

**To whom it may concern:**

Participants in the public competitive tender

New York, August 18, 2015

**Request for Proposal (RFP)**

Call for bids for the provision of individual brochure distribution and fulfillment services at the East Coast of the U.S. (accordance with section 3, paragraph 2, sentence 1 of the German contracting rules for the award of public service contracts [VOL/A]).

Enclosures:

- RFP application form (Bid Form)

Dear Sir or Madam,

The German National Tourist Board (GNTB) is seeking a qualified brochure distribution and brochure fulfillment service to execute the services described hereunder.

**1. Information on the services requested**

**1.1. About the client**

The German National Tourist Board (GNTB) is Germany's national tourism organization headquartered in Frankfurt. On behalf of and funded by the German federal government, the GNTB has been working internationally to promote Germany as a travel destination for the past 60 years, communicating the diverse appeal of Germany as a travel destination to a worldwide market. This involves the promotion of one of the largest and most attractive brands - Destination Germany. The GNTB is present around the world, with 11 foreign representative offices and 19 sales and marketing agencies. These carry out the bulk of its sales activities and are responsible for ensuring that the *Destination Germany* brand obtains the widest possible recognition worldwide.

**1.2. Background information on the contract**

The German National Tourist Office (GNTO) is the US branch office of the GNTB located in New York where it serves as the main office for North America. The GNTO mails promotional materials such as brochures, flyers and posters throughout the U.S.

**1.3 Subject of the contract**

The contract will consist of but shall not be limited to the following services:

- The warehouse receives a total of 7,600 brochures shipped directly from our partner in Germany

- The brochures will be sent out to the travel trade in two different mailings and to two different databases provided by the GNT0
- Reporting and invoicing
- Brochure fulfillment

**1.4. Area of service provision**

Location of your venue in the U.S. Distribution of materials to clients the USA.

**1.5. Delivery period**

Commencement of contract and services: September 1, 2015

Termination of contract: upon completion

**1.6. Scale of proposals**

Proposals may only be submitted for the full range of services, no partial offers.

**2. Information on the award procedure**

**2.1. Award method**

Competitive RFP for bidders in accordance with section 3, paragraph 2, sentence 1 VOL/A

**2.2. Agency awarding the contract**

German National Tourist Board  
Beethovenstr. 69  
D – 60325 Frankfurt  
Germany

**2.3. Information on award documents**

Information about the content of the tender will be given by:

German National Tourist Office  
Mila Kickert  
Assistant to the Regional Manager  
122 East 42<sup>nd</sup> Street, Suite 2000  
New York, NY 10168-0072  
Tel.: +1 212-661-7200 ext. 229  
E-mail: mila.kickert@germany.travel

Information about the formal tender will be given by:

-Procurement agency-  
Daniel Volaric  
Deutsche Zentrale für Tourismus e.V.  
Beethovenstrasse 69  
60325 Frankfurt am Main  
Tel.: +49 (0) 69 - 97464-215  
E-Mail: daniel.volaric@germany.travel

2.4 Questions about the contract award documents or the competitive tendering procedure will be considered until three days before the deadline for submission of quotations ends. Your questions will be permitted and answered per e-mail.

### **Award criteria**

➤ **Bidder's services and processing outlined in the work plan: 10 %**

*With the list and specification of services and costs, the bidder provides a work plan which demonstrates that the applicant understands the scope of work and has set ambitious, yet obtainable goals. The applicant has a grasp of how much time each step in the process will take and provides a realistic work plan. The process indicates an understanding of compliance requirements with the GNTO. Additionally, the bidder provides samples of invoices and the reporting system demonstrating comprehensible calculations and easily traceable costs.*

➤ **Bidder's competitive rate structure 50%**

*The budget is complete, realistic and includes all essential items required for high quality service. The applicant guarantees competitive rates for moving, receiving, handling and shipping the GNTO's materials.*

➤ **Bidder's process optimization and coverage of delivery zones and delivery times: 25 %**

