



## Request for Quote (RFQ) Membership Brochure

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### Summary

The Society for Neuroscience is seeking a vendor to create and design a SfN membership recruitment brochure. This highly visible product will encourage individuals to join or renew their membership in the Society. SfN will provide detailed information on membership benefits as well as seasonal campaign and membership levels and rates. This collateral will be distributed at scientific conferences, SfN's annual meeting, and mailed out to prospective members.

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### Organizational Information

SfN is the world's largest organization of scientists and physicians devoted to advancing the understanding of the brain and nervous system. A membership society founded in 1969, SfN has grown to serve more than 37,000 members in 87 countries. SfN promotes scientific exchange through its annual meeting, which attracts more than 30,000 attendees from around the globe, and *The Journal of Neuroscience*, the field's most-cited peer-reviewed journal. SfN also supports the neuroscience community through professional development programming and is dedicated to sharing the excitement and progress of scientific discovery through public information and outreach. SfN advocates strongly for policies that advance science and improve health, such as robust federal research investments and the responsible use of animals in research.

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### Key Dates

Activity	Date
RFQ Release Date	March 24, 2017
Vendors to Submit Questions / RFQ Clarifications	March 24 to April 10, 2017
RFQ Response Deadline	April 17, 2017

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### Scope of Work

- Create an 8-10 page multi-year shelf life brochure that focuses on general membership benefits, the annual meeting, scientific publications, professional development, advocacy, and information about how to join the Society and has the ability to insert seasonal updates for new campaigns and membership levels and rates.
- The design should be able to fit within a standard 9x12 envelope.
- Content and images will be provided by SfN to said vendor.

#### Services to include:

- Participation in a client kick-off meeting to establish design criteria, graphic design expectations and to define needs and objectives.
- Presentation of 3 covers with 2 interiors initially, and based on that selection, proceed into the design of the brochure.
- Full layout and design with 1-5 rounds of proofs.
- Developing print specs, create final press files, review printer's proofs and conduct press checks.

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### **Supplier Questions**

Questions may be e-mailed to SfN Procurement Manager Hilary Sadoo: [hsadoo@sfn.org](mailto:hsadoo@sfn.org). Written questions should be directly tied to the RFQ by the supplier. Questions should be asked in constructive order, from beginning to end, following the organization of the RFQ. Each question should begin by referencing the RFQ page and section number to which it relates.

NOTE: Registered bidders are NOT to contact any SfN associate directly without first clearing it with the Procurement Manager. You can contact the Procurement Manager at 202-962-4017. Anyone caught violating this rule risks being eliminated from the RFQ process.

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### **Submission**

**Interested candidates should provide a detailed proposal and 1-3 samples of design work to [hsadoo@sfn.org](mailto:hsadoo@sfn.org) by 5 pm EDT April 17<sup>th</sup>, 2017.**

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### **General Information**

- Neither SfN nor its representatives shall be liable for any expenses a bidder incurs in connection with preparation of a response to this RFQ. Applicants should prepare their proposals simply and economically, providing a straightforward and concise description of the bidder's ability to meet the requirements of this RFQ.
- The issuance of this RFQ does not commit SfN to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request or to actually procure the requested services.
- SfN reserves the right to reject any or all the RFQ applications submitted in response to this solicitation, due to the lack of responsiveness, changes in SfN's operating objectives, lack of funding, or for any reason determined by SfN and at the sole discretion of SfN.
- Gratuity Prohibition: Vendors shall not offer any gratuities, favors, or anything of monetary value to any associate at SfN for the purpose of influencing consideration of this proposal. If a SfN associate solicits a gratuity, the vendor is obligated to inform SfN's Deputy Executive Director.