

Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, Alaska 99801

Request For Proposals

For: In-Country Marketing Representative

Date of Issue: February 12, 2009

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General Information

1. **Purpose of the Request For Proposal (RFP):** The Alaska Seafood Marketing Institute (ASMI) is soliciting detailed proposals for an in-country marketing representative for its International Marketing Program (also known as overseas marketing representative OMR). Services should include, but may not be limited to, strategic marketing plan execution and refinement; media placement; consumer/trade/HRI promotion development, placement and evaluation(s); and consumer/trade public relations.
2. **Other Licenses and Registrations Requirement:** All proposers, including subcontractors, are required to hold any and all necessary applicable professional licenses and registrations required by Alaska Statute. Proof of professional licenses is required with the proposal. Obtaining and ensuring compliance to all professional license and registration requirements is the complete responsibility of the proposer.
3. **Minimum Requirements:** Every proposer to this RFP must meet the following minimum requirements to be considered responsive to this RFP.
 - a) For at least three of the last five years, the primary business of the proposer must meet the generally accepted definition of an “in-country marketing representative”.
 - b) For at least three of the last five years, the proposer must have demonstrated ability in public relations.
4. **Conflict of Interest and Restrictions:** If any proposer, proposer’s employee, joint venture, subcontractor, or any individual working on the proposed contract may have a possible conflict of interest that may affect the objectivity, analysis, and/or performance of the contract, it shall be declared in writing and submitted to ASMI within ten days of issuance of this RFP. ASMI shall determine in writing if the conflict is significant and material and if so, may eliminate the proposer from submitting a proposal. ASMI generally views a current and/or ongoing relationship with other seafood production entities such as the Norwegian or Chilean salmon farmers as a potential conflict of interest. Proponents also need to provide ASMI with a list of other clients that they work with. Proponents are encouraged to contact ASMI regarding any concerns or questions regarding the conflict of interest issue.
5. **ASMI and Contact Person:** Any information required or questions regarding this RFP should be addressed and/or delivered to:

Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, AK 99801

Attention: **Finance Officer**

Phone Number: (907) 465-5570
Fax Number: (907) 465-5572
E-mail: nshrestha@alaskaseafood.org

6. **Deadline for Receipt of Proposals:** Proposals may be mailed or hand delivered, as long as **5** copies are physically received by ASMI no later than **5:00 pm AST, Friday, March 20, 2009**. Faxed and/or emailed proposals are not acceptable. Failure to meet the deadline will result in disqualification of the proposal without review.

Proposals are to be delivered to the address referenced above in item number 5. So that they are not mistakenly opened early, either the outer or inner envelope should also contain the following:

Confidential: Do Not Open Until **8:00 am AST, Monday, March 23, 2009**
Proposal For: In-Country Marketing Representative

ASMI assumes no responsibility or liability for the transmission, delay, or delivery of RFP materials, packages or applications by either public or private carriers.

