



**Iraq Governance and Performance Accountability Project (IGPA)
TASK ORDER 4 (TO4) – NINEWA INVESTMENT FACILITATION**

Request For Proposals (RFP)

Event Management & Multimedia Services

Issue Date: Monday 19 August 2019

WARNING: Prospective Offerors who have received this document from a source other than the Iraq Governance and Performance Accountability project, ProcurementIGPA@dai.com , IGPAProcurementINBOX@dai.com, should immediately contact IGPAProcurementINBOX@dai.com and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be distributed via IGPAProcurementINBOX@dai.com.

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Synopsis of the RFP

RFP No.	RFP-DAI-IGPA-EBL19-0128
Issue Date	Monday 19 August 2019
Title	Event Management & Multimedia Services
Issuing Office & Email/Physical Address for Submission of Proposals	Iraq Governance and Performance Accountability Project, Task Order 4 (Ninewa Investment Facilitation) Office, Erbil, Iraq ProcurementIGPA@dai.com
Bidders conference	Sunday 25 August 2019, 10:00 @ TO4 Erbil
Deadline for Receipt of Proposals	Thursday 29 August 2019, 16:00 (Erbil local time)
Point of Contact	IGPAProcurementINBOX@dai.com
Anticipated Award Type	Firm Fixed Price Purchase Order
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and pricing factors.

Interested Offerors may obtain a full copy of the RFP which contains detailed instructions for preparation of the proposal. The RFP may be collected from the address and/or contact person above.

1. Introduction and Purpose

1.1 Purpose

DAI, the implementer of the USAID-funded Iraq Governance and Performance Accountability (IGPA) project), invites qualified offerors to submit proposals to supply and deliver Event Management & Multimedia Services in support of program implementation. The core objective of the activities covered herein is to support IGPA's Task Order 4 (hereinafter "TO4") – Ninewa Investment Facilitation in its forthcoming Ninewa Investment Forum (NIF) to be held in Erbil on 21-22-23 October 2019.

1.2 Issuing Office

The Issuing Office noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

DAI anticipates awarding a Firm Fixed Price contract. This award type is subject to change during the course of negotiations.

2. General Instructions to Offerors

2.1 General Instructions

"Offeror", "Subcontractor", and/or "Bidder" means a firm proposing the work under this RFP. "Offer" and/or "Proposal" means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror's risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

DAI will be conducting a bidder conference on Monday 19 August 2019 at 10:00 Erbil time. To register and obtain directions to the DAI offices in Erbil, send an email citing this RFP number in the subject line to IGPAProcurementINBOX@dai.com.

Proposals are due no later than **Thursday 29 August 2019 at 16:00 Erbil local time**, to be submitted to ProcurementIGPA@dai.com. The RFP number and title of the activity must be stated in the subject line of the email. Technical and cost proposals may be submitted in the same email. Late offers will be rejected except under extraordinary circumstances at DAI's discretion. All proposals submitted in hardcopy shall be sealed and labeled with the RFP Number.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror's company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of (90) days for the prices provided.
- Acknowledge the solicitation amendments received, if applicable.

2.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from a DAI or TO4 employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

3. Instructions for the Preparation of Proposals

Proposals shall be submitted in a single email message, and shall be clearly labeled as “PROPOSAL for EVENT MANAGEMENT & MULTIMEDIA SERVICES.”

Technical proposals shall include the following contents:

