

**FLORIDA TOURISM INDUSTRY MARKETING
CORPORATION
dba VISIT FLORIDA**

Ecommerce Contractors

INVITATION TO NEGOTIATE

June 8, 2011

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1.0 INTRODUCTION

The Florida Tourism Industry Marketing Corporation, d.b.a. VISIT FLORIDA (referred throughout this competitive procurement as VISIT FLORIDA) is the issuer of this Invitation to Negotiate (ITN).

The anticipated length of the contract is 12 months with a possible extension clause for four annual renewals and customary provisions for early termination based on performance. In the event that negotiations fail to result in a binding contract, VISIT FLORIDA retains the right to re-open negotiations with other ranking proposer(s) until a mutually beneficial relationship is secured.

1.1 VISIT FLORIDA Overview

VISIT FLORIDA, the state's official tourism marketing corporation, serves as Florida's official source for travel planning to visitors across the globe. VISIT FLORIDA is not a government agency, but rather a not-for-profit corporation that carries out the work of the Florida Commission on Tourism, which was created as a public/private partnership by the Florida Legislature in 1996. The Commission, in partnership with the Governor's office, took over the functions of what was then the Florida Department of Commerce, Division of Tourism. VISIT FLORIDA was one of the first public private partnerships in the country and has been repeatedly recognized as one of the leading destination marketing organizations (DMOs) in the US.

VISIT FLORIDA is guided by industry volunteer-staffed advisory committees under the direction of a Board of Directors comprised of leaders from all sectors of the tourism industry including attractions, restaurants and lodging, and Destination Marketing Organizations (DMOs). Tourism industry participation is also evident in more than 10,000 tourism businesses who participate in VISIT FLORIDA website listings, promotions, co-operative advertising efforts welcome center brochure and transparencies, and consumer, trade, sales and public relations events both domestic and international.

As the state's number one industry, tourism is responsible for welcoming more than 82 million visitors each year who spend more than \$60 billion, generating 22 percent of the state's sales tax revenue and employing nearly 1 million Floridians. VISIT FLORIDA receives state funding in the form of a portion (15.75 percent) of the two-dollar-per-day rental car surcharge. For every \$1 spent on tourism marketing, VISIT FLORIDA

generates more than \$147 in tourism spending and \$9 in new sales tax collections, paid by visitors, not residents.

Additional funding is secured from the private sector to expand VISIT FLORIDA's marketing dollars. Last fiscal year, VISIT FLORIDA raised more than \$40 million in private sector matching funds. This is done by actively recruiting the state's tourism industry to invest as Partners in cooperative advertising campaigns, promotional programs and many other pay-to-play ventures. Through this public/private partnership, VISIT FLORIDA serves more than 10,000 tourism businesses, including 3,000 fully engaged Partners, 7,000 web affiliates and major strategic alliance partnerships with AirTran Airways, American Express Travel Related Services, Disney Destinations, Dollar Rent A Car, The Hertz Corporation, SeaWorld Parks & Entertainment and Universal Orlando.

Partner investment in VISIT FLORIDA programs significantly increases the impact of VISIT FLORIDA marketing. Over the last four years (2006-2010) VISIT FLORIDA's spent nearly \$60.7 million for paid media advertising. During the same period, partners more than doubled that media spend, investing an additional \$76.7 million in VISIT FLORIDA co-op advertising programs, while contributing to VISIT FLORIDA promotions that generated nearly \$130 million in equivalent media value.

It is important to note that the ability of the organization to impact consumer travel is more than doubled by its unique public private partnership and the investment of its Partners. VISIT FLORIDA places a high priority on creating programs that merit partner support.

VISIT FLORIDA facilitates tourism industry participation in domestic and international travel trade and consumer shows, and media missions to the top global visitor markets. VISIT FLORIDA also works closely with travel agents, tour operators, meeting and event planners, and is responsible for operating Florida's five Official Welcome Centers.

Note that the word "partner" is used by VISIT FLORIDA in two principal ways. We prefer to use the word "partner" (with a lower case "p", rather than "vendor") to describe valued organizations with which we do business. We capitalize the word "Partner" as the preferred way of referring to our membership base.

