



Canadian Tourism
Commission

Commission canadienne
du tourisme

Negotiated Request for Proposal

Name of Competition:	Trade Show and Event Management Services for China Market
Competition Number:	DC-2021-PO-04
Closing Date and Time:	January 28, 14:00 Pacific Time (PT)
Contracting Authority:	Paulina Orozco Procurement Advisor procurement@destinationcanada.com

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 Negotiated Request for Proposal.

SECTION A – INTRODUCTION

The Canadian Tourism Commission, 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.

Our aspiration is to enhance the quality of life of Canadians and enrich 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. 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 ten key geographic leisure source markets: 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 economic 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>.

A.1 Purpose and Intent

The purpose of this Negotiated Request for Proposal (the "NRFP") is to solicit proposals for trade show booth design, construction and event management services for DC's China market. See Statement of Work (Section C) for detailed requirements.

It is DC's intent to enter into an agreement with the proponent who can best serve the interests of DC. At the final outcome of the NRFP process, the successful proponent ("Contractor") may be required to collaborate with DC's other service providers and partners to ensure that public relations and communications services are consistent with DC's mandate, brand and corporate strategy.

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 DC. Instead, the process is intended to enable DC to learn what proponents can offer by way of goods or services in response to DC's Statement of Work. Depending on the number and variety of responses, DC will subsequently negotiate with those proposals that best serve its needs, as determined by DC.

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

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

A.2 Contract Term

DC anticipates entering into negotiations with the selected proponent(s) for up to a three (3) years, with an option to extend on an annual basis by DC for a total period not to exceed another two (2) years, at DC's sole discretion. DC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

SECTION B – NRFP 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 NRFP, and will end within a time period defined by DC in its sole discretion.

B.2 Desirable Criteria, Pricing and Presentation Evaluation

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

All decisions on the degree to which proposals and presentations meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

B.2.1 Desirable Criteria Questionnaire (Section E) 50%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% of 50% or higher (the “Threshold”) will be evaluated further based upon, but not limited to Pricing.

B.2.2 Proposed Pricing (Section F) 30%

Following evaluation of proposed pricing, DC may limit further evaluation to a limited number of the top ranked proposals up to a maximum of the three (3) (the “Shortlist”). Only those proposals on the Shortlist will be further evaluated based upon Presentation.

B.2.3 Presentation (Section G) 20%

TOTAL 100%

B.3 Negotiations

DC intends to conduct concurrent negotiations, as defined in Section H.10 Negotiations, with a limited number of the top ranked proponent(s) up to a maximum of the three (3) highest scored proposal(s).

B.4 Proposal Submission, Intentions, and Questions Instructions

B.4.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, January 28, 2022**.

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

Proposals should be in PDF format and should be submitted as per the instructions in B.4.4 below. All proposals received as a result of this NRFP shall become the property of DC. The time stamp of DC's email system shall be the official time for receipt of the proposal.

B.4.2 Questions

Proponents may submit questions via e-mail to the Contracting Authority until 14:00 hours PT, January 17, 2022. Questions submitted after this date and time may not be responded to.

If DC, 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 DC explaining why it should not be included with the posted anonymous questions and answers. If DC concurs with the request, the question will be answered in confidence and will not be posted. If DC 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.4.3 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, January 14, 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.4.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com and should reference "**NRFP DC-2021-PO-04, Trade Show and Event Management Services for China Market - 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 NRFP section(s) if applicable

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 NRFP Form of Response, Format and Depth

B.5.1 NRFP 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
- Appendix 5 – General Contract Terms
- Appendix 6 – Destination Canada Brand Standards Guide
- Section D – Mandatory Criteria Questionnaire (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

B.5.2 NRFP Format and Depth

This Negotiated Request for Proposals sets out DC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a straightforward and detailed description of their ability to satisfy the requirements set out in this NRFP. 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 DC 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 NRFP and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to DC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that DC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this NRFP.

B.6 Contractor Performance Management

DC is committed to fostering and supporting strong positive relationships with its Contractors to ensure critical services are maintained and the highest value and corporate wide economic benefits are realized. As such, the Contractor's performance during the term of any agreement may be assessed using key performance measures.

