and Constraints**

The Contractor will be available during DC’s standard operating hours of 9 am to 5 pm Pacific Time Monday to Friday, excluding statutory holidays.

The Contractor may be required to travel on behalf of DC. All travel must follow DC’s travel policy. All travel costs must be included in the project estimate and be approved by DC’s business unit authority.

All created material, data; content and so on will be the property of DC. The Contractor shall provide and return all information to DC at the end of the contract term.

#### **C.9 Reporting and Communication**

The Contractor may be required to attend meetings remotely and/or in person (as health restrictions allow) at DC’s headquarter in Vancouver, British Columbia, Canada.

Depending on the work assignment, the Contractor may be required to deliver reports to DC, create documents and/or presentations.

#### **C.10 Personnel Replacement**

The Contractor is required to advise DC’s Project Authority two (2) weeks in advance of any change to the Account Manager or key personnel. If replacement is required, the Contractor is responsible for providing, in a timely manner, a replacement with equivalent or greater experience.

## SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

---

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

### D.1 Mandatory Requirements

- D.1.1 Proponents must be in good financial standing and have met all statutory financial requirements for the last three (3) years; 2019, 2020 and 2021.  
Proponents newly incorporated, or that have been operating for less than three (3) years, must be in good financial standing and have met all statutory financial requirements from the start of the business to the current year.

Are you able to comply with this requirement?

Yes

No

- D.1.2 The proponent's proposed Senior Consultant/Researcher must have a minimum of five (5) year's experience working in the business events industry.

Are you able to comply with this requirement?

Yes

No

- D.1.3 The proponent must not store data in Russia.

Are you able to comply with this requirement?

Yes

No

## **SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE**

---

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

### **Scopes of Work A, B and C**

Proponents responding to either Scope of Work A or Scope of Work B or Scope of Work C or all must respond to Desirable Criteria Section E.1.

### **E.1 Company and Personnel Overview**

#### **E.1.1 Company Background and Overview (15%)**

Provide a brief history and overview of the company including the following items:

- a) Company ownership structure (e.g. privately held, public, etc.).
- b) Company history, organizational structure, number of employees, office location(s) including the head office and whether billing is centralized through the head office.
- c) All Canadian provinces including the city(s) in which you provide services (for example office location in Toronto, Ontario, service coverage includes Toronto, Peterborough, Barrie, Oshawa, and Kingston).
- d) Composition and competencies of the executive management team (i.e. org. chart).
- e) Experience in servicing Canadian Crown corporations or a similarly structured organization in the past 24 months.
- f) Copies of financial statements for the last three years, 2019, 2020, 2021. Proponents newly incorporated, or that have been operating for less than three years, must provide a copy of their financial statements or information required by DC's Finance Department to verify financial liability (if this is your case, please include a pro forma financial statement only).
- g) Copies of applicable diversity and inclusion policies or guidelines.
- h) Copies of applicable anti-fraud prevention policies or guidelines.
- i) Copy of the registration, certificate of incorporation or other similar document showing your current registration status.

Maximum marks available: 3%

Response must be limited to two (2) pages (excluding organizational chart, financial statements, registration certificate and copies of policies or guidelines).

#### **E.1.2 Additional Company Background**

- a) Do you have any Russian participation in the governance structure of your firm, either as an investor or on your Board of Directors?
  - a. If yes, of what significance?
- b) Are you currently undertaking any work for an enterprise based in Russia?
  - a. If yes, of what significance to your overall operation?

Maximum marks available: unweighted

Response must be limited to 1/2 page.

#### **E.1.3. Data privacy**

- a) Outline your privacy and data protection practices.

- b) Do you store data in Canada? If not, please tell us where your data is stored and whether you are able to store data in Canada?

Maximum marks available: 3%

Response must be limited to one (1) page.

- E.1.4 Identify the key personnel your company intends to offer to achieve DC's objectives. Include a profile of each key personnel who may be assigned to DC's account who have business events expertise which includes relevant skills and experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received.