1.2 VISIT FLORIDA Mission, Vision, Values and Objectives

VISIT FLORIDA's Mission is to market travel and drive visitation to and within Florida. The Vision of the organization is that VISIT FLORIDA establishes Florida as the #1 travel destination in the world. VISIT FLORIDA's Corporate Values include: Integrity, Excellence, Innovation, Inclusiveness, Welcoming, Fun, and Teamwork.

VISIT FLORIDA's objectives are:

- Increase VISIT FLORIDA's total, annual budget to \$125 million by June 30, 2013
- Increase engagement of Florida tourism industry Partners as measured by 10,000 listings on VISITFLORIDA.com by June 30, 2013
- Increase engagement of the Florida tourism industry as measured by exceeding the legislatively mandated 1-to-1 match of public investment to private industry match by June 30, 2013
- Increase the percentage of domestic visitors to Florida that were significantly influenced by VISIT FLORIDA's primary marketing tools from 15.8% to 20% by June 30, 2013
- By June 30, 2013, increase the economic impact from VISIT FLORIDA destination marketing efforts from \$32 to \$40 for every \$1 of public investment
- By June 30, 2013, increase from 35.00 to 40.00 the index of Americans viewing VISIT FLORIDA as the trusted source for travel planning information
- Increase the value of the VISIT FLORIDA brand and affect a 5 percentage point increase by June 30, 2013
- Through June 30, 2013, maintain an 80% satisfaction level of VISIT FLORIDA as measured by the annual study of industry satisfaction

1.3 VISIT FLORIDA's Audience

Florida is a mature destination that hosts more than 100 million in state, domestic and international visits a year. VISIT FLORIDA approaches the marketing challenge of sustaining this travel – while leveraging the investment of an opt-in partner base - by creating a foundation of five marketing platforms: Business to Business; Your Florida Side; Share a Little Sunshine; Destination Matters; International. These platforms target different audiences.

The Business to Business platform targets the Florida tourism industry at large and VISIT FLORIDA Partners. Your Florida Side targets domestic United States, non-Florida residents and Canadians most likely to visit the state within the next two years. Share a Little Sunshine targets Florida residents and through them, their social networks outside of the Sunshine State. Destination Matters targets decision makers in the Meetings and Conventions industry. The international platform targets consumer audiences in the UK, Europe, Latin America and Asia. More information about these platforms and the audiences they target will be available in the 2011-2012 VISIT FLORIDA Marketing Plan at www.VISITFLORIDA.org. This plan includes segmentation strategy,

geographic targeting, demographic and psychographic profiles and campaign briefs.

Domestic Audience

As a high level introduction to the domestic audience which in 2010 comprised 87% of the total visitation several key insights are of note:

- Women. Women make 92% of all vacation decisions.
- Loyal. 95% of Americans who traveled to Florida in the past year have already visited Florida – almost half within the previous year.
- Frequent Travelers. Florida’s most frequent repeat visitors are frequent travelers in general and concentrate their non-Florida travel into larger cities more than travelers who visit Florida less often.
- Freedom Seekers. Nearly 42% of Florida’s visitors highly desire spontaneity when they are on vacation.
- East of the Mississippi. The majority of Florida’s visitors come from origin markets east of the Mississippi, with about a third coming from six markets (Atlanta, Boston, Chicago, Philadelphia, New York City and Washington, D.C.)
- Couples, Young Families and the Connected Generation. 35% of Florida’s leisure visitors are couples, 29% are families with children under the age of 13 and 20% are members of the “connected generation, comprised of about 90% GenX and 10% Millennials).

Based on 2009 data, the latest year for which there is comprehensive data on actual visitors to the state:

- The average household income of domestic visitors to Florida was \$97,200
- The top three income brackets for Florida visitors by percentage of all visitors are:
 - i. \$100,000-\$149,999, which constituted 27.8% of all visitors
 - ii. \$50,000-\$74,999, which constituted 18.6% of all visitors
 - iii. \$75,000-\$99,999, which constituted 16.5% of all visitors
- VISIT FLORIDA divides its target audience into three age categories
 - i. 18-34 year olds constituted 27.7% of all visitors
 - ii. 35-54 year olds constituted 43% of all visitors
 - iii. 55+ year olds constituted 29.3% of all visitors
- The average age is 46; the median age is 44

