

# TELEFILM C A N A D A

## PARTNER OF ▶ CHOICE

### BID SOLICITATION

### REQUEST FOR PROPOSAL

Canadian Pavilions in France

GE202207-002

Ce document est également disponible en français.

July 20 2022

[TELEFILM.CA](https://www.telefilm.ca)    

# Request for Proposal

Telefilm Canada is currently looking for an Exhibit Delivery and Design Supplier to produce its Canadian Pavilion space for four (4) events based in France.

Further to this, we would like to issue you with this Request for Proposal (RFP). The purpose of this RFP is to allow several qualified suppliers to submit their best proposals for this service.

The contents of this document and any information obtained through discussions with Telefilm Canada personnel pursuant to the preparation of your response must be treated as confidential and proprietary information of Telefilm Canada. No contact should be made by your company to any of your suppliers.

Please provide comprehensive information to the attached questions by **November 7<sup>th</sup> by 2pm EST** after which time further proposals will not be accepted without prior written agreement.

Should you have any questions, do not hesitate to contact me on the e-mail address provided in this document.

We appreciate the attention that you will devote to preparing your proposal and look forward to receiving your submission.

Yours sincerely,

Nora Amer  
Procurement Specialist, Finance  
Spécialiste en Approvisionnement, Finance



## Contents

<b>1. RFP Content</b>	<b>4</b>
1.1. Tender Documentation	4
1.2. Response Structure	4
<b>2. RFP process, terms, and conditions</b>	<b>5</b>
2.1. Enquiries	5
2.2. Modification of Bid Solicitation	5
2.3. Schedule and Deadlines	5
2.4. Format of Submission	6
2.5. Response Deadline	6
2.6. Partial Responses	6
2.7. Clarification on RFP	6
2.8. Validity of Bids	6
2.9. Evaluation of submission	7
2.10. Additional Information	7
2.11. Health and Safety	8
2.12. General Conditions	8
2.13. Resource person	9
2.14. Disclaimer	9
2.15. Security Requirements	9
2.16. Applicable Laws	9
2.17. Confidentiality	9
2.18. Access to Information and Privacy	10
<b>3. Background information</b>	<b>11</b>
3.1. Telefilm Canada	11
3.2. Sector Owning this Activity	13
3.3. Legal Framework	13
<b>4. Project Description and Requirements</b>	<b>14</b>
4.1. Situation Today	14
4.2. Future Situation	15
4.3. Legal	17
<b>5. Supplier's Proposal</b>	<b>18</b>
5.1. Proposal description	18
5.2. Supplier's profile	18
5.3. Domain Expertise	20
5.4. Scope specific questions	22
5.5. Financials	25
5.6. Legal Documents	26
<b>6. Annexes of the Tender</b>	<b>27</b>

# 1. RFP Content

## 1.1. Tender Documentation

The tender is composed of the following documents:

1. RFP Document: this document
2. Annex A – Telefilm Canada Contract Terms
3. Annex B – Requirements Documentation
4. Annex C – Other Supporting Documentation
5. Annex D – Q&A Template Form

## 1.2. Response Structure

In evaluating responses, Telefilm Canada (“**Telefilm**” or the “**Corporation**”) will consider in full the responses received to this tender. To address all these areas, responders are asked to address all questions under [Section 5](#) of this document. Responses received shall be clear, comprehensive, and concise. Your tender response shall be comprised of the following:

- Response to all questions in [Section 5](#) of this document, with cross-references where appropriate
- Full proposal covering full scope of the tender
- Full financial quotation with all services and/or products accounted for matching your proposal
- A rate card or pricing catalogue for additional services and/or goods that can complement your bid for additional scope in the future, related to the present set of requirements

## 2. RFP process, terms, and conditions

### 2.1. Enquiries

Any query necessary for the preparation of the response must be addressed in writing by e-mail to [offre.bid@telefilm.ca](mailto:offre.bid@telefilm.ca)

### 2.2. Modification of Bid Solicitation

Telefilm reserves the right to amend or otherwise modify, clarify, or correct this bid solicitation, in whole or in part, at any time following the opening date of the bid solicitation. These amendments or modifications may include, among other things, clarifications made following a request for information from one of the bidders involved in the process.

Bidders will be notified of any amendment or modification by way of an addendum, which will be annexed to the bid solicitation and form an integral part thereof.

### 2.3. Schedule and Deadlines

The RFP will follow the dates below:

Activity	Due Date
RFP released to potential suppliers	July 22 <sup>nd</sup> , 2022
Notice of intent to respond <i>All suppliers may notify Telefilm by email at <a href="mailto:offre.bid@telefilm.ca">offre.bid@telefilm.ca</a> of their intent to respond to the RFP. The notice of intent to respond should include the following information:</i> <ul style="list-style-type: none"><li>– Intent to respond (yes or no)</li><li>– Company name</li><li>– Name of contact person</li><li>– Telephone number of contact person</li><li>– Email address of single contact person</li></ul>	August 5 <sup>th</sup> , 2022
Receipt of all questions regarding the RFP <i>These must be directed by email by completing <b>Annex D: Q&amp;A Template Form</b> and sent to: <a href="mailto:offre.bid@telefilm.ca">offre.bid@telefilm.ca</a></i>	August 26 <sup>th</sup> , 2022, 12pm EST
Response to Q&A Form by phone conference <i>Please arrange scheduling by contacting: <a href="mailto:offre.bid@telefilm.ca">offre.bid@telefilm.ca</a></i>	Week of August 29 <sup>th</sup> , 2022
<b>Supplier's return proposal</b>	<del>October 31<sup>st</sup>, 2022, 2pm EST</del> <b>November 7<sup>th</sup> 2022, 2pm EST</b>
Interviews with shortlisted suppliers only (virtual)	December 2022

Electronic format of all proposals must be received by ~~October 31<sup>st</sup>, 2022, by 2pm EST.~~ **November 7<sup>th</sup>, 2022 by 2pm EST** Electronic responses not received by this time without prior written agreement will be disqualified.

