

## EVIDENCE OF COMPETITION - INFORMAL SOLICITATION

January 23, 2012

The Department of Commerce is soliciting proposals for four projects (events) listed below:

BCI/Aerospace & Defense Supplier Summit (ADSS) and related activities support  
March 11-14, 2011

All dimensions are WxH and rounded; complete specs are in show guide. Photo with indicators is below.



### 1. Washington State Exhibit at Convention Center

24sqm exhibit using GES. Successful bidder provides relatively “turnkey” support; and will create and organize graphics. Graphics support needs to include creative and design plus production and project management services (including possible on-site assistance) of the following:

- a. Six-piece wrap-around banner for booth header, using modification of Washington State/Innovation logo and tagline “Innovation is in our nature” on panels 4. Department of Commerce name and logo on panel 7. [www.choosewashington.com](http://www.choosewashington.com) name on panels 6.
  - b. 1 30”x60” curved map of Washington State with key aerospace facilities indicated. *Identified as panel 3 in the show guide.*
  - c. 4 86”x30” wall panels with graphics consisting of stock photography and Washington State aerospace information (workforce, infrastructure, other advantages). *Identified as panels 1, 9 and 2 in the show guide.*
  - d. 1 76”x39” door panel listing Commerce resources and key contacts for the sector. *Identified as panel 8 in the show guide.*
2. Refurbishing or replacing two pull-up displays. Commerce has two Quartet pull-up floor banner displays in excellent condition with very dated graphics also inappropriate for an aerospace event. The project will include either replacing the two graphic banners on the existing display’s, or, after checking options, sourcing and creating two new pull-up displays. Vendor should provide costs for creating and sourcing two new pull-up banner displays.
  3. Aerospace prospectus. Commerce will need a 4-6-page brochure highlighting Washington State’s aerospace capabilities and value-added. The piece can make use of existing photography. It may require editing and copywriting from Commerce-supplied documents

including a business case, flyers and articles. Quote should include design, copy assistance, and production of between 500-1,500 copies.

4. Reception at Benaroya Hall. Commerce is a co-sponsor at an evening reception on Tuesday, March 13. Details of the reception are in the Aerospace Summit presentation PDF. Vendor should quote on creative and management services for the following:
  - a. Video presentation—mostly a Powerpoint template for a high-level image for reception content to support speakers (see photos in Summit presentation).
  - b. Projected graphics: Benaroya can project GoBo graphics <http://www.gobosource.com/> in the lobby. This will depend on sponsor participation. Vendor should provide a per-unit cost estimate on 1-6 GoBos for the event.

The period of performance of any contract awarded as a result of this *Letter to Request Bids* is tentatively scheduled to begin on or about February 1, 2012 and be in force through March 14, 2012 with possible amendments extending the period of performance.

It is anticipated that any contract awarded under this solicitation shall be in an amount not to exceed \$18,000. The Department of Commerce does not anticipate the selected contractor's involvement beyond March 14, 2012. However if the Department of Commerce determines it is necessary to increase the contractor's involvement, the department may amend any awarded contract to increase the contractor's involvement. Such an amendment, if any, to increase or decrease the dollar value and extend the period of performance shall be at the sole discretion of the Department of Commerce

The bidding is open to individuals or organizations that meet the following minimum criteria:

- Bidder must be licensed to perform work in Washington State.
- Bidder must have a minimum of three years of experience providing graphics design, exhibit support, and project coordination.
- Bidder must have at least three (3) non-Bidder owned customer references for whom the Bidder has provided similar services during the past thirty-six (36) months preceding the bid due date.

Bidders who do not meet these minimum qualifications shall be deemed to be non-responsive and will not be evaluated and no score will be assigned.

The proposal is to be brief but should include:

1. Experience on comparable projects.
2. Staff qualifications.
3. Names, addresses and telephone numbers of three business references.
4. Project approach and work plan.
5. Schedule to accomplish the project.
6. Costs or fees.

Proposals will be evaluated by the Department of Commerce based on the response to the information requested above. All six items must be addressed for the proposal to be considered responsive. The deadline for submission of responses is **January 31, 2012, local time, in Seattle Washington or to e-mail address below.** **LATE BIDS WILL NOT BE ACCEPTED AND WILL BE AUTOMATICALLY DISQUALIFIED FROM FURTHER CONSIDERATION.**

Proposals are to be mailed, faxed, e-mailed or hand-delivered to:

Department of Commerce  
Mary Ferguson  
2001 6<sup>th</sup> Avenue SW, Suite 2600  
Seattle, WA 98121  
Phone: 206.256.6130  
Fax: 206.256.6158  
Email: mary.ferguson@commerce.wa.gov

Bidders assume the risk for the method of delivery chosen. The Department of Commerce assumes no responsibility for delays caused by any delivery service or for problems with Bidder's email.

The following weights will be assigned for bid evaluation purposes:

Experience/Staff Qualifications	10 points
Project Approach and Work Plan	15 points
Schedule	5 points
Cost	5 points
TOTAL	35 points

The Department of Commerce reserves the right at its sole discretion to reject any or all bids prior to the execution of a contract. This *Letter to Request Bids* does not obligate Commerce to contract for the services specified herein. The final selection, if any, will be the bid that in the opinion of Commerce best meets the requirements set forth in the *Letter to Request Bids* and is in the best interest of the state of Washington. The Department of Commerce is not obligated to select the lowest price bid. The Department of Commerce shall not be responsible for any costs associated with a bidder's preparation of a bid in response to this *Letter to Request Bids*.

In submitting a bid in response to this *Letter to Request Bids*, the bidder agrees to accept the terms set forth in this *Letter to Request Bids*.

Any requests for information about this project are to be directed to the Project Manager named above.

Thank you for considering this solicitation.