- Top origin states for air visitors were New York (14.7%), California (7.2%), and Illinois (6.9%)
- Top auto visitor origins were Georgia (21.4%), Alabama (10.5%) and South Carolina (6.0%)

Eighty-six percent of domestic visitors came to Florida for leisure purposes. Vacationing was their primary reason for coming to Florida (37.5%). Visiting friends or relatives was the second most common reason (26.2%) followed by general business (14.5%) The average length of stay for domestic visitors to Florida was 5 nights. The majority of domestic visitors traveling via airplane prefer to stay 4-7 nights while in the state (47%), and those traveling via automobile prefer to stay 1-3 nights (47%). The average expenditure per person per day in 2009 was \$134.60 for domestic visitors. Air visitor expenditures per person per day averaged \$169.80, while auto visitor expenditures averaged \$99.00 per person per day. The average travel party size in 2009 was 2.3 persons. For those arriving by air, the party size was 2.0 persons, while for those that came by auto; the average was slightly higher at 2.6 persons.

Florida's top origin states for domestic visitors (combined air and drive) were Georgia (11.4%), New York (9.4%), and Illinois (6.9%).

Global Audience

VISIT FLORIDA's global audience is tracked by mode of transit (air arrivals represent 51.3% of non-resident visitors v. non-air arrivals represent 48.7% of non-resident visitors); by departure location, of which 88.1% were domestic to the United States including Florida residents, 3.3% were from Canada and were from 8.6% overseas international markets.

In 2010, visitor estimates indicated that Florida hosted more than 8 million overseas visitors, a 15% increase over 2009. Collectively as regions, Europe provides 29% of all international visitors, followed by Canada at 28%, South America at 21%, Asia-Oceania at 10% the Caribbean at 6%, Central America, 5% and Mexico, 3%. Canada continues to be Florida's top-producing individual country; however recent years have seen significant increases in overseas visitors from Brazil, Argentina, China and Australia. With a 49% increase in 2010, Brazil now rivals the U.K. for top international origin market.

More detailed information about international origin countries, visitor volume and visitor spending is available in the 2011-2012 VISIT FLORIDA Marketing Plan at www.VISITFLORIDA.org.

Based on visitor volume, in 2010, Florida's top five international countries were:

- Canada
- The United Kingdom
- Brazil
- Mexico
- Germany

Based on spending, in 2010 Florida's top five international countries were:

- Canada
- U.K.
- Brazil
- Venezuela
- Mexico

Stakeholders

VISIT FLORIDA has approximately 10,000 tourism industry businesses who are on our consumer website (3,000 who invest in VISIT FLORIDA and in other programs). Other important stakeholder groups include: The State of Florida; Florida Convention and Visitor Bureau's (CVBs), Destination Marketing Organizations (DMOs) Florida travel destinations, attractions, hotel operators, travel agents and tour operators.

1.4 The Florida Brand and the VISIT FLORIDA Brand

Florida has been promoted as a tourism destination for more than a hundred years by a variety of visitors and tourism businesses. Throughout its history, three themes have repeatedly emerged, portraying Florida as a destination where consumers could experience sun, fun and freedom. These three themes were leveraged in numerous ways by a variety of tourism businesses over the decades, building up a brand identity even before the state officially began to promote itself.

In the 1950s, state license plates began proclaiming Florida as the "Sunshine State" and Florida's brand identity began to coalesce. It is solidly in place today. Consumers know that in Florida, the Sunshine State, they will find sunshine any time of year, and will always enjoy vacations that let them experience and share their own internal sunshine state. Expressed visually, the Sunshine State is communicated through: bright and sunny landscapes; open vistas; sunny smiles and bright visages; settings that are bright and brilliant where visitors feel vibrant and alive as they give over to their own sunshine state of mind.

Key Brand Attributes:

Visual: bright open expanses, vivid colors, a sense of movement and excitement

Tone: passionate, fun/quirky/playful

Characteristics: exciting and sensual in a believable way

Personality Snapshot: Florida is the exotic girl next door - both exciting and accessible – with a quirky sense of humor.

Current Brand Campaign: Your Florida Side is Calling

Everyone has a Florida Side – the part of you that loves to feel the way you feel when you are on vacation in the Sunshine State. The campaign encourages you to respond to it – embrace it, unleash it, pamper it or awaken it ... by coming to Florida.