These dates are a guide to the time frame expected for this RFP. Dates may change and the Telefilm Procurement Specialist, acting as a prime contact, will advise of any changes.

## 2.4. Format of Submission

Your response should be structured in accordance with the requirements contained in the RFP and should align with each requirements of the RFP by cross-reference to the relevant section number. Suppliers are encouraged to supply innovative solutions in responding to this RFP, however, suppliers must strictly adhere, at all times, to the requirements of this RFP. You should include any additional supporting information or alternative proposals as a separate section titled "Alternative Options".

Responses must include one electronic copy sent via e-mail to [offre.bid@telefilm.ca](mailto:offre.bid@telefilm.ca) with clear indication in the subject as follows: **BID SOLICITATION: Canadian Pavilions in France** along with a signature authorization letter indicating that the appointed representative is authorized to sign on behalf of the firm and thus to bid on its behalf.

## 2.5. Response Deadline

Submissions are due as set in [Section 2.3](#) above, provided however that, if the deadline set for submission is extended, Telefilm will also specify the new date and hour for submission which will replace the above deadline.

Any submission received by Telefilm after expiry of the deadline referred above will not be considered.

## 2.6. Partial Responses

Partial proposals not meeting the requirements specified in this RFP will not be considered.

## 2.7. Clarification on RFP

The Supplier should direct any questions arising during the preparation of the response to this RFP, or requests for clarification, in writing by e-mail using the attached **Annex D: Question and Answer (Q&A) form** to [offre.bid@telefilm.ca](mailto:offre.bid@telefilm.ca). Questions received after the due date indicated on the schedule in [Section 2.3](#) may not be answered.

We may have planned for clarification calls to respond to your **Annex D: Question and Answer (Q&A) form** if indicated on the schedule in [Section 2.3](#); please contact the Telefilm Procurement Specialist to arrange timing.

Please note that Telefilm may edit the question(s) or may request that the bidder do so, so that the proprietary nature of the enquiry is eliminated, and the question(s) and answer(s) can be shared with all bidders.

## 2.8. Validity of Bids

The content and pricing of the submission must remain valid for a period of 120 days after the date and time of the deadline set forth for the receipt of bids.

Telefilm will have the right to ask for additional information to verify a bidder’s information. Failure to comply and to cooperate with any request or requirement imposed by Telefilm will render the bid non-responsive.

## 2.9. Evaluation of submission

In evaluating responses for the next stage of the process, Telefilm will seek the most appropriate offer based on an evaluation of the Supplier, the fitness for purpose, the risk and the total cost having regard to the following:

Criteria	Weight (%)	Factors
<b>Business Strategy</b>	<b>20</b>	
Understanding of business and issues <i>Experience with government, Crown corporations, agencies or equivalent and public service</i>	5	<i>Ref 5.1 Proposal Description Ref. 5.3.1 Similar major Pavillon service activities Ref 5.3.6 Industry experience Ref 5.3.9 Knowledge of TFC</i>
Locations to support and deliver in France	5	<i>Ref 5.2.2 Locations (general) Ref 5.4.3 Locations Covered</i>
Company profile and financial stability	3	<i>Ref. 5.2 Supplier Profile (including 5.2.3 Key numbers) Ref. 5.2.4 Financial Statements (assessed by Finance) Ref. 5.3.3 Turnover</i>
Overall bid quality	3	<i>Understanding of the mandate, completeness, quality of questions, comments and of the bid proposal</i>
Diversity and inclusion	2	<i>Ref 5.3.7 Diversity &amp; Inclusion</i>
Quality of References	2	<i>Ref 5.3.5 Existing Customers and References</i>
<b>Technical Capabilities</b>	<b>40</b>	
Originality of concept, layout and graphic design, including Eco-Responsibility	18	<i>Ref 5.4.1 In-Scope (Annex B)</i>
Construction of Pavillon Experience, including eco-responsibility plans	10	<i>Ref. 5.3.1 Similar major pavillon service activities Ref 5.3.2 Specific Skills and Technical Know-How</i>
Quality of Portfolio and Experience (including Project Management)	7	<i>Ref. 5.3.1 Similar major pavillon service activities Ref. 5.4.8 Implementation Plan as separate Appendix Ref. 5.4.5-10. Service Levels - Reporting</i>
Compliance with Specifications	5	<i>Ref 5.4.1 In-Scope (Annex B) Ref 5.4.2 Out-of-Scope (Annex B)</i>
<b>Financials</b>	<b>40</b>	
Fixed Fee Per Event	30	<i>Ref. 5.5 Financials</i>
Payment Terms	5	<i>Ref. 5.5 Financials</i>
Other Costs (i.e. Inflation, Rate Revisions, etc.,)	3	<i>Ref. 5.5 Financials</i>
Resource Table - Hourly Rate (Other)	2	<i>Ref. 5.5 Financials</i>
<b>Overall Weighted</b>	<b>100</b>	

Suppliers should have demonstrated a thorough understanding of the bid solicitation and their capacity to carry out the work in accordance with all professional standards.

