



Alaska Seafood Marketing Institute
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**RFP 2023-0802 Alaska Seafood Marketing Institute (ASMI) Program Evaluation of
International Marketing Activity**

Amendment #2

Amendment Issue Date: April 19, 2022

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: alaskaseafood.org

The following questions have been asked and answered:

Question #1: Based on the amendment to the RFP, please provide me with the index measures for trade and HRI awareness performance measures.

Answer #1: The HRI and Trade Programs don't use index measures. Performance measures for the regions outlined in the scope of work are found at <https://www.alaskaseafood.org/about-asmi/request-for-proposal/>