1. **Technical Approach** – Description of the proposed services which meets or exceeds the stated technical specifications or scope of work that help to enhance and broaden the utilization of the finished products. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work. The Technical Approach shall not exceed twelve (12) pages and describe the following:
 - a. **Project Management:** (2 pages)
 - b. **Managing Creative Product:** (2 pages)
 - c. **Communications Plan:** (2 pages)
 - d. **Video Production:** (2 pages)
 - e. **Managing VIP and Media Interaction:** (1 page)
 - f. **Managing Logistics:** (2 pages)
 - g. **Timeline:** (1 page)
2. **Quality Approach** – Description of the Offeror’s staff assigned to the project. The proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Technical Approach. At a minimum, these key personnel shall be identified and described in detail:
 - a. **Project Manager:** The primary focal point to implement this project.
 - b. **On-Site Manager:** The primary person to implement all activities at the venue.
 - c. **Video Director:** The primary person to capture and produce video product.
 - d. **Creative Director:** The primary person responsible for developing approach and supervising the implementation of the communications and marketing products.
3. **Past Performance** – Provide a list of at least three (3) recent awards of similar scope and duration as well as up to 3 samples. Reference information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachment F.

3.1 Services Specified

For this RFP, DAI is in need of the services described in Attachment A.

3.2 Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered significantly more important than cost/price factors.

Evaluation Criteria	Maximum Points
Technical Approach	40 points
Quality of Proposal	30 points
Past Experience	30 points
TOTAL	100 points

4. Instructions for the Preparation of Price Schedule

4.1 Cost/Price Proposals

Provided in Attachment C is a template for the Price Schedule. Offerors shall complete the template including as much detailed information as possible.

The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

5. Basis of Award

5.1 Best Value Determination

DAI will review all proposals, and make an award based on the evaluation criteria stated above, and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

5.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide evidence of the required business licenses to operate in the host country.
2. Evidence of a DUNS number (explained below and instructions contained in Attachment D).

3. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
4. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
5. Ability to comply with required or proposed delivery or performance schedules.
6. Have a satisfactory past performance record.
7. Have a satisfactory record of integrity and business ethics.
8. Have the necessary organization, experience, accounting and operational controls and technical skills.
9. Have the necessary production, construction and technical equipment and facilities if applicable.
10. Be qualified and eligible to perform work under applicable laws and regulations.

6. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

7. Compliance with Terms and Conditions

7.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

7.2 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

Geographic Code 937: Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at:

<http://www.usaid.gov/policy/ads/300/310maa.pdf> and

<http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

Geographic Code 935: Goods and services from any area or country including the cooperating country, but excluding Prohibited Countries.

Geographic Code 110: Goods and services from the United States, the independent states of the former Soviet Union, or a developing country, but excluding Prohibited Countries.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit

through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

7.1 Data Universal Numbering System (DUNS)

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above **are required** to obtain a DUNS number prior to signing of the agreement.

Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, see Attachment D - Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors

For those not required to obtain a DUNS number, see Attachment E: Self Certification for Exemption from DUNS Requirement

8. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to FPI_hotline@dai.com. DAI ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

9. Attachments

9.1 Attachment A: Scope of Work for Services or Technical Specifications

**IRAQ GOVERNANCE AND PERFORMANCE ACCOUNTABILITY PROGRAM
IPGA/TAKAMUL
TASK ORDER 4 (TO4) – NINEWA INVESTMENT FACILITATION**

**SCOPE OF WORK
EVENT MANAGEMENT & MULTIMEDIA SERVICES
ERBIL, KRI, IRAQ**

Background:

The purpose of the Iraq Governance Performance and Accountability (IGPA)/Takamul project is to advance effective, accountable, and transparent governance in Iraq. This USAID effort, implemented by DAI, will work with the Government of Iraq (GOI) at all levels to better respond to citizen needs by supporting reform initiatives and Iraqi change agents on inclusive governance and public-sector transparency, accountability, and economy. “Reform initiatives” includes support to improve service delivery functions, public financial management, and open government initiatives. IGPA/Takamul will support the GOI and the citizens of Iraq in forming partnerships and collaborative efforts to solve problems jointly. IGPA/Takamul has four objectives:

1. Enhance GOI service delivery capacity
2. Improve public financial management
3. Strengthen monitoring and oversight of service delivery and public expenditure
4. Support Iraqi change agents (cross-cutting objective)

As part of this work, IGPA/Takamul facilitates private investment in small and medium enterprises (SME) in Ninewa through:

- Establishing SME Business Development Center (BDC)
- Providing Business Development Services (BDS)
- Conducting the Ninewa Investment Forum (NIF)

General Objective:

Task Order 4 (hereinafter “TO4”) under IGPA/Takamul Project requires the services of an event management and multimedia production company to support the forthcoming Ninewa Investment Forum (hereinafter “NIF”) on October 21, 22, and 23, 2019. The number of attendees for planning purposes is 200, of which 150 will be Iraqi Small and Medium Enterprises (SMEs), 25 will be investors, speakers, government officials and VIPs and 25 will be DAI affiliated staff. An illustrative outline of the event is in a table at the end of this SOW. The company will be responsible for:

1. Strategy & Event planning
2. Messaging & Materials Development
3. Website Content Development
4. Event Implementation, Coordination and Management
5. Traditional and Social Media Outreach and Engagement
6. Reporting and Evaluation

Tasks & Deliverables for the Event Management & Multimedia Services Company

DAI will issue a Purchase Order (PO) to the selected company to provide the following:

1. Task 1: Strategy and Communications Counsel

- Event Plan: The event will take place at a five-star hotel in Erbil. An initial concept/event structure is pending approval by USAID and will be provided to the Subcontractor upon award. The event will be similar to a two-day conference recently convened by the US Chamber of Commerce in Erbil. This event plan should get into more detail, providing background on specific venue facilities (ballrooms, salons, board rooms), final agenda, speaker list, SME and Investor lists, how VIPs will be handled, logistics, etc., along with detailed GANNT chart and timeline.
- Communications Plan: This should lay out media strategy, target audiences, story angles, potential spokespeople (anyone from USG or GOI will need to be cleared ahead of schedule; also, there will be spokespeople who speak Arabic for in-language interviews), any blogs or op-eds that will be written/by-lined/co-authored, distribution of content, coordination with partners to amplify including State/USAID.
- Meetings: Weekly in-person check-in meetings will be mandatory. Calls and correspondence to share information between DAI and the Subcontractor will be frequent and may also include participation by USAID to expedite decision-making on key strategic or design elements.

2. Task 2: Messaging and Materials Development

- Topline message document: This will include major themes for the event (What is its purpose? Why is the event important? Who is it for? Etc.). This document will act as a “guiding light” for the agenda, materials, talking points, media outreach and so on.
- Creative concepting: This will be used to bring the major themes in the message document to life. For example, there might be a certain look and feel throughout the entire event, and that ‘look and feel’ should be threaded throughout all materials, signage, etc.
- The design concept should strive to communicate or evoke excitement, opportunities, urgency, bankability, and generally upbeat feel, but within the parameters of the communications guidelines set by USAID. The marketing materials should be compliant with USAID branding and marking guidelines and DAI’s approved branding and marking plan.
- Video: DAI may contribute some b-roll video (such as the landscape in Ninewa Plains, SMEs at work in Hamdaniya, etc.) however, the Subcontractor will be responsible for video capture at the event. In addition, the Subcontractor will prepare short (1-minute) vignettes of each of the 20 SMEs to be showcased at the event, and possibly also the 10 investors who will participate. These clips may be compiled and played back from a stand-alone monitor in the ballroom lobby or elsewhere in the program of activities.

Separately, some of the speakers and panel presentations will be video recorded in their entirety. Such clips will also be used for social media and shared with SMEs for their marketing purposes. Finally, a short video summary of the event will be produced by the Subcontractor that frames the event and outcomes in an exciting and educational manner (including potentially voice-over, title cards and music soundtrack).

