



Purchasing Services  
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Web Address: <http://www.usf.edu/business-finance/purchasing/staff-procedures/index.aspx>

September 13, 2017

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**Invitation to Negotiate No.**

18-01-MH

**Entitled:**

**Marketing and Promotional Items**

**Opening Date:**

September 28, 2017 at 3:00 p.m.

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### **Addendum No. 3**

**Review the following changes/additions/clarifications to Invitation to Negotiate (ITN) No. 18-01-MH Marketing and Promotional Items to be addressed in submitted proposals:**

This addendum contains USF's responses to vendor questions related to the Invitation to Negotiate ITN 18-01-MH.

1. Whether companies from Outside USA can apply for this?  
(like, from India or Canada)  
**Any and all qualified companies are eligible to participate in this competitive solicitation.**
2. Whether we need to come over there for meetings?  
**We cannot rule out the possibility of on-site meetings, but this may be accomplished via teleconferencing or video conferencing.**
3. Can we perform the tasks (related to RFP) outside USA? **Yes.**  
(like, from India or Canada)

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4. Can we submit the proposals via email? **No, USF only accepts hard copy and electronic copies (CDROM or flash drive) submittals as described in Section II, item 1, page 5 of the ITN. "Proposals and/or amendments **will not** be accepted at any time via facsimile or electronic mail."**
5. If we are in the middle of CLC licensing at the time of the deadline, are we still eligible to be considered as a vendor? **Yes your firm is eligible, for more detail please reference Addendum #2 which was issued and posted on the USF web Site on 8/24/2017.**
6. Past three years successful bids? **USF has solicited for these services once in 2014. The awarded vendors can be found at: <http://www.usf.edu/business-finance/purchasing/documents/price-lists/14-18-mh-prices.pdf>. Currently there are nine active participants in the award.**
7. The universities spend on promotional items for the past three years? **As stated in the ITN, USF estimates spend to be approximately \$1.5M per year on promotional items. Accurate detailed categorization limits efficient data analysis.**
8. Splits with regards to the departments ordering promotional items? **Promotional item categorization accuracy limits the value of such analysis at that level of detail. Key department stakeholders include Admissions, Enrollment Management, Housing, Center for Urban Transportation Research, and the Health Informatics Department.**
9. Demand & forecast throughout the year? **There is no central budgeting for USF promotional spend. Departments order a wide range of items to support events, business operations and grants as needed throughout the year.**
10. Any other information that you can share regarding this opportunity? **All pertinent information is included in the ITN 18-01-MH and related addendums.**
11. What product categories should be included in our proposal for an "Internal Campus Supplier" license (specification)? **USF departments order a wide range of items to support events, business operations and grants as needed. The ITN is seeking a stated discount on a vendor's complete catalogue of items based on End Quantity Pricing (EQP).**
12. Will there be an "apples to apples" comparison performed by USF? Or will USF compare large scale (standard & local licensed vendors) to "local Internal Campus Only" vendors?  
**All qualified proposals will be compared on the Evaluation factors described in Section III, item V, page 17 of ITN 18-01-MH. Since USF is seeking a wide range of promotional item options, "apples to apples" comparisons will not always be appropriate. USF seeks to award to multiple vendors.**
13. Is USF seeking design, social media and web related services via this ITN? **No.**
14. How are orders currently placed and processed via the current set of suppliers? **This varies by vendor and by department, orders may be place via web portals, phone or email.**
15. If successful, what is the longevity of this arrangement? **The intended term is stated in section II, item 56, page 27 of ITN 18-01-MH.**

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16. What are acceptable methods for marketing our product offering with USF buyers? Awarded vendors may contact individual USF departments to market their product (e.g. email, phone, meetings). In person cold calls on USF departments are not well received.
17. Who are the license directors at USF? There are no designated license directors. There is no licensing director. USF Communications and Marketing oversee the licensing process with IMG Licensing.
18. What order fulfillment process has been provided to USF for the past three successful bids? If various, please specify. USF has issued one previous solicitation for these services, USF is able to order via web portal, phone orders and email ordering.
19. Please provide current websites that are providing USF with promotional items. And please specify if USF is using the full site or a subset of this site. If USF is using a subset, please specify product offerings included in the subset. This information is available on the USF Purchasing web site <http://www.usf.edu/business-finance/purchasing/documents/price-lists/14-18-mh-prices.pdf>
20. Please provide splits with regards to the departments ordering promotional items. Promotional item categorization accuracy limits the value of such analysis at that level of detail. Key department stakeholders include Admissions, Enrollment Management, Housing, the Center for Urban Transportation Research, and the Health Informatics Department.
21. What is the yearly budget for this contract? There is no central budgeting for USF promotional spend. Departments order a wide range of items to support events, business operations and grants as needed throughout the year.
22. Awarded vendors must be licensed prior to entering into an agreement with USF." Do we need to do this BEFORE we send in our bid? Or can it be done after if we are awarded? No, vendors are not required to be licensed in order to submit a proposal. Awarded vendors must have an IMG license prior to executing a contract with USF.
23. There is no information as to what items you would like a quote on? USF departments order a wide range of items to support events and grants as needed, the ITN is seeking a stated discount on a vendor's complete catalogue of items based on End Quantity Pricing (EQP).
24. Is this bid strictly for ASI promotional items and not apparel? Our supplier of apparel does not offer EQP pricing. The majority of items are non-apparel, but USF departments do order promotional apparel items in support of some events, business operations and grants. Vendors are encouraged to provide all pertinent details for the services they are offering to provide clarity for the solicitation evaluation committee.
25. Will this invitation to negotiate cover both internal and retail products for USF? If so, please provide an examples of each of these items. This ITN is for promotional items only. Retail products are not part of this solicitation.
26. Please provide an example of products for EQP (i.e. t-shirts, stadium banners, flags, magnet schedules, etc.)? USF is seeking EQP pricing from all vendors on as large a selection of items as possible, it is up to the individual vendors to describe the breadth of EQP pricing they can offer to USF.

