



PROCUREMENT SERVICES

Invitation to Negotiate for

Branding, Advertising, Brand Launch and Media
Placement Services

Please mark all proposal submission envelopes with the
following information:

ITN21NH-116

Opening 10/8/2020 3:00 PM ET

1.0	STATEMENT AND SCOPE OF WORK	5
1.1	Summary.....	5
1.2	Scope of Work.....	5
1.3	Term of Agreement.....	6
1.4	Coverage and Participation	6
1.5	Background.....	7
2.0	EVALUATION PROCESS AND METHOD OF AWARD.....	7
2.1	<i>Method of Award</i>	7
2.2	<i>Selection, Negotiation, Additional Information</i>	8
2.3	<i>Pre-Award Presentations.....</i>	8
2.4	<i>Pre-Award Negotiations.....</i>	8
2.5	<i>Vendor Protest Procedure; Notice of Proposal Protest Bonding Requirement</i>	9
2.6	<i>Contractual Intent/Right to Terminate and Recommence ITN Process.....</i>	9
2.7	<i>Effective Period of Proposals.....</i>	9
2.8	<i>Proposal Acceptance/Rejection.....</i>	9
2.9	<i>Errors and Omissions in Vendors Proposals.....</i>	9
2.10	<i>Determination of and Information Concerning Vendor's Qualifications</i>	9
2.11	<i>Apparently Conflicting Information Obtained by Vendor.....</i>	10
2.12	<i>Rejection of Vendor Counter-offers, Stipulations and Other Exceptions</i>	10
2.13	<i>Vendor's Need to Use Proprietary Rights of the University</i>	10
2.14	<i>Public Record.....</i>	10
3.0	SCHEDULE OF EVENTS	10
3.1	Pre-Proposal Conference.....	10
3.3	Special Accommodations.....	11
4.0	PROPOSAL RESPONSE AND PREPARATION INSTRUCTIONS.....	11
4.1	Proposal Format Organization.....	11
4.1.1	<u>Response Format</u>	12
4.1.2	<u>Number of Proposal Copies to be Furnished.....</u>	14
4.1.3	<u>Bindings and Marking</u>	14
4.1.4	<u>Marking of Envelopes</u>	14
4.1.5	<u>Proposal Costs</u>	14
4.1.6	<u>Faxes or Emails Not Accepted.....</u>	14
4.2	Requirements of Proposer for Response	14
4.2.1	<u>Original ITN Document.....</u>	14
4.2.2	<u>Vendor's Understanding of the ITN.....</u>	14
4.2.3	<u>University Provides Information in Good Faith without Liability</u>	15
4.2.4	<u>Verbal versus Written Communication</u>	15
4.2.5	<u>Questions, Communications and Inquires between the University and Vendors.....</u>	15
4.2.6	<u>Addenda and the University's Response to Communications from Vendor</u>	16
4.2.7	<u>Pricing Proposal.....</u>	16
4.2.8	<u>Revisions to the ITN.....</u>	16
4.2.9	<u>Attention to Terms and Conditions</u>	17
4.2.10	<u>Required Signature</u>	17
4.2.11	<u>Authority to Negotiate.....</u>	17
4.2.12	<u>Collusion Prohibited</u>	17
4.2.13	<u>Improper Business Relationships/Conflict of Interest Prohibited</u>	17
4.2.14	<u>Corrections, Changes, and Providing Information on Forms within the ITN.....</u>	18
4.2.15	<u>N/A.....</u>	18

4.2.16	<u>Anti-Kickback</u>	18
4.2.17	<u>Withdrawal of ITN</u>	18
4.2.18	<u>University's Right to Use Vendor's Ideas/Proprietary Information</u>	18
5.0	DEFINITIONS	19
5.1	Agreement/Contract	19
5.2	Customer	19
5.3	May, Should	19
5.4	Must, Shall, Will	19
5.5	Proposal.....	19
5.6	Proprietary Information.....	19
5.7	Provider	19
5.8	Invitation to Negotiate (ITN).....	19
5.9	Respondent	19
5.10	Response.....	19
5.11	Successful Vendor	19
5.12	Supplement Agreement	20
5.13	Supplier.....	20
5.14	University of Florida, UF or University	20
5.15	Vendor.....	20
5.16	Vendor's Proposal	20
5.17	Vendor's Response	20
6.0	AGREEMENT TERMS AND CONDITIONS	20
6.1	Actions of Successful Vendor.....	20
6.2	Advertising	20
6.3	Americans with Disabilities Act	20
6.4	Certification	21
6.5	Conflict of Interest	21
6.6	Discrimination	21
6.7	Drug Free Workplace.....	21
6.8	Equal Opportunity Statement.....	21
6.9	Federal, State, and Local Laws and Regulations	22
6.10	Inspection, Audit and Reporting	22
6.11	Liens.....	22
6.12	Modifications.....	23
6.13	Non-Discrimination.....	23
6.14	Ownership of Documents	23
6.15	Sales and Use Tax	23
6.16	Sexual Harassment.....	23
6.17	Small Business Program	23
6.18	Tobacco Free Campus Policy.....	24
6.19	Sustainability Preferences.....	24
6.20	Assignment-Delegation.....	24
6.21	Assignment of Anti-Trust Overcharge Claims.....	24
6.22	Date for Reckoning Prompt-Payment Discount	24
6.23	Force Majeure	24
6.24	Intentionally Omitted	24
6.25	Indemnification/Hold Harmless; Liability	25
6.26	Insurance Requirements	25
6.27	Protection of Property	26
6.28	Labor Disputes.....	26
6.29	Laws and Regulations.....	26
6.30	Intentionally Omitted	26

6.31	No Waiver of Right by the University	27
6.32	Notice to Vendors of Asbestos-Containing Materials in University Buildings	27
6.33	Parking and Identification Badges.....	27
6.34	Payment Terms	27
6.35	Price Adjustment	27
6.36	Prior Course of Dealings.....	28
6.37	Intentionally Omitted	28
6.38	Public Entity Crime	28
6.39	Public Records.....	28
6.40	Referencing of Orders.....	28
6.41	Remedies and Applicable Law	29
6.42	Right of Inspection	29
6.43	Right of Offset.....	29
6.44	Intentionally Omitted	29
6.45	Intentionally Omitted	29
6.46	Intentionally Omitted	29
6.47	Termination	29
<u>6.47.1</u>	<u>Convenience</u>	29
<u>6.47.2</u>	<u>Default</u>	29
<u>6.47.3</u>	<u>Gratuities</u>	30
<u>6.47.4</u>	<u>Insolvency</u>	30
<u>6.47.5</u>	<u>Lack of Funds</u>	30
<u>6.47.6</u>	<u>Stop Work Order</u>	30
<u>6.47.7</u>	<u>Suspension or Debarment</u>	30
<u>6.47.8</u>	<u>Continuation of Performance Through Termination</u>	31
6.48	Intentionally Omitted	31
6.49	Intentionally Omitted	31
6.50	Payment Card Industry Data Security Standard.	31
6.51	Payment and Invoice Information	31
7.0	Certifications and Forms	32
7.1	Certification of Proposal.....	32

1.0 STATEMENT AND SCOPE OF WORK

1.1 Summary

The University is seeking proposals from full service strategic brand, communication, marketing and advertising agencies to support the pending brand launch for the University of Florida and ongoing associated services.