When VISIT FLORIDA was first established as a public/private entity, the organization created and promoted its own brand “VISIT FLORIDA.” Currently, for consumer facing campaigns, VISIT FLORIDA has two identities: 1) VISIT FLORIDA is the call to action for state of Florida campaigns (for example: visitflorida.com), and 2) VISITFLORIDA provides a stamp which serves as the state’s official tourism seal, a sort of “good housekeeping seal” that certifies official approval.

As a tourism marketing organization and as a seal, key attributes of the VISIT FLORIDA brand include: honesty, trustworthiness, authoritative source.

It is important to note the point where the Florida brand and the VISIT FLORIDA brand intersect: trust. Visitors have been trusting Florida with their vacation time and vacation dollars for more than a century, returning again and again themselves and passing that pattern on through multiple family generations. Florida is the nation’s tourism leader because of these repeat visitors, and VISIT FLORIDA protects the state’s relationship with its continuing visitors by diligently serving as the trusted source for information about Florida travel.

2.0 ECOMMERCE ITN

2.1 Ecommerce Objectives

VISIT FLORIDA seeks to help the Florida tourism industry gain direct sales revenue from VISIT FLORIDA’s owned and operated sites and to add value to its offerings on travel review sites and other social media sites and applications.

2.2 Ecommerce Needs Assessment

VISIT FLORIDA is weighing the costs and benefits of adding a variety of digital commerce platforms to VISIT FLORIDA's various sites and media channels including owned and operated websites, assets on mobile sites and applications, as well as to its assets on social media sites and applications.

VISIT FLORIDA seeks creative ways to enhance VISIT FLORIDA's mission and objectives while at the same time bolstering the offerings of its core membership (Convention and Visitor Bureau's (CVBs), Destination Marketing Organizations (DMOs), attractions and airline partners, hotels and tour operators) to consumers and group travel planners.

2.3 Ecommerce Scope of Work

Candidates may select any or all of the items below and respond with how they propose to work with VISIT FLORIDA and its Partners to enhance the consumer experience and the value propositions that VISIT FLORIDA brings to its Partners.

VISIT FLORIDA requires that any ecommerce solution proposed for its' owned and operated sites be turnkey and easily integrated into its user experience without added development or maintenance costs.

VISIT FLORIDA seeks candidates who can create unique value propositions. The type of win-win-win solution VISIT FLORIDA seeks must include value-added benefits for the Florida tourism industry and for consumers and for the vendor.

VISIT FLORIDA desires to explore ecommerce relationships for Business-to-Business and Business-to-Consumer in the areas of:

- a. Co-operative Advertising programs on its owned and operated sites
- b. Co-operative Advertising programs for its assets across the web and on mobile platforms
- c. Co-operative advertising programs on ecommerce vendor sites
- d. Retail commerce booking options
- e. Merchant commerce booking options
- f. Auction models of all kinds
- g. Coupons
- h. Local buying
- i. Social buying
- j. Group buying
- k. Special deals and promotions
- l. Flash sales

- m. User-generated content that will enhance VISIT FLORIDA's site content, off-site assets and its overall consumer value proposition
- n. Mobile commerce solutions for pre-trip planning, trip duration navigation, and post-trip sharing on mobile websites and applications
- o. Social commerce via embedded widgets and/or other assets

VISIT FLORIDA will also consider integrated commerce, media options and digital sales programs that are hosted off of VISIT FLORIDA's owned and operated sites and/or away from its assets on social and mobile sites, so long as these programs and solutions advance or enhance VISIT FLORIDA's brand, mission and objectives.

3.0 PROPOSAL INSTRUCTIONS AND ADMINISTRATION

3.1 Overview

This ITN represents the best effort of VISIT FLORIDA to document its requirements for this project. VISIT FLORIDA reserves the right to adjust the specifications or scope of effort stated in this ITN. In the event that any modifications are necessary, VISIT FLORIDA will notify all respondents remaining in consideration via a written addendum to this ITN. Respondents will be notified via e-mail of the results of the selection process.

3.2 Liability

The issuance of this document and the receipt of the information in response to this ITN will not in any way cause VISIT FLORIDA to incur liability or obligation to you or your organization, financial or otherwise. VISIT FLORIDA assumes no obligation to reimburse or in any way compensate you or your organization for expenses incurred in connection with your response to this ITN.

