



Canadian Tourism  
Commission

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du tourisme

## Negotiated Request for Proposal

Name of Competition:	Event Management Services
Competition Number:	DC-2021-PO-03
Closing Date and Time:	February 1, 2022, 14:00 Pacific Time (PT)
Contracting Authority:	Paulina Orozco Procurement Advisor <a href="mailto:procurement@destinationcanada.com">procurement@destinationcanada.com</a>

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## **SECTION A – INTRODUCTION**

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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 on Destination Canada, visit <http://www.destinationcanada.com>

For further information on Destination Canada Business Events, visit <https://businessevents.destinationcanada.com>

For information on our brand, visit <https://brand.destinationcanada.com/en>

### **A.1 Purpose and Intent**

The purpose of this Negotiated Request for Proposal (the "NRFP") is to solicit proposals from qualified Canadian incorporated companies, with physical headquarters and presence in Canada, capable of providing event planning and management services in Canada, United States and other global markets.

Destination Canada's Business Events (DCBE) team generates demand, in collaboration with our partners, for international meetings, conventions, and incentive travel to Canada. Our DCBE partners include federal departments, provincial and city destination marketing organizations, convention centers, hotels and resorts.

The DCBE brand reflects the growing significance of the meetings industry to Canada's economy. Meetings can be the catalyst in introducing Canada's export business interests to key influencers, business stakeholders, entrepreneurs, and investors from around the world. As visitors get to know Canada and its high quality products, services, and facilities, these visitors can become advocates

for Canada, uncovering investment and trade opportunities, identifying business partnerships and creating the foundation for trade relationships.

In support of the priorities of DCBE develops and manages a pro-active integrated sales and marketing program. The program's business events strategy is designed to produce incremental meeting, convention and incentive business to Canada. 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) year period, 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**

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### **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% 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 the proposed pricing, DC may limit further evaluation to a limited number of the top ranked proposals (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).

### **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, February 1, 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 18, 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 17, 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](mailto:procurement@destinationcanada.com) and should reference "**NRFP DC-2021-PO-03 Event Management Services - 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 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 6 – Destination Canada Business Events 2022 Overview
- 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

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### 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>.

After more than a year and a half of lockdowns and border closures, business events are once again experiencing a resurgence. As in-person events and conferences continue to ramp up, the Destination Canada Business Events (DCBE) team is supporting the industry by positioning Canada as a top business events destination. By prioritizing thriving target economic sectors and showing the tremendous value of hosting a business event in Canada, we are helping to ensure a resilient industry that spurs recovery and drives economic growth.

To achieve this, we are taking significant steps *now*, because we know that the work that we undertake today will have a profound impact in shaping our industry for many years to come. We are telling powerful stories about the diverse destinations and extraordinary experiences that are available across Canada. We are shining a light on the resilient economic sectors that we lead the world in — along with the visionary thought leaders who are creating a better future. We are also conducting extensive research to guide our way forward and to ensure our messaging and activities are delivered to the right people at the right time.

The COVID-19 pandemic has not only underscored the importance of being nimble and agile in our approach, but of also remaining resilient and flexible as we adapt to a constantly changing world. As we continue to emerge from the pandemic, we are boldly launching innovative strategies and approaches that showcase Canada's competitive edge in hosting international business events.

In the short term, focus and perseverance will be of paramount importance. This will allow us to prioritize the business events that will have the most impact on Canadian economic recovery and the perseverance to continually raise awareness for Canada as we emerge from the pandemic.

To do this, the **DCBE team's role** will be defined as:

- Prospecting international business events within priority economic sectors for Canada.
- Elevating Canada's global reputation within key target markets, economic sectors and the associated incentive segment.
- Reinforcing confidence in booking Canada for future business events.

Our priority target market consists of international corporations, associations and corporate incentive agencies within six key economic sectors:

- Life sciences, natural resources, agribusiness, technology, advanced manufacturing, finance & insurance.

These six sectors are aligned with [Innovation, Science and Economic Development \(ISED\)'s Economic Strategy Tables](#) as well as the key priority sectors of [Global Affairs Canada's Invest in Canada agency](#) that have demonstrated resilience through COVID-19 **and** are sectors in which Canada has centres of excellence that give us a competitive advantage.