The University is currently completing a brand refresh, evolving it's creative and messaging as it continues a push forward as a top-ranking university. As part of the brand effort, the Office of Strategic Marketing and Communications is seeking to establish a pool of agencies with the ability to support the launch of the new brand platform, provide continued build-outs for creative assets, media placement, comprehensive reporting, campaign management and strategic support services in addition to providing marketing and advertising services to University of Florida colleges, departments, centers and specific projects on an as needed basis.

While one agency will be selected to support the launch and measurement of the newly developed brand platform, the pool of awarded vendors will be available to campus for continuing work and services.

1.2 Scope of Work

Awarded agencies will be eligible to work with all University departments and units under this scope of work and assist UF units with the integration with the overall University brand. It is expected that any work may be shared with the University Office of Strategic Marketing and Communications, and the agency will release any master photo and video assets of the University of Florida subjects to the University regardless of whether or not they were used or published.

Scope of Work shall include, but shall not necessarily be limited to:

- A. Branding**
 - a. Expertise in integrated marketing strategy, goal setting and measurement of KPIs
 - b. Understanding of higher education dynamics, and innovative mindset for comprehensive branding executions (digital, environmental, print, multimedia and social media) with retargeting.
- B. Creative services**
 - a. Advertising design/adjustment for placements
 - b. Website design
 - c. Comprehensive brand asset development and build out
 - d. Presentation design
 - e. Video production and PSA development
 - f. Supplemental creative "video shorts" for social media channels
- C. Media Planning, execution and evaluation**
 - a. Working with UF to identify criteria for upcoming campaigns, including target markets, budget, reach, frequency goals, etc.
 - b. Developing local, regional, national and international competitive media buy analysis as needed
 - c. Providing and presenting a comprehensive media plan that includes strategic media analysis and recommendations for each campaign.
 - d. Meeting regularly with UF on changes, new media opportunities, review results/performance of previous campaigns, etc.
- D. Implement Media Buys**
 - a. Negotiate and contract for approved advertising plans on behalf of UF
 - b. Prepare all media insertion order packages

- c. Prepare all traffic instructions to the media vendors, this includes coordinating delivery of the creative
 - d. Verify production requirements and deadlines
- E. Monitor and Verify Invoices**
- a. Monitor media performance and insure that make-goods fall within campaign flight dates
 - b. Audit all media invoices
 - c. Work directly with media to handle make-goods
- F. Media Relations Support**
- a. Coordinate with UF needs for additional media pitch work within target markets
 - b. Develop and advance UFs agenda on research excellence gaining national media attention and mention
 - c. Measurement of catch, reach and market impact of earned media support.
- G. Dashboards - Measurement**
- a. Based on UFs Brand Watch license agency should develop campaign reports and quarterly trend data.
- H. UF Brand Launch**

The agency, working with the University of Florida's Office of Strategic Communication and Marketing, will develop and implement a branding campaign that will build on the efforts currently underway to raise the stature of the University nationally and internationally. Within this scope the University is pairing paid and earned media, this ITN is additionally seeking an agency that can advocate and promote UFs brand with both advertising and public/media relations. Additionally, other services the firm may be hired to provide over the course of the engagement include website redesign, advertising campaigns in multiple media arenas, social media initiatives, design for printed materials, etc.

The vendor-proposed team of staff must be available for the duration of the engagement, which is anticipated as two years, or the "launch period" for the new brand platform. If circumstances require that a change be made to the project team, the University reserves the right to require approval of any changes to the project team by University stakeholders. In addition, if during the engagement the University wishes to require a change to the project team for any reason, staff changes will be made promptly, subject to the University's approval of new team members.

All vendors will utilize existing contracts with commercial printers previously certified by the University of Florida. <http://identity.ufl.edu/resources/print-vendors/>

Vendors will be required to get approval when filming/shooting on campus by using the University of Florida Standard Location Agreement [see Attachment C]

The University intends to select one vendor from the awarded pool for this specific brand launch.

The successful firms will have proven prior successful experience working with customers and projects similar to those at UF.

1.3 Term of Agreement

The term of this Agreement will be for an initial period of two (2) years, **October 2020 – October 31, 2022 with the option of two (2) two-year renewals.**

1.4 Coverage and Participation

The intended coverage of this ITN and any Agreement resulting from this solicitation shall be for the Office of Strategic Communication and Marketing, and all other departments at the University of

Florida. With the consent and agreement of the Successful Vendor, the other state universities, or affiliates of community colleges, district school boards, other educational institutions, and other governmental agencies, may assess and access an Agreement resulting from this solicitation issued and administered by the University of Florida. The University may require a contract administration fee from the Successful Vendor for purchases made by other institutions.

The University reserves the right to add and/or delete elements, or to change any element of the coverage and participation at any time without prior notification and without any liability of any kind or amount.

1.5 Background

UF has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belong to the Association of American Universities, the higher-education organization comprising the top 62 public and private institutions in North America. UF is consistently ranked among the nation's top universities: No. 7 in U.S. News & World Report's "Top Public Schools" (2020); No. 2 in Kiplinger's "Best Values in Public Colleges" (2017); and No. 3 on the Forbes list of best value public universities (2019). Additionally, UF ranked No. 6 in the New York Times list of universities that do the most to help low-income students (2015) and No. 3 in the Milken Institute's ranking of Best Universities for Technology Transfer.

