

To whom it may concern:

Participants
in the public competitive tender

New York, April 17, 2013

Request for Proposal (RFP)

Call for bids for the provision of brochure distribution and fulfillment services at the East Coast of the U.S. (in accordance with paragraph 3, section 2, 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. In addition to that, sales offices in Los Angeles and Chicago attend to the travel trade industry handling inquiries by mail, email and telephone. 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 brochures shipped on pallets directly from our head office in Frankfurt/Germany or from tourism partners in Germany
- In addition, our U.S. offices are sending in collateral promotional material, occasionally
- Conduction of mailings. The majorities of such mailings are classic shipments containing one or a few items which are individually assembled. Furthermore, bulk mailings with large quantities of the same item, e.g. for events or to partners from the trade industry, consulates and GNTTO offices (house orders) are being sent out, regularly.
- 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: July 1, 2013

Termination of contract: June 30, 2014

Possible one year contract extensions through June 30, 2016; decision to renew will be based on performance

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 paragraph 3, section 2 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
Julia Müller
Sales Coordinator
122 East 42nd Street, Suite 2000
New York, NY 10168-0072
Tel.: +1 212-661-7200 ext. 231
E-mail: julia.mueller@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

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

2.4 Award criteria

The most economical tender.

3. Bidding terms & conditions

All corporate information with regard to the GNTB, GNTD 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 hard copy – in a sealed envelope marked with “2013 Brochure Distribution and Fulfillment Service” to the location indicated in 3.3 below. Submissions by fax, e-mail, 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 GNTD 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.
- The applicant has the right to withdraw their proposal at any time. Any changes to this RFP made by GNTD 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 3.2.3 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

3.2.2 Background on the release of company information in the tender form:

➤ **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 GNTTO. Additionally, the bidder provides samples of invoices and the reporting system demonstrating comprehensible calculations and easily traceable costs.

➤ **Bidder's competitive rate structure, process optimization and coverage of delivery zones and delivery times: 45 %**

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 GNTTO's materials. 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: 30 %**

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.

➤ **Bidder's proven know-how and capability: 15 %**

The applicant has the most relevant experience to provide quality performance. The number and type of staff positions are appropriate for the project; Individuals proposed are sufficiently qualified to perform necessary tasks, and the percentage of time dedicated to the project is adequate and not over- or underestimated.

3.2.3. 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 5:00 PM on May 03, 2013** to the following location:

German National Tourist Office
Attn. Julia Müller
122 East 42nd Street, Suite 2000
New York, NY 10168-0072

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. Timeline

Our proposed 2013 schedule is as follows:

May 03:	Deadline for submission of RFP's
May 06 - 21:	Evaluation of proposals and identification of finalists
May 31:	Award and Contract

3.5. Notification and non-qualified applications

Only qualifying bidders will receive an invitation for a presentation of their proposal. All non-qualified bidders can receive a notification upon written request according to

section 27 of the German contracting rules for the award of public service contracts [VOL/A].

3.6. 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.

3.7. 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.

3.8. 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.

3.9. 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.

3.10. 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.

3.11 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.

3.12. Conditions of payment

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

3.13. Binding period

The binding period ends on June 30, 2013.

3.14. 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 GNTTO 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 GNTTO to fulfill the contract.
- The staff members of the GNTTO 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 GNTTO 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 GNTTO 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 GNTTO 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