*The bidder describes innovative approaches of collecting postage from clients using a clear and efficient pricing system. The bidder describes the realization of an overall process optimization which is likely to result in cost savings, reduced processing- and guaranteed delivery times or other efficiencies of operation.*

➤ **Bidder's storage capacities and software: 15 %**

*The applicant proves ability to receive and securely store the current stock as well as future deliveries in a well-positioned venue with the flexibility to adjust to seasonal variation in volume. The bidder is able to provide an order-, inventory- and payment system in order to collect personal data, payments and customer's order history and as well as to monitor the order of items, inventory and stock movements.*

### **3. Bidding terms & conditions**

All corporate information with regard to the GNTB, GNTO and its strategies is to be treated as strictly confidential. This information, together with any work materials provided, may not be used for other customers/purposes unless the GNTB has given its prior approval. All media purchases must be acquired through competitive RFPs among suppliers and service providers. The GNTB may receive documentary proof of this upon request.

#### **3.1. Form and content of the RFP application**

### 3.1.1. Format requirements

- Please submit your written application in a PDF document, stamped and signed to the e-mail address indicated in 3.3 below. **Submissions by fax or other digital formats will not be accepted.**

### 3.1.2. Changes, corrections and withdraws of proposals

- Changes or corrections of proposals will be accepted by the same deadline as the proposal itself, addressed to the GNTTO as mentioned above.
- **Explanatory notes may be attached as an enclosure, provided that their inclusion serves to enhance the appraisal of the tender application.**
- Changes by the bidder to his documentation must be unequivocal.
- Any changes to this RFP made by GNTTO will be made available for all prospective bidders to receive.

### 3.1.3. Signature

All documents, forms (where marked) and declarations must be signed. The name/s of the signatory/signatories must be stated in print letters.

## 3.2. Documents to be attached

The documents listed under Items 3.2.1 to 3.2.2 below as well as sample invoices must be attached in order for the application to be taken into consideration.

**The submission of these declarations and proofs is mandatory. Applications with incomplete documentation will not be considered.**

**All forms must be fully completed. If no information can be given or is not applicable due to objective reasons, this must be indicated in the field(s) and a separate explanatory note must be included. If information is missing and no note is given, the GNTTO will exclude the respective application from the process without any further examination.**

### 3.2.1. Bid Form

All forms are available for download at

[http://www.germany.travel/en/parallel\\_navigation/ueber\\_uns/ausschreibungen/ausschreibungen\\_1.html](http://www.germany.travel/en/parallel_navigation/ueber_uns/ausschreibungen/ausschreibungen_1.html)

### 3.2.2. Service description

Minimum requirement of the bid:

- Fixed costs/Handling fees
- Handling/Processing fees (not to include postage)
- Costs for postage to different locations
- Customs clearance
- Further particulars

**3.3. Submission of the RFP application**

RFP applications must be delivered **by 1:00 PM on September 1, 2015** to the following location:

German National Tourist Office  
Attn. Mila Kickert  
122 East 42<sup>nd</sup> Street, Suite 2000  
New York, NY 10168-0072  
[mila.kickert@germany.travel](mailto:mila.kickert@germany.travel)

**Failure to submit your application and the required elements by the above deadline will cause the applicant to be deemed non-responsive and cannot be taken into consideration.**

**3.4. Protection of data privacy:**

The bidding procedure requires the recording of personal data submitted with your documents. The GNT0 will not share such data with third parties.

**3.5. Duty of disclosure:**

After reviewing the proposals, GNT0 reserves the right to disclosure additional information and clarification from participants, if necessary. This is to resolve all doubts about a bidder or his proposal in case of any questions or obscurities in the bid.

**3.6. Refund of expenses:**

There will be no refund for expenses that occur either for the preparation or submission of the proposal or for any costs related to that.

**3.7. Conflict of interest statement:**

The bidder/bid consortium certifies that no employee, family member or partner of the GNT0 will receive a financial or other direct benefit of funds from the contract award.