27. We do provide installation services for internal signage, fence banners, etc. – will installation services be required? **No.**
28. Can the proposal be submitted earlier than the 9/28/17 Deadline? **Yes, but keep in mind that addendums may be issued up to 48 hrs. before the proposal deadline of 9/28/2017. That said, it is USF's intent to have all addendums notwithstanding unforeseen circumstances issued and posted for this ITN by 9/12/2017.**
29. How long does it usually take mail to get to a specific department at USF once it is delivered? **Once the mail is delivered to USF Central Receiving mail is usually delivered within 24 hrs. If a vendor chooses to mail their proposal overnight or next day we suggest that they target the delivery date to be the day before the proposal deadline.**
- Below is part of the "Opening Note to Vendors" for complete statement reference Section I, Item 1, page 4 o ITN 18-01-MH.**

**"If the Vendor elects to mail/ship its ITN Proposal package, the Vendor must allow sufficient time to ensure the University's proper receipt of the proposal package by the time specified above. **Regardless of the form of delivery, it is solely the responsibility of the Vendor to ensure that the ITN Proposal package arrives at the University's Purchasing Department no later than 3:00 P.M. on September 28, 2017.**"**

30. Digital Artwork: "USF is seeking a percentage discount on the initial set up fees.")  
How much of a discount? **Each vendor must decide on the level of discount they can offer USF, we encourage all vendors to provide the largest discount they can offer in their proposal.**
31. ("Guarantee on turnaround Times") Turnaround times vary. On most items (not custom and not sourced overseas), the turnaround time would be approximately 14-21 days. However, my experience dealing with the extra step of proof approval through a licensing agency like IMG Licensing will most likely add 2-3 days.  
Can you be more specific? **Once all approvals have been made, how long will it take for the vendor to deliver the ordered items to USF? If this will vary, provide details and reasoning for the variations on turn-around times.**
32. ("By which delivery method do you prefer to receive purchase orders?")  
Can email be a choice? We find it faster and more reliable than fax or mail and our ordering/tracking systems are integrated with our email system. **Yes purchased orders can be emailed, all awarded vendors are responsible to communicate their PO preference to the USF departments they engage with on a case-by-case basis.**
33. Does the University require that Boundless Network/Tracey McArdle provide any imprinted product samples as part of the submission? **This is not a requirement.**
34. How is sourcing currently managed for this program? **We source through the nine current preferred vendors that were awardees from our previous solicitation for these services.**
35. Will USF mandate program spend through your selected suppliers? **The awardees will be considered preferred vendors for promotional items, but not exclusive.**
36. Are there any integration requirements with USF's purchasing systems? **No system integration is required.**
- If so, what platform(s) and level (s) of integration are required?

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37. How will USF help market the new program to your end users? USF will issue a communique on the awards. **USF will provide a list of the awarded vendors, contacts and ordering instructions on the USF Purchasing web site**
38. I did not see a page where there is individual pricing, is this missing? **USF departments order a wide range of items to support events and grants as needed, the ITN is seeking a stated discount on a vendor's complete catalogue of items based on End Quantity Pricing (EQP).**
39. I see all of the supporting documents, but I do not see the actual bid requests? **Refer to the answer to question 38 above.**
- Where will I find the list and details of what is needed?
40. I do see that the ITN is for USF specifically, but the supplier would also be placed in to the SUS approved pool of suppliers for all other universities in the state of Florida system, is that correct? **There is no approved list of vendors for the SUS that I am aware of. That said all the agreements USF enters into are available for other SUS institutions to use as a basis for engaging with an awarded vendor(s) of this ITN.**

**Note: Please note receipt of this addendum by signing and returning with your proposal response**

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Authorized Signature & Date

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Print Name

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Company Name