7. **Proposers Review and Substantive Questions:** Proposers should carefully review this RFP for errors, questionable or objectionable materials, and items requiring clarification. Proposers shall put these comments and/or questions in writing and submit them to ASMI's contact person at least ten days before the due date of proposals. This will allow time for an addendum to the RFP to be issued, if required, to all recipients of the initial RFP.
8. **Proposers Review and Directional Questions:** If questions received involve no more than directing the questioner to a specific section of the RFP, questions may be responded to verbally, and do not require a written addendum.
9. **Addendum to the RFP:** ASMI reserves the right to issue written addendums to revise or clarify the RFP, respond to questions, and/or extend or shorten the due date of proposals.
10. **Preproposal Conference:** A preproposal conference will not be held unless extensive questions arise regarding the RFP.
11. **Cancellation of the RFP:** ASMI retains the right to cancel the RFP process if it is in its best interest. ASMI shall not be responsible for costs incurred by proposers for proposal preparation.
12. **Proposal Withdrawal and Correction:** A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.
13. **Discussion with Responsible Offerors:** As determined by the evaluation process, proposers reasonably susceptible of award may be offered the opportunity to discuss their proposal with the procurement officer or evaluation committee and the proposal may be adjusted as a result of the discussion.
14. **Multiple Proposals:** ASMI shall not accept multiple proposals from the same proposer.
15. **Disclosure of Proposal Contents:** A proposal's content shall not be disclosed to other proposers until after the Notice of Intent to Award is issued. Upon issuance, the proposals become public information except for trade secrets or other proprietary data deemed confidential by both the proposer and ASMI.
16. **Retention of Proposals:** All proposals and other material submitted become ASMI's property and may be returned only at ASMI's option.
17. **Cost of Proposal Preparation:** Any and all costs incurred by proposers in preparing and submitting a proposal are the proposer's responsibility and shall not be charged to ASMI or reflected as an expense of the resulting contract.
18. **Solicitation/Advertising:** The RFP has been sent to a list of possible representatives provided by the US Agricultural Trade Offices in each country or region.
19. **Alternative Form:** If an alternative form of the RFP is required, notify the contact person previously identified or if using a telecommunications device for the deaf (TDD), please contact the State of Alaska Department of Vocational Rehabilitation Central Office at 1 (800) 478-2815.
20. **Media Announcements:** Any and all media announcements pertaining to this RFP require ASMI's prior written approval.
21. **Other Governmental Requirements:** It is the responsibility of the proposer to indicate within their proposal the applicability of any other federal, state, municipal, or other governmental statutes, regulations, ordinances, acts, and/or requirements. The successful contractor and any/all subcontractors will be required to comply with federal laws and regulations specific to the expenditures of the federal grant partially funding this project. This may include, and may not be limited to:
 - a) 15 CFR Part 26, subparts A – E, Government Debarment and Suspension
 - b) 15 CFR Part 28, New Restrictions on Lobbying
 - c) Form CD-512, Certifications Regarding Debarment, Suspension Ineligibility and Voluntary Exclusion

d) Form SF-LLL, Disclosure of Lobbying Activities

22. **RFP is not a Contract:** This RFP does not obligate ASMI or the selected proposer until a contract is signed and approved by both parties. If approved, it is effective from the date of final approval by the Executive Director of the Alaska Seafood Marketing Institute. ASMI shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract.
23. **Standard Terms and Conditions:** The successful proposer is expected to comply with the contractual terms and conditions attached to this RFP and titled:
- 23.1 Standard Agreement Form
 - 23.2 Appendix A – General Provisions
 - 23.3 Appendix B2 – Indemnity and Professional Insurance
 - 23.4 Appendix C – Scope of Services
 - 23.5 Appendix D – Financial Considerations

All of the terms and conditions may not be applicable to this proposed contract. If there is a conflict between the standard terms and conditions and this RFP, the RFP supersedes until an actual contract exists.

24. **Concerns with Standard Terms and Conditions:** If a proposer has concerns with the Standard Terms and Conditions, they should put their comments and/or questions in writing and submit them to ASMI's contact person at least ten days before the due date of proposals. This will allow time for an addendum to the RFP to be issued, if required, to all recipients of the initial RFP.

ASMI reserves the right to not award or cancel the award of the contract to a proposer who will not agree to all the standard terms and conditions.

25. **Performance Bonds and/or Surety Deposits:** ASMI reserves the right to require a performance bond or surety deposit to assure the contractor's performance of all contract terms and conditions.
26. **Liquidated Damages:** ASMI reserves the right to require liquidated damages to assure the contractor's performance of all contract terms and conditions.
27. **Additional Terms and Conditions:** ASMI reserves the right to include additional terms and conditions during contract negotiations. However, these terms and conditions must be within the scope of the original RFP and will be limited to price, clarification, definition, and administrative and legal requirements.
28. **Contract Negotiations:** Upon completion of the evaluation process, contract negotiations will commence. If the selected proposer fails to provide the necessary information for negotiations in a timely manner, negotiate in good faith, or cannot perform the contract within the amount of funds available for the project and/or as proposed, ASMI may terminate negotiations and negotiate with the next highest ranked proposer, or terminate award of the contract. ASMI shall not be responsible for costs incurred by the proposer resulting from contract negotiations.
29. **Estimated Time Frame:** This schedule is for informational purposes only, actual number of days/dates may vary depending on the response to this RFP.