Describe your level of service you plan to provide DC with the key personnel.

Indicate which expertise your team has and at what level.

Maximum marks available: 9%

Response must be limited to one (1) page per bio.

## **E.2 Scope of Work A: Quantitative Research Services – Business Events**

Proponents responding to Scope of Work A must respond to Desirable Criteria Section E.2.

- E.2.1 Provide a description of two (2) quantitative research projects undertaken since 2018 that demonstrates how your organization has provided services similar to those described in Section C.2 Scope of Work A: Quantitative Research Services – Business Events.

The business events projects are to be described clearly and include the following information:

- Project title;
- Date (month / year);
- Client name;
- Research subject matter;
- The relevancy of the topic to DC;
- Methodology (including scope, geographical location, sampling size and method);
- Analysis techniques applied;
- Data visualization; and
- Summary of the findings and actionable insights, recommendations and impact of the results on the client organization.

Provide the research report for at least one (1) of the projects noted above.

Maximum marks available: 25%

Response must be limited to two (2) pages per project. No page limits on the sample research report(s).

### **Business Events Knowledge/Expertise**

- E.2.2 Describe your experience working in the international business events industry and its segments, including but not limited to:

a) Business events segments (with a focus on international business events):

- Associations;
- Corporations; and

- Incentive travel

b) Business events stakeholders and your network of organizers, industry associations, service providers, suppliers and facilities.

Maximum marks available: 5%

Response must be limited to one and a half (1 ½) pages.

- E.2.3 Demonstrate your knowledge of the business events industry structure and how it is differentiated from the leisure market and its importance to the overall economy.

Maximum marks available: 10%

This response must be limited to one and a half (1 ½) pages.

- E.2.4 Demonstrate your understanding of the current landscape facing the global business events industry globally and in Canada (for example, challenges, opportunities, and trends).

Maximum marks available: 10%

This response must be limited to one and a half (1 ½) pages.

- E.2.5 Highlight three (3) areas of quantitative research which you can foresee Destination Canada conducting over the next five (5) years to help stay ahead of the shifting business events trends, decision makers' demand, industry dynamics or technological advancements.

Maximum marks available: 5%

This response must be limited to one (1) page.

### **Capabilities & Innovation**

- E.2.6 List out the current quantitative research capabilities within your company as well as future innovations that are foreseen as potential capabilities for your company based on the following:

a) Panels and data collection

a .Outline if the organization has access to:

- International panels of C-suite executive decision makers by segment, sector and countries.
- International panels of meeting planners.
- Access to international BE data.

b. Identify if the panel or data is owned by your organization or the organization(s) you work with and describe your recruitment/sampling process (include your sample incentive process).

b) If panels and/or data collection are not currently available, describe the sampling/recruitment process your organization would undertake to meet the characteristics outlined in a) above.

For a) and b) ensure responses include which countries, sectors and segments your organization can provide services, including but not limited to:

- Countries: United States, United Kingdom, Europe, Asia, Mexico;

- Segments: association conferences, corporate meetings, incentive travel;
- Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.

Maximum marks available: 20%

This response must be limited to two (2) pages.

E.2.7 It is a priority for DC to provide deep insights on our business events target audience. Specify your capabilities to conduct research with this audience. Refer to the information provided in Section C.1 about this audience.

Maximum marks available: 10%

The response must be limited to one and a half (1 ½) pages.

### E. 3 Scope of Work B: Qualitative and Exploratory Research - Business Events:

Proponents responding to Scope of Work B must respond to Desirable Criteria Section E.3.

E.3.1 Provide a description of three (3) qualitative research projects undertaken since 2018 that demonstrates how your organization has provided services similar to those described in Section C.3 Qualitative and Exploratory Research – Business Events.

The projects are to be described clearly and include the following information:

- Project title;
- Date (month / year);
- Client name;
- Research subject matter;
- The relevancy of the topic to DC;
- Methodology (including scope, geographical location, sampling size and method);
- Analysis techniques applied;
- Data visualization; and
- Summary of the findings and actionable insights, recommendations and impact of the results on the client organization. .

