

Issued: 5/4/2017

In-Store Video and Audio Services Request for Proposals

Background:

The New Hampshire Liquor and Wine Outlets has placed video screens and audio services various stores to provide promotional information on products and services of the retail locations. The intent of the program is to allow an advertising channel for brands to promote within the stores. Additionally, the services enhance the shopping experience through quality audio programming, and a greater sensory experience with the video screens.

There are 79 retail locations in the state of New Hampshire. The following is a current breakdown of the number of locations currently being serviced:

- 42 locations have audio playing services, 27 require amps
- 23 locations have video playing services with a total of 69 screens (61 42", 8 65" LG Screens)
- 42 locations have routers to support the updating of video and audio content

The current services provide for the installation of all equipment as necessary for new store openings or relocations, maintenance of the equipment with a high-uptime requirement, and a technology platform for managing the content on the audio/radio and video screens. Currently the audio and video is not sync'd. The current provide also provides advertising sales to attract placement of ads from 3rd parties. The revenue from these advertisements is used to offset the cost of services.

Vendor Selection:

The winning vendor(s) will exhibit a proven track record in providing the required services. The responding parties may elect to provide one or all of the services as outlined in this RFP. All vendors must be able to provide live examples of currently serviced retail or commercial locations.

The vendor must be able to provide timely services for outages or maintenance when required. Access to the stores is primarily granted during retail store hours, but exceptions are made when appropriate.

Successful Partnership:

The success of this contract will be measured by the following criteria:

- **Presentation of high quality video audio materials.** The vendor must exhibit the ability and prior experience with delivering high quality video and audio services. Due to the nature of multiple advertisers and content pieces being displayed and aired, the vendor must show an ability to maintain consistent video quality and audio levels. The technology platform should allow for the upload of multiple pieces of content to run in an assigned order and duration of time.
- **Ability to maintain the program and the equipment.** As these units provide an in-store experience, it is imperative that all systems are up and operational. A vendor must be able to

show the ability to provide timely and high quality service. Options for sync'ing the audio and video within a single store should be provided.

- **Advertising sales.** This RFP will consider vendors who are able to provide the technology platform, hardware and service elements only, and optionally companies who wish to exclusively or as part of the package provide the advertising sales services. Vendors may elect to submit for any combination of the services except the sale of hardware only.
- **Advertising revenue generation resulting in excess revenue over cost of services.** Vendors will be expected to provide a process by which revenue from advertising is shared with the commission. It will be the vendor's responsibility to outline the calculation method and approach to revenue sharing. It is expected that the vendor will provide a minimum revenue generation basis of \$100,000 per year.

Specifications:

Physical Installations

- 42 locations have audio playing services, 27 require amps
- 23 locations have video playing services with a total of 69 screens (61 42", 8 65" LG Screens)
- 42 locations have routers to support the updating of video and audio content

Technology Platform

Vendor must provide a system which allows for remote update of content on both audio and video devices. This is currently consistent per retail location, but may vendors should share their expertise in the RFP response regarding individual store messaging for audio/video vs. system wide. The platform should have the ability to add advertisers, and ideally manages the automatic on/off date/time of content updates. The technology also requires devices for connectivity to the internet for updating content and the accompanying internet service.

Equipment Sales

The vendor should have the ability to supply the retail locations with the necessary hardware. This includes the audio devices, screens, amps, installation brackets, wiring, etc. The audio system is also integrated with the store's phone system for paging.

Services

The vendor must be able to provide the equipment, installation, and system maintenance services, including the updating of content, as necessary. Content is primarily supplied, but a successful vendor will have capabilities of producing at least audio services including voice over and recording for some message as needed. Audio content is ASCAP based for music content. Vendor must be able to provide a similar service to meet royalty licensing rules and legal requirements. Vendors may optionally include services to perform advertising sales. While advertising sales are optional, vendors able to offer the complete line of services will be much more seriously considered.

Advertising Sales

A selected vendor will be responsible for actively selling advertising placement, and managing the collection and placement of all advertising on audio, video or a combination of devices. The vendor must be able to work with the advertisers, including the individual brokers and suppliers of spirit and

wine brands, to ensure all advertising materials meet standards of the commission in quality and content.

The following are requirements for the advertising portion of this contract:

- Media kit to be reviewed and approved with NHLC team
- Revenue sharing options to be provided to NHLC
- An appropriate salesperson for advertisements will have existing relationships in the industry and in the local market
- Bidders are asked to share examples of existing relationships in which they are providing advertising sales as part of the providing of video and audio services

Vendors should provide an overview of how advertising revenue would be shared for the sale

Current Equipment:

Vendors may elect to consider the purchase of the current equipment instead of replacing all current equipment. The current provider and new vendor will need to negotiate these terms. However, all vendors should provide their interest and ability to explore this option to minimize the disruption to store operations.

Proposal Requirements:

Bidders must address all requirements of this RFP. The following are general guidelines for submissions:

- About the Company – size, location, overview of operations and focus services
- Team structure for this engagement
- Approach to the overall project
- Scheduling and handing of service requests
- Outline of advertising sales and revenue share methodology
- Overview of similar existing relationships with references
- Examples of current locations with services being actively provided

RFP Timeline:

RFP Questions due	May 26, 2017
Answers provided by wedü	May 31, 2017
RFP Proposals due	June 22, 2017
Interviews of Finalists Completed	July 21, 2017
Contract awarded	August 18, 2017

Submission:

All questions and final proposal submissions may be sent to the attention of:

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