When DCBE receives business event opportunities that do not fall within the priority economic sectors, they will continue to be handled by the Business Events team to ensure proper servicing with the clients and they will forward these leads to our partners.

Our target markets have been identified through global clusters. In 2022 and beyond, observing recovery signals, we will continue to primarily target the US, followed by select global markets/opportunities — prioritizing accounts and industry clusters according to potential market opportunities, impact and resilience.

To reach these markets, our primary target audience will be the C-suite corporate, association and Incentive decision-makers, including the influencers who help to put Canada on the short list. Our secondary audience will be the influencers that help bring these events to life.

## C.2 Objective

DCBE is seeking to engage the services of a Contractor that, under the direction of the business unit's Executive Director, will successfully develop and execute events established in 2022 and onwards. These events should maximize the potential for Canada and its partners and enhance the positioning of the Canadian business event experience.

## C.3 Scope of Work

The DCBE teamwork with industry partners to provide business development opportunities to organizations that can select Canadian destinations for a meeting or incentive. DC's headquarters are in Vancouver, BC and the business unit's marketing and support team work at HQ while the Executive Director and business development team works remotely across Canada.

A list of events currently planned for 2022 are below. An overall scope of work for each event can be found under Appendix 6 – Destination Canada Business Events 2022 Overview.

Date	Event	Location	# Attendees	Budget CAN\$ (Estimate only)
May (TBD)	Affinity Group FAM	TBD, Canada	15	\$100,000
June 5-8	PCMA EduCon 2022 - Canada Night Event	New Orleans, LA	100	\$70,000
June 20-23	Collision 2022 – Tech Sector FAM & Client Dinner	Toronto, ON	50	\$25,000
July 10-14	Incentive Canada Summer	Halifax, NS	80	\$500,000
July 26-28	Innovate Canada	St. John's, NFL	60	\$500,000

August 20-23	ASAE Annual Meeting	Nashville, TN	250/day (Tradeshow); 150 (Canada Night Event)	\$400,000
September (TBD)	London Tech Week – Tradeshow & Dinner	London, UK	50	\$25,000
TBD	IEEE Convene – TBD	TBD	20	\$15,000
October 25-27	IMEX America – Tradeshow & Canada Night Event	Las Vegas, NV	500/day (Tradeshow); 350 (Canada Night Event)	\$400,000
November 29 - December 1	IBTM World – Tradeshow & Canada Night Event	Barcelona, Spain	400/day (Tradeshow); 250 (Canada Night Event)	\$400,000
Q4 (Oct or Nov – TBD)	Incentive Canada Winter	TBD, Canada	60	\$500,000
Q2-Q4 (TBD)	Up to 12 Regional Events (TBD)	TBD, Canada & US	TBD	TBD

The number of events and event schedule are subject to change at DCBE's sole discretion. The number of attendees and budget is an estimate only; they are subject to change at DCBE's sole discretion. The requirements of the Contractor on the event could include full management from proposal through execution, or could include limited event components such as décor and theming. For any of the above changes, DCBE will provide written notice to the Contractor.

All listed event estimates are inclusive of event management fees and exclusive of service hourly rates. A scope of work will be outlined to the Contractor for an estimate on resources, hours and rates at which time DCBE will review and approve.

Additional Destination Canada Corporate and Leisure events and event related projects may be added on an add need basis, e.g. vendor sourcing that meets and complies with DC's Procurement Policies and Procedures (venues, A/V, catering, transportation, etc.). A scope of work will be produced for availability and pricing.

The Contractor should not start any work without a signed statement of work from the DCBE Project Authority.

### **Canada-based Signature Events:**

#### **Incentive Canada**

The annual Incentive Canada Marketplace is managed as an incentive program but the schedule also includes 1.5 days of business-to-business ("B2B") matched sessions whereby appointments are pre-scheduled for both buyers and Canadian partners. There is an educational component and several networking opportunities. The marketplace features solely Canadian product and the location alternates annually.

DCBE invites qualified buyers from the Incentive Market in North America and Europe to attend. The Canadian partners represent a good cross section of Canadian incentive product suppliers. It is a 1:1 buyer and supplier ratio.

The featured destination, or host, is able to showcase their incentive product to this discerning audience.

## **Innovate Canada**

In 2018, a new DCBE-owned event, Innovate Canada was added to the roster of events.