Description

Estimated Date

Send out RFP

Feb. 12, 2009

Significant questions received no later than ten (10) days before the proposal submission deadline. Questions may prompt the issuance of an Addendum(s) to all who requested the initial RFP.

March 10 2009

Deadline for submitting proposals.	March 21, 2009
Opening of proposals.	March 23, 2009
Phase I Evaluation of Proposals (selection of finalists).	March 23-April 3, 2009
Phase II If necessary, criteria for oral presentations will be given to the finalists.	April 3, 2009
Evaluation of Proposals	April 7-10, 2009
Issue Notice of Intent to Award	April 13-23, 2009
Protest period. A written protest must be received within 10 days of the date the Notice of Intent to Award was issued.	April 10-20, 2009
Draft contract, negotiate minor terms.	May 1-8, 2009
Contract begins.	July 1, 2009

Statement of Non-Discrimination

The Alaska Seafood Marketing Institute is an equal opportunity employer. ASMI does not discriminate against any employee or applicant for employment because of race, religion, color, national origin, or because of age, physical handicap, sex, marital status, changes in marital status, pregnancy or parenthood when the reasonable demands of the position(s) do not require distinction on the basis of age, physical handicap, sex, marital status, changes in marital status, pregnancy, or parenthood.

Historical Information Pertinent to the Proposed Contract

1. **ASMI's Mission:** The primary objective of the Alaska Seafood Marketing Institute is to create a dynamic, market-driven environment that will expand the global consumption of Alaska seafood. It accomplishes this by fostering growth opportunities with the food industry. ASMI's programs emphasize collaborative marketing and to build the identity of Alaska Seafood as a brand.
2. **ASMI's Authority:** ASMI was established by the Alaska State Legislature in 1981 as a public corporation within the Department of Commerce and Economic Development. As a cooperative effort between the State of Alaska and private industry, the Institute has the following legislative mandates: 1) conduct programs of education, research, advertising 2) promote all species of seafood and their by-products that are harvested in the state and processed for sale 3) develop market-oriented quality specifications for Alaska seafood in domestic and world markets, and adopt and distribute recommendations regarding the handling of seafood from the moment of capture to final distribution 4) prepare market research and product development plans for the promotion of all species of seafood and their by-products that are harvested in the state and processed for sale.

ASMI is governed by a seven member Board of Directors, appointed by the governor of Alaska. The board consists of five processors and two harvesters. Eight standing committees provide ASMI's board and staff with input and promotional direction. Staff is located in two offices: Juneau, Alaska, which is the Corporate/administrative headquarters and also the location of the international marketing program, and Seattle, Washington, which is the headquarters for the domestic marketing programs.

3. **Current Program:** ASMI has been a participant in the US Department of Agriculture (USDA) Market Access Program (MAP) since 1986. Current year funding is \$5.1 million from USDA and an industry match of \$2 million for a combined budget of \$7.1 million.

ASMI's international program employs its monies by developing and executing generic marketing and promotional programs, directed toward, retail, HRI and consumer markets. All marketing plans and budgets are adopted and approved annually by ASMI's Board of Directors.

Specific industry conditions are addressed by ASMI and include:

1. World-wide farmed salmon production has surpassed the Alaska harvest. Alaska seafood cannot compete with aquaculture on the basis of cost alone. Negative factors include:
 - Cost of remote harvesting and processing operations is high. Cost of transporting finished product to market is high, particularly for fresh product. This challenge will become more acute with rising fuel cost.
 - Variable supply introduces risk for large-scale business development in the processing and purchase of Alaska seafood.
- ASMI aims to increase the value of the Alaska seafood resource by differentiating Alaska seafood as coming from Alaska- a pure and pristine environment, our fisheries are managed for sustainability, wild and natural.
2. Alaska's commitment to sustainable management comes at significant cost with respect to productivity, efficiency and full utilization of Alaska seafood resources. Alaska seafood remains abundant, stable, high in quality and value, however the market must be cultivated to offset Alaska's worldwide market share.
 3. Sustainability is a growing concern for retailers worldwide. ASMI aims to achieve an overall acceptance in the international marketplace that Alaska seafood is sustainable:
 - Since 1959, the Alaska constitution has mandated that "fish...be utilized, developed and maintained on the sustained yield principle"
 - Every aspect of Alaska's fisheries have been strictly regulated, closely monitored and rigidly enforced for nearly five decades
 4. There is a general perception that fresh farmed seafood is preferable to previously frozen or frozen wild Alaska seafood. ASMI seeks to raise the value of frozen and previously frozen Alaska seafood.