Any Contractor who has demonstrated poor performance during either a current or previous agreement with DC may be considered as an unqualified proponent and their proposal may be rejected. DC reserves the right to exercise this option as is deemed proper and/or necessary.

SECTION C – STATEMENT OF WORK

C.1 Background

At Destination Canada, we believe that tourism enhances the quality of life of Canadians and enriches the lives of visitors. We believe that Canada's diversity, its greatest asset, is also, what touches travellers' hearts most deeply.

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 addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

Our work in destination development ensures that we are able to sustain a premier four-season tourism economy that is regenerative in nature - supporting our economy and the environment.

Destination Canada is a Crown corporation wholly owned by the Government of Canada. For further information, visit <http://www.destinationcanada.com>.

DC's aspiration is that tourism generates wealth and wellbeing for all of Canada and enriches the lives of our guests. This goal speaks to our industry's contribution to sustainable economic growth and entrepreneurship, community vitality and the social and cultural identity of Canada. To realize this goal, our organizational focus is on four key pillars of work:

- Brand Resonance: strengthen Canada's global identity as an ideal place to travel as well as study, work, invest and live;
- Legendary Experiences: increase the quality and quantity of internationally competitive travel experiences;
- Industry Vitality: enhance the industry's global competitiveness, business profitability and seasonal resilience; and
- Social License: improve Canadians' perception of the contribution tourism makes to the quality of life in their communities, and uplift Canadian culture and sense of identity.

Pre-pandemic, tourism has been a significant driver of Canada's economy, generating over 748,000 jobs in the sector and support for nearly 232,000 small and medium-sized tourism businesses in 2019. As the country's number one service export, tourism is larger than agriculture, forestry, fishing and hunting combined. Canada welcomed over 22 million international overnight visitors spending \$23 billion in 2019.

As Canada's provinces, cities and regions largely invest in marketing to Canadians, DC's focus is to maintain international tourism revenue streams flowing into our country. In 2019, DC's marketing efforts attracted almost 1.6 million additional visitors and business delegates to Canada collectively spending approximately \$2.08 billion.

As international borders reopen and travel to Canada resumes, Canada has a wealth of choice in places to see, experiences to discover and people to meet. To ensure we provide a cohesive story for Canada, we must align our efforts under our brand's belief and promise.

The Destination Canada Brand: For Glowing Hearts, is built on the belief that travel should change you. Time spent in Canada should leave a lasting mark on your heart. Our storytelling should do the same.

Our Brand's value proposition – what we offer travellers and what they receive in turn – is:

When you travel in Canada, you go back better.

Because when you connect with the best of Canada, you connect with the best in yourself.

For the Canada brand to resonate with travellers, we are focusing on our most recognizable and desired assets. Simply put, the focus is on Canada's icons.

- Stunning seasons
- Wildlife/Canadian wildlife safaris
- Wide open spaces
- The nature of our cities
- Culture and connection

These must-see places and enriching experiences drive differentiation and perceived value in the crowded, competitive travel market. By focusing on our icons, we strengthen Canada's global identity as the ideal place to visit. Critically, we also increase our brand's mindshare with our audience, so that unaided, they can picture the "Canada movie" for themselves as they dream of the journey that awaits them in Canada.

C.2 Objective

DC's China office is responsible for promoting Canada as the premium legendary destination for Chinese High Value Guests ("HVG").

To increase awareness of Canada's legendary travel icons amongst high value trade and consumer audience, as well as to generate HVGs' demand for premium Canadian destinations, Destination Canada is seeking a Contractor based in China to provide trade show and event management services for DC and DC's stakeholders. The scope of service includes but it is not limited to:

- Media event/ seminar;
- Trade show;
- Sales mission;
- Other offline event.

C.3 Scope of Work

The Contractor will provide the following services for various tourism events (including but not limited to trade seminars, media events, sales missions, trade shows and other co-op activities) for DC on an as required basis:

- a) Innovative and tailor-made design and decoration idea for booth and events of various scales;
- b) High-quality production, decoration and construction for booth and events;
- c) Seamless on-site execution and event management.