Innovate Canada is a new platform aligned to our sector strategy for enticing the Association market from the US, as well as select European buyers, to a Canadian destination for a B2B immersive experience. The event is modeled after Incentive Canada, including networking events, B2B matched appointments, off-site activity, and an educational component.

## **Major Marketplace Tradeshows and Events**

DCBE leads the Canada brand at five major industry events (PCMA, IMEX Frankfurt, ASAE, IMEX America and IBTM Barcelona). DCBE hosts the Canada booth/pavilion with our Team Canada partners (can vary from 15 – 75 partners per marketplace). Additionally, DCBE hosts a Canada Night reception event during the show for a targeted client base at each marketplace.

## **Regional Events**

DCBE leads the theming, planning and execution of smaller activations at regional events mostly throughout the US. From intimate client dinners to sponsorship theming and engaging activities for our partners and clients to connect.

The Contractor will produce events and programs in Canada and our global target markets that will advance the Canada brand, provide significant networking opportunities for our Canadian partners, and create meaningful business leads. The events should leverage the sales and marketing plan as well as key performance indicators (KPIs). All work will be carried out in collaboration with the DCBE Executive Director and DCBE staff.

Under the direction of the DCBE's Project Authority, the Contractor will be responsible for the provision of the following services, which could include in part or whole, depending on event:

- C.3.1. Planning, management, and operation of, including but not limited to, the handling of:
- a. Incentive and Innovate Canada on-line registration:
    - i. Maintain and update partner/buyer information for DCBE Customer Relationship Management (CRM), program(s) website, and collateral;
    - ii. Manage and monitor on-line registration system (note: registration through BE/third party website);
    - iii. Manage and coordinate registration approval and share matching/appointments for Incentive/Innovate Canada Marketplace (in conjunction with website provider); and
    - iv. Coordinate and communicate with partners/buyers in relation to marketplace compliance and requirements.
  - b. Incentive/Innovate Canada Business to Business (B2B) Marketplace development, management and execution, including:
    - i. Scheduling, oversight and maintenance of importing/exporting of appointment information;
    - ii. Meeting profile surveys; and
    - iii. Marketplace design, on-site set up and activation.
  - c. Organize and provide forward thinking input on overall synergies relating to partners and buyers:
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- i. Professional Development
  1. Provide input on best practices and trends related to event programming;
  2. Provide input on best practices and trends related to event technology integration; such as social media, mobile apps, gamification;
  3. Assist DCBE with booking and logistics related to key-note speakers; and
  4. Program development and execution.
- ii. Financials
  1. Develop and maintain budget;
  2. Maintain proper accounting;
  3. Coordinate hotel accounting;
  4. Pay suppliers and sub-contractors;
  5. Organize all accounts and books, subject to DC audit on a regular basis and/or upon require provide receipts, bank account register(s), back up of expenses, any additional requested financial information; and
  6. Prepare financial reports.
- iii. Regular Reporting
  1. Submit monthly reports with at least the following information:
    - Activities and results of registration and activities;
    - Evidence of banking details including any partner and buyer fees and payments relating to the program;
    - A spreadsheet report that details the status of the budget. The report will include expenditures from the month, expenditures to date; and remaining balance; and
    - Post-event debrief that includes analysis of survey results, program elements, brand activations and recommendations for improvement.

C.3.2 Management of all administrative responsibilities including, but not limited to:

- a. Attend DC training on, and strict adherence to, the most current DC Brand Standards;
- b. Ensure appropriate assignment of all staff and/or sub-contractors required to fulfill any part of the services or deliverables. Staff and sub-contractors shall be sensitive to the needs of DC and other key stakeholders involved;
- c. Develop the deliverables for review and approval by DCBE;
- d. Coordinate activities required to perform the services;
- e. Liaise and coordinate with DCBE, including providing weekly or bi-weekly status updates and event results; and
- f. Provide accurate financial accounting.

C.3.3. Designing, organizing, facilitating, and securing all equipment, infrastructure, and suppliers to meet the operational requirements necessary to deliver DCBE events in Canada and global markets.