3.3 Use and Disclosure

VISIT FLORIDA reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the respondent that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the respondent will be notified and will be permitted to withdraw

its proposal.

3.4 Protocol

Responses must be submitted no later than close of business on the date specified in the Timetable (Section 3.7 of this ITN). VISIT FLORIDA will return any ITN responses that are received after the deadline.

Submit your response in the format that is described in Section 4 of this ITN. The response should be submitted to:

Heather Collins
itn@VISITFLORIDA.org
Subject Line: Ecommerce ITN

VISIT FLORIDA will notify each applicant that their response has been received via e-mail. Please be sure to include your e-mail address with your response. It is mandatory that the requirements stated in this ITN are addressed completely.

3.5 Questions from Respondents

To ensure that all respondents have accurately and completely understood the service requirements, VISIT FLORIDA will accept written questions up until Monday, June 27, 2011. If you have questions, you should submit them via email to itn@VISITFLORIDA.org. Please include the ITN section reference, if appropriate, with your questions. Be sure to include the necessary contact information – Name, Company, Title, Telephone, Fax Number and e-mail address. The VISIT FLORIDA representative will attempt to answer all questions on or before close-of-business by Monday, July 11, 2011. All respondents will receive a copy of all questions and answers via e-mail. If you do not have any questions, please email itn@VISITFLORIDA.org with your intent to bid in order to confirm your company will receive the questions and answers proposed by other consultants.

3.6 Evaluation Criteria and Negotiation Process

VISIT FLORIDA is looking to make a “best-value” decision during this process. And, although cost is a critical part, we consider the quality of service, professionalism, pro-active/creative thinking, and project management commitment to be extremely important factors in making our decision. Requirements are business-driven, and our decision will be based on the perceived ability to fulfill these requirements.

All responses received by VISIT FLORIDA will be evaluated by a committee consisting of VISIT FLORIDA management, one board member

appointed by the chairman of the board, and Digital DNA Infusion, serving as a digital consultant to VISIT FLORIDA.

After the initial evaluation, VISIT FLORIDA will contact a short list of respondents. The finalists may be asked to formally present their proposal and VISIT FLORIDA reserves the right to require attendance by particular representatives of the proposer. They may be asked to submit additional information and/or recommendations as amendments to their initial proposal. VISIT FLORIDA may request an onsite visit to your facility. Any written summary of presentations or demonstrations shall include a list of attendees, a copy of the agenda, and copies of any visuals or handouts, and shall become a part of the proposer's reply. Failure to provide requested information may result in rejection of the reply.

VISIT FLORIDA is under no obligation to reveal how a respondent's proposal was assessed or to provide specific feedback information. Further, VISIT FLORIDA is not obligated to reveal specific information about its decision-making process.

VISIT FLORIDA has attached the evaluation criteria as **Exhibit A**.

VISIT FLORIDA reserves the right to reject any and all replies. VISIT FLORIDA reserves the right to negotiate concurrently or separately with competing proposers. VISIT FLORIDA reserves the right to accept portions of a competing proposer's reply and merge such portions into one project, including contracting with the entities offering such portions. VISIT FLORIDA reserves the right to waive minor irregularities in replies.

3.7 Project Timetable

The following schedule provides you with key events and their associated completion dates.

ITN Issued	06/08/2011
Questions due to VISIT FLORIDA from respondents	06/27/2011
Intent to Submit due to VISIT FLORIDA	06/27/2011
VISIT FLORIDA responses to respondent questions	07/11/2011
ITN responses due	07/25/2011

4.0 PROPOSAL FORMAT

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format, which is described in the following table. VISIT FLORIDA reserves the right to ask any clarification questions and request additional information.