Please note that Contractor may be required to travel to various major cities in China to perform the construction and management of booths and events.

a) Innovative and tailor-made design and decoration idea for booth and events of various scales

The design and decoration idea should have the following characteristics:

- adheres to rules/regulations governing design, construction and safety as provided by organizing body or venue management;
- innovative, distinctive and stands out from the rest of the booths;
- meets DC and stakeholders' requirements and brand guidelines;
- showcases Canada's legendary travel icons and meet HVGs' preference;
- enhances attendees' immersive experience as if they were in Canada;
- cost effective and environmentally-friendly; and
- convertible and adaptable without negatively impacting the aesthetic and functionality of the booth/ event venue.

b) High-quality production, decoration and construction for booth and events

- The Contractor will construct and decorate the venue in accordance with a final design approved by DC with zero deviation unless given prior approval from DC Project Authority.
- Upon the completion of the booth and venue construction, a DC representative will conduct a thorough inspection of both with the contractor. Any errors, omissions or shortcomings of the construction or design shall be corrected immediately at no cost to DC.
- The Contractor will supervise and manage construction and be on site for the event. Coordination and liaison with DC management staff throughout the construction and event periods is required.
- The Contractor should clearly state the type and quality of material being used in the construction work.
- Digital and recycling production and decoration are preferred.

c) Seamless on-site execution and event management

The Contractor will manage the booth and the event for DC, which includes the performance of the following tasks:

- liaison with show organizing body or event venue management to ensure compliance with all rules/regulations related to all aspects at all times;
- set up and test electronic display and audio system for the event as required, support DC and stakeholders with the event process;
- keep the booth, venue and surrounding areas clean, tidy, safe before, during and after an event;
- mount, install, apply and subsequently remove/dismantle all materials/components at each event;
- provide timely communication with DC, immediate resolution of any problems regarding the event and timely delivery of services by sub-contractors.

C.4 Event Plan and Event Example

C.4.1 A list of events currently planned for 2022 are:

Date	Event	Location
May	RVC Briefing	Beijing
June	Trade Co-op Event	Shanghai
October	Sales Mission	TBD
October	Media Event	Beijing
November	Trade Training Seminar	Guangzhou
November	Media Event	Shanghai
December	Media Event	Guangzhou

The number of events and event schedule are subject to change at DC's sole discretion.

C.4.2 Event Example: Destination Canada 2022 Sales Mission

In 2022, Destination Canada will organize a tradeshow for Canadian sellers to conduct business to business (B2B) appointments with key travel agents in China. Further details of the event will be communicated at a later time, the below information is for reference only.

- The event is tentatively scheduled to take place in Shanghai in October 2022 with a target of 80 -100 seller/ buyer organizations (150-200 attendees) participating.
- This is a two (2) days event:
 - day one (1) will take place in a classroom style; the audience is DC and DC partners.

- day two (2) is for one on one table talk appointments.
- The total venue space for this event is around 900-1200 m².

The Scope of Work for the Contractor will include:

- Design and provide comprehensive 3D imagery of the event venue in accordance with DC brand guidelines as referenced in Appendix 6. Provide innovative and design concept which will highlight Canada's legendary travel icons.
- Construction of approved design in all areas including any additional public space outside the designated event area. The Contractor shall utilize environmentally friendly materials such as sustainable/recyclable materials, LED lighting, electronic display and recycled wood/bamboo whenever possible and lightweight materials in order to reduce shipping costs.
- Supervise and manage construction: the Event Manager, IT support and construction personnel must be on site for the entire length of the event and clear out.
- Coordination and liaison with DC management staff throughout the design/construction and event periods.

C.5 Approach and Methodology

- When DC has identified a need for the Contractor to perform the services, the Contractor will provide a proposal that details all the work that will be performed for DC, the timeline, deliverables and the total cost to perform the work. The Contractor shall not commence any work prior to obtaining written approval from DC's Project Authority.
- The Contractor shall not assign any work or sub-contract any portion of it without DC's prior written consent.
- The Contractor will provide and keep seeking the most innovative, cost effective and efficient solution for DC events.
- When travel is necessary to perform the work, the Contractor is required to provide a list of travelling and accommodation expenses for DC approval.
- The Contractor shall adhere to the time-frames / project schedule set out at the beginning of the project.
- The Contractor will be responsible ensure the structural integrity and safety of the entire booth structure.
- When requested by DC, the Contractor will supply items such as furnishings, appliances and electronics to DC for shows and events.
- At the end of each event, DC and/or show participants will evaluate the performance of the Contractor. The result of this survey will be a significant factor in determining the continuation of work with the Contractor.