- a. Allow for appropriate DCBE representation in any selection process for services;
- b. Develop a specific theme for each event, as required;
- c. Identify vendors who can support identified themes and secure them for each event;
- d. Complete future site negotiations and contracting for venues and vendors;
- e. Identify format and infrastructure for the event;
- f. Develop and deliver an event management plan, in conjunction with DCBE, including overall implementation plan which sets out key milestones, deadlines, and budget for the event;
- g. Invite guests to event, follow up on invitations, and track RSVPs;
- h. Coordinate airport transportation and hotel accommodations for partners, speakers, entertainment vendors, staff, and media;
- i. Coordinate off-site event transportation and transfer logistics;
- j. Liaise and oversee with information technology supplier to ready site features technology infrastructure including audio visual equipment and wireless internet;

- k. Produce and install creative elements, as required;
- l. Execute food and beverage functions, décor, event entertainment, speakers;
- m. Coordinate content and printing of event collateral such as name badges, table and event signage, and menus;
- n. Procure and ensure that way finding and other event branded signage is in place;
- o. Design and manage pre-event survey such as special needs, activity sign up, and air arrival/departure, as required;
- p. Coordination of welcome/turndown gifts, such as sourcing, presentation, and on-site delivery;
- q. Provide event insurance;
- r. Supply photography and videography services, as required;
- s. Provide security for events, as required; and
- t. Event follow-up to partners via survey (provided by DCBE).

C.3.4 Specific to Incentive/Innovate Canada, the Contractor will be responsible for designing, organizing, facilitating, and securing all equipment, infrastructure, and suppliers to meet the operational requirements necessary to deliver.

- a. Liaise with host hotel and destination management company to coordinate rooming lists, registration duties, A/V requirements, meeting room requirements, off-site venue(s), entertainment, timing and execution of event components, airport transfers and program transportation, and special needs requests;
- b. Incentive/Innovate Canada Marketplace design, on-site set up and activation;
- c. Coordinate hotel room block, and appropriate accounting;
- d. Coordinate airport transfers and program transportation;
- e. Coordinate and manage registration for free day activities;
- f. Organize and manage Incentive Canada's pre-program and post-trip requirements, such as survey partners/buyers, registration, agenda, activity sign-up, air and hotel details, timely distribution of appropriate program information and updates; and
- g. Coordinate content and printing of event collateral such as Incentive Canada program directory book, name badges, table and event signage, and menus.

Provision of the Services may involve interaction with a variety of different public and private stakeholders.

#### **C.4 Qualifications**

The Contractor should be experienced and qualified as an event management services firm and have the capacity and availability of suitably skilled staff to deliver DCBE events.

The Contractor must be a Canadian incorporated company with physical headquarters and presence in Canada but have experience and the ability to work in the US and globally. Contractor must have sufficient resources and staffing to support the activities described in this Scope of Work.

The ideal Contractor should be:

- a champion and ambassador for Canada's tourism brand;
- flexible, customer-service oriented and a team player;
- a leader with a sterling track-record in management of events for high value clients, especially events that involve similar clients such as Canadian tourism industry partners and media.
- closely familiar with the needs, and willing to exceed expectations, of partner and buyer registrants;
- expert project and financial managers; and
- on top of the latest trends and best practices in event management field.

#### **C.5 Deliverables and Schedule**

C.5.1 Under the direction of DCBE, the Contractor will be responsible for developing and implementing an event management plan for each of the events. The event management plan includes, but is not limited to:

- a. Project schedule that sets out the dependencies, timelines, and critical path to ensure the programming, events, and activities go ahead in a coordinated, efficient, and effective manner;
- b. Market intelligence on event and B2B Marketplace innovations and creative ideas to ensure events are fresh and current;
- c. Programming, events, and activities overview, developed in collaboration with DCBE and key stakeholders;
- d. Space and infrastructure plan, where required;
- e. Design, produce, and install the overall creative “look”, displays, exhibits, and environment(s) for events;
- f. Identify, procure, secure, and install equipment and infrastructure to meet the physical requirements necessary to deliver the event;
- g. Develop and deliver events involving DCBE staff, partners, buyers, sponsors, vendors, entertainment, speakers, contractors and other key stakeholders, where appropriate;
- h. Develop and deliver invitations and invitation lists for the events and manage RSVPs;
- i. Project budget with sufficient detail and content to demonstrate the work is proceeding in a comprehensive and cost effective manner;
- j. Collect, manage and collate event performance measurement data such as surveys and a final report; and
- k. Emergency procedures at the event.