Provide the research report for at minimum one (1) of the projects noted above.

Maximum marks available: 25%

Response must be limited to two (2) pages per project. No page limits on the sample research report(s).

#### **Business Events Knowledge/Expertise**

E.3.2 Describe your experience working in the international business events industry segments, including but not limited to:

a) Business events segments (with a focus on international business events):

- Associations;
- Corporations; and
- Incentive travel

b) Business events stakeholders and your network of organizers, industry associations, service providers, suppliers and facilities.

Maximum marks available: 5%

Response must be limited to one and a half (1 ½) pages.

- E.3.3 Demonstrate your knowledge of the business events industry structure and how it is differentiated from the leisure market and its importance to the overall economy.

Maximum marks available: 10%

Response must be limited to one and a half (1 ½) pages.

- E.3.4 Demonstrate your understanding of the current landscape facing the global business events industry globally and in Canada (for example, challenges, opportunities, and trends).

Maximum marks available: 10%

Response must be limited to one and a half (1 ½) pages.

- E.3.5 Highlight three (3) areas of qualitative research which you can foresee Destination Canada conducting over the next five (5) years to help stay ahead of the shifting business events trends, decision makers' demand, industry dynamics or technological advancements.

Maximum marks available: 5%

Response must be limited to one (1) page.

### Capabilities & Innovation

- E.3.6 List out the current quantitative research capabilities within your company as well as future innovations that are foreseen as potential capabilities for your company based on the following:

a) Panels and data collection

a. Outline if the organization has access to:

- International panels of C-suite executive decision makers by segment, sector and countries;
- International panels of meeting planners; and
- Access to international BE data.

b. Identify if the panel or data is owned by your organization or the organization(s) you work with and describe your recruitment/sampling process.

- b) If panels and/or data collection are not currently available, describe the sampling/recruitment process your organization would undertake to meet the characteristics outlined in a) a. above.

For a) and b)

i. ensure responses include which countries, sectors and segments your organization can provide services, including but not limited to:

- Countries: United States, United Kingdom, Europe, Asia, Mexico;
- Segments: association conferences, corporate meetings, incentive travel; and
- Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.

ii. Describe your sample incentive process.

Maximum marks available: 20%  
Response must be limited to two (2) pages.

- E.3.7 It is a priority for DC to provide deep insights on our business events target audience. Specify your capabilities to conduct research with this audience. Refer to the information provided in Section C.1

Maximum marks available: 10%  
Response must be limited to one and a half (1 ½) pages.

#### **E.4 Scope of Work C: Specialized Research Services - Business Events:**

Proponents responding to Scope of Work C must respond to Desirable Criteria Section E.4.

- E.4.1 Provide a description of two (2) research projects undertaken that demonstrates how your organization has provided services similar to those described in Section C.4 Specialized Research Services – Business Events.

The projects are to be described clearly and include the following information:

- Project title;
- Date (month / year);
- Project duration
- Client name;
- Research subject matter;
- Scope of work including the number and type of stakeholders for the project;
- The relevancy of the topic to DC;
- Methodology and approach;
- Analysis techniques applied;
- Data visualization (if applicable); and
- Summary of the findings and actionable insights, recommendations and impact of the results on the client organization.

Provide the research report for at least one (1) of the projects noted above.

Maximum marks available: 30%  
Response must be limited to two (2) pages per project. No page limits on the sample research report(s).

- E.4.2 Describe your experience working in the international business events industry segments, including but not limited to:

a) Business events segments (with a focus on international business events):

- Associations;
- Corporations; and
- Incentive travel

b) Business events stakeholders and your network of organizers, industry associations, service providers, suppliers and facilities.

Maximum marks available: 5%  
Response must be limited to one and a half (1 ½) pages.