No.	Proposal Section	Content/Deliverables
1.	Authorization Letter and Signature	Under the signature of an authorized company representative, provide the names of individuals authorized to represent and negotiate the company's products and services.
2.	Table of Contents	No explanation required.
3.	Executive Summary	High-level summary of the most important aspects of your proposal, including a short explanation as to your qualifications. Include a brief, but precise description of your proposed management of the website development, digital marketing and other online program service procurement process.
4.	Company Profile	Respond to questions presented in Sections 5.1 of this ITN.
5.	Customer References	Respond to Sections 5.2 and 5.3 of this ITN.
6.	Company Services	Respond to Sections 5.4 of this ITN
6.	Pricing	Respond to Section 6.0

5.0 RESPONDENT PROFILE AND REFERENCES

5.1 Company Overview

- A. Provide company legal name, parent company, ownership structure, mailing address, main phone number and fax number.
- B. Provide primary contact.
- C. Total employees--and number of employees in Florida--whose primary function is focused on managing turnkey Ecommerce solutions for clients.

- D. Provide senior staff bios, including links to their social media profiles on Facebook, Twitter, LinkedIn, Flickr and YouTube as appropriate.
- E. If different from above, please provide proposed project team's staff bios, including links to social media profiles on Facebook, Twitter, LinkedIn, Flickr and YouTube as appropriate.
- F. Guaranteed duration of the initial project team (the team whose bios are included in the response) on the VISIT FLORIDA account.
- G. Two to three current travel-related business clients for which you provide mobile, social, web ecommerce services by revenue percentage and length of relationship.
- H. Indicate the number of years and nature of your experience on related projects.
- I. List of accounts lost or resigned in the last two years within the scope of work.
- J. List any potential conflicts with existing clients and this ITN. Client relationships that could be considered a conflict of interest must be listed, including all clients in travel or tourism industry. Such list of potential conflicts does not disqualify a proposal, however, VISIT FLORIDA reserves the right to exclude a proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed as unacceptable.
- K. If applicable, indicate the number of years and nature of your experience in the tourism industry.
- L. Describe specific knowledge of Florida tourism and familiarity with Florida travel destinations.
- M. Detail company location that will be used to support the VISIT FLORIDA account and the business nature of the location's operation.
- N. Describe commitment and procedures in delivering flawless service to your clients.
- O. Describe your procedures during any given emergency that will enable you to carry on the business contained in this ITN on behalf of VISIT FLORIDA.

5.2 Current Customer References

Please provide contact information for at least three existing clients that VISIT FLORIDA can contact. Wherever possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:

- | | |
|--------------------------|--------------------------|
| * Contact Name and Title | * Contact Company Name |
| * Contact Phone Number | * Industry of Client |
| * Service Description | * Length of Relationship |

5.3 Recent Past Customer References

Please provide contact information for at least two former clients that VISTI FLROIDA can contact and provide a brief explanation regarding the end of the business relationship. For each, please indicate the following:

- | | |
|--------------------------|--------------------------|
| * Contact Name and Title | * Contact Company Name |
| * Contact Phone Number | * Industry of Client |
| * Service Description | * Length of Relationship |

5.4 General Background on Company Services

Ecommerce Services

- A. What Ecommerce services do you provide?
- B. Do you have any proprietary tools or products related to this ITN?
- C. Please provide two Case Studies that show your ability to provide “win-win-win” solutions to VISIT FLORIDA, the tourism industry advertisers and to consumers. Case studies should be in the following format:
 - Client Requirements
 - The challenge, goals and objectives
 - Strategy developed to achieve goals and objectives
 - Approach selected and rationale for approach
 - Metrics selected and rationale for selection
 - Value delivered against chosen metrics
 - Commentary on how the service offering was conceived and how it was implemented and grown over time (what were initial successes & failures, how did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its partners or its audience?)
 - How do the case examples apply to VISIT FLORIDA?

Client Services & Project Management

- A. Outline your project communication structure. If your account staff is separate from your project team or the technical experts who will work on this account, please detail how these teams work together and with the client.

Candidate’s Ecommerce Onboarding Process

- A. Outline your onboarding process for executing against a client’s strategy.
- B. Provide an excerpt from a client onboarding spec or MRD (the client’s name or website name or address can be removed).

Accounting Process

Proposals must provide evidence of financial stability. The proposer must document sufficient financial resources to perform all services associated with this contract. Audited or reviewed financial statements are required for the three most recent years of operations. Please also provide the agency's Dunn & Bradstreet number so that a report can be requested by VISIT FLORIDA. Financial statements are confidential and will be treated as such.

Familiarity with other Digital Media Channels and Platforms

Describe your level of expertise with mobile, mobile and web applications, ratings service sites, social networking tools, content sharing services and other social sharing technology and platforms.