C.5.2 Develop a post program report which includes:

- a. Final registration details;
- b. Overview of program results; and
- c. Summary of successes, innovations, and issues, including recommendations on improving program efficiency and value, registrations, marketplace, events, and strategies to increase continued partner and buyer satisfaction and participation.

C.5.3 Develop financial reporting which includes:

- a. Accurate financial accounting of all billable items associated with the program. Events may be invoiced and paid in the currency of the country in which such event take place (e.g. US based events will be invoiced and paid in US dollars);
- b. Review of DCBE investments and recommend improvements;
- c. All travel expenses incurred itemized separately on final budget and invoice; and
- d. All billing to be submitted to DCBE HQ office.

Reports shall be submitted no later than 30 business days following the completion of the event. All final deliverables are to be in English with any translation requirements completed by DC identified resources.

## **C.6 Performance Standards and Quality Measurement**

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’s Contractor Performance Evaluation process.

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.7 DC Responsibilities and Support**

DCBE will be responsible for the following activities:

- a. Onboarding of event management company;
- b. Training on DC Brand Guidelines;
- c. Provide clear and measurable DCBE objectives and desired outcome of each event;
- d. Provide clear reporting structure within DC and the DCBE team;
- e. Provide expectations of the event requirements and breakdown of tasks;
- f. Overall direction and supervision to the Contractor in accomplishment of event objectives;
- g. Provide relevant information and resource materials to facilitate performance of event management activities;
- h. Oversee program plan approval;
- i. Provide final sign-off on all communications such as website and survey copy, image selection, evite invitation copy and images, marketplace directory, e-blast messages, signage, program and event collateral;
- j. Review financials related to the program; and
- k. Arranging payment to Contractor following delivery of agreed deliverables.

The Contractor may be responsible for securing a website supplier for Incentive/Innovate Canada that will provide a customized program website including but not limited to the following features: program description, agenda, registration (buyers/suppliers), marketplace appointments, and photography.

### **C.8 Contractor Responsibilities**

The Contractor will provide a key contact who will manage the DC account. The Account Manager is required to ensure a single point of contact to DC as well as the continuity and the quality of project work and attend meetings. The Account Manager is required to perform the following:

- Assign a Project/Event Manager for each event; this could be the same person as the Account Manager.
- Coordinate all event activities.
- Setup regular status calls and event specific meetings/teleconferences, as needed.
- The Contractor must be flexible with time zones in order to be able to connect with team members Canada wide and international stakeholders.
- Respond within 48 hours to any DC requests.
- Provide immediate notification on any project delays.
- The contractor shall be responsible for the budget of the following items, including but not limited to:
  - a. Air (working with DC travel management company)
  - b. Hotel;
  - c. Venue Rental;
  - d. Food and Beverage;
  - e. Transportation;
  - f. Technical Production (staging; audio visual/lighting);
  - g. Décor;
  - h. Entertainment;
  - i. Third-party vendors;
  - j. Activities;

- k. Promotional Give-aways and Gifts;
- l. Registration, Website;
- m. Printing and reproduction (name badges, displays, signage, collateral);
- n. Site Inspections;
- o. Travel and/or onsite staff;
- p. Design fees;
- q. On-site fees;
- r. Administration including office, communications, courier and shipping charges; and
- s. Management Fees.

## **C.9 Risks and Constraints**

The Contractor will be responsible for contracting and paying out all sub-contractors and vendors invoicing Destination Canada for reimbursement.

Contractor will be required to abide by government policies and standards with regards to events.

## **C.10 Reporting and Communication**

The Contractor will provide:

- Weekly progress updates and/or meetings leading up to each event.
- Monthly progress reports.
- Event reports on a continuous basis.

Note: all meetings are to be conducted via web conference.

## **C.11 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.11.1 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. The foreign exchange rate on invoices is to be based on supporting documents such as credit card statement or bank statement. Invoice in Canadian dollars. 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.11.2 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.11.3 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.12 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.

## SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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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 the ability to work, travel globally and show proof of COVID-19 full vaccination status that meets the needs of all trade show/ event locations. **Are you able to comply with this requirement?**

Yes

No

D.1.2 The proponent must be a Canadian incorporated company and have physical headquarters and presence in Canada but have experience and the ability to work in the US and globally. **Are you able to comply with this requirement?**

Yes

No

D.1.3 The proponent must have experience in developing and implementing a minimum of twelve (12) live events globally. **Are you able to comply with this requirement?** Please list six (6) of your most recent events.