C.6 Deliverables and Schedule

The Contractor shall deliver the design schemes, qualified executions, reports and documents in accordance with the timeline as approved by DC.

C.7 Performance Standards and Quality Measurement

- The Contractor undertakes to perform the services with the highest standards of professionalism and integrity. The Contractor shall replace any employee assigned under this Contract that the DC considers unsatisfactory.
- DC will review and assess the Contractor's performance after each event.
- DC is committed to fostering and supporting strong positive relationships with its Contractors 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 twice yearly, or more frequently at DC's discretion, using DC Contractor Performance Evaluation process including but not limited to:

- relationship quality;
- operational performance (e.g. the Contractor's goods/services meet acceptable quality standards, the Contractor provides timely and accurate progress reporting, etc.);
- financial value (e.g. the Contractor provides the best value); and
- strategic value (e.g. the Contractor provides innovative/new ideas).
- The Contractor 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 DC in a seamless manner.
- Any performance issues identified as part of the DC Contractor Performance Evaluation process must be addressed by the Contractor in a timely fashion agreed upon between DC and the Contractor. If serious performance concerns are raised, the Contractor may be required to work with DC to implement a performance improvement plan.

C.8 DC Responsibilities and Support

DC will be responsible for providing the following:

- Training on DC Brand Guidelines;
- Clear and measurable objectives and desired outcomes;
- Clear reporting structure within DC;
- Expectations of the show requirements and breakdown of tasks;
- Overall direction and supervision to the Contractor regarding objectives;
- Relevant information and resource materials to facilitate performance of event management activities;
- Oversee program plan approval;
- Final sign-off on all communications such as trade show floor design/build, image selection, branding elements, appropriate signage, etc.; and
- Review financials related to the program.

C.9 Contractor Responsibilities

The contractor must perform the work in accordance with all sections and subsections of C.3 Scope of Work of this NRFP.

C.10 Risks and Constraints

- The Contractor must familiarize themselves with relevant laws, regulations and local conditions when making proposals and providing services.
- The Contractor must perform the services under the statement of work in compliance with laws, regulations and standards of ethical competence and integrity.
- The Contractor will be responsible for taking out any appropriate insurance coverage.
- All created material, data (including key account databases), content and so on will be the property of DC. The Contractor cannot disclose or use these documents for case study or any other purposes without DC's prior writing approval.
- The Contractor must return all information to DC at the end of the contract term.

C.11 Reporting and Communication

Contractor will be required to attend in-person or virtual briefings on projects and/or events. Detailed event management schedule will be required for certain projects. Contractor will be required to provide post event reports.

C.12 Expenses and Accounting

All documented out-of-pocket expenses (such as travel, postage, shipping, telephone) or costs incurred in producing materials (such as stationary, photography, promotional giveaways) will be paid at cost with no management fee, mark-up, or commission.

C.12.1 Invoicing

- a. The Contractor will be required to provide timely invoices to DC with details of the work performed and an invoice number.
- b. The Contractor will pay third party suppliers' invoices associated with executing the services. If applicable, the Contractor will then submit an invoice report to DC on a monthly basis that includes a summary of the work completed and associated back up document including copies of all receipts and invoices.
- c. The Contractor will invoice each event / project separately.
- d. Invoice in Canadian dollars (CAD) or China Yuan (CNY). The foreign exchange rate on invoices is to be based on supporting documents such as credit card statement or bank statement. OANDA* + 1% can be applied to cost with no supporting document such as a per diem claim if travelling outside of Canada.

Foreign exchange rate cited on the invoice and applied at the OANDA* rate + 1%

* <https://www.oanda.com/ca-en/>

C.12.2 Books and Records

- a. The Contractor will maintain proper books and records in accordance with generally accepted accounting principles.
- b. The Contractor will prepare and maintain books and records of account respecting all work provided to DC and all financial commitments and expenses incurred in relation to work performed.
- c. DC will have the right to inspect all business and accounting records related to the invoices and the amounts included.