Submissions will be reviewed for compliance with this RFP and reviewed in relation to the pre-determined criteria listed above.

## 2.10. Additional Information

Telefilm will have the right to ask for additional information to verify a bidder’s information. Failure to comply and to cooperate with any request or requirement imposed by Telefilm will render the bid non-responsive.

Please note that Telefilm also reserves the right to conduct a survey of Suppliers' facilities and/or examine their technical, managerial, and financial capabilities to determine if they are adequate to meet the requirements of the bid solicitation.

## 2.11. Health and Safety

The Supplier is expected to follow all laws, regulations and directives applicable to the services set out in this RFP, including with regard to occupational health and safety.

## 2.12. General Conditions

By submitting a proposal, the Supplier is agreeing to all conditions and terms stated in this RFP, including the following:

- All information related to the bid may be written in either of Canada's official languages (i.e., French and English)
- Information relating to this document may not be released without the express written consent of Telefilm
- All costs, charges, expenses, etc., direct and indirect, incurred and/or paid by the Suppliers in order to participate in this RFP shall be the sole responsibility of the Suppliers
- Suppliers may withdraw their bid by email at any time prior to the time and deadline set forth for the receipt of bids, provided that such withdrawal shall not affect a bidder's ability to submit a new bid within the prescribed bid period
- Telefilm reserves the right to negotiate all terms and conditions in order to enter into a formal contract with the Supplier. This RFP document, the Supplier's response and written addenda may be included in such contract, at Telefilm's sole discretion
- Suppliers may request a debriefing on the results of the bid solicitation process. Suppliers should make the request to Telefilm within 15 business days from receipt of the results of the bid solicitation process
- Mechanisms are available to potential Suppliers to challenge aspects of the procurement process up to and including contract award. Telefilm encourages bidders to first bring their concerns to the attention of the resource persons listed under [Section 2.13](#) below. Should Suppliers continue to be dissatisfied with a decision, they may appeal to Telefilm's Appeal Committee in writing within 10 business days of the date of receipt of the decision at issue
- Telefilm reserves the right to accept none of the bids received, and to cancel or reissue the bid solicitation at any time, without justification or obligation to the other Suppliers
- Unsolicited telephone calls or visits to Telefilm during the RFP process to obtain proposal status information are prohibited and may result in the supplier being disqualified from the bidding process
- News releases pertaining to this RFP, or the award of any contract related to this RFP may not be made without the prior written permission of Telefilm
- All work and materials shall comply with all applicable provincial and federal laws, regulations, ordinances, decrees or other binding statutory instruments; applicable building leases; and directions of inspectors appointed by proper authorities having jurisdiction. Where certification of material is required by Telefilm, the Supplier shall make all such certificates available for inspection

If the Supplier does not agree with particular conditions or terms stated in this RFP, such conditions or terms must be discussed in detail with the Telefilm Procurement Specialist before a proposal is submitted.

## 2.13. Resource person

Franca Pugliese  
Executive Assistant  
360, St. Jacques Street, Suite 600  
Montréal, Québec H2Y 1P5  
Email: [offre.bid@telefilm.ca](mailto:offre.bid@telefilm.ca)

## 2.14. Disclaimer

This RFP and its attachments shall remain the sole property of Telefilm and contain all information the Supplier may require preparing a proposal as requested by Telefilm.

The Supplier is advised that if confirmation or clarification of the contents or any further information is required, it should contact the Telefilm Procurement Specialist in this RFP in the first instance.

The acceptance of a submission to this RFP is not to be construed as representing or creating any binding obligation on Telefilm to enter into any legal commitment whatsoever. Furthermore, in responding to this RFP, the Supplier is deemed to specifically acknowledge the following:

- Notwithstanding any representation by or on behalf of Telefilm or any estimate of quantities by Telefilm shown in this RFP or otherwise given to the Supplier (now or in the future), Telefilm shall be under no obligation to purchase any particular quantity of products or services
- The Supplier places no reliance on any such representation or estimates and will place no reliance upon any future representation or estimate that may be provided unless that representation or estimate is noted in the written contract
- Telefilm shall have no liability to the Supplier whether in contract, extracontractual civil liability, tort or otherwise with respect to the giving of any such representation or estimate

## 2.15. Security Requirements

The successful Supplier will need to have obtained any security screening or clearance that may be requested by Telefilm. This includes but is not limited to security screenings for the proposed core resources. Suppliers should indicate, in their bid submission, any security assessment that is readily available for the proposed resources.

## 2.16. Applicable Laws

This RFP process shall be subject to, and governed by, the laws of the Province of Quebec and the federal laws of Canada applicable therein.

## 2.17. Confidentiality

This document contains confidential information belonging to Telefilm, which is provided solely to enable Suppliers to evaluate the bid solicitation. In obtaining this document and having knowledge of its content, the recipient agrees to keep the information contained herein confidential and not to

reproduce or otherwise disclose it to anyone other than the persons directly responsible for evaluating the content of the bid solicitation, unless otherwise explicitly authorized by Telefilm.