**3.8. Bidding consortium**

Consortia and other collaborative bidders are jointly and severally liable for the fulfillment of the offered services. In the proposal, all members of the bidding consortium have to be named as well as one of their members as the authorized representative for the bidding procedure, the signing and conduction of the contract.

**3.9. Dissemination of services to subcontractors**

The bidder has to indicate and name the nature and complexity of services which he intends to transfer to the subcontractor. When obtaining bids for subcontractors, the bidder is obligated to include small and medium-sized companies in an appropriate way. As well as to award subcontracts to small and medium-sized companies in a way that is compatible with the contractual performance of the service. Furthermore the bidder is obligated to proceed according to competition aspects when assigning partial

performances and to offer the subcontractor overall no more disadvantageous conditions than they were agreed upon through the contract with the bidder. In particular, in regards to the method of payment and the collateral security. The dissemination of services to subcontractors has to be approved by the awarding authority and will only be given in justified exceptions.

### **3.10. Conditions of payment**

According to section 17 of the German contracting rules for the award of public service contracts [VOL/B].

### **3.11. Binding period**

The binding period ends on September 15, 2015.

### **3.12. Language**

The bid as well as all other forms and documents have to be in English.

## **4.0 Miscellaneous**

- The contract shall be awarded to the responsible and responsive bidder whose proposal most completely meets the requirements and criteria outlined in this document and who provides the greatest value to the GNT0 being proven by submitting the required information and references.
- The references requested represent one critical factor for the evaluation of the bidder's expertise and qualification. Reference to a contracting company for proof of qualification can only be accepted if the contractor agrees to provide his services to the GNT0 to fulfill the contract.
- The staff members of the GNT0 will be the judge of the proposals and the resulting contract that is in its best interest and its decision shall be final. Also, the GNT0 reserves the right to make such investigation as it deems necessary to determine the ability of any bidder to perform the work or services requested.
- If jointly defined goals are not being reached by the awarded bidder, or if governmental funds are suspended, the GNT0 reserves the right to withdraw from all contractual obligations.
- The awarded bidder is obliged to effect general liability insurance in order to cover compensation should GNT0 incur any loss or damage of their inventory.

All bidders who submit a proposal in response to this RFP agree on the aforementioned terms & conditions in order to enter into a contract.

We look forward to receiving your proposal.

Kind regards,

Ricarda Lindner  
Regional Manager The Americas  
German National Tourist Office

**Attachment I: Bid Form**



Name and address of bidder (company stamp)

**German National Tourist Office**  
**Keyword: Individual Brochure Mailing and Fulfillment Services**  
**Attn. Mila Kickert**  
**122 East 42<sup>nd</sup>**  
**Suite 2000**  
**New York, NY 10168 – 0072**

**Type of call:**  
**Call for bids**

**Deadline for proposal submission:**  
**September 1, 2015 at 1:00pm**

**Deadline for binding period:**  
**September 15, 2015**

**Company name of the bidder:** \_\_\_\_\_

**Contact person, tel., fax, email:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Company tax ID:** \_\_\_\_\_

**Proposal for Services (Ang. VOL)**

**Individual Brochure Mailing and Fulfillment Services**

This RFP comprises \_\_\_\_\_ pages incl. this page. Please check.

**Enclosures**

- Service description**
- Documents/forms requested as per list of attachments**
- \_\_\_\_\_

\_\_\_\_\_  
**Date, Stamp, Signature**

## Attachment I: Bid Form

Name and address of bidder (company stamp)