C.12.3 Travel Expenses

- a. Employees of and contractors to the Contractor will only travel when it is reasonably necessary to carry out the work, and then only provided that prior approval for such travel has been obtained from DC, and that the expenses incurred in connection with such travel are in compliance with DC's travel policy. The Contractor must provide a budget or estimate to DC Project Authority for approval before proceeding with the expense. All travelling and living expenses must be pre-approved via travel authority form by DC and must be supported by original receipts. The travel pre-approval must be included as a backup to the travel claim.
- b. For pre-approved travel and living expenses, DC shall reimburse the Contractor in accordance with the Treasury Board Travel Directive specified in Appendices B, C and D found at: <https://www.canada.ca/en/treasury-board-secretariat/services/travel-relocation/travel-government-business.html> and with the other provisions of the Directive referring to "travelers", rather than those referring to "employees" (see "Special Travel Authorities" link). Air fare shall be limited to full-fare economy class only. The Contractor is required to seek the lowest possible airfares, including charters and other discounts for each trip and to book immediately in order to take advantage of the lowest fares. DC retains the right to limit the reimbursement of the air portion when the lowest appropriate fare is not obtained. Upgrades to business or first class may be personally paid by the Contractor, where this is company policy.

C.13 Personnel Replacement

The Contractor cannot make any changes to the Account Manager or key personnel without written permission of DC's Contract Authority. The Contractor is required to advise DC's Contract 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.

C.14 Additional Reference Info

Project Authority, or the authorized representative of the Project Authority:

Name: Wei Li, Managing Director - APAC
Telephone: (8610) 57379667
Email: li.wei@destinationcanada.com

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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

D.1 Mandatory Criteria

D.1.1 The proponent must have a proven track record in successfully designing and constructing large scale tourism related events, both Business to Business (B2B) and Business to Consumer (B2C). **Are you able to comply with this requirement?**

Yes

No

D.1.2 The proponent must be based, or have offices in Beijing, and also be able to travel to execute events in other cities in mainland China. **Are you able to comply with this requirement?**

Yes

No

D.1.3 The proponent must have in-house design and construction personnel. **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.

E.1 Business / Technical Requirements

E.1.1 Provide a brief background and introduction of your company including the following items:

- a) Date of Incorporation.
- b) Company ownership structure (e.g. privately held, public, etc.)
- c) Composition and competencies of the executive management team (e.g. org. chart).
- d) The countries in which the company currently operates.
- e) The proportionate amount of income generated from your five (5) largest customers (e.g. 50% total from five (5) customers) accompanied by an estimate on total number of customers that you currently serve.
- f) Copies of Financial Statements for the last three (3) years: 2018, 2019 and 2020. Proponents newly incorporated, or that have been operating for less than three (3) 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).
- g) Copies of applicable anti-fraud prevention policies and guidelines.
- h) Overview of your event sustainability policies and guidelines.
- i) Overview of diversity, equity and inclusion policies and guidelines.

Response must be limited to two (2) pages, Arial 11 font (excluding organizational chart, financial statements, anti-fraud prevention, diversity, equity and inclusion and sustainability policies and guidelines).

Weighting: 10%

E.1.2 Provide the team structure and introduction of all key personnel on the proposed team that would work with DC, including their roles and responsibilities, relevant experience and expertise.

Response must be limited to two (2) pages, Arial 11 font.

Weighting: 10%

E.1.3 Provide a case study that demonstrates your ability to successfully design and construct large scale B2B (Business to Business) events.

Response must be limited to two (2) pages, Arial 11 font.

Weighting: 20%

E.1.4 Provide a case study where your expertise in event design and construction of events resulted in cost efficiency for your clients.

Response must be limited to two (2) pages, Arial 11 font.

Weighting: 20%

E.1.5 Describe your approach to following client's branding guidelines while demonstrating creativity in event design and execution.

Response must be limited to two (2) pages, Arial 11 font.
Weighting: 20%

- E.1.6 Provide examples of environmental-friendly events and venue decoration solutions that you have done for your clients.