Telefilm reserves the right to request that this document and any other confidential information provided to Suppliers in the course of this bid solicitation process be destroyed once a Supplier has completed the evaluation. Telefilm further reserves the right to ask Suppliers to confirm such destruction.

## 2.18. Access to Information and Privacy

Suppliers acknowledge that Telefilm is a Crown corporation subject to the [Access to Information Act](#) (Canada) and the [Privacy Act](#) (Canada). This RFP, and any information, in any form, provided, obtained, created, or communicated by the Suppliers to Telefilm, are therefore subject to the [Access to Information Act](#) and the [Privacy Act](#). The Suppliers acknowledge that Telefilm is required to handle such information in accordance with the provisions of the [Access to Information Act](#) and the [Privacy Act](#).

Suppliers further acknowledge that personal information, as defined by the [Privacy Act](#), submitted to Telefilm in connection with responses to this RFP or with operations related thereto is provided in accordance with the following Personal Information Collection Statement.

The collection and use of personal information are in accordance with the [Privacy Act](#), [Telefilm Canada Act](#) and [Financial Administration Act](#) (Canada; the “**FAA**”), among others. Personal information may consist of, among other things, the names, coordinates, biographical information and curriculum vitae of a Supplier’s proposed resources, board members, officers, authorized representatives, mandataries and/or references, as applicable. This personal information will be used, among other things, to manage the contracting process, which includes the request for and receipt of proposals, evaluation of bids, selection of contractor, preparation, negotiation, execution, and award of contract. This personal information is included in the personal information banks [Professional Services Contracts \(PSU 912\)](#) and [Accounts Payable \(PSU 931\)](#).

In processing responses to this RFP, Telefilm will share, among other things, said personal information with third parties who operate platforms and/or applications that handle and store information on behalf of Telefilm. Please note that such information may be handled and/or stored outside Canada in accordance with the policies of such service providers on information management and privacy protection.

Any questions, comments, concerns or complaints regarding the administration of the [Privacy Act](#) and privacy policies may be directed to Telefilm’s Privacy Coordinator by e-mail at [ATIP-AIPRP@telefilm.ca](mailto:ATIP-AIPRP@telefilm.ca), by calling (514) 283-6363 or (800) 567-0890, by fax at (514) 283-8447, or by writing to:

Access to Information and Privacy Coordinator  
360, St. Jacques Street, Suite 600  
Montréal, Québec H2Y 1P5

If you are not satisfied with Telefilm’s response to your privacy concerns, you may wish to contact the Office of the Privacy Commissioner of Canada by e-mail at [info@priv.gc.ca](mailto:info@priv.gc.ca) or by telephone at (800) 282-1376.

By submitting a response to this RFP, a Supplier is declaring to Telefilm that: (i) all personal information submitted to Telefilm in such response and at any time in the future is provided with the consent and knowledge of the individuals concerned; and (ii) it has read and understood the above Personal Information Collection Statement.

## 3. Background information

### 3.1. Telefilm Canada

#### 3.1.1 History

A proud champion of Canadian talent and stories, at home and abroad, Telefilm has been at the heart of the Canadian audiovisual industry for more than half a century. Our mandate to foster and promote the development of the audiovisual industry in Canada remains as relevant today as it was when it was first put into place.

#### 2.1.2 Today

Comprised of some 200 professionals passionate about Canadian content, we work to finance, develop, and promote the Canadian audiovisual industry of today and tomorrow. Our driving goal is bringing Canadian creativity to the world, and we do so by:

1. **Promoting Canadian Talent:** Whether in front of or behind the camera, in the spotlight at home or garnering success elsewhere.
2. **Providing adequate financing:** By creating new programs, updating our existing programs and developing new funding sources.
3. **Partnering with the Canada Media Fund (CMF):** Telefilm has administered programs on behalf of the Canada Media Fund (CMF) for the past 10 years.
4. **Supporting the development of our industry:** Through studies and research to identify market trends that supports the industry and helps it evolve.
5. **Managing co-productions:** Telefilm has administered coproduction agreements on behalf of the Canadian government for more than 40 years.

For more detailed information on our corporation, including a description of our key projects and about our Senior Management Team, please visit our website: [www.telefilm.ca](http://www.telefilm.ca)

# PARTNER OF CHOICE 2022

A THREE-YEAR STRATEGIC PLAN

TELEFILM  
CANADA

**OUR EDGE**  
Firmly anchored in our DNA, our management credo guides our actions and is the lens through which we evaluate our decisions.

DIVERSITY & INCLUSIVITY  
**TO INNOVATE, REINVENT, TAKE RISKS**  
COLLABORATION AND STRATEGIC PARTNERSHIPS  
**SEE BIGGER**

## 50+ YEARS AT HEART OF THE SCREEN-BASED INDUSTRY

A proud champion of Canadian talent and stories, at home and abroad, Telefilm has been at the heart of the Canadian audiovisual industry for more than half a century.

In the last ten years, our sector has undergone enormous change at breakneck speed. As the next decade dawns, our industry continues to face tectonic shifts that will redefine how we do business.

Yet, one thing remains clear: the screen-based industry will always play a crucial role Canada's cultural landscape. And Telefilm will remain at the heart of it.

### TIME TO CHALLENGE CONVENTIONS

And now, during this period of enormous change, our focus is on how Telefilm stays relevant through thought leadership, optimizing our practices to best serve the industry and its creators, and finding new ways to achieve our goal. In short, to be your partner of choice for the next 50 years.