As the state's oldest and most comprehensive university, tracing its beginnings to a small seminary in 1853, UF is now among the nation's most academically diverse public universities. with an enrollment of 54,000 students annually. UF is home to 16 colleges and more than 170 research centers and institutes and offers nearly 300 graduate degree programs. Only five other universities nationwide have as many programs of study on one campus as the University of Florida.

2.0 EVALUATION PROCESS AND METHOD OF AWARD

2.1 Method of Award

The evaluation of each response to this ITN will be based on its overall competence, compliance, format, and organization. The Award shall be made to the responsive and responsible firms whose proposals are determined to be the most advantageous to the University of Florida, taking into consideration the evaluation criteria below. Pricing may be a criterion; however, the University is under no obligation whatsoever to select as most responsive the proposal that demonstrates the lowest pricing.

The contract will consist of the University's ITN, the proposal with any and all revisions, award letter/contract, purchase order, and the signed agreement between the parties, as stated in that agreement.

Firms whose proposals are not accepted will be notified after a final selection has been made by public posting of the selected proposer(s). This public posting functions as the rejection of all other proposals. This posting will be made to

<https://procurement.ufl.edu/vendors/schedule-of-bids/>

Evaluation Criteria

Vendor proposals will be evaluated based upon how well each Vendor's plans meet the University's needs. Please note that UF is not limiting responses based on ability to service all Creative Competencies (see scope of work A-H and Attachment B). Agencies are welcome to bid on just one competency if this is where their strength lies. Specific competencies should be included in Tab 2 /Attachment B.

Specific consideration will be given to the following criteria for the vendor that demonstrates:

- Demonstrated Expertise in Creative Competencies
 - Concepting
 - Storytelling (including Copywriting)
 - Design Services (digital and print)
 - Experience Design
 - Multimedia (including photography, videography, animation, audio etc.)
- Expertise in integrated marketing strategy development; defined competencies in goal setting and results-oriented approach with demonstrated outcomes
- Expertise with advanced highly-targeted tactics for sophisticated digital marketing
- Experienced account team, excellent service and accessibility, and resource commitment
- Experience of company with contracts of similar size and scope, reference information from current or former clients, and breadth of services
- Compelling creative and quality traditional, digital and non-traditional media portfolio and services proposed
- Understanding of higher education dynamics and an ability to leverage marketing innovations from other industries
- Demonstrated experience buying and planning media that supports defined marketing strategies on multiple platforms and achieves communication goals for institutions of higher education and affiliate organizations.
- Demonstrated ability to implement quality media plan
- Experience in planning and placing media within the Florida, National and International market and on multiple platforms, including mobile, social, broadcast and emerging technologies and storytelling forms
- References
- Demonstrated ability to negotiate best prices on behalf of the institution
- Financial Offering
- Acceptance of UF terms and conditions

2.2 Selection, Negotiation, Additional Information

Although the University reserves the right to negotiate with any vendor or vendors to arrive at its final decision and/or to request additional information or clarification on any matter included in the proposal, it also reserves the right to select the most responsive vendor or vendors without further discussion, negotiation, or prior notice. The University may presume that *any proposal is a best-and-final offer*.

2.3 Pre-Award Presentations

The University reserves the right to require presentation from any and all vendors, in which they may be asked to provide or they may provide information in addition to that provided in their proposals.

2.4 Pre-Award Negotiations

The University reserves the right to negotiate prior to award with vendors for purpose of addressing the matters set forth in the following list, which may not be exhaustive.

- Resolving minor difference and typographical errors
- Terms and conditions
- Clarifying necessary details and responsibilities
- Emphasizing important issues and points
- Receiving assurances from vendors
- Obtaining the lowest and best pricing
- Determining financial strength as an ongoing concern

2.5 Vendor Protest Procedure; Notice of Proposal Protest Bonding Requirement

Any vendor protest to a University decision or intended decision with regard to this ITN is subject to Florida Board of Governors' (BOG) Regulations 18.002 and 18.003. Any vendor who files an action protesting a decision or intended decision shall post at the time of the filing the formal written protest, a bond, payable to the University of Florida, in an amount equal to the lesser of 10% of the estimated value of the protestor's proposal or 10% of the University's estimated expenditure during the contract term, or \$10,000. The bond shall be conditioned upon the payment of all costs which may be adjudged against the vendor. In lieu of a bond, the University will accept a cashier's check or money order in the amount of the bond.

2.6 Contractual Intent/Right to Terminate and Recommence ITN Process

The University intends to contract with one or more vendors whose proposal(s) are considered to be in the best interests of the University. However, the University may terminate this ITN process at any time up to notice of award, without prior notice, and without liability of any kind or amount. Further, the University reserves the right to commence one or more subsequent ITN processes seeking the same or similar products or services covered hereunder. In the event of cancellation or termination, the University reserves the right to award the contract to another Offeror, cancel in its entirety, or to request new proposals, whichever is in the best interest of University of Florida.

2.7 Effective Period of Proposals

Under this ITN, the University shall hold that vendors' responses to this ITN shall remain in effect for a period of ninety (90) days following the closing date, in order to allow time for evaluation, approval, and award of the contract. Any vendor who does not agree to this condition shall specifically communicate in its proposal such disagreement to the University, along with any proposed alternatives. This University may accept or reject such proposed alternatives without further notification or explanation.

2.8 Proposal Acceptance/Rejection

The University reserves the right to reject any or all proposals. Such rejection may be without prior notice and shall be without any liability of any kind or amount to the University. The University shall not accept any proposal that the University deems not to be in its best interests. The University shall reject proposals submitted after the closing date and time.

2.9 Errors and Omissions in Vendors Proposals

The University may accept or reject any vendor's proposal, in part or in its entirety, if such proposal contains errors, omissions, or other problematic information. The University may decide upon the materiality of such errors, omissions, or other problematic information.

2.10 Determination of and Information Concerning Vendor's Qualifications

The University reserves the right to determine whether a vendor has the ability, capacity, and resources necessary to perform in full any contract resulting from this ITN. The University may request from vendors information it deems necessary to evaluate such vendors' qualifications and capacities to deliver the products and/or services sought hereunder. The University may reject any vendor's proposal for which such information has been requested but which the vendor has not provided. Such information may include but is not limited to:

- Financial resources
- Personnel resources

- Physical resources
- Internal financial, operating, quality assurance, and other similar controls and policies
- Resumes of key executives, officers, and other personnel pertinent to the requirements of the ITN
- Customer references
- Disclosures of complaints or pending actions, legal or otherwise, against the vendor
- The University reserves the right to check references with current customers as provided by the vendor and with any customers the University identifies, including University staff.

