



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

**RFP 2025-0827**  
**Alaska Seafood Marketing Institute (ASMI) Stand Builder for 2025 Seafood Expo Global Show**

## **Amendment #2**

**Amendment Issue Date: October 24, 2024**

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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](http://alaskaseafood.org)

### **The following questions have been asked and answered:**

**Question #1: The stand 5D301, shows the information below:**

**Stand 5D301 will feature (48m2 of total 196m2, open on 4 sides):**

- Alaska Company Booths or Tables (see details below)
  - Up to 4 “mini” booths of 8-10 m2 each, or
  - 6-8 semi-private company table spaces
    - Each space should have one table with four chairs, the name of the co-exhibitor, and their company logo placed on, above or next to the table

**We are not really sure what we need to include in this space, as the sqm does not sum up for us. 4 mini booths (40sqm) and 6-8 semi-private tables, we still have a lot of space left. Do you need 4 spaces with 4 mini booths and 6-8 tables, repeating this space four times on the aisle? Could you please clarify this point?**

**Answer #1:** ASMI only has access to (can build on) *a maximum of 48m2* of the total 192m2 in stand 5D301 (see Appendix 1, page 5), which are located directly across from stand 5C401 (see Appendix 3, page 2). Offerors are requested to present build alternatives for these 48m2, open on 3 sides (towards stands 5C401, 5B200 and the remaining, largest portion of 5D301), consisting of:

- Dividing the space into 4-6 “mini” booths of 8-10m2 each, with space for circulation, or
- Dividing the space into 6-8 semi-private company table spaces, each including the minimum required elements listed in the RFP, with space for circulation.

**Question #2:** **In the amendment 2, there are some questions regarding social media, marketing, and a sample bank. Do we need to include these items on the budget? What do you exactly need on this point?**

**Answer #2:** This amendment is amendment 2 for this RFP. You may have looked at Amendment #2 for RFP 2025-0819 for the MENAWA Overseas Marketing Representative.