E.4.3 Describe your experience working in the with Canadian business events industry. Include a description of your experience working with Canadian business events stakeholders (for example: destination marketing organizations, destination management companies, industry associations, service providers, suppliers and facilities.)

Maximum marks available: 5%

Response must be limited to one and a half (1 ½) pages.

E.4.4 Demonstrate your knowledge of the business events industry structure and how it is differentiated from the leisure market and its importance to the overall economy.

Maximum marks available: 10%

Response must be limited to one and a half (1 ½) pages.

E.4.5 Demonstrate your understanding of the current landscape of the global business events industry globally and in Canada (for example, challenges, opportunities, and trends).

Maximum marks available: 10%

Response must be limited to one and a half (1 ½) pages.

E.4.6 Highlight three (3) areas of research which you can foresee Destination Canada conducting over the next five (5) years to help stay ahead of the shifting business events trends, decision makers' demand, industry dynamics or technological advancements.

Maximum marks available: 10%

This response must be limited to one (1) page.

E.4.7 It is a priority for DC to provide deep insights on our business events target audience. Specify your capabilities to conduct research with this audience. Refer to the information provided in Section C.1

Maximum marks available: 15%

The response must be limited to one and a half (1 ½) pages.

## E.5 Weighting Tables for Reference

The following tables are provided as a reference to illustrate how each question is scored and weighted for each Scope of Work.

### E.5.1 Scope of Work A: Quantitative Research Services– Business Events

Desirable Criteria Question #	Desirable Criteria Question Weighting	Desirable Criteria Question Weighted	Example Proponent Score	Example Proponent Weighted Score
E.1.1	3%	2.10%	5/5	2.10%
E.1.2	N/A	N/A	N/A	NA

E.1.3	3%	2.10%	4/5	1.68%
E.1.4	9%	6.30%	2/5	2.52%
E.2.1	25%	17.50%	3/5	10.50%
E.2.2	5%	3.50%	2/5	1.40%
E.2.3	10%	7.00%	4/5	5.60%
E.2.4	10%	7.00%	5/5	7%
E.2.5	5%	3.50%	3/5	2.10%
E.2.6	20%	14.00%	4/5	11.20%
E.2.7	10%	7.00%	4/5	5.60%
<b>Example Total</b>	<b>100%</b>	<b>70%</b>	<b>37/50</b>	<b>49.70%</b>
<b>A score of 60% = 42% or higher of the 70% is required to advance to the next stage of evaluations, Proposed Pricing.</b>				

#### E.5.2 Scope of Work B: Qualitative and Exploratory Research – Business Events

<b>Desirable Criteria Question #</b>	<b>Desirable Criteria Question Weighting</b>	<b>Desirable Criteria Question Weighted</b>	<b>Example Proponent Score</b>	<b>Example Proponent Weighted Score</b>
E.1.1	3%	2.10%	5/5	2.10%
E.1.2	N/A	N/A	N/A	NA
E.1.3	3%	2.10%	4/5	1.68%
E.1.4	9%	6.30%	2/5	2.52%
E.3.1	25%	17.50%	3/5	10.50%
E.3.2	5%	3.50%	4/5	2.80%
E.3.3	10%	7.00%	4/5	5.60%
E.3.4	10%	7.00%	5/5	7%
E.3.5	5%	3.50%	3/5	2.10%
E.3.6	20%	14.00%	4/5	11.20%
E.3.7	10%	7.00%	4/5	5.60%
<b>Example Total</b>	<b>100%</b>	<b>70%</b>	<b>37/50</b>	<b>51.10%</b>
<b>A score of 60% = 42% or higher of the 70% is required to advance to the next stage of evaluations, Proposed Pricing.</b>				

