

AMENDMENT #1

GENERAL SERVICES DEPARTMENT

STATE PURCHASING DIVISION

AND

THE NEW MEXICO TOURISM DEPARTMENT (NMTD)

REQUEST FOR PROPOSALS (RFP)

Cooperative Advertising and Strategic Marketing Oversight



RFP# 70-418-17-00465

Release Date: April 13, 2017

**Proposal Due Date: April 25, 2017
No Later than 3:00 PM MST**

Amendment #1 Release Date: 4/18/17

Request for Proposal Number 70-418-17-00465 is amended as described herein:

- Clarification: The newspaper ad contained the wrong due date for the RFP. It is April 25, 2017 at 3 PM, not April 24, 2017. The published RFP contains the correct date.
- The attached Question and Answer spreadsheet questions 1-5 are part of this amendment.

Amendment #2 is also on the GSD/SPD website at
http://www.generalservices.state.nm.us/statepurchasing/ITBs_RFPs_and_Bid_Ta
[bulation.aspx](http://www.generalservices.state.nm.us/statepurchasing/ITBs_RFPs_and_Bid_Ta)

Offerors must acknowledge receipt of this Amendment # 1 dated 4/18/17 on the Letter of Transmittal by checking the last sentence of #7.

END OF AMENDMENT

**Cooperative Advertising and Strategic
Marketing Oversight**

#	Question	Response
1	Can companies from Outside USA can apply for this? (like,from India or Canada)	Yes.
2	Do we need to come over there for meetings?	Absolutely. A strong local presence is required to ensure efficient and effective implementaion. Meetings with local agencies will be required. All travel is to be included in the annual fee.
3	Can we perform the tasks (related to RFP) outside USA?(like, from India or Canada)	Some tasks could be performed outside of the USA; however, strong local presence is required. All travel is to be included in the annual fee.
4	Can we submit the proposals via email?	No, see RFP pages 19 and 20 Section B.1, only Hard Copies are allowed. Nothing is to be emailed.
5	On pages 24 and 25, Number 4. Mandatory Specifications A. through C., in the response you want us to give you all those items - or are we to provide them once we are contracted? Another wording of this question: There is a whole list of deliverables that you want with our response ?-- or do you want us to talk about how we will develop these deliverables once contracted?	The Scope of Work as listed in Section IV. Specifications A. Detailed Scope of Work and as listed in the sample contract in Appendix C are the deliverables <u>once contracted</u> . The Mandatory Specifications A through C responses are to be submitted with the RFP response. Those specifications describe plans, outlines, strategies, etc. The detail that is provided in the RFP submission for each category will be rated according to the detail, evidence of knowledge and logic that is provided.
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