International Program Situation Analysis

Alaska seafood products compete for “share of plate” with other proteins. ASMI’s International Program’s mission is to increase the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska Seafood brand
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry
- Long-term proactive marketing planning
- Quality assurance, technical industry analysis, education, advocacy and research
- Prudent, efficient fiscal management

The ASMI International Program will continue in its present marketing mode and strive to sustain its current posture.

The following is ASMI’s FY 10 General Approach:

- The international program will work towards achieving ASMI’s mission by capitalizing on opportunities for Alaska Seafood in ASMI’s target markets.
- The international program will continue to build sustainability into the foundation of our brand identity.
- ASMI will position the Alaska Seafood brand as a trustworthy and safe choice that is a good value for both the trade and consumer.
- Convenience, health and value remain important to consumers: ASMI will continue to highlight how Alaska Seafood aligns with these interests. A key component of this strategy will be to educate consumers on “Cook it Frozen,” the health benefits Alaska Seafood provides and offering a variety of recipes that feature both premium and low cost ingredients.
- ASMI will continue our work in all ASMI’s targeted international markets because having multiple markets assists in our ability to achieve our mission.
- ASMI will remain vigilant in adapting as circumstances evolve.

Messages

ASMI will focus on building the brand around its core messages rather than reacting to short-term issues. ASMI will focus on the positive aspects of our differentiating factors. The following are the ASMI International Program’s key messages:

Alaska Message

ASMI will continue to differentiate Alaska Seafood from all other seafood by calling out “Alaska” and therefore tapping into the positive perception consumers and the trade has of Alaska. ASMI will work to reinforce as well as add to that perception by delivering the key messaging outlined below in our marketing activities.

Sustainability Message

ASMI will continue to educate the trade on Alaska’s long-standing commitment to sustainability and will incorporate the sustainability message into the core brand identity.

Wild Message

ASMI will increase its emphasis on the “wild” aspect of Alaska Seafood in its messaging. With the general decline in wild stocks worldwide, wild is becoming more of a differentiating factor. Alaska is uniquely positioned to benefit from increased emphasis on the wild message, as the state prohibits all types of finfish farming.

Pure and Pristine Message

ASMI will highlight the pure and pristine waters Alaska Seafood comes from as a point of differentiation. Key points on the pure and pristine message are as follows:

- Alaska has 34,000 miles of coast line
- Alaska is thousands of miles away from large sources of pollution
- Alaska has a small population for its vast size

Health and Nutrition Messages

With obesity on the rise in many Alaska Seafood markets, both government and consumers are becoming more health conscious. ASMI will continue to include the following health and nutrition points in its messaging:

- Alaska Seafood is a healthy alternative to other protein sources
- Alaska Seafood is among the richest sources of omega-3s
- Alaska Seafood contains a wide variety of minerals (including zinc, iron, calcium, selenium).
- Naturally high in many essential vitamins, Alaska Seafood contains vitamins E, C, D and A. Some varieties are very high in antioxidant E, which has proven to strengthen the immune system, and lower the risk of heart disease by reducing buildup of plaque in coronary arteries.

Strategy

ASMI conveys these messages through the following strategies:

Consumer:

- Public Relations (PR) - PR is designed to increase consumer awareness of Alaska Seafood products to prompt purchase.
- Consumer Advertising – Consumer advertorials are an effective medium for reaching the consumer with the quality, wild, natural and sustainable attributes of Alaska Seafood, with the goal of increasing consumer awareness of the availability of Alaska Seafood.
- Consumer Promotions – Consumer promotion are very effective in targeting consumers with information about Alaska Seafood with the aim of increasing consumer awareness of Alaska Seafood. In addition to increasing awareness, consumer promotions directly encourage sales by tempting customers.
- Consumer Research – In accordance with MAP regulations, ASMI conducts third party research in order to assess progress towards performance measures.