#### E.5.3 Scope of Work C: Specialized Research Services – Business Events

<b>Desirable Criteria Question #</b>	<b>Desirable Criteria Question Weighting</b>	<b>Desirable Criteria Question Weighted</b>	<b>Example Proponent Score</b>	<b>Example Proponent Weighted Score</b>
E.1.1	3%	2.10%	5/5	2.10%
E.1.2	N/A	N/A	N/A	NA
E.1.3	3%	2.10%	4/5	1.68%
E.1.4	9%	6.30%	2/5	2.52%
E.4.1	30%	21.00%	4/5	16.80%
E.4.2	5%	3.50%	4/5	2.80%
E.4.3	5%	3.50%	4/5	5.60%
E.4.4	10%	7.00%	5/5	7%
E.4.5	10%	7.00%	3/5	2.10%
E.4.6	10%	7.00%	4/5	11.20%
E.4.7	15%	10.50%	4/5	5.60%
<b>Example Total</b>	<b>100%</b>	<b>70%</b>	<b>37/50</b>	<b>57.40%</b>
<b>A score of 60% = 42% or higher of the 70% is required to advance to the next stage of evaluations, Proposed Pricing.</b>				

## SECTION F – PRICING

---

Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the RFSQ# and name along with company information.

Proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this RFSQ and as demonstrated through their response.

When evaluating proposed pricing, the CTC may consider the total cost of ownership associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs, and disposal costs. This may also include transition, migration or integration costs which the CTC would be expected to pay. There should be no hidden costs which the CTC discovers at the end of the term.

The CTC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

### F.1 Proposed Pricing Detail

Your Financial Proposal must include your firm, all-inclusive hourly rate to provide the services as described in this RFSQ document.

#### F.1.1 Scope of Work A: Quantitative Research Services– Business Events

The CTC is interested in your pricing with the following typical panel criteria:

- C-suite executives (associations and corporations);
- Meeting planners.

Including but not limited to:

- Countries: United States, United Kingdom, Europe, Asia, Mexico;
- Segments: association conferences, corporate meetings, incentive travel;
- Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.

If pricing differs by country, segment or sector please replicate the table to show pricing for individual countries/segments/markets and clearly label which countries are included in the pricing of each table.

If a certain table does not fit within your company’s capabilities, please note its omission.

Table 1: Senior Researcher: Project Management, Design, Analysis and Reporting

Name	Hourly Rate
Senior Researcher	

Table 2: Other Categories of Personnel and Professional Rates

Category of Personnel	Hourly Rate

Table 3: Online Omnibus Services

Question Structure	Price
Per closed-ended	
Per partial open-end “other specify”	
Per open-ended	

Table 4: Online Completions and Data Tabulation

Includes costs for the following activities:

- Screen panel participants by approved CTC criteria (to be determined at the start of project);
- Questionnaire development;
- Questionnaire programming;
- Conducting fieldwork;
- Coding open ended data; and
- Generating data tables and Statistical Package for Social Sciences (SPSS) files.

Questionnaire Duration	Price
15 minutes	

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

### F.1.2 Qualitative and Exploratory Research – Business Events

The CTC is interested in your pricing with the following typical panel criteria:

- C-suite executives (associations and corporations);
- Meeting planners.

Including but not limited to:

- Countries: United States, United Kingdom, Europe, Asia, Mexico;
- Segments: association conferences, corporate meetings, incentive travel;
- Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.

If pricing differs by country, segment or sector please replicate the table to show pricing for individual countries/segments/markets and clearly label which countries are included in the pricing of each table.

If a certain table does not fit within your company’s capabilities, please note its omission.

Table 1: Senior Researcher: Project Management, Design, Moderating, Interviewing, Analysis and Reporting.

Name	Hourly Rate
Senior Researcher	

Table 2: Other Categories of Personnel and Professional Rates

Category of Personnel	Hourly Rate

Table 3: Offline (In-Person) Focus Groups

Includes costs for the following activities:

- Screen panel participants by approved CTC criteria (to be determined at the start of project);
- Discussion guide development;
- Facility rental;
- Refreshments;
- Moderating groups;
- Payment of incentives; and
- Arrange for audio/visual connection.