2.11 Apparently Conflicting Information Obtained by Vendor

The University is under no obligation whatsoever to honor or observe any information that may apparently conflict with any provision herein, regardless of whether such information is obtained from any office, agent, or employee of the University. Such information shall not affect the vendor's risks or obligations under a contract resulting from this ITN.

2.12 Rejection of Vendor Counter-offers, Stipulations and Other Exceptions

Any vendor exception, stipulation, counter-offer, requirement, and/or other alternative term or condition shall be considered rejected unless specifically accepted in writing by the University and thereafter incorporated into any contract resulting from this ITN.

2.13 Vendor's Need to Use Proprietary Rights of the University

All information proprietary to the University and disclosed by the University to any vendor shall be held in confidence by the vendor and shall be used only for purposes of the vendor's performance under any contract resulting from this ITN.

2.14 Public Record

On the earlier of (i) the time the University provides notice of a decision or intended decision, or (ii) 30 days after the final competitive sealed proposals are all opened, whichever occurs earlier, vendor proposals may be disclosed as public record.

3.0 SCHEDULE OF EVENTS

The following is the tentative schedule that will apply to this ITN, but may change in accordance with the University's needs.

09/11/2020		Issuance of ITN
09/21/2020	5:00 PM ET	Technical Questions/Inquiries Due
9/24/2020	11:00 AM ET	Mandatory Pre-bid (Zoom)
09/28/2020	5:00 PM ET	Follow-up questions due
10/1/2020		Reponses to Inquires sent out
10/8/2020	3:00 PM ET	ITN Closes/Opening of Proposals

3.1 Pre-Proposal Conference

A mandatory pre-proposal conference will be held for vendors who intend to respond to this ITN.
Date & Time: September 24, 2020 11:00 AM ET.

Conference will be held remotely via Zoom, Meeting information as follows:

nheredia@ufl.edu is inviting you to a scheduled Zoom meeting.

Topic: ITN21NH-116 Pre-bid Meeting Brand Launch and Additional Services
Time: Sep 24, 2020 11:00 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://ufl.zoom.us/j/98534329250?pwd=MHZtSIR3aWs2RWVHa1BESmw0dzdmdz09>

Meeting ID: 985 3432 9250
Passcode: 109474

3.2 Intentionally Omitted

3.3 Special Accommodations

If special accommodations are needed in order to attend a pre-proposal meeting or a proposal opening, contact Nicola Heredia or email at nheredia@ufl.edu three (3) business days prior to pre-proposal meeting or proposal opening.

4.0 PROPOSAL RESPONSE AND PREPARATION INSTRUCTIONS

Proposals must be delivered sealed and addressed to:
University of Florida
Procurement Services
971 Elmore Drive
Gainesville, FL 32611-5250
ITN21NH-116

on or prior to **10/8/2020 3:00 PM**.

The above address is a valid campus address for any courier service.

It is the vendor's responsibility to assure that the proposal is delivered at the proper time and place of the proposal opening. Proposals which for any reason are not so delivered will not be considered. The University shall not accept proposals received by facsimile or email. The University shall, at the specified closing date and time, open all proposals that are otherwise in order. The University will allow interested parties to attend such opening for purposes of identifying which vendors have responded. The University will make no immediate decision at such time, and there will be no disclosure of any information contained in any proposal until the earlier of (i) the time University provides notice of a decision or intended decision, or (ii) 30 days after the final competitive sealed proposals are all opened, whichever occurs earlier, at which time the vendor proposals become public record. When multiple solicitations have been scheduled to open at the same date and time, the University will open solicitations that have interested individuals present in sequential order by solicitation number. The University will hold unopened any proposals received after the closing date and time, and will not consider such proposals. The University reserves the right to retain or dispose of such proposals at its discretion; however, the University may return such proposals to their related vendors, but only at such vendor's request and at no cost or expense whatsoever to the University.

If only one proposal is received, Procurement may delay the opening in order to determine why other vendors did not respond and to encourage other vendors to respond.

4.1 Proposal Format Organization

Original proposal and all copies must be on 8-½ x11 text weight paper, double-sided, using binding tabs that will facilitate the distribution and evaluation of the proposals. Proposals should

be printed when possible on paper containing a high level of post-consumer recycle content. Proposals should conform to the tabbed format below as well as the requirements of sections 4.1.2, 4.1.3 and 4.1.4.

Proposals should be no more than 24 pages in length, with separate supplement for pricing and attachment acknowledging any addendum.

4.1.1 Response Format

- Submit one (1) hardcopy original of the initial response and one copy on PC compatible media (CD/DVD or USB flash drive), preferably in Word® and/or Excel®. The original hardcopy response must contain the original signature of the authorized person signing the proposal.
- The outer carton of the response must display clearly and conspicuously the following identifying information, The ITN number, name and due date, and is sealed; submit one (1) original and 5 copies of the vendor's proposal in hard copy form. **Only 3 original copies of vendor samples need be provided.**
- The offer's response must include the information and required submittals described, tabbed and numbered as shown below, with all information appearing in the Tab in which it was requested.
- Questions and requests for information may not be rearranged, regrouped, or divided in any way.
- All information and required submittals requested MUST BE in both hardcopy and electronic and included in your written response.

Failure to adhere to this condition may cause your response to be rejected without further evaluation.

- Information submitted that is not requested by the University may be considered to be supplemental, not subject to evaluation by the committee members.
- If there is any information or required submittals which due to size or binding cannot be incorporated following the proper tab, the vendor must provide information following the numbered tab, telling the evaluator where the information can be found in the response.

Tabular / Paginated Format:

Tab 1: Completed and signed Certification of Proposal form, and/or signed and completed acknowledgement forms for any addenda issued.

Tab 2: Complete the key competency grid (Attachment B) for your agency's work and preference for services to be provided in line with this ITN. Please clearly indicate whether your agency is interested in being considered for the brand launch work.

Tab 3: Company Information and Commitment to Excellence in Service:

- a. Agency's name, address, website, telephone number. Include name, title and e-mail address of the individual who will serve as the agency's primary contact.
- b. Complete description of agency's ownership and affiliations.
- c. Short history of the agency (year founded, mergers, etc.)
- d. Describe the efficient business process used to create excellent customer relationships. Items to consider including are billing practices, reporting (example: Section 6.10), measuring campaign or project success, reporting return on investment, quality assurance (proof-reading, invoice review)
- e. Describe the mission and philosophy that distinguishes your agency from your competitors.
- f. Details and plan for meeting outlined scope of work.