#### OUR MISSION

To foster, finance and promote the development of the Canadian audiovisual industry by playing a leadership role through financial support and believes that contribute to the industry's commercial, cultural and industrial success.

#### OUR VISION

Telefilm & Canada, Partner of Choice

#### OUR DRIVING GOAL

Bring Canadian creativity to the world.

#### OUR COMMITMENT

- Telefilm remains committed to talent development, to engaging with Canadians where they are, and to having an international impact
- Telefilm will act boldly and fairly in its pursuit of a balanced portfolio
- Telefilm will emphasize access and excellence within funded projects



#### OUR STRATEGIC PRIORITIES

**ATTRACT**  
ADDITIONAL FUNDING AND INVESTMENT

**EVOLVE**  
OUR FUNDING ALLOCATION APPROACH

**OPTIMIZE**  
OUR OPERATIONAL CAPABILITY

**ENHANCE**  
THE VALUES OF THE "CANADA" AND "TELEFILM" BRANDS

## 3.2. Sector Owning this Activity

### 3.2.1. Promotion and Communication

The present tender activity is led and driven by the Telefilm Procurement Specialist function on behalf of the Promotion, Communication and International Relations Department.

The Promotion – Event Management team is responsible for planning, managing, and delivering events (exhibition stands, activities involving a delegation at festivals, galas, etc.,) in which Telefilm participates in Canada and in international markets. The team works with its internal partners such as Promotion – Communication, National Promotion and Public and Government Affairs to produce approximately 100 small, medium and large-scale events each year.

The key operational unit within Telefilm concerning this tender is the International Events Team and are as follows:

Name	Role of Telefilm Contact
Ken Proulx	Director, Event management – Event Management
Kate Maurice	Advisor, Event planning and programming – Event Management
Sharon Aliphon	Coordinator, Administrative Monitoring and Control – Event Management

The Selection Panel team for this tender activity is namely:

Name	Role of Telefilm Contact
Ken Proulx	Director, Event management – Event Management
Kate Maurice	Advisor, Event planning and programming – Event Management
Erika Loyola	Advisor, Event planning and programming – Event Management
Nora Amer	Specialist, Procurement - Finance
Barbara Chirinos	Regional Lead, National Promotion – National and International Promotion Program

## 3.3. Legal Framework

Telefilm is a Crown corporation subject to the *Telefilm Canada Act*, as well as to certain provisions found in Part X of the FAA and in Part VIII of the *Financial Administration Act* (chapter F-10 of the Revised Statutes of Canada, 1970, as it read immediately before September 1, 1984). Under section 131 of the FAA, Telefilm must keep books of account and records, and maintain financial and management control, information systems and management practices.

To this end, Telefilm must ensure that its books, records, systems and practices are kept and maintained in such manner as will provide reasonable assurance that:

- its assets are safeguarded and controlled;
- its transactions are in accordance with the relevant provisions of the FAA and its regulations, its act of incorporation and its by-laws, and that they comply with any instructions it was given; and
- its financial, human and physical resources are managed economically and efficiently, and that its operations are carried out effectively.

As a Crown corporation, Telefilm is also subject to other federal laws and regulations, namely the *Access to Information Act* and the *Privacy Act*.

## 4. Project Description and Requirements

### 4.1. Situation Today

Telefilm Canada's missions regarding our International Market Events is to:

- Generate interest in Canada and the Canadian audiovisual industry
- Promote Canadian content and talent
- Support the industry's promotional efforts and export potential
- Continue to be the international partner of choice
- Develop relationships with new partners to showcase and support our creators
- Support a sustainable and inclusive audiovisual ecosystem
- Become a truly sustainable organization committed to protecting the environment.

#### 4.1.1. Current Challenges

Telefilm has been active at four key markets in France for many years: Cannes (MIF), MIFA, Sunnyside of the Doc and MIPCOM. During the COVID pandemic, we have had to re-evaluate the way we deploy and operate our international pavilions. The pandemic has changed the landscape and brought new risks that we now need to be prepared for. Notably, inflation, sustainability, and the threat of another shut down due to forces out of our control (i.e., global pandemic).

The challenge for us in preparing for the eventuality of these risks, is finding new and innovative ways to be as flexible as possible. Moreover, in order to maintain our commitment to Telefilm's eco-responsibility plan (Ref. **Annex C**), we must find ways to reduce our carbon footprint.

Flexibility will be paramount to addressing our challenges. Here are some of the points we have identified:

- Stand modularity: The ability to re-use parts from one stand in others. The ability to add or subtract from the size of the stand with minimal impact;
- Limiting the number of new purchases each year;
- The ability to add a new stand to the list seamlessly using the available supply. Ex: there is a possibility of adding MIPTV to the services;

Eco-responsibility and Sustainability are now one of Telefilm Canada's key mandates (Ref. **Annex C**). Here are some of the challenges to be addressed:

- Limiting single use items and waste in general;
- Reducing shipping and/or travel footprint;
- Using Audio-Visual and non-waste options for promotion and communication (screen displays, iPads etc.)

When considering your proposal, we ask that you keep these challenges in mind.