Yes

No

D.1.4 The proponent must have managed three (3) Business to Business (B2B) events in Canada and/or US. **Are you able to comply with this requirement?** Please list three (3) most recent events.

Yes

No

D.1.5 The proponent must ensure their core team is accessible to Destination Canada during a core workday and flexible to work within all of Canada's time zones from Atlantic to Pacific. **Are you able to comply with this requirement?**

Yes

No

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

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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 Company Background and Overview**

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

- Date of Incorporation.
- Company ownership structure (e.g. privately held, public, etc.)
- Composition and competencies of the executive management team (e.g. org chart).
- The countries in which the company currently operates.
- 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.
- Copies of Financial Statements for the last three years, 2018, 2019, 2020.
- Copies of applicable anti-fraud prevention policies and guidelines.
- Overview of diversity, equity and inclusion policies and guidelines.
- Overview of your event sustainability 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 information on the Account Manager and all key personnel on the proposed team that would work with DCBE. Include the following information:**

- Details of their relevant skills and experience, education, credentials, areas of expertise and any relevant awards/industry recognition received.
- Roles and responsibilities.
- Describe your plan to provide DCBE with at least the same level of services provided by the proposed team if the proposed Account Director leaves your organization.

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

*Weighting: 10%*

#### **E.1.3 Provide the following information that demonstrates your firm's ability to carry out the work as described in the Statement of Work:**

A list of tourism-related clients, client testimonials and overview description for events that the proponent has organized that would demonstrate your ability to focus on specific themes as described in this NRFP.

*Response must be limited to one (1) page, Arial 11 font.*

*Weighting: 5%*

- E.1.4 Provide up to two (2) project summaries or narrative examples that demonstrate your firm's approach to complex issues related to event planning and management and specifically describe:
- Event and budget.
  - Creative solutions and recommendations provided to meet the client's needs and challenges.
  - Results/benefits/measurable outcomes to the client as a result of your creative solutions and recommendations.
  - Pursuing and applying innovations and/or best practices to improve the event.

*Response must be limited to two (2) pages, Arial 11 font.  
Weighting: 10%*

- E.1.5 Provide up to two (2) examples that can demonstrate your creativity in planning and delivering a successful event.

*Response must be limited to two (2) pages, Arial 11 font.  
Weighting: 10%*

- E.1.6 Provide up to two (2) case studies that can demonstrate your company's success in integrating your client's vision and brand into an event.

*Response must be limited to two (2) pages, Arial 11 font.  
Weighting: 10%*

- E.1.7 Provide up to two (2) case studies that can demonstrate your company's ability to fiscally deliver a smaller scale event (25-50 people) in a US destination, with a budget of approximately \$25,000 CAD.

a) Include: venue, food and beverage, décor, entertainment, A/V, staff; etc.

b) Describe creative and innovative ways in which you will manage costs and maximize budgets.

*Response must be limited to two (2) pages, Arial 11 font.  
Weighting: 10%*

- E.1.8 Explain your project management approach including: project management software, work breakdown, communications, budget management, and risk mitigation. Factor in approaches for handling scope creep and client service.

a) Describe how would you manage a sudden increase of events/ scope of work?

*Response must be limited to one (1) pages, Arial 11 font.  
Weighting: 10%*

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

*Response must be limited to one (1) page, Arial 11 font.  
Weighting: 10%*

E.1.10 Include an additional narrative that presents a strong case for why DC should engage your firm. What unique contributions would your company bring? The proponent may include any additional information that it believes to be essential in creating a thorough understanding of its suitability to perform the requested services.

*Response must be limited to one (1) page, Arial 11 font.  
Weighting: 15%*

**E.2 For Reference Only**

E.2.1 Please list any national, regional and municipal brands that you currently represent.

E.2.2 If applicable, the proponent should submit a list of sub-contractors intendeds to be used in providing the services described in this NRFP by completing the Declaration of Sub-Contractors form in Appendix 4, for approval by DC. DC reserves the right to withhold approval of sub-contractors.