Tab 4: Clients / References and conflicts

- a. Provide the name, title and contact information for any clients to be used as a reference
- b. Please list any account from current and pending client rosters that could be in potential conflict with your servicing our account (including but not limited to other higher education institutions, healthcare providers, and/or sports-related industries).
- c. Provide a listing of clients that discontinued their relationships with your agency during the last 24 months and a paragraph regarding why each respective relationship was severed. Provide Chief Marketing Officer name and contact information for each respective client.

Tab 5: Staff / Account Team (Experience)

- a. Provide a maximum of one-half page biographies and responsibilities of key agency personnel who will be assigned to UF.
- b. Describe who will hold day-to-day responsibilities as opposed to the provision of strategic direction for the account. Please identify the account executive proposed to work UF.

Tab 6: Approach to Services – Compelling Quality (Creative Competencies)

- a. Describe how your agency works with clients to develop effective, measurable outcomes and the supporting compelling creative that includes traditional, digital and non-traditional channels.
- b. Detail experience in launching a brand platform (what assets did your firm build, what innovated methods were leveraged to build awareness)
- c. Provide two or three case studies in which your agency has helped clients elevate their national or international image. Include summary of client's situation, agency's recommendations, applicable creative and other deliverables, goals, measurable results and ROI.
- g. Provide samples of work showing website, digital advertising, and video (copies of samples should be provided). Describe how your agency works with clients to develop the media strategy that includes traditional, digital and non-traditional channels.
- h. If possible, provide a sample media plan for a successful project.

Tab 7: Financial Offering

- a. Using Attachment A, provide a project fee schedule that outlines hourly rates for each staff position/function. Vendors may add position titles appropriate to the company but identify those in a different color or type font. Ensure you provide percent mark-up for 3rd party services, or media.
NOTE: See section 6.35 and 6.40 regarding quoting to UF departments and increases to fees/rates quoted.
- b. Please describe your policy regarding methods of compensation to agency/staff (fee, commission, combination, performance guarantees, etc.).
- c. Describe innovative approaches you have taken to deliver cost-effective creative products to your clients.
- d. For select creative samples provided from existing clients (Tab 4), state total cost to produce each sample from concept development through production.

Tab 8: Partners (Staff – Account Team)

- a. Provide a list of companies upon which the agency relies to provide services you anticipate will be required by our account. Delineate specific services provided by each company. Disclose any financial relationship that exists (either direct or indirect) between the respective company and your agency, its principal(s) and /or its affiliates.
- b. Describe the approach you would use to work with other agencies from the awarded pool in our market that we may engage to produce select creative and/or collateral materials. See Section 6.17.

Tab 9: Compliance with University of Florida Terms and Conditions

Provide an itemized list of concerns with University terms and conditions and, where appropriate, suggest preferred alternate language. UF will not negotiate terms not identified at the time of submittal.

4.1.2 Number of Proposal Copies to be Furnished

Submit one (1) hardcopy original of the initial response and one copy on PC compatible media (CD/DVD or USB flash drive), preferably in Word® and/or Excel®, along with five (5) hardcopies each marked “Copy”.

4.1.3 Bindings and Marking

Vendors shall ensure that the original and each copy are individually bound. When submitting more than one (1) proposal, vendors shall ensure that units are clearly marked; for example, as “Original of Proposal One”, “Copy One of Proposal One”, “Original of Proposal Two”, “Copy One of Proposal Two”, and so on.

4.1.4 Marking of Envelopes

Vendors shall ensure that the outer carton of the response must display clearly and conspicuously the following identifying information: ITN #:ITN21NH-116
Opening date and time: 10/8/2020 3:00 PM ET

4.1.5 Proposal Costs

The University is not liable in any manner or to any extent for any cost or expense incurred by any vendor in the preparation, submission, presentation, or any other action connected with proposing or otherwise responding to this ITN. Such exemption from liability applies whether such costs are incurred directly by the vendor or indirectly through the vendor’s agents, employees, assigns or others, whether related or not to the vendor.

4.1.6 Faxes or Emails Not Accepted

The University shall not accept proposals received by fax or email.

4.2 Requirements of Proposer for Response**4.2.1 Original ITN Document**

Procurement Services shall retain the ITN, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the vendor’s submission, is grounds for immediate disqualification.

4.2.2 Vendor’s Understanding of the ITN

In responding to this ITN, the vendor accepts the responsibility fully to understand the ITN in its entirety, and in detail, including making any inquiries to the University as necessary to gain such understanding. The University reserves the right to disqualify any vendor who demonstrates less than such understanding. Further, the University reserves the right to determine, at its sole discretion, whether the vendor has demonstrated such understanding. Related to this, the University’s right extends to cancellation of award if award has been made. Such disqualification and/or cancellation shall be at no fault, cost or liability whatsoever to the University.

4.2.3 University Provides Information in Good Faith without Liability

All information provided by the University in this ITN is offered in good faith. Individual items are subject to change at any time. The University makes no certification that any item is without error. The University is not responsible or liable for any use of the information, or for any claims attempted to be asserted there from.

4.2.4 Verbal versus Written Communication

Verbal communication shall not be effective unless formally confirmed in writing by the specified University Procurement official in charge of managing this ITN's process. In no case shall verbal communication override written communication.

4.2.5 Questions, Communications and Inquires between the University and Vendors

Vendor inquiries, questions and requests for clarification related to this ITN are to be directed, in writing, to:

University of Florida
Procurement Services
971 Elmore Drive
Gainesville, FL 32611-5250

Attn: Nicola Heredia
Telephone No: 352-294-1155
Facsimile No: 352/392-8837
E-mail Address: nheredia@ufl.edu

Applicable terms and conditions herein shall govern communications and inquiries between the University and vendors, as they relate to this ITN.

Informal communications shall include, but are not limited to, requests from/to vendors or vendors' representatives of any kind or capacity, to/from any University employee or representative of any kind or capacity, with the exception of Procurement Services, for information, comments, speculation, etc. Inquiries for clarifications and information that will not require addenda may be submitted verbally to the Procurement Agent named, above, at any time.

Formal communications shall include but are not limited to the following.