## 4.2. Future Situation

### 4.2.1. Goal and Objectives

Telefilms Event Management sector is coordinating the holding of four (4) major events in France as of 2023:

**MIF - Marché du film (Cannes Festival)**, date to be confirmed in May 2023-2025, Village International – Cannes

The [Marché du film](#) is a component of the Cannes Festival. Contrary to the television program markets, which concentrate their activities on a single site, this market is characterized by its fragmentation. The exhibitors can be found grouped at the Palais des Festivals and distributed among hotel suites. The big corporations establish their headquarters in the hotels, while smaller, national representatives and promotional and service organizations tend to use the facilities offered by the Film Market. The Marché du film offers different nations the means to showcase their culture and their cinema in the Village International, which includes about 60 national pavilions, including Canada's.

**MIFA**, date to be confirmed in June 2023-2025, Imperial Palace – Annecy

[MIFA](#) is the must-attend event of the animation industry in terms of coproduction, purchasing, sales, financing and distribution of content on all delivery media. Discover the latest animated masterpieces and identify today's and tomorrow's trends in the friendly ambience of the Annecy International Animated Film Festival.

**SUNNY SIDE OF THE DOC**, date to be confirmed in June 2023-2025, Espace Encan – La Rochelle

[Sunny Side of the Doc](#) is the leader on the international documentary market and factual programs. This market addresses buyers, distributors, financiers, commissioners and producers.

**MIPCOM**, date to be confirmed in October 2023-2025, Palais des Festivals – Cannes

[MIPCOM](#), organized by the Reed MIDEM Organisation, is the major gathering for buying and selling programs, all genres and media combined. An international marketplace, MIPCOM allows decision-makers from the audiovisual, digital, communications and branding industries to meet, decipher new trends and develop international partnerships.

The selected Supplier for the “Canadian Pavilion” stands project will be responsible for the following services of the four (4) major events specified above, based in France from 2023 to 2025:

- Design (layout and graphic design) \*
- Execution
- Construction
- Delivery
- Mounting and dismantling
- On-site coordination and logistical follow-up of technical operations by its team
- Storage of the structure

\*While Telefilm is currently reviewing its stand configuration, the bidding Supplier is expected to submit new proposals for the design, configuration, layout and look of our stands, for consideration (Ref. **Annex B**).

#### 4.2.2. Critical Success Factors

To be able to respond to this call for tender, the supplier must meet at least the following pre-requisites:

- Have over 10 years of relevant experience in the field of design and production of major stands (area between 150 and 400 m<sup>2</sup> and over), or equivalent experience;
- Have over 10 years in the design and construction of booths in the Palais des Festivals and the International Village, in Cannes, France, or in equivalent convention centers; or equivalent;
- Have worked with major organizers such as Reed Midem, the Cannes Film Festival or equivalent;
- Be the only service provider designated for the performance and coordination of the work and not call on a subcontracting company, except to assist in setup and/or dismantling under its sole and exclusive supervision and responsibility;

Coupled with the successful delivery of our Canadian pavilions in France, our stand supplier's primary objective will be to provide a flexible and modular stand, that allows us to react quickly to evolving economic and environmental challenges.

#### 4.2.3. Location

The four (4) events in-scope to this project are taking place in France.

#### 4.2.4. Approach and Methodology

As mentioned in section 4.2.2, we would like to see an approach to the stand design that demonstrates a modular and flexible approach to delivery.

#### 4.2.5. Timeline for Implementation

Please refer to **Annex B**

#### 4.2.6. Scope and Service Requirements

Please refer to **Annex B** and **Annex C**

## 4.3. Legal

### 4.3.1. Contract Structure

Telefilm proposes the contract to be based on the agreement sample provided in **Annex A** and the agreement to be structured as follows:

- Head agreement outlining legal terms and general conditions
- Separate order form(s) / Statement(s) of Work (SoW) to be raised as necessary to cover the full scope of this tender, following full agreement between Telefilm and the selected party.
- Schedule of rates will be attached to the SoW, on which the cost of services for future applications will be based.

### 4.3.2. Terms and Conditions

Please refer to **Annex A** for Telefilm's General Terms and Conditions.

### 4.3.3. Period of Contract

The mandate is intended to be granted for a period of 3 years, beginning in 2023 and concluding at the end of 2025.

## 5. Supplier's Proposal

Please provide comprehensive responses to all questions in this section, with a reference to each question. Your proposal should not exceed 20 pages in length (excluding any Appendices such as Resumes, Design Concepts based on Annex B and Annex C, Financial Statements, etc.). All information related to the bid should be readily printable in 8.5 x 11-inch format and submitted as one (1) – two (2) documents maximum, in PDF format only (with the exception of the **Appendix C – Financial Proposal** completed and returned in Excel format).

### 5.1. Proposal description

Please describe in a maximum of one page your understanding of the activities and what you will be delivering to Telefilm.

### 5.2. Supplier's profile

#### 5.2.1. History

- Date and place founded
- Short history of your company, general presentations

#### 5.2.2. Locations

- Headquarters
- Other key locations
- Detail your presence in:
  - France

#### 5.2.3. Key numbers

Worldwide and at your location:

- Headcount in each office, including years of experience
- Sales (\$m) for the last 3 years
- Sales Growth (\$m) for the last 3 years
- Number of customers
- Top 5 Corporate clients in terms of revenue
- Other (specify)

#### 5.2.4. Financial statements

We request that the bidding Supplier, whether private or public, provide sufficient financial information to assess its long-term viability, which is essential in establishing a long-term partnership with Telefilm.