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

If applicable, indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

**E.2 Weighting Table for Reference**

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

<b>Desirable Criteria Question #</b>	<b>Desirable Criteria Question Weighting</b>	<b>Desirable Criteria Question Weighted</b>	<b>Example Proponent Score</b>	<b>Example Proponent Weighted Score</b>
E.1.1	10%	5%	4/5	4%
E.1.2	10%	5%	4/5	4%
E.1.3	5%	3%	5/5	3%
E.1.4	10%	5%	3/5	3%
E.1.5	10%	5%	3/5	3%
E.1.6	10%	5%	4/5	4%
E.1.7	10%	5%	3/5	3%
E.1.8	10%	5%	4/5	4%
E.1.9	10%	5%	3/5	3%
E.1.10	15%	8%	4/5	6.4%
<b>Example Total</b>	<b>100%</b>	<b>50%</b>	<b>37/50</b>	<b>37.4%</b>
<b>A score of 60% = 30% or higher is required to advance to the next stage of evaluations, Proposed Pricing.</b>				

## SECTION F – PRICING

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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-03 Event Management Services – CONFIDENTIAL”, along with 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

The successful proponent shall be compensated based on a percentage of the total event cost excluding taxes.

Provide your management fee as a percentage of the total event cost: \_\_\_\_ %.

Please provide an exhaustive list of any other costs resulting from the performance of the work as described in this NRFP whereby a fee structure other than the management fee applies. Ensure your pricing proposal is clear to eliminate the chance of any hidden costs.

All prices are to be quoted in Canadian dollars, excluding taxes.

### F.2 Rates

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

Name	Title	2022	2023	2024
	<b>Founder/Owner</b>	\$___ /hr	\$___ /hr	\$___ /hr
	<b>Account Manager</b>	\$___ /hr	\$___ /hr	\$___ /hr
	<b>Event Manager</b>	\$___ /hr	\$___ /hr	\$___ /hr
	<b>Event Coordinator</b>	\$___ /hr	\$___ /hr	\$___ /hr
	<b>Travel Logistics Coordinator</b>	\$___ /hr	\$___ /hr	\$___ /hr
	<b>Onsite Travel Staff</b>	\$___ /hr	\$___ /hr	\$___ /hr
	<b>Technical Producer</b>	\$___ /hr	\$___ /hr	\$___ /hr
	<b>Please name additional roles, if relevant</b>	\$___ /hr	\$___ /hr	\$___ /hr

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

All prices should be quoted in **Canadian** dollars, 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**

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### **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. Details about the presentation agenda will be further communicated to the shortlisted proponents.

Proponents may be expected to highlight the following:

- Team introduction / Organization overview.
- Knowledge demonstration.
- A question and answer period.

\*Presentations will take place remotely on:

- February 14 and 15, 2022\*

Further details will be provided to the Shortlisted proponents.

\*Dates are subject to change at DC's sole discretion, proponents are expected to be available for the dates noted above.

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

## SECTION H – NRFP PROCESS AND TERMS

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### H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit (*)	January 17, 2022, 14:00 hours PT
Deadline for Questions	January 18, 2022, 14:00 hours PT
<b>Closing Date and Time</b>	<b>February 1, 2022, 14:00 hours PT</b>
Presentations of Shortlisted Proponents	Mid February 2022
DC will endeavour to notify all proponents of its selection by:	Mid 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 will 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](http://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**

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**APPENDIX FILE NAME**

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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 Business Events 2022 Overview

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**APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGMENT FORM**

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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/Title	
Street Address:	
Telephone #:	
E-mail Address:	
Description of Services:	

**Reference #2:**

Client Organization:	
Contact Person/Title	
Street Address:	
Telephone #:	
E-mail Address:	
Description of Services:	

**Reference #3:**

Client Organization:	
Contact Person/Title	
Street Address:	
Telephone #:	
E-mail 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**

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### 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**

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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

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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 / State:

Postal / Zip Code:

Description of services provided:

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

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

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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 BUSINESS EVENTS 2022 OVERVIEW