Trade:

- Trade Public Relations- Trade public relations are designed to increase trade awareness of Alaska Seafood and to notify the trade of generic activities and opportunities to participate within the ASMI program.
- Retail Merchandising – In-store displays, consumer contests and consumer demonstrations remain one of ASMI’s most-effective promotional tools in achieving increases in trade and consumer awareness, product origin identification and increases in sales volume. One of the main objectives is to ensure that wild Alaska seafood achieves a strong and positive differentiation over competitive farmed seafood, through origin identification and its quality, taste, sustainability and other attributes at the actual point of sale when the consumer is in the retail store.
- Website – ASMI maintains overseas websites to address the specific needs of each overseas region. The sites contain information for consumers, trade and journalists and also offer the ability to access and download a range of information and recipe based materials covering all Alaska Seafood species.
- Trade shows- Trade shows offer an opportunity to improve trade relations and educate trade of the pure, natural and sustainable aspects of Alaska Seafood products.
- Buyer’s education- In some regions ASMI conducts Alaska Seafood Buyers Education Programs in order to maintain and develop sustainable trade relationships with existing and younger generations.
- Trade Research- An evaluation and research study is conducted by a third party to measure trade awareness levels and attitudes towards Alaska seafood products within the region.

HRI

- Foodservice promotions- ASMI selectively targets major foodservice distributors with promotional support. ASMI also seeks to organize promotions directly with hotel and restaurant chains.
- Foodservice advertising/Public relations – Foodservice advertising is an effective method of educating and

- Chef Training Seminars/ Training Schools – In some ASMI regions ASMI conducts chef training seminars in order to educate chefs about proper handling and cooking technique for Alaska seafood.
- Foodservice trade shows- In some regions ASMI attends HRI tradeshows in order to offer generic product information materials that communicate the advantages that Alaska Seafood offers the professional chef. Product tastings and chef demonstrations will take place at the booth if budget allows.

Scope of Work Pertinent to the Proposed Contract

1. **Location of Work:** All work shall be performed, completed, and managed at the location of the selected proposer’s firm(s) and/or approved subcontractor(s) firm(s).
2. **Term of Proposed Contract:** ASMI anticipates that the successful proponent would be awarded a twelve (12) month contract (through period ending June 30, 2010) with up to two (2) one-year renewal options.
3. **General Responsibility:** ASMI is soliciting detailed proposals for an in-country marketing representative for its International Marketing Program. The successful bidder must demonstrate proven capabilities and expertise in the following marketing disciplines in the region they are applying for: strategic marketing plan development, tactical execution and refinement; copywriting; media placement; consumer/trade promotion development, placement and evaluation(s); and consumer/trade public relations.
4. **Specific Responsibility:** In performing and accomplishing the general scope of services, the Individual will work in cooperation with ASMI’s International Marketing Program Manager and other designated staff to generically promote Alaska Seafood. Specific elements include but by no means are limited to: strategic planning, advertising, public relations, promotions and reporting.
5. **Activity Reports:** Monthly and/or quarterly written activity reports of the contractor’s activities on the client’s behalf. In addition, the contractor will be expected to provide activity evaluations after each activity and provide a quarterly market analysis.
6. **Contractor’s Compensation:** Compensation to the contractor shall be based on:
 - 6.1. **Monthly Retainer:** Negotiated “base service fee” associated with servicing ASMI’s International program.
 - 6.2. **Direct Expenses:** Reimbursement by ASMI of direct expenses, as identified in the contractor’s proposal, and actually incurred by the contractor in performance of the contract. There shall be no markup or increase to direct expenses and any discounts received by the contractor shall be passed on to ASMI.

Direct expenses vary, depending on the nature of the proposed contract. Some typical examples of direct expenses are long distance telephone calls, faxes, postage, printing, reproduction, and specific travel.
7. **Joint Ventures:** Joint venturing shall not be allowed.
8. **Subcontractors:** Subcontracting shall be allowed. If subcontracting is proposed by the proposer, the information as discussed in the “Proposal Content and Requirements” section of the RFP is required.