As such, please provide Telefilm with your 2 most recent certified (audited) actuals and a 3-year business plan going forward, certified by your Chief Financial Officer:

- Profit and Loss
- Balance Sheet
- Cash Flow

Please note that failure in submitting the above may result in a disqualification to participate in this RFP.

### 5.2.5. Key strengths

- Specific competencies or skills
- Competitive advantage
- Formal Accreditations
- Other (specify)

### 5.2.6. Business continuity

Please provide details of the Business Continuity Planning process you have in place. You may wish to include corporately developed documentation and brochures on the subject. Indicate whether you have ever invoked the Business Continuity Plan.

### 5.2.7. Company ownership

Is your company publicly traded? If it is then please provide a high-level breakdown of the shareholder structure.

If privately held, please provide the following information:

- Description of the corporate structure (e.g., LLC, partnership, JV., etc.)
- Names of all companies within the corporate structure, including any holding companies
- Names of all shareholders of all identified companies, and their percentage of ownership
- Names of all company directors

Please do so in conjunction with [Section 5.2.4.](#)

### 5.2.8. Bankruptcy

Has the company ever filed for bankruptcy? YES  NO

If yes, explain in detail the reasons why, the filing date and the current status.

### 5.2.9. Industry Certification

Indicate any industry certification, which you consider relevant for your bid (proposal and offer).

## 5.3. Domain Expertise

### 5.3.1. Similar major design and production of exhibition stands activities

Please provide information for the following points:

- Describe three (3) previous similar pavilion projects that you coordinated, designed, built, and delivered, within the last 5 years relative to the scope of this RFP for other customers. Specifically at Palais du Festival, International Village, in Cannes, France or in equivalent convention centers:
  - Detail major issues or problems that may have occurred and how they were resolved
  - Explain how each example is relevant to the scope of this RFP, what is the size of each project was in terms of dollars and effort (FTE);
  - Detail when they were delivered and if they were delivered on-time and on-budget;

### 5.3.2. Specific skills and technical know-how

List here your experience relative to the scope of this RFP in:

- Project management, including capacity management and planning
- Production capacity:
  - Technical abilities, tools, and materials in-house to build, install, scale, and adjust complex physical pavilion concepts and elements as needed
  - Design skills for layout and graphic design, plus execution, construction, delivery, mounting, dismantling and storage of the stand elements
  - Ability to deliver within short timelines and last-minute changes to pavilion elements
  - Specify whether your main activity is the design, manufacturing (construction) and delivery and physical capacity for storage
- Familiarity with the rules and mechanisms specific to all markets in-scope
- Coordination of the logistics related to your subcontractors (i.e., coffee, water, printer, screens, Marché du film, MIPCOM)
- Eco-Responsibility plan and continuously improving eco-responsible design, construction, and practices to be at the forefront of this area at the markets we are present;

### 5.3.3. Turnover

Indicate the percentage of your sales on Services relevant to this RFP only.

### 5.3.4. Market position and development plans

Please detail your market position and development plans in the area relative to this RFP.

### 5.3.5. Existing customers and references

Provide three (3) relevant current customers references with:

- Project short description
- Company name
- Location
- Contact person, position
- Email and phone

These references should demonstrate the Supplier's ability to deliver the services in a way that resembles Telefilm's requirements and scope.

Please note that references provided above may be directly contacted by Telefilm during the evaluation phase of your bid.

### 5.3.6. Industry experience

Describe your previous experience and number of customers within the audiovisual industry or with any government.

### 5.3.7. Diversity & Inclusion

Telefilm is committed to an industry that reflects a culture of mutual respect, dignity and inclusivity and expects that Suppliers embrace these values. Please provide information about your commitments toward diversity and inclusion.

### 5.3.8. Additional relevant information

Provide any additional information on your company, which you believe is useful for Telefilm to know in the context of this Project, such as Industry Best Practices.

### 5.3.9. Knowledge of Telefilm

The firm, account manager and proposed resources must not be in conflict of interest with Telefilm.

- Describe any previous experience with Telefilm. Provide Telefilm contact person(s) and location.
- Is any of the employees in your organization related, either personally or professionally, to a person currently employed by Telefilm? If so, please explain.
- To the best of your knowledge, was any Telefilm employee or Supplier previously employed or engaged by your organization?
- Please provide the names of any current or former Telefilm employees employed or engaged by your organization, either:
  - as a full or part time equivalent, contractor, consultant, subcontractor, etc.
  - or through a company controlled directly or indirectly by a current or former Telefilm employee
  - or through a company controlled directly or indirectly by a relative of a current or former Telefilm employee.

## 5.4. Scope specific questions

### 5.4.1. In scope items, deliverables

Describe the services you intend to provide to match with our requirements listed in **Annex B** and **Annex C**. Please ensure you are submitting to us the following:

1. Concept by Event, integrating Telefilm’s International and Corporate Visual identity (see **Annex C**, Graphic Standards Manual)
  - Research (mood board)
  - 3D Visualizations
  - Layout Design
  - Graphic Design
2. Plans (2D and 3D) per Event
3. Overall specifications per event, including:
  - Design
  - Concept
  - Production
  - Manufacturing
  - Delivery
  - Setup
  - Dismantling
  - Furniture Rental
  - Technical Maintenance
  - Storage of the Structure
  - Plans 2D and 3D
  - Other documents considered relevant to support the proposal

### 5.4.2. Out of scope items

Describe all items or requirements of this RFP that you will not address, as well as ensure that the “Out of Scope” requirements are mentioned in your response to **Annex B and Annex C – Financial Proposal**. If out-of-scope but you can deliver the services but at an additional fee, please note this clearly in your response to this section.