- Provide complete video documentation (video footage) of the activities within the three-day event, capturing the main program, speeches, presentations, group discussions, plenary discussions, and other activities.
- Provide: 1) high-definition format of the video and 2) file formats suitable for optimized social media streaming.
- Aside from video footage of company activities and based on the concept and script that will be developed, the video may require animation, infographics, stock footage and other visual elements.
- Produce three (3) short video teasers advertising the event for optimized for social media, each up to 30-60 seconds in length.
- The video will generally be in Arabic, requiring subtitles in English and/or other local languages.
- The Subcontractor shall provide all the necessary equipment and media for this task.
- Photography documentation:
 - Take high quality photographs of the three-day event, ensuring to capture important segments of the event and covering all major speeches, activities, and participating groups. Each photo should be in RAW format and in print quality.
 - Compile the photos per day, grouping and labelling them according to activity.
 - The Subcontractor shall provide all the necessary equipment and media for this task.
- Program Booklet: Most likely a glossy folder, A5 format with two pockets, into which will be inserted individual 1-page profiles of the 20 SMEs and 10 investors, plus reproductions of letters of welcome from the American Ambassador, the USAID Mission Director and the event program.
 - The Subcontractor shall provide 250 sets of the program booklet.
- Badging and crowd control (some form of admission or unique ticketing).
 - The Subcontractor shall provide 250 badge holders, lanyards and equipment or media to produce professional badges.
- Signage for the event venue, including themed banner for the presentation stage.
 - 3 kinds of posters (one each addressing SMEs, investors, and one general poster for the event)
 - Event flyer – 1-pager for general distribution
 - Hanging banners (6 kinds of advocacy messages – 3 messages each for investors and SMEs)
 - Stage backdrop (size TBD)
 - Venue signages and banners
 - In Arabic, Kurdish and English.
 - The Subcontractor shall provide all the customized signage.

- Flash drive (16GB) for each attendee, custom imprinted with event theme or message. Subcontractor will load event-related materials for distribution at venue.
 - The Subcontractor shall provide 250 16GB flash drives.
- 3. Task 3: Website Development (Creative Input)**
- DAI has already contracted a firm that is developing the website to promote the event, with features that include online registration, count-down clock and downloadable background materials. The website will also be optimized for mobile and tablet access.
 - The Subcontractor will provide creative advice on the website design to match the look and feel of the other marketing and messaging themes.
 - The Subcontractor will share content, materials and other event logistics so that the site can be updated and TO4 Media Outreach staff can work to drive traffic to the site via social media and other channels.
- 4. Task 4: Event Planning, Coordination and Management**
- Logistics, travel arrangements (hotel to provide airport transfers)
 - Speaker coordination
 - Invitee list and invitations; invitee list management
 - Venue scoping
 - DAI will pay for hotel facilities and rooms directly to hotel.
 - AV and other rentals and related tech support
 - At least one large video screen display in ballroom
 - DAI will pay for all AV equipment if rented from the hotel.
 - Marketplace management (coordinate approximately 20 home-based vendors that will display wares in ballroom lobby)
 - Run of show
 - Arrange coffee, lunch, receptions (see illustrative program below)
 - DAI will pay for all food & beverages directly to hotel.
 - Bilateral meeting coordination
 - Simultaneous interpretation via wireless headsets (English, Arabic, Kurdish), including sufficient number of interpreters
 - DAI will pay for all related equipment if rented through the hotel.
- 5. Task 5: Traditional and Social Media Outreach and Engagement**
- Briefing documents
 - Assume 250 copies of 5-page briefing document, A4 color.
 - Blogs, op-eds, newsletter content
 - Media list (should include radio, TV, print and online outlets)
 - Reporter travel (taxi within Erbil, if required)
 - Social media toolkits (should have at least 2 toolkits – one to ‘tease’ the upcoming event and one providing canned content that partners can use during event)
 - Targeted influencer outreach (if appropriate).
 - Press conference or reporter roundtable (subject to USAID requirements).
- 6. Task 6: Sponsorship Development & Coordination**
- DAI will cover all costs related to the approved event program, including the opening night reception, coffee breaks and luncheons. However, USAID may be open to sponsorship of additional activities, such as breakfasts and dinners. The Subcontractor will be responsible for coordination of such activities, if they occur. For example, the

Kurdistan Business Group sponsored one such activity at the recent US Chamber of Commerce conference in Erbil.