Response must be limited to two (2) pages, Arial 11 font.
Weighting: 20%

E.2 Weighting Table for Reference

The following table is provided as a reference to illustrate how each question is scored and weighted.

Desirable Criteria Question #	Desirable Criteria Question Weighting	Desirable Criteria Question Weighted	Example Proponent Score	Example Proponent Weighted Score
E.1.1	10%	5%	4/5	4%
E.1.2	10%	5%	4/5	4%
E.1.3	20%	10%	5/5	10%
E.1.4	20%	10%	3/5	6%
E.1.5	20%	10%	3/5	6%
E.1.6	20%	10%	4/5	8%
Example Total	100%	50%	23/30	38%
A score of 60% = 30% or higher is required to advance to the next stage of evaluations, Pricing.				

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 NRFP# and name: “**DC-2021-PO-04, Trade Show and Event Management Services for China Market - CONFIDENTIAL**”, along with your company information.

DC is constrained by a limited budget; therefore, 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 NRFP and as demonstrated through their response.

When evaluating proposed pricing, DC may consider the total cost of ownership (TCO) 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 DC would be expected to pay. There should be no hidden costs which DC discovers at the end of the term.

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

F.1 Proposed Pricing Detail

Pricing for Destination Canada 2022 Sales Mission

Provide for Destination Canada 2022 Sales Mission, referenced under C.4.2, a total one comprehensive lump sum price, the material and equipment costs required for the completion of the event.

Total price for C.4.2: _____

Material cost: _____

Equipment cost: _____

Hourly rates for Future Events

Provide a copy of your hourly rate sheet for a three (3) year term, including but not limited to:

Name	Title/Position	2022	2023	2024
	Founder/Owner	___ /hr	___ /hr	___ /hr
	Account Manager	___ /hr	___ /hr	___ /hr
	Designer	___ /hr	___ /hr	___ /hr
	Event Manager	___ /hr	___ /hr	___ /hr
	Event Execution Staff	___ /hr	___ /hr	___ /hr
	Technical Producer	___ /hr	___ /hr	___ /hr
	Please name additional roles, if relevant	___ /hr	___ /hr	___ /hr

All documented out-of-pocket expenses (such as travel, postage, faxes, shipping, telephone) or costs incurred in producing materials (such as stationary, photography, promotional giveaways) will be paid at cost with no management fee, mark-up, or commission.

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

F.2 Payment Discounts

DC prefers a Net 30 payment term and may consider accelerating payment based on early payment discounts.

Indicate your payment terms, and explain any early payment discounts available to DC.

F.3 Pricing Strategies

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

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

SECTION G – PRESENTATION REQUIREMENTS

G.1 Presentation Requirements

DC will require proponents, who have made the Shortlist, to give a presentation of their capabilities to deliver the services described in Section C- Statement of Work.

Proponents invited to the presentation will be provided with a detailed brief and will be expected to highlight the following:

- Introduce account representatives;
- Present their capabilities and expertise; and
- Demonstrate that the desirable criteria can be met as outlined in the submitted proposal.

The length of the presentation will be 1 hour: 40 minutes for content and 20 minutes for questions. Presentations will take place in an in-person setting in Beijing, with web conferencing facilities provided by DC to enable virtual participation by panelists based in different locations. The in-person presentation address is:

Destination Canada Beijing Office
28 Floor, China World Office 1, Chaoyang District
Beijing 100004

Further details will be provided to the Shortlisted proponents.

All costs associated with the presentation will be the responsibility of the proponent.

SECTION H – NRFP PROCESS AND TERMS

H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit (*)	January 14, 2022, 14:00 hours PT
Deadline for Questions	January 17, 2022, 14:00 hours PT
Closing Date and Time	January 28, 2022, 14:00 hours PT
Presentations of Shortlisted Proponents	First week of March 2022
DC will endeavour to notify all proponents of its selection by:	End of April 2022
Timeframe for Negotiations	5 days following notification by DC

Note: The schedule is subject to change at DC'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.

H.2 Interpretation of the NRFP

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

It is the proponent's responsibility to understand all aspects of the NRFP 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.