Groups	8-12 participants
One group	
Two groups	

Table 4: Online Focus Groups

Includes costs for the following activities:

- Screen panel participants by approved CTC criteria (to be determined at the start of each project);
- Discussion guide development;
- Build and host online spaces;
- Moderating groups; and
- Payment of incentives.

Groups	8-12 participants
One group	
Two groups	

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

### F.1.3 Specialized Research Services – Business Events

The CTC is interested in your pricing to conduct research services as outlined in Section C.4 Specialized Research Services – Business Events.

Table 1: Senior Consultant Researcher: Project Management, Design, Moderating, Interviewing, Analysis and Reporting

Name	Hourly Rate
Senior Researcher	

Table 2: Other Categories of Personnel and Professional Rates

Category of Personnel	Hourly Rate

If a certain table does not fit within your company's capabilities, please note its omission.

## **F.2 Payment Discounts**

The CTC's standard payment terms are Net 30 days upon receiving an invoice, with the required project and billing information, and after the services have been rendered or goods received. There may be certain times of the year when the CTC may be able to accelerate payments. For proponents who are able to offer a term where the CTC may elect to take the discount when possible, this alternative would be considered.

Indicate your payment terms and explain any early payment discounts available to the CTC.

## **F.3 Pricing Strategies**

The CTC may be open to other pricing strategies, incentives, volume discounts or other offerings that would benefit the CTC. The CTC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

Please indicate any other pricing strategies that your company may be willing to discuss with the CTC.

## SECTION G – RFSQ PROCESS AND TERMS

---

### G.1 RFSQ Process Schedule

The schedule for the proponent selection process is as follows:

Deadline for Questions	September 21, 2022, 14:00 hours PT
Intent to Submit (*)	October 4, 2022, 14:00 hours PT
Closing Date and Time	October 14, 2022, 14:00 hours PT
Notification: CTC will endeavour to notify all proponents by:	November, 2022
Timeframe for Negotiations	5 days following notification by CTC

Note: The schedule is subject to change at CTC's sole discretion.

**(\*) Please note the intent to submit is not a disqualifying criteria. If you miss the above date, you can still submit your proposal within the closing date.**

### G.2 Interpretation of the RFSQ

If a proponent is in doubt as to the intended meaning of any part of this RFSQ or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by CTC, an amendment to the RFSQ may be issued.

It is the proponent's responsibility to understand all aspects of the RFSQ requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

### G.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the RFSQ cover is authorized by CTC to comment on any portion of this RFSQ or the requirements described in this RFSQ. CTC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated CTC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting CTC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

### G.4 Accuracy of Information

While the information set out, or referred to, in this RFSQ has been prepared and included in good faith, CTC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

### G.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by CTC in an amendment to the RFSQ. If this RFSQ was posted on the Government of Canada BuyandSell.com website ("BuyandSell"), CTC may post amendments to BuyandSell, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review BuyandSell for amendments to the RFSQ that CTC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this RFSQ. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the proponent's response (see Appendix 3).

**G.6 Modification and Withdrawal**

Modifications to, or withdrawals of, a submitted RFSQ will be accepted by the CTC by e-mail notice provided that such e-mail is received by CTC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

**G.7 Period of Validity**

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

**G.8 Proposal Expenses**

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this RFSQ, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by CTC, unless otherwise indicated. All such costs are taken at the sole risk of the proponent. By participating in this RFSQ, the proponent agrees to absolve the CTC of any responsibility for the same.

**G.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 (Pricing, Contract, Contract Negotiations, Debriefings, e-mail communication, etc.)

**G.10 Contract Negotiations**

The CTC reserves the right to negotiate contract scope and terms with the proponent whose expertise, experience, vision and reputation are judged to best serve the interests of the CTC, hereafter the "Preferred Proponent". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

The CTC will enter into discussions and negotiations with the Preferred Proponent to reach agreement on the final terms of the Agreement. Negotiations may include requests by CTC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by CTC for improved pricing from the proponent.