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<p>1. I/We offer the execution of the described services for the entered prices by myself/us. Until the awarding (see above), I/we are bound to my/our offer. All amounts are indicated in US Dollars.</p>
<p>2. If examination of the offered price results in the price not being valid according to order PR Nr. 30/53 (in the respective version), the tender price will be the legal price.</p>
<p>3. My/our proposal is based on the hereafter conditions of the Deutsche Zentrale für Tourismus e.V. (German National Tourist Board) which I/we know and accept:</p> <p>3.1. The standard terms and conditions for the execution of services (VOL/B)</p> <p>3.2. The special conditions for execution mentioned in the preliminary remarks</p>
<p>4. I/we will present statements that show that I/we have/had the ability to meet our legal obligations to pay tax and social security contributions when required before the awarding.</p>
<p>5. I/we assure that the proposal was made without price agreement (restrictive measures according to § 1 GWB).</p>
<p>6. I/we understand that consciously wrong declarations at the preceding declarations result in my/our exclusion of this and further RFPs.</p>
<p>7. I/we understand that a justification for rejection of the proposal can only be done through a written application. (§ 19 VOL/A)</p>
<p>8. With the signature hereunder you accept any other required conditions of this RFP. (application-, awarding- and other conditions)</p>

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**Date, Stamp, Signature**



# Attachment I: Bid Form



Name and address of bidder (company stamp)

9. The applicant declares,

that there are no current or submitted insolvency proceedings or other similar legal processes over his assets or an application was rejected due to the lack of mass; he is not in liquidation; he properly met his obligation to pay tax and other dues as well as social security contributions; he properly met his legal obligations regarding employment of severely disabled persons; that he did not make consciously wrong declarations in the awarding procedure in regards to his technical qualifications and performance; that there are no illegally employed workers in his company.

10. The bidder is a member of the following Occupational Safety and Health Administrations:

Name: \_\_\_\_\_ Member-ID. \_\_\_\_\_  
Name: \_\_\_\_\_ Member-ID. \_\_\_\_\_

Bidders whose residence it not in Germany please state their respective insurance carrier (**this also applies for subcontractors**)

11. The bidder is in agreement that the individual related data communicated by him can be processed and saved for the award procedure and can be communicated to non-awarded bidders.

12. The bidder is a foreign company of an

- EU-State (Nationality) \_\_\_\_\_  
 other State (Nationality) \_\_\_\_\_

13. The offer is carried out by

- the bidder as an individual enterprise  
 a bidding consortium (if appl. name of the bidding consortium (FORM 2))

14. The bidder intends to pass parts of the services to subcontractors:

- No  
 Yes; see enclosed list (FORM 3)

15. Space for notes and explanations: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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**Date, Stamp, Signature**

9/24

Stand: 14.07.2015

**Attachment I: Bid Form**



Name and address of bidder (company stamp)

**List of attachments required with the RFP proposal**

Forms and other documents	Number of attachments	Total pages of all attachments	Total number of pages
Form 1: Information concerning the bidder*			
Form 2: Declaration of the bidding consortium (if applicable)			
Form 3: Naming of subcontractors for the services provided (if applicable)			
Form 4: References for the bidder/subcontractor in respect of services of a similar nature*			
Form 5: Company Details			
Form 6: Further necessary particulars I			
Form 7: Further necessary particulars II			
Service description* (complete RFP form)*			
Other documents submitted by the bidder			pages

**\*) If those attachments are missing the bidder will be excluded from the process.**

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**Date, Stamp, Signature**

# Attachment I: Bid Form



Name and address of bidder (company stamp)

## FORM 1: Information concerning the bidder

<p>1. Function within the project: (only required for subcontractors of a bidding consortium)</p> <hr/> <hr/>
<p>2. Full name of the company:</p> <hr/>
<p>3. Legal structure of the company:</p> <hr/>
<p>4. Information on affiliated companies: (all majority shareholders must be declared (use chart if appropriate))</p> <hr/> <hr/>
<p>5. Full company address (address, country, phone, fax and email)</p> <hr/> <hr/> <hr/>
<p>6. Number of staff allocated to the services of this RFP (or comparable services).</p> <hr/>
<p>7. Turnover during the last years (gained with services of similar nature; in US Dollar)</p> <p>2014: _____</p> <p>2013: _____</p> <p>2012: _____</p>