H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the NRFP cover is authorized by DC to comment on any portion of this NRFP or the requirements described in this NRFP. DC 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 DC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting DC 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.

H.4 Accuracy of Information

While the information set out, or referred to, in this NRFP has been prepared and included in good faith, DC 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.

H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by DC in an amendment to the NRFP. If this NRFP was posted on the Government of Canada BuyandSell.gc.ca website ("BuyandSell"), DC 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 www.buyandsell.gc.ca for amendments to the NRFP that DC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this NRFP. 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).

H.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted NRFP will be accepted by DC by e-mail notice provided that such e-mail is received by DC 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.

H.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.

H.8 Proposal Expenses

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

H.9 Language

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

H.10 Negotiations

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

DC will enter into discussions and negotiations with the Preferred Proponent(s) to reach agreement on the final terms of the Agreement. Negotiations may include requests by DC 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 DC for improved pricing from the proponent.

Concurrent Negotiations: The Preferred Proponent(s), as established under the evaluation, will be invited to enter into contract negotiations with DC. DC intends to conduct negotiations within the Timeframe for Concurrent Negotiations.

At any point in the Timeframe for Concurrent Negotiations, DC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more Preferred Proponents will be determined following DC's receipt of best and final offers (BAFO). Final selection will be based upon best overall value to DC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

H.11 Contract Award

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

- i. should be negotiated within the Timeframe for Contract Negotiations;
- ii. may include, but not be limited to, the general contract terms contained in Appendix 5; and

- iii. will commence upon signature by the duly authorized representatives of DC and the successful proponent.

H.12 Debriefing

Upon request, and at DC's sole discretion, DC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to DC 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.

H.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 DC employee or Board member of DC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the NRFP 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 DC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the NRFP process (each a "Material Circumstance").

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

H.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.

H.15 Confidentiality

DC recognizes the proprietary nature of information that may be contained in response to this NRFP. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. DC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this NRFP 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 DC and other information developed for DC in connection with this competition. Proponents shall not use DC's confidential information except as required to develop a proposal and presentation in response to this NRFP.

Except as required by law, DC 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.

H.16 Publicity

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

H.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.

H.18 Law

This NRFP 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.

H.19 Indemnities

The proponent shall be responsible for and shall indemnify DC 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 NRFP process and all costs associated with those claims, loss and damages.

H.20 Rights of Destination Canada

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

- H.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;
- H.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 NRFP;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this NRFP at any time;
- H.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 NRFP process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to DC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the NRFP, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than one proponent to meet the requirements of the NRFP;
- H.20.10 not enter into any contract at all with any proponents responding to this NRFP.

SECTION I: LIST OF APPENDICES

APPENDIX	FILE NAME
1	Proponent Information and Acknowledgement Form
2	Material Circumstances Disclosure Form
3	Amendments
4	Declaration of Sub-Contractors
5	General Contract Terms
6	Destination Canada Brand Standards Guide

APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGMENT 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 NRFP (name, title, phone number and e-mail):	

- b) References - List three customers with similar requirements to those described in this NRFP 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 DC may contact any of these references. It is requested that proponents refrain from using DC 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 NRFP.

Executed this _____ day of _____, 2022

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

DC 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 or addenda to this NRFP issued have been read and included in proponent response. List the amendments and/or 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 NRFP by completing the Declaration of Sub-Contractors, for approval by DC. DC 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 DC 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.

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:

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 DC in order to be awarded the Work under this NRFP. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the NRFP;
3. The Contractor will designate key personnel assigned to DC file who cannot be changed without the approval of DC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to DC 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 DC. 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 DC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies DC 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 DC without markup, including media placements;
12. Confidentiality clauses to be included;
13. DC shall be entitled to terminate for convenience upon 30 days written notice and upon payment for any work completed or committed to the date of termination. If DC terminates the contract or a particular work order for breach, then DC is not required to pay for the work;
14. DC 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.

APPENDIX 6: DESTINATION CANADA BRAND STANDARDS GUIDE

<https://www.brandcanadalibrary.ca/portals/public/>

<http://bookofinspiration.com>

Please click on the “Tradeshow/Salons” section for actual event images