- Questions concerning this ITN must be submitted in writing, and be received prior to 9/28/2020 5:00 PM/ET.
- Errors and omissions in this ITN and enhancements. Vendors shall bring to the University's attention any discrepancies, errors, or omissions that may exist within this ITN. Vendors shall recommend to the University any enhancements in respect to this ITN, which might be in the University's best interests. These must be submitted in writing and be received prior to 9/28/2020 5:00 PM/ET.
- Inquiries about technical interpretations must be submitted in writing, and be received prior to 9/28/2020 5:00 PM/ET.
- Inquiries for clarifications/information that will not require addenda may be submitted verbally to the Procurement Agent named above at any time during this process.
- Verbal and/or written presentations and pre-award proposals under this ITN.
- Addenda to this ITN.

Informal communications shall cease on the date of distribution of this ITN and formal communications shall commence. On the date that the University completes the award process for this ITN and executes the resulting contract with the successful Vendor, informal communications may resume and formal communications must cease.

4.2.6 Addenda and the University's Response to Communications from Vendor

The University will make a good-faith effort to provide a written response to each question or request for clarification that requires addenda within five (5) University business days.

All addenda will be posted to our web site only:

<https://procurement.ufl.edu/vendors/schedule-of-bids/>

- ***Vendors who want the addenda supplied to them in another form must notify the Procurement Agent listed in Section 4.2.5 above of that request. Otherwise, it will be the vendor's responsibility to check the web site for any additional information and addenda concerning this ITN.***
- The University will not respond to any questions/requests for clarification that require addenda, if received by the University after 9/28/2020 5:00 PM/ET.

4.2.7 Pricing Proposal

Vendors shall indicate pricing in the appropriate spaces and/or areas provided in this ITN. Vendors shall ensure that any departure from this condition results in an offer that is clearly cross-referenced to the applicable sections within this ITN. For any material departure from this condition, vendors shall provide clear and unambiguous explanations how the departure relates in detail to the applicable sections within this ITN..

The University may presume and hold as the vendor's final offer all pricing offerings, whether stated as amounts or percentages, and/or whether or not offered on an all-or-none basis, if not specified by the vendor. The University may accept or reject in part or entirely the vendor's pricing when such offerings are not on an all-or-none basis. The University prohibits the changing of pricing and/or revenue proposals after the ITN closing date and time. Unless otherwise specifically proposed by the vendor, the University reserves the right to hold such pricing proposal as effective for the entire intended contract term. The University may prescribe the manner and method by which pricing offerings shall be communicated in the vendor's proposal. The University may reject any proposal in which the pricing offering does not conform to such prescribed manner and method.

4.2.8 Revisions to the ITN

The University may revise any part of this ITN for any reason by issuing addenda. The University will communicate additional information and addenda to this ITN by posting them on our web site.

<https://procurement.ufl.edu/vendors/schedule-of-bids/>

- ***Vendors that want the revisions supplied to them in another way must notify the Procurement Agent listed in this document of that request. Otherwise, it will be the vendor's responsibility to check the web site for any additional information and addenda concerning this ITN.***

Vendors are responsible for the information contained in such addenda, whether or not they acknowledge receipt. The University is under no obligation to communicate such addenda to vendors who notify the University that they will not be responding this ITN. The University may determine whether an addendum will be considered as part of this ITN and/or as part of any contract resulting there from. The University shall reject vendors' responses to addenda if such responses are received after the ITN closing date and time.

4.2.9 Attention to Terms and Conditions

Vendors are cautioned to thoroughly understand and comply with all matters covered under the Terms and Conditions section of this ITN. The successful Vendor is expected to enter into a form of agreement. The University agreement terms and conditions included in this ITN are intended to be incorporated into this agreement. PROPOSALS THAT ARE CONTINGENT UPON ANY CHANGES TO THESE TERMS AND CONDITIONS MAY BE DEEMED TO BE NON-RESPONSIVE AND MAY BE REJECTED (within the University's sole discretion).

4.2.10 Required Signature

The University may reject any vendors' response if it is not signed as indicated and/or required by the areas, spaces, or forms provided within this ITN.

4.2.11 Authority to Negotiate

Representatives of the vendor(s) selected to participate in oral negotiation(s) shall be first required to submit written authorization from the company CEO or CFO attesting to the fact that the company's lead negotiator is authorized to bind the company to the terms and conditions agreed to during negotiations and as contained in the vendor's best and final offer. The provision of such authorization shall be a prerequisite to continuation in the ITN process. The University shall not enter into extensive contract negotiations with the selected vendor(s) after the negotiation process has been completed. If the University determines that a company awarded a contract based on this ITN does not honor all aspects of the agreement reached during the negotiations in the best and final offer, the University reserves the right to immediately cancel the award, and to place the company on the University's suspended vendor list.

Company negotiators must enter the negotiations prepared to speak on behalf of the vendor's company. The University reserves the right to immediately terminate negotiations with any company whose representatives are not empowered to, or who will not, make decisions during the negotiation session. Vendors are reminded that the University may elect not to solicit a best and final offer from any company whose representative(s) have been unable or unwilling to commit to decisions reached during the verbal negotiation process.

4.2.12 Collusion Prohibited

In connection with this ITN, vendor collusion with other vendors or employees thereof, or with any employee of the University, is prohibited and may result in vendor disqualification and/or cancellation of award. Any attempt by the vendor, whether successful or not, to subvert or skirt the principles of open and fair competition may result in vendor disqualification and/or cancellation of award. Such disqualification and/or cancellation shall be at no fault or liability whatsoever to the University.

4.2.13 Improper Business Relationships/Conflict of Interest Prohibited

In connection with this ITN, each vendor shall ensure that no improper, unethical, or illegal relationships or conflict of interest exists between or among the vendor, the University, and any other party to this ITN. The University reserves the right to determine the materiality of such

relationships, when discovered or disclosed, whether intended or not; and to decide whether or not vendor disqualification and/or cancellation of award shall result. Such disqualification and/or cancellation shall be at no fault or liability whatsoever to the University.

4.2.14 Corrections, Changes, and Providing Information on Forms within the ITN

Vendors shall ensure that an authorized individual initials each correction using pen and ink. Vendors shall use pen and ink or typewriter in providing information directly on pages, or copies thereof, contained within this ITN.

4.2.15 Intentionally Omitted

4.2.16 Anti-Kickback

In compliance with FAR 52.203-7, the University has in place and follows procedures designed to prevent and detect violations of the Anti-Kickback Act of 1986 in its operations and direct business relationships.