**Please note: This form has to be completed by each member of a bidding consortium and subcontractor; if necessary, this form has to be duplicated for this purpose.**

\_\_\_\_\_  
**Date, Stamp, Signature**

**Attachment I: Bid Form**



Name and address of bidder (company stamp)

**FORM 2: Declaration of the bidding consortium (if applicable)**

The hereafter listed companies of the bidding consortium consist of Member 1 and the authorized representative of the bidding consortium:

Member 2: \_\_\_\_\_

Member 3: \_\_\_\_\_

Member 4: \_\_\_\_\_

declare,       that all members of the bidding consortium are jointly and severally liable;  
                  that the authorized representative acts legally binding for the bidding consortium  
                  with matters concerning the client;  
                  that the authorized representative is eligible to act unrestrictedly in names of all  
                  members of the bidding consortium concerning the bids;  
                  that the authorized representative is eligible to accept payments for each member  
                  of the bidding consortium without restrictions

Location, Date \_\_\_\_\_

Signature Member 1 \_\_\_\_\_

Name \_\_\_\_\_

Company stamp \_\_\_\_\_

Location, Date \_\_\_\_\_

Signature Member 2 \_\_\_\_\_

Name \_\_\_\_\_

Company stamp \_\_\_\_\_

Location, Date \_\_\_\_\_

Signature Member 3 \_\_\_\_\_

Name \_\_\_\_\_

Company stamp \_\_\_\_\_

**Please note: only to be completed by bidding consortia**

**Date, Stamp, Signature** \_\_\_\_\_

## Attachment I: Bid Form

Name and address of bidder (company stamp)

### FORM 3: Naming of subcontractors (if applicable)

The bidder names the following companies as subcontractors for parts of the services to be provided:

Service of the 1. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Appellation of the 1. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Address, phone and fax of the 1. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Service of the 2. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Appellation of the 2. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Address, phone and fax of the 2. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Service of the 3. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Appellation of the 3. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

Address, phone and fax of the 3. subcontractor: \_\_\_\_\_  
\_\_\_\_\_

**Date, Stamp, Signature**

# Attachment I: Bid Form



Name and address of bidder (company stamp)

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## FORM 4: References of the bidder/subcontractor in respect of services of a similar nature provided during the past 3 calendar years

Reference 1 for the service _____	
Name of the bidder/subcontractor	
Description of the services provided	
Period of execution	
Appellation of the client	
Address and contact person of the client	
Client's phone number	
Approx. contract volume in US Dollars	

Reference 2 for the service _____	
Name of the bidder/subcontractor	
Description of the services provided	
Period of execution	
Appellation of the client	
Address and contact person of the client	
Client's phone number	
Approx. contract volume in US Dollars	

\_\_\_\_\_  
Date, Stamp, Signature

# Attachment I: Bid Form



Name and address of bidder (company stamp)

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Reference 3 for the service _____	
Name of the bidder/subcontractor	
Description of the services provided	
Period of execution	
Appellation of the client	
Address and contact person of the client	
Client's phone number	
Approx. contract volume in US Dollars	

Reference 4 for the service _____	
Name of the bidder/subcontractor	
Description of the services provided	
Period of execution	
Appellation of the client	
Address and contact person of the client	
Client's phone number	
Approx. contract volume in US Dollars	

\_\_\_\_\_  
Date, Stamp, Signature





**Attachment I: Bid Form**



Name and address of bidder (company stamp)

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<b>Job skills and experience of your staff potentially dedicated to our account</b>	
	<b>Name of the responsible Account Manager</b>

**Date, Stamp, Signature** \_\_\_\_\_

**Attachment I: Bid Form**



Name and address of bidder (company stamp)

**FORM 6: Further necessary particulars I**

**Description of company's current techniques and use of available technologies in regards to receiving and processing brochure orders and payments:**

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**Explanations for services to be offered and how they are being accomplished in practice:**