Consecutive Negotiations - The top ranked proponent, as established under the evaluation, will be invited to enter into contract negotiations with CTC. CTC intends to conduct negotiations within the Timeframe for Negotiations.

If, for any reason, CTC and the Preferred Proponent fail to reach complete agreement within the Timeframe for Negotiations, the CTC will be at liberty to terminate the discussions with the Preferred Proponent and invite another suitably qualified proponent to enter into negotiations to reach agreement for the services. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

**G.11 Contract Award**

If a contract is subsequently negotiated and awarded to a proponent as a result of this RFSQ process;

- any such agreement will commence upon signature by the duly authorized representatives of the CTC and the successful proponent; and
- may include, but not be limited to, the general contract terms contained in Appendix 5.

**G.12 Debriefing**

Upon request, and at CTC's sole discretion, CTC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to the CTC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

**G.13 Material Circumstances**

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a CTC employee or Board member of CTC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the RFSQ process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a CTC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the RFSQ process (each a "Material Circumstance").

CTC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and CTC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that CTC considers in its opinion would give rise to unfair advantage in the RFSQ process, or would otherwise prejudice the integrity of the RFSQ process.

**G.14 Proponents Not to Promote Their Interest**

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

**G.15 Confidentiality**

The CTC recognizes the proprietary nature of information that may be contained in response to this RFSQ. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. CTC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this RFSQ or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from the CTC and other information developed for the CTC in connection with this competition. Proponents shall not use CTC's confidential information except as required to develop a proposal and presentation in response to this RFSQ.

Except as required by law, CTC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

**G.16 Publicity**

Proponents must not refer, expressly or by implication, to the CTC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

**G.17 No Collusion**

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

**G.18 Law**

This RFSQ process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

**G.19 Indemnities**

The proponent shall be responsible for and shall indemnify CTC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this RFSQ process and all costs associated with those claims, loss and damages.

**G.20 Rights of the Canadian Tourism Commission**

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

- G.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- G.20.2 reject any, all or part of any proposal that:
  - i. is incomplete, obscure, irregular or unrealistic;
  - ii. fails to meet the objective of the RFSQ;
  - iii. fails or omits any mandatory information; or
  - iv. is non-compliant with any requirement of this request;
- G.20.3 not accept any deviations from the stated terms and conditions;
- G.20.4 terminate the process at any time and/or re-issue this RFSQ at any time;
- G.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this RFSQ process;
- G.20.6 contact references;
- G.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to CTC;
- G.20.8 incorporate all, or any portion of the Statement of Work, the RFSQ, and the successful proponent's proposal into a resulting contract document;
- G.20.9 to make an award in whole or in part, including the right to select and contract with more than the stated maximum number of top-ranked proponents, to meet the requirements of the RFSQ;
- G.20.10 not enter into any contract at all with any proponents responding to this RFSQ.

## **SECTION H – ROSTER AND STANDING OFFER AGREEMENT CONDITIONS**

---

The conditions set out in this Section regarding the use of the Roster and SOAs are subject to change from time to time as the CTC may deem necessary, without notice to the Contractors on the Roster.

1. The criteria for selecting a Contractor from the Roster for each project or task will vary, depending upon CTC's requirements.
2. The CTC reserves the right to engage any Contractor in the Roster on an "as, if and when requested" basis and may be contacted directly or asked to compete on opportunities for the provision of services.
3. Any Contractor selected to provide services may be required to execute a statement of work that will be governed by the SOA.
4. If Contractors are asked to compete on opportunities, the CTC may not necessarily select the Contractor offering the lowest price, and may also evaluate qualifications or other criteria required for a specific project.
5. Contractors should, during the period that the SOA is in effect, advise the CTC of any material changes to the information contained in their response.
6. The CTC has no obligation to:
  - a. inquire as to the availability of substitute key personnel when advised by a Contractor that the key personnel named on the SOA is not available for a particular project;
  - b. evaluate or accept any substitute key personnel proposed by a Contractor;
  - c. enter into a statement of work with any one or more Contractor; or
  - d. invite any one or more Contractor to participate in competitive processes for a statement of work.
7. The CTC reserves the right to utilize vendors that are not on the Roster.
8. CTC may, from time to time, conduct pre-qualification evaluations with alternative proponents that did not participate in this competition, and/or with proponents that were not selected in previous pre-qualifications. As a result, CTC may, solely in its discretion, add alternative proponents to the existing Roster and increase the number of proponents at any time during the Roster term. There is no assurance that the CTC will require any future additions to the Roster or will accept any requests for inclusion.
9. CTC expects requirements and future evaluations will stay materially the same as the initial pre-qualification process. However, there may be variations depending on CTC's requirements at that time. The basis for future pre-qualification requirements and evaluations will be at CTC's sole discretion.
10. CTC reserves the right to remove a Contractor from the Roster for any reason that the CTC deems to have a material influence on the ability of the Contractor to satisfactorily provide the CTC with the goods or services under the Roster.