4.2.17 Withdrawal of ITN

Vendors may withdraw their proposals any time prior to the ITN closing date. Vendors may request to withdraw their proposals after the ITN closing date and time prior to selection and notice of award. The University shall have sole authority to grant or deny such a request. In the event the University grants such a request, it may withhold issuing future ITN's to such vendors.

4.2.18 University's Right to Use Vendor's Ideas/Proprietary Information

If the vendor needs to submit proprietary/trade secret information with the proposal, the vendor shall ensure that it is enclosed in a separate envelope from the proposal and that it is clearly designated and conspicuously labeled as such. Vendors who submit responses with information noted as proprietary may be asked to substantiate why the information is proprietary or is otherwise exempt from a public records request under Florida Law.

Selection or rejection of the proposal shall not affect the University's right of use. Provided, however, that the University will, in good faith, honor any vendor information that is clearly designated and conspicuously labeled as proprietary when the University concurs that the information is proprietary, and that trade secrets or other proprietary data contained in the proposal documents shall be maintained as confidential in accordance with procedures promulgated by the Procurement Agent and subject to limitations in Florida or Federal law. Pricing information cannot be considered proprietary. The University shall not be liable in any manner or in any amount for disclosing proprietary information if such information is not clearly so designated and conspicuously so labeled. The University shall likewise not be liable if it did not know or could not have reasonably known that such information was proprietary.

Should a request be made of the University for access to the information designated confidential or trade secret by the bidder and, on the basis of that designation, the University denies the request, the bidder may be responsible for all legal costs necessary to defend such action if the denial is challenged in a court of law.

5.0 DEFINITIONS

5.1 Agreement/Contract

All types of agreements entered into by the University of Florida, regardless of what they may be called, for the procurement of materials, services or construction, or the disposal of materials. Meaning is interchangeable.

5.2 Customer

Unless otherwise implied by the context of the specific provision within this ITN, "Customer" means a customer of the vendor, other than the University.

5.3 May, Should

Indicates something that is not mandatory, but permissible, recommended, or desirable.

5.4 Must, Shall, Will

Indicates a mandatory requirement. Failure to meet these mandatory requirements may result in rejection of your proposal as non-responsive.

5.5 Proposal

The entirety of the vendor's responses to each point of this ITN, including any and all supplemental offers or information not explicitly requested within this ITN.

5.6 Proprietary Information

Information held by the owner that if released to the public or anyone outside the owner's organization, would be detrimental to its interests. It is an issue of fact rather than opinion. Pricing and/or revenues cannot be considered proprietary.

5.7 Provider

Any entity responding to this ITN, or, if selected, the vendor entering into a contract with University.

5.8 Invitation to Negotiate (ITN)

A competitive negotiation process. It is not to be confused with an Invitation to Bid (ITB), in which goods or services are precisely specified and price is substantially the only competitive factor. This ITN provides the University the flexibility to negotiate to arrive at a mutually agreeable relationship. Price will be considered, but will not be the only factor of evaluation.

5.9 Respondent

Any entity responding to this ITN, or, if selected, the vendor entering into a contract with University.

5.10 Response

Same as Proposal

5.11 Successful Vendor

Any entity responding to this ITN, or, if selected, the vendor entering into a contract with University.

5.12 Supplement Agreement

Any supplement terms and conditions agreed to by the parties in writing taking precedence over all other documents governing the transaction.

5.13 Supplier

Any entity responding to this ITN, or, if selected, the vendor entering into a contract with University.

5.14 University of Florida, UF or University

Same as The University of Florida Board of Trustees, a public body corporate of the State of Florida; throughout the document the term UF, University and University of Florida is used interchangeably.

5.15 Vendor

Any entity responding to this ITN, or, if selected, the vendor entering into a contract with University.

5.16 Vendor's Proposal

Same as Proposal

5.17 Vendor's Response

Same as Proposal

6.0 AGREEMENT TERMS AND CONDITIONS

The following are the Terms and Conditions that will become part of any Agreement consummated between the University and the Successful Vendor and are not subject to negotiation or alteration by the Successful Vendor. Therefore, the Successful Vendor will be expected to execute an Agreement containing the provisions set forth in this section, or substantially similar provisions as University deems prudent or necessary. This list of provisions is not exhaustive or indicative of every provision that will be contained in the Agreement, but rather identifies particular terms and conditions of which the vendor should be aware. In the event of a conflict between any provisions contained in any of the documents governing this transaction, the following shall be the order of precedence: Agreement; Invitation to Negotiate; Proposal.

6.1 Actions of Successful Vendor

The University is under no obligation whatsoever to be bound by the actions of any Successful Vendor with respect to third parties. The Successful Vendor is not a division or agent of the University.

6.2 Advertising

The Successful Vendor shall not advertise or publish information concerning the Agreement without prior written consent of the University. The University shall not unreasonably withhold permission.

6.3 Americans with Disabilities Act

The Successful Vendor shall comply with all applicable provisions of the Americans with Disabilities Act and applicable federal regulations under the act.

6.4 Certification

By signature on the "Proposal Certification" form included under Section 7.0, the Vendor certifies that the submission on the proposal did not involve collusion or other anti-competitive practices. The Vendor has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with the submitted proposal. In addition, Vendor certifies whether or not an employee of the University has, or whose relative has, a substantial interest in any Agreement subsequent to this ITN. Vendor also certifies their status with regard to debarment, or suspension by any federal entity.

Failure to provide a valid signature affirming the stipulations required by this clause shall result in the rejection of the submitted proposal and, if applicable, any resulting Agreement. Signing the certification with a false statement shall void the proposal and, if applicable, any resulting Agreement. Any resulting Agreement may be subject to legal remedies provided by law. Vendor agrees to promote and offer to the University only those services and/or materials as stated in and allowed for under resulting Agreement(s).

6.5 Conflict of Interest

The award hereunder is subject to the provisions of Chapter 112, F.S. Vendors must disclose with the proposal the name of any officer, director, or agent who is also an employee of the University of Florida. Further, all Vendors must disclose the name of any University employee who owns, directly or indirectly, an interest of five percent (5%) or more in the Vendor's firm or any of its branches.

6.6 Discrimination

An entity or affiliate who has been placed on the discriminatory list may not submit a bid on a contract to provide goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not award or perform work as a Vendor, supplier, subcontractor or consultant under contract with any public entity, and may not transact business with any public entity.