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**Detailed description of all steps and estimated times of the work process from when a brochure order is received to when the package is being shipped:**

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\_\_\_\_\_  
**Date, Stamp, Signature**

**Attachment I: Bid Form**



Name and address of bidder (company stamp)

**FORM 7: Further necessary particulars II**

**Indication of processing- and delivery times and description of how the company is able to guarantee them:**

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**Description of innovative approaches you suggest to use in implementing this project, e. g. mentioning preferred parcel service providers you work with, corporate discounts and benefits etc., if applicable:**

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**Date, Stamp, Signature** \_\_\_\_\_

## Attachment I: Bid Form

Name and address of bidder (company stamp)

### **S e r v i c e   D e s c r i p t i o n**

#### **Individual Brochure Mailing and Fulfillment Services**

**Commencement of contract and services: September 1, 2015**

**Termination of contract: After completion**

**The awarded bidder is obliged to effect general liability insurance in order to cover compensation should GNTO incur any loss or damage of their inventory.**

#### **Information on inventory and mailing activities**

**The warehouse receives approximately 7,600 brochures shipped directly from our partner in Germany:**

- **6,000 brochures "SIGHTGEIST Nr. 8"**  
**Weight:           377 Gramm = 13.298 ounces**  
**Size:               210 x 297 mm = 8,27 x 11,693 inches**
  
- **1,600 Cultural Highlights 2015-2017**  
**Weight:           103 Gramm = 3.633 ounces**  
**Size:               105 x 210 mm = 4,11 x 8,267 inches**
  
- **Each mailing is accompanied by a customized letter printed on GNTO-letterhead addressing the travel trade partners.**
  
- **Mailing should be executed after receipt of material from Germany.**

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**Date, Stamp, Signature**

## Attachment I: Bid Form



Name and address of bidder (company stamp)

### Brochure fulfillment

- Providing adequate secured indoor storage space for GNTO's tourism brochures until they have been sent out.
- Customs clearance, receiving, checking and storage of brochures.
- Processing of two different direct mass mailing with two different publications to 6,000 and 1,600 travel industry contacts (provided by GNTO).
- Printing of two different letterheads (6,000 and 1,600) according to the specification provided by the GNTO to accompany the brochures.

### Reporting and Invoicing

- Preparing a specific quote which clearly indicates all fees that may occur for the services provided and any other additional fees.
- Preparing an overall invoice based on the quote, after mailing has been conducted.
- Providing instant reports on incoming items.

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**Date, Stamp, Signature**

## Attachment I: Bid Form

Name and address of bidder (company stamp)

## Main Bid:

### 1. SIGHTGEIST Mailing

6,000 brochures      "SIGHTGEIST Nr. 8"  
Weight:                377 Gramm            =      13.298 ounces  
Size:                    210 x 297 mm        =      8,27 x 11,693 inches

	Quantity	Unit Cost	Total Cost
Fulfillment-1 brochure and 1 letter	6,000		
Printing color onto supplied letter-head	6,000		
Printing of b/w carrier sheet	6,000		
Database	6,000		
Packaging	6,000		
Postage Estimate (del. up to 10 days)*	total		
<b>TOTAL</b>			

\_\_\_\_\_  
Date, Stamp, Signature

## Attachment I: Bid Form

Name and address of bidder (company stamp)

### 2. CULTURAL HIGHLIGHTS

1,600 Cultural Highlights 2015-2017

Weight: 103 Gramm = 3.633 ounces

Size: 105 x 210 mm = 4,11 x 8,267 inches

	<b>Quantity</b>	<b>Unit Cost</b>	<b>Total Cost</b>
Fulfillment-1 brochure and 1 letter	1,600		
Printing color onto supplied letter-head	1,600		
Printing of b/w carrier sheet	1,600		
Database	1,600		
Packaging	1,600		
Postage Estimate (del. up to 10 days)*	total		
<b>TOTAL</b>			

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**Date, Stamp, Signature**