Proposal Content and Requirements

Proposal Format: Submit **five (5)** copies of the proposal. Proposals should be bound, printed on both sides of the paper when possible and organized according to the following outline. Faxed and/or emailed proposals are not acceptable. Proposals should include which region or country the applicant is targeting. ASMI regions are as follows:

- Northern EU – The United Kingdom including Ireland, Denmark, Sweden, Finland, The Netherlands, Russia and The Ukraine
- Western/Central EU- France, Belgium, Germany, Austria, Poland and Czech Republic
- Southern EU- Spain, Portugal and Italy
- China
- Japan

1. **Table of Contents** with page numbers and pages numbered throughout the proposal.
2. **Standardized Individual New Business Questionnaire:** Brief introduction which includes:
 - 2.1 The proposer’s name, address, internet URL, telephone and fax numbers. Include name, title, and email address of the individual who will serve as individual’s primary contact;
 - 2.2 Describe individual’s ownership;
 - 2.3 List full-service U.S. individual offices/addresses, leading with the office that would service this account;
 - 2.4 If the account in question is global, list full-service non-U.S. individual offices, indicating which are equity owned and which are affiliates;
 - 2.5 List top 10 worldwide clients;
 - 2.6 List responding office’s current clients, indicating each client’s tenure with individual;
 - 2.7 List accounts responding office has gained over the past two (2) years. Provide comment on why individual was chosen for these accounts;
 - 2.8 List accounts responding office has lost or resigned over the past two (2) years. Provide comment on why individual lost or resigned these accounts;
 - 2.9 List billings for the past three (3) years, including an estimate for the current year, for individual office that would service the ASMI account;
 - 2.10 List total worldwide and U.S. billings for entire individual for the past three (3) years, including an estimate for the current year;
 - 2.11 Identify the number of clients the responding office handles in the following billing ranges:
 - Under \$5MM \$21-50MM
 - \$5-10MM over \$50MM
 - \$11-20MM
 - 2.12 Provide a breakout of responding office’s employees by function: account, creative planning / research, media, other (*please explain*);
 - 2.13 Provide brief biographies of key management executives in responding office;
 - 2.14 In no more than one page, describe your individual’s capabilities in:
 - 2.14.1 Direct Marketing
 - 2.14.2 Public Relations
 - 2.14.3 Interactive
 - 2.14.4 Internet Marketing
 - 2.14.5 Sales/Consumer Promotion
 - 2.14.6 Event Marketing
 - 2.14.7 Yellow Pages
 - 2.14.8 Other (Specify)
 - 2.15 Statement that indicates the proposal is valid for at least 120 days from the proposal submission deadline;
 - 2.16 Statement that the signatory has authority to bind the proposer; and signature of authorized individual.

3. **Minimum Requirements:** Provide a detailed and precise discussion, including examples and/or documentation, of meeting each Minimum Requirement established in the “General Information” section of this RFP. Limit discussion to the meeting of the Minimum Requirements.
4. **Conflict of Interest and Restrictions:** Provide a statement that no conflicts of interest exist or state that there were potential conflicts, they were declared in writing to ASMI, and ASMI found either no conflict existed, and/or the conflict was not significant and/or the conflict could be mitigated. Include a copy of ASMI’s response.
5. **Strategic Approach:** Describe the process and methods your individual employs to develop effective marketing communications.
6. **Individual’s Relevant Experience and References:** Provide a detailed discussion of:
 - 6.1 The individual’s relevant experience, qualifications, awards, and recognitions received in particular for food industry projects, or for other similar services.
 - 6.2 Provide at least two (2) case histories describing how your individual employed the process outlined above in Item 5.
 - 6.3 In no more than two (2) pages, describe how you are suited to address the challenges and opportunities ahead for the ASMI International Program.
 - 6.4 Provide a list of references. All clients referenced should include a complete address, contact name, telephone number and email address.
7. **Other Information:** A proposer may include other selected pertinent materials that directly pertain to this RFP and the proposal. These materials will not be returned.
8. **Price of Proposal:** Based on the requirements of this RFP and the proposer’s proposal, proposers are to provide a detailed cost proposal reflecting the following:
 - 8.1 **Monthly Retainer:** Proposed “base service fee” associated with servicing ASMI’s International account.
 - 8.2 **Direct Expenses:** Identify all direct expenses for which ASMI will be billed at cost.
 - 8.3 **Other Fees and/or Rates:** Identify any other specific fees and/or rates and/or compensation methods to be used in the performance of the proposed contract. Specifically identify all “commissionable expense(s)” and state commission rate as a “mark-up percentage based on net.”
9. **Subcontractors List:** In addition to *identifying each and every subcontractor and their employees throughout each element of the proposal*, a list which reflects the complete name and location of the place of business of each subcontractor must be included in the proposal.
10. **Other Licenses and Registrations:** Proof of any other licenses and/or registrations as required by this RFP.