6.7 Drug Free Workplace

The Successful Vendor agrees that in the performance of the Agreement, neither the Successful Vendor nor any employee of the Successful Vendor shall engage in the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in conducting any activity covered by the Agreement. The University reserves the right to request a copy of the Successful Vendor's Drug Free Workplace Policy. The Successful Vendor further agrees to insert a provision similar to this statement in all subcontracts for services required.

6.8 Equal Opportunity Statement

The State Universities have established equal opportunity practices which conform to both the spirit and the letter of all laws against discrimination and prohibit discrimination based on race, creed, color, sex, age, national origin, marital status or religion. To be considered for inclusion as a supplier under this agreement, the vendor commits to the following:

- A. The provisions of Executive Order 11246, September 24, 1966, and the rules, regulations, and relevant orders of the Secretary of Labor are applicable to each order placed against this agreement regardless of value.
- B. If the vendor expects to receive \$10,000 in orders during the first 12 months of this agreement, a complete certificate of non-segregated facilities shall be attached to the proposal response.

C. If the vendor expects to receive \$50,000 in orders during the first 12 months of this agreement and employs more than 50 people, standard form 100 (EEO-1) must be filed prior to March 1 of each year.

D. If the vendor expects to receive \$50,000 in orders during the first 12 months and employs more than 50 people, a written program for affirmative action compliance must be maintained by the vendor, subject to review upon request by the user agencies of this agreement.

If you have already complied with the above, please indicate _____

6.9 Federal, State, and Local Laws and Regulations

Successful Vendor is solely responsible for complying with all laws, ordinances, and regulations including but not limited to, those relating to taxes, licenses and permits, as they may apply to any matter under this ITN. The Successful Vendor must demonstrate that they are duly licensed by applicable regulatory bodies during the performance of the Agreement. Prior to the commencement of Agreement, the Successful Vendor shall be prepared to provide evidence of such licensing as may be requested by the University. Successful Vendor shall, at no expense to the University, procure and keep in force during the entire period of the Agreement all such permits and licenses.

6.10 Inspection, Audit and Reporting

All books, accounts, reports, files and other records relating to the Agreement shall be subject at all reasonable times to inspection and audit by the University of Florida.

Reporting Requirements: The successful vendor(s) agrees to furnish to the University a summary of total sales made under this contract as requested but at least twice a year.

All reporting will be in Electronic Format provided to Procurement Services either prior to business review meetings or as requested..

Reports will include, but are not limited to the following.

Detailed invoice level purchase history usage with at minimum the following fields:

- PO Number
- Quote Number
- Invoice Number
- Invoice Date
- Ordered By Department
- Order Date
- Delivery Date
- Item Description
- Net Price

Vendor and University will work together to create reports as University deems necessary and compatible with vendor systems.

6.11 Liens

Each Successful Vendor shall keep the University free and clear from all liens asserted by any person or entity for any reason arising out of the furnishing of services or materials by or to the Successful Vendor.

6.12 Modifications

The Agreement can be modified or rescinded only by a writing signed by both parties or their duly authorized agents.

6.13 Non-Discrimination

The parties agree to be bound by applicable state and federal rules governing Equal Employment Opportunity and Non-Discrimination.

6.14 Ownership of Documents

All drawings, maps, sketches, documents, records, programs, data base, reports and other data developed or purchased, under this Agreement for or at the University's expense shall be and remain the University's property, without restriction, reservation or qualifications. The Successful Vendor may retain copies necessary for recordkeeping documentation and all such other business purposes related to the Agreement. All materials and products produced shall be provided to the University upon expiration of this Agreement.

6.15 Sales and Use Tax

The Successful Vendor agrees to comply with and to require all of his subcontractors to comply with all the provisions of applicable law. The Successful Vendor further agrees to indemnify and hold harmless the University from any and all claims and demands made against it by virtue of the failure of the Successful Vendor or any subcontractors to comply with the provisions of any and all said laws. The University is exempt from state sales and use tax.

6.16 Sexual Harassment

Federal law and the policies of the University prohibit sexual harassment of University employees or students. Sexual harassment includes any unwelcome sexual advance toward a University employee or student, any request for a sexual favor from a University employee or student, or any other verbal or physical conduct of a sexual nature that is so pervasive as to create a hostile or offensive working environment for University employees, or a hostile or an offensive academic environment for University students. University vendors, subcontractors and suppliers for this project are required to exercise control over their employees so as to prohibit acts of sexual harassment of University employees and students. The employer of any person who the University, in its reasonable judgment, determines has committed an act of sexual harassment agrees as a term and condition of the Agreement to cause such person to be removed from the project site and from University premises and to take such other action as may be reasonably necessary to cause the sexual harassment to cease.

6.17 Small Business Program

University is an equal opportunity institution and, as such, encourages the use of small businesses, including women and minority-owned small businesses in the provision of goods and services. Small businesses should have a fair and equal opportunity to compete for dollars spent by the University. Competition ensures that prices are competitive and a broad vendor base is available. **Vendors are encouraged to get certified by the State of Florida** if they are minority-owned, woman-owned or veteran-owned:

http://www.dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/get_certified.

Vendor shall use good faith efforts to ensure opportunities are available to small businesses, including women and minority-owned businesses. For questions about the University's Small

Business Program contact Director of Small Business and Vendor Diversity, 352-392-0380, <https://sbvdr.admin.ufl.edu/>

6.18 Tobacco Free Campus Policy

The University of Florida campus is a tobacco-free campus. This policy was effective as of July 1, 2010. The use of cigarettes or other tobacco products in UF buildings, parking lots, or in vehicles in these areas is prohibited. The successful vendor is expected to respect this smoke free policy and fully comply with it.

6.19 Sustainability Preferences

The University's procurement directives support the purchase of products that will minimize any negative environmental impacts of our work. In order to facilitate a healthy market in sustainable products, all parties involved in the procurement and utilization of materials must engage in both waste recycling and the initial purchase of products containing recycled content. It is in the interest of public health, safety and welfare and the conservation of energy and natural resources to use and promote environmentally responsible products, as well as energy efficient fixtures, appliances and mechanical equipment used in new construction and retrofit of University facilities.

6.20 Assignment-Delegation

No right or interest in the Agreement shall be assigned or delegation of any obligation made by Successful Vendor without written permission of the University. Any attempted assignment or delegation by Successful Vendor shall be wholly void and totally ineffective for all purposes unless made in conformity