DATE 2022	EVENT	LOCATION	ATTENDEES	OVERALL SCOPE OF WORK - DESCRIPTION	*BUDGET CAN\$ <i>Estimate only</i>
May (TBD)	Affinity Group FAM	TBD, Canada	15	Development of: FAM program with DCBE for Affinity Group Members as well as the following (not exclusive to): programming, entertainment, vendor management, hotels, flights, logistics, invitations, food & beverage.	\$100,000
June 5-8	PCMA EduCon 2022	New Orleans, Louisiana	100	Canada Night Event: creation, planning and execution Includes: design, food & beverage, entertainment, a/v, invitations' logistics, etc.	\$70,000
June 20-23	Collision 2022 - Tech Sector FAM & Client Dinner	Toronto, ON	50	Development of: FAM program with DCBE for select clients Includes: programming, entertainment, vendor management, hotels, flights, logistics, invitations, food & beverage. Organize a dinner for up to 50 pax (clients, DCBE staff, and Canadian partners).	\$25,000
July 10-14	Incentive Canada Summer	Halifax, NS	80	Execution of DCBE Signature Event: Incentive Canada "Summer" Working with Canadian partners on (not exclusive to): Programming, site visit(s), incentive experiences, food & beverages, hotels, flights, entertainment, invitations, vendor management, and logistics for a 5-day event for key clients, partners and staff.	\$500,000
July 26-28	Innovate Canada	St. John's, NFL	60	Execution of DCBE Signature Event: Innovate Canada Working with Canadian partners on (not exclusive to): Programming, site visit(s), food & beverage, hotels, flights, entertainment, vendor management, and logistics for a 4-day event for key clients, partners and staff.	\$500,000
August 20-23	ASAE Annual Meeting	Nashville, TN	250/day (Tradeshows) 150 (Dinner Event)	Tradeshows booth: management of food & beverage; entertainment; programming; exhibit booth coordination (TBD) Canada Night Event: creation, planning and execution Includes: design, food & beverage, entertainment, a/v, invitations' logistics, etc.	\$400,000
September (TBD)	London Tech Week	London, UK	50	Tradeshows booth: management of food & beverage; entertainment; programming; exhibit booth coordination (TBD) Organize a dinner for up to 50 pax (clients, DCBE staff, and Canadian partners).	\$25,000
TBD	IEEE Convene	TBD	20	TBD	\$15,000
Oct 25-27	IMEX America	Las Vegas, NV	500/day (Tradeshows) 350 (Dinner Event)	Tradeshows booth: management of food & beverage; entertainment; programming; exhibit booth coordination (TBD) Canada Night Event: creation, planning and execution Includes: design, food & beverage, entertainment, a/v, invitations' logistics, etc.	\$400,000
Nov 29- Dec 1	IBTM World	Barcelona, Spain	400/day (Tradeshows) 250 (Dinner Event)	Tradeshows booth: management of food & beverage; entertainment; programming; exhibit booth coordination (TBD) Canada Night Event: creation, planning and execution Includes: design, food & beverage, entertainment, a/v, invitations' logistics, etc.	\$400,000
Q4 (Oct-Nov TBD)	Incentive Canada Winter	TBD, Canada	60	Execution of DCBE Signature Event: Incentive Canada "Winter" Working with Canadian partners on (not exclusive to): programming, site visit(s), food & beverage, hotels, flights, entertainment, vendor management, and logistics for a 5-day event for key clients, partners and staff.	\$500,000
Q2-Q4 (TBD)	Up to 12 Regional Events (TBD)	TBD, Canada & US	TBD	Creation, planning and execution. Includes: design, food & beverage, entertainment, a/v, invitations' logistics, etc.	TBD

## **APPENDIX 6: DESTINATION CANADA BUSINESS EVENTS 2022 OVERVIEW – CONT'D**

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The number of events and event schedule are subject to change at DCBE's sole discretion. The number of attendees and budget is an estimate only; they are subject to change at DCBE's sole discretion. The requirements of the Contractor on the event could include full management from proposal through execution, or could include limited event components such as décor and theming. For any of the above changes, DCBE will provide written notice to the Contractor.

All listed event estimates are inclusive of event management fees and exclusive of service hourly rates. A scope of work will be outlined to the Contractor for an estimate on resources, hours and rates at which time DCBE will review and approve.

Additional Destination Canada Corporate and Leisure events and event related projects may be added on an add need basis, e.g. vendor sourcing (venues, A/V, catering, transportation, etc.). A scope of work will be produced for availability and pricing.

The Contractor should not start any work without a signed statement of work from DCBE Project Authority.