Review of Proposals

1. **Responsiveness:** Prior to evaluation, each proposal shall be reviewed to determine whether or not it is responsive. Nonresponsive proposals shall be eliminated and will not be evaluated. Factors that may result in a proposal being declared nonresponsive are:
 - 1.1 Not providing evidence of meeting the Minimum Requirements.
 - 1.2 Substantive and material conflicts of interest which were not declared and/or were declared and determined to be significant enough that ASMI requested the potential proposer not submit a proposal.
 - 1.3 Substantive and material noncompliance to requirements of the RFP proposal submission guideline.
 - 1.4 Not providing a cost proposal as outlined in the Proposal Content and Requirements section of the RFP.

2. **Phase I Evaluation Process:** An evaluation committee shall evaluate responsive written proposals. Each member of the evaluation committee shall independently evaluate each proposal.

The evaluation will be based on the evaluation factors and values stated in this RFP. Discussions, presentations, and/or site inspections, if held, may result in individual evaluation committee members changing their scores. Evaluation factors not specified in this RFP shall not be considered.

3. **Phase I Evaluation Factors:** The evaluation factors and the value of each are:

Individual's Experience and References	15
Management and Key Personnel	30
Proponent's Qualifications	40
Price of Proposal	<u>15</u>
Maximum Phase I Possible Points	100

4. **Cost Evaluation Formula:** The proposal with the lowest price shall receive the maximum points. The points allocated to each of the higher priced proposals shall be determined using the following formula:

$$\frac{(\text{Price of Lowest Cost Proposal}) \times (\text{Maximum Allowable Points for Price})}{\text{Price of the Higher Priced Proposal}} = \text{Points}$$

5. **Discussions:** As determined by the evaluation process, proposers reasonably susceptible of award may be offered the opportunity to discuss their proposal with the evaluation committee and the proposal may be adjusted as a result of the discussion. Proposers may also be allowed to submit a best and final proposal as a result of the discussion.
6. **Phase II Oral Presentations (Optional):** If necessary, ASMI will require a presentation from the top two (2) to four (4) proponents as determined by the Phase I Evaluation Process. If necessary, finalists will be notified in writing and instructed to prepare an oral and written presentation. This presentation will be made to the evaluation committee on or about the week of April 6, 2009. The Phase II presentations may be held in country or via videoconference or teleconference. It is anticipated that a total of up to two hours will be allocated to each finalist. Time frames will be strictly enforced.

7. **Phase II Evaluation Factors:** The evaluation factors and value of each are:

Overall Quality and Professionalism in Presentation	20
Quality and Originality of Presentation Materials	15
Staff Qualifications, Poise and Ability to Respond to Questions	25
Applicability and Fit with ASMI International Program	30
Cost Proposal from Phase I	<u>10</u>
Maximum Phase II Possible Points	100

8. **Site Inspections:** ASMI reserves the right to require a site inspection. Site inspections may be required of all proposers or limited to those that, as determined by the evaluation process, are reasonably susceptible of award. If so afforded, proposers will be notified in advance.

If the entire evaluation committee cannot be present, those present must submit a report of findings to the remainder of the committee. All costs associated with the site inspection shall be borne by ASMI.

9. **Notice of Intent to Award:** After completion of the evaluation process, ASMI will issue a Notice of Intent to Award containing the names and addresses of all proposers and the intended recipient of the contract to all proposers.

10. **Informal Debriefing:** Any proposer may request and receive an informal debriefing after the Notice of Intent to Award is mailed out. The debriefing shall be limited to the offeror's proposal, concentrating on the areas considered deficient or inferior. The merits of other proposals will not be discussed.

Attachments

1. Standard Agreement Form
2. Appendix A
3. Appendix B2
4. Appendix C
5. Appendix D
6. Conflict of Interest Policy