## SECTION I: LIST OF APPENDICES

---

APPENDIX	FILE NAME
----------	-----------

1	Proponent Information and Acknowledgement Form
---	--

2	Material Circumstances Disclosure
---	-----------------------------------

3	Amendments
---	------------

4	Declaration of Sub-Contractors
---	--------------------------------

5	General Contract Terms
---	------------------------

---

## APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGEMENT FORM

### 1) PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

Complete legal company name and address:	
Primary business and length of time business established:	
Number of direct employees:	
Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):	
Primary contact for the RFSQ (name title, phone number and e-mail):	

- a) References - List three customers with similar requirements to those described in this RFSQ who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that CTC may contact any of these references. It is requested that proponents refrain from using CTC as a reference in their proposal.

#### Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

#### Reference #2:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

**Reference #3:**

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

2) PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this RFSQ.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 2022

Authorized Signature:

\_\_\_\_\_

Printed Name:

\_\_\_\_\_

Title/Position:

\_\_\_\_\_

Company Name:

\_\_\_\_\_

City:

\_\_\_\_\_

Address:

\_\_\_\_\_

Phone Number:

Fax Number:

\_\_\_\_\_

E-mail Address:

\_\_\_\_\_

## **APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM**

---

MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

- No, there are no Material Circumstances to disclose; OR
- Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

**APPENDIX 3: AMENDMENTS**

---

Please confirm that any amendments and addenda to this RFSQ issued have been read and included in proponent response. List the amendments and addenda included in the response (if applicable).

Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:

**APPENDIX 4: DECLARATION OF SUB-CONTRACTORS**

---

If applicable, the proponent should submit a list of sub-contractors it intends to use in providing the services described in this RFSQ by completing the Declaration of Sub-Contractors, for approval by the CTC. The CTC reserves the right to withhold approval of such sub-contractors.

The proponent is responsible for supervising and coordinating all projects and/or services that they may delegate to the sub-contractors to ensure the services are provided to the CTC in a seamless manner.

Indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

- The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Proponent Information and Acknowledgement Form.
- Sub-contractors will be used to provide the goods and or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

---

Contact Person:

Title:

---

Phone Number:

Fax Number:

---

E-mail Address:

---

Address:

---

City:

Province:

Postal Code:

---

Description of services provided:

---

---

---

---

---

% of services the Sub-Contractor will be providing: \_\_\_\_\_%

## **APPENDIX 5: GENERAL CONTRACT TERMS**

---

The following general terms may be required by the CTC in order to be awarded the Work under this RFSQ. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the RFSQ;
3. The Contractor will designate key personnel assigned to the CTC file who cannot be changed without the approval of the CTC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to CTC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of CTC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of the CTC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies the CTC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to the CTC without markup, including media placements;
12. Confidentiality clauses to be included;
13. CTC shall be entitled to terminate for convenience upon 60 days written notice and upon payment for any work completed or committed to the date of termination. If CTC terminates the contract or a particular work order for breach, then CTC is not required to pay for the work;
14. CTC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.