7. Task 7: Reporting and Evaluation

- Media monitoring and analysis
- Evaluations from participants
 - DAI will provide guidance on questions, based on USAID requirements
- 10-page report and analysis based on event objectives
- Weekly check-in call

Additional Note

Vendor is responsible for providing all equipment and transportation required to complete the above activities and deliverables. All multimedia including raw and final products will be considered property of USAID.

Duration and Duty Station: The Subcontractor will commence work immediately upon contract execution and be in Erbil with sufficient time prior to and after the event to ensure delivery of all activities and deliverables.

The technical proposal should include the following section/approaches:

- a. **Project Management: (2 pages)**
 - i. Section should clearly delineate management team responsibilities and the way that the team will oversee the work required in the SOW.
 - ii. Briefly describe the relevant experience for each member proposed as Key Personnel as it relates to managing this activity.
 - iii. Key personnel should have the following experience:
 1. **Project Manager:** Extensive experience managing projects similar to the activities proposed in the SOW.
 2. **On-Site Manager:** Previous experiencing managing logistics required in the scope including recent event planning and management.
 3. **Video Director:** Demonstrated Creative abilities illustrated by soft copy examples of past performance.
 4. **Creative Director:** Previous experience managing creative elements of similar activities. Proven writing ability.
- b. **Managing Creative Product: (2 pages)**
 - i. Specify the creative process and approach including who will be responsible for developing Messaging, Materials, and Storyboards for final video products.
 - ii. Indicate software to be used for editing and producing final multimedia deliverables.
 - iii. Describe the relevant experience for personnel proposed to develop multimedia products.
- c. **Communications Plan: (2 pages)**
 - i. Provide an outline of key elements of the Communications Plan including potential approach to developing social media messaging and communicating with VIPs and Media.
 - ii. Demonstrate relevant experience of each member proposed as Key personnel who will be involved in this task.
- d. **Video Production: (2 pages)**

- i. Explain the approach to the video development and production process including equipment to be used, drafting and approving storyboards, and any limitations and/or challenges anticipated in completing the video elements of the scope. Include proposed mitigation options to be used to address any limitations and/or challenges included.
- e. **Managing VIP and Media Interaction:** (1 page)
 - i. Specify key personnel to be involved in managing VIP and Media Interaction.
 - ii. Discuss any previous experience relevant to successfully completing this aspect of the scope.
- f. **Managing Logistics:** (2 pages)
 - i. Provide a detailed approach to logistics planning and management.
 - ii. Outline experience of key personnel responsible to ensuring efficient completion of all logistics required to complete the scope.
- g. **Timeline:** (1 page)
 - i. Provide clear breakdown of estimated time required for each activity.

Illustrative Program of Activities for the Ninewa Investment Forum

	Pre- Conference	DAY 1 Tuesday October 22, 2019		DAY 2 Wednesday October 23, 2019	
08:30 – 10:00		Plenary1 Keynote1		Plenary6 Keynote3	Central Bank Governor
10:00 – 10:30		Networking Break	SMEs displays	Networking Break	SMEs displays
10:30 – 11:00		Plenary2 – Intro to Matchmaking		Plenary7	2 nd 10 SMEs
11:00 – 12:30		Plenary3 Panel1	Investment Commissions	Plenary8	Shark Tank1 Women-owned
12:30 – 14:00		Luncheon Keynote2	Ninewa Plains Rep	Luncheon Keynote4	Ninewa Governor
14:00 – 15:30		Plenary4 Panel2	Investment Environment	Plenary9	Shark Tank2 Minority businesses
		Salon1 Panel	TBD	Boardroom1	SME + Investor bilat
		Salon2 Panel	TBD	Boardroom2	SME + Investor bilat
15:30 – 16:00	Registration	Networking Break	SMEs displays	Networking Break	SMEs displays
16:00 – 17:30	BDC/site visits (optional – free time)	Plenary5 Panel3	1 st 10 SMEs	Plenary10	TBD
		Salon3 Panel	TBD	Boardroom3	SME + Investor bilat
		Salon4 Panel	TBD	Boardroom4	SME + Investor bilat
17:30 – 19:30				Plenary11	Signing ceremony
20:00 – 21:30	Welcome Reception		Ninewa Plains Rep		