### 5.4.3. Locations covered

For each location, specify whether you have the ability to do business in the time zones specific to the locations below.

1. Montreal
2. Toronto
3. France

Describe your presence for each location with respect to: (if applicable)

1. Direct presence
2. Existing partnership
3. Potential partnership

#### 5.4.4. Subcontractors

If you are planning to subcontract part of the scope of this RFP, please enter details here. Explain reason for selection, and previous experience with subcontractor(s).

#### 5.4.5. Service levels

Explain the Service Level you can provide to Telefilm for each of the services you are proposing to offer to us in **Annex B**.

#### 5.4.6. Transition

Explain how you will manage the transition of services for Telefilm from our current providers, specifically and with regards to our inventory in France.

#### 5.4.7. Telefilm involvement, deliverables

Describe what you need from Telefilm to perform successfully.

#### 5.4.8. Implementation plan

Describe your implementation plan and timeline for this activity:

Detail:

- Resources including for Support Team during duration of the contract, please include resumes (as separate appendixes). Please ensure that the proposed team has the minimum experience required as per Critical Success Factors
- Roles and responsibilities
- Overall lead-times
- Requirements
- Governance, including escalation process, meetings

#### 5.4.9. Account management post-implementation

Post-implementation, please detail:

- Account management plan
- Local organization model (structure)
- Governance including escalation process, including full names required to deliver services and operational / strategic meetings

#### 5.4.10. Reporting

- Detail the reports that Telefilm will have access to during and post-implementation. If available, please provide samples.
- Detail a sample or framework of an Eco-Responsibility report. The report should include carbon footprint calculations and a plan to off-set and/or minimize carbon footprint.

#### 5.4.11. Services description

If you disagree with any statement in this RFP and/or related Annexes, please provide your comments in this section.

#### 5.4.12. Additional services

Describe additional services or improvement you might provide in the future related to this project.

## 5.5. Financials

### 5.5.1. Pricing mechanism

We are requesting a pricing model that proposes a fixed price per pavilion over the course of 3 years. The prices supplied must give Telefilm a full picture of all expenses or costs (including any yearly escalation in fees) and Telefilm will assume that all provided costs are exhaustive and thus will not allow further costs to be introduced during contract negotiations, should you be selected.

Please ensure you are submitting your pricing proposal in the format provided by returning to us a completed **Annex C - Financial Proposal (.xls)**.

We would like you to consider the option for us to purchase the proposed stands, if applicable. As such, please indicate what the price would be for each of the Event under **Annex C – Financial Proposal, No. 4** “Production of the Stand (for purchase)”

Please also provide a rate card or pricing catalogue for additional services and/or goods that can complement your bid for additional scope in the future, related to the present set of requirements.

### 5.5.2. Transition costs

How can you mitigate the cost of transition for Telefilm?

### 5.5.3. Currency

Prices should be quoted in Euros.

### 5.5.4. Reduction in total costs

It is a requirement for Telefilm to continuously improve its cost base that in the process may reduce the financial value of its contracts with its suppliers. Please detail how you envisage your charging structure working to encourage this to happen to the satisfaction of both parties.

### 5.5.5. Payment Terms

Telefilm will expect any selected Supplier to provide consolidated invoices on a monthly basis to include all charges for that month.

Telefilm payment terms are net 30 days from the date a correctly detailed invoice is received. Please confirm your agreement with those terms.

### 5.5.6. Criteria for Rates revisions

We expect the unit prices provided to be fixed for the duration of the agreement. If this will not be the case, please indicate here the criteria that will be used for rate revision. This pricing should include a maximum percentage for inflation that may be applied in each year. If so, please indicate separately what this percentage will be for each year.

### 5.5.7. Benchmark

Telefilm holds the right to invoke a procurement audit to compare current rates with market rate.

## 5.6. Legal Documents

### 5.6.1. General terms and conditions

Describe your general terms and conditions for doing business with you or attach your typical contract and/or Statement of Work.

Please ensure that you are referencing **Annex A – Telefilm’s General Terms and Conditions** and kindly revert with

- any sections of the Agreement that you propose for amendments (please detail)
- whether you agree to use Telefilm’s Terms and Conditions contract template and
- whether you would agree to the terms and conditions stipulated in Telefilm’s Terms and Conditions contract template, with only the exceptions of the clause(s) you wish to amend, to form a binding Master Agreement if you are the selected Supplier.

### 5.6.2. Service Level Agreement

Provide a sample contract.

## 6. Annexes of the Tender

### Annex A – Telefilm Standard Terms and Conditions

This document contains the standard commercial terms and conditions of Telefilm for service agreements, and it has also been sent as a separate file, included in the tender documents package provided on **July 22, 2022**

### Annex B – Requirements Documentation

The requirements documentation contains all functional and non-functional requirements of this tender and it has also been sent as a separate file, included in the tender documents package provided on **July 22, 2022**

### Annex C – Other Supporting Documentation

These documents contain additional information necessary for bidding and not contained in any of the previous annexes. The documents have also been sent separately, included in the tender documents package provided on **July 22, 2022**

### Annex D – Q&A Template

This is a sample of the Q&A template for all relevant purposes during the tender. This document has also been sent separately, included in the tender documents package provided on **July 22, 2022**