6.0 PRICING INFORMATION

VISIT FLORIDA requests each Ecommerce consultant to provide detailed pricing, additional fees, and descriptions of the various business models (CPA, CPC), response rates and forecasted sales revenue for VISIT FLORIDA with lines based on traffic to its owned and operated sites, its distributed assets across the digital landscape, on its Partners sites, or within advertising placements on travel review sites, etc. Additional information and backup detail should be included as appropriate with your proposal.

7.0 CONTRACT

The contract terms shall be defined by a written agreement, which shall be binding when fully executed by both parties. Any responses to the ITN will be incorporated by reference in each written agreement and will become an integrated part of the final contract. Agreements will be customized through negotiations, and VISIT FLORIDA's basic terms and conditions and business requirements will be embodied in this contract.

The desired relationship is one marked with a commitment to consistent quality service and continual improvement for the contract processes and services. Therefore, any final agreement will include specific service level and performance standards requirements.

Other Contractual Considerations:

- A. All concepts, slogans, or plans submitted or developed by the contractor for VISIT FLORIDA during the term of the agreement, whether or not used, and any and all layouts, copy artwork, films, and other tangible material which the contractor prepares for VISIT FLORIDA or purchases for its account pursuant to a campaign for

VISIT FLORIDA, are VISIT FLORIDA's property exclusively, provided that VISIT FLORIDA has paid the invoices rendered, if any.

- B. All contracts for the acquisition or use of materials and properties, and for the employment of talent, shall be entered into and signed by the contractor on behalf of VISIT FLORIDA to the end that all materials, properties and rights obtained by virtue of such contracts shall become the property of VISIT FLORIDA.
- C. The contractor shall, at its own cost during the term of this relationship, maintain liability insurance of at least \$1 million covering claims or suits arising out of contractor's services.
- D. The contractor will exercise all reasonable precautions in the examination of all material prepared or used on VISIT FLORIDA's behalf to avoid any claims against either party. To the extent and limits of the general liability policy maintained by VISIT FLORIDA. VISIT FLORIDA will indemnify and hold the contractor harmless with respect to claims, demands, or actions arising out of representation or materials furnished by VISIT FLORIDA to the contractor. The contractor will indemnify and hold VISIT FLORIDA harmless from and against any and all claims, demands or actions arising from the preparation or presentation of any campaigns covered by the final agreements.
- E. VISIT FLORIDA shall reimburse the contractor for the costs of such materials and services, provided that the contractor shall be responsible for the completion of all subcontracted work in a manner deemed satisfactory by VISIT FLORIDA. The contractor shall be reimbursed for reasonable cost of travel necessary to carry out the final agreement, other than travel to Tallahassee directly related to contractor's performance

Exhibit A – ITN Evaluation Criteria

Evaluation Criteria	% of Overall Score
1. RELEVANT EXPERIENCE/DEMONSTRATED RESULTS OF FIRM	25%
Experience with developing and implementing integrated, digital marketing programs	
Quality, creativity and relevance of work samples/experience in previous tourism-related accounts and ability to plan, develop, launch and maintain digital marketing platforms	
Role in developing appropriate metrics and working with client to regularly measure and optimize success and recommend new metrics to best meet stated and changing goals of clients	
2. SCOPE OF WORK	25%
Quality, creativity and perceived effectiveness of proposed programs in scope of work and likelihood of achieving program objectives	
3. FAMILIARITY WITH FLORIDA BRAND & PRODUCT	5%
Extent of knowledge and familiarity with VISIT FLORIDA platforms and with the Florida tourism ecosystem including, for example, destinations, attractions, vacations, activities, events, industries	
4. QUALIFICATION OF PERSONNEL AND PROPOSED SUBCONTRACTORS	10%
Prior experience and how it relates to this project including industry position, agency leadership bios, agency thought leadership, experience and availability of project team and outside resources	
5. CAPABILITIES OF FIRM	10%
Quality of past performance for travel-related accounts on developing effective marketing programs	
Previous experience managing projects for Public/Private partnerships such as VISIT FLORIDA	
6. COST EFFECTIVENESS	25%
The maximum services provided in relation to the per hour fee equivalent charged compared against the client's budget and various measures and expectations for ROI for the work	