Notes:

- Assume 200 attendees. Plenary must accommodate 200 guests, in single ballroom, seated at round tables. Luncheon will be buffet style; attendees will seat themselves in ballroom. Salon sessions will accommodate up to 30 people, seated at classroom-style (narrow) tables. Board room sessions will be for bilateral meetings for up to 12 participants.
- Food & Beverage events include: Welcome reception (1), networking breaks (coffee, tea, juices, cookies) (4 total), luncheons (2 total).
- Reception will be non-alcoholic (including juices and sodas) and light snacks.
- Up to 20 SMEs will be invited to set up stands in the area close to the ballroom

9.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: Click here to enter text.
Development Alternatives, Inc.

We, the undersigned, provide the attached proposal in accordance with **RFP**-Click here to enter text.-Click here to enter text. issued on Click here to enter text.. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >.

I certify a validity period of Click here to enter text. days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

Email: Click here to enter text.

Company Seal/Stamp:

9.3 Attachment C:

9.3.1 Price Schedule

Task	Task Name	Description	Total Price
1	Strategy & Event planning	Event Plan Communications Plan Meetings	
2	Messaging & Materials Development	Messaging Video Photography Program Booklet Badging Signage Flash Drive (16BG)	
3	Website Content Development	Creative advice Share content	
4	Event Implementation, Coordination and Management	Logistics, travel arrangements Speaker coordination Invitee list and invitations; invitee list management Venue scoping (meeting facilities only) AV and other rentals and tech support Large video screen display in ballroom Marketplace management Run of show Coffee, lunch, receptions Bilateral meeting coordination Simultaneous interpretation via wireless headsets (English, Arabic, Kurdish), including sufficient number of interpreters	
5	Traditional and Social Media Outreach and Engagement	Briefing documents Blogs, op-eds, newsletter content Media list Reporter travel (taxi within Erbil) Social media toolkits (2 toolkits) Targeted influencer outreach Press conference or reporter roundtable	
6	Reporting and Evaluation	Media monitoring and analysis Evaluations from participants 8-10-page report and analysis based on event objectives	
Grand Total in US Dollars			\$

Delivery Period: [Click here to enter text.](#)

9.3.2 Detailed Budget and Budget Narrative

Please included detailed notes in the column provided as well as a Budget Narrative noting any assumptions made in the development of the activity budget. Supporting documentation will be required for any Fringe Benefits included.

Nr.	Line Item	Unit	Quantity	Unit Price	Total Cost	
A	Salaries and Wages					
1						
2						
3						
4						
5						
6						
	Sub-Total					
B	Fringe Benefits					
1						
2						
3						
4						
5						
	Sub-Total					
C	Travel, Transportation and Per Diem					
1						
2						
3						
4						
5						
	Sub-Total					
D	Allowances					
1						

2						
3						
	Sub-Total					
E	Other Direct Costs					
1						
2						
3						
4						
5						
	Sub-Total					
	GRAND TOTAL IN Iraqi Dinar					
	GRAND TOTAL in USD					

9.4 [Attachment D: Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors](#)

9.5 [Attachment E: Self Certification for Exemption from DUNS Requirement](#)

9.6 Attachment F: Past Performance Form

Describe projects that best illustrate your work experience relevant to this RFP, chronologically, with most recent one on top.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

Offerors may submit their own table or spreadsheet for better clarity, provided all the required data is provided.

Offerors may submit images (jpg or pdf) of examples of relevant work, including conference programs, folders, messaging.

Offerors may also provide URLs for examples of relevant video and image work product (for example, YouTube or own website).

#	Project Title	Description of Activities	Location	Client Name/Tel No	Cost in US\$	Start and End Dates	Completed on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									

9.7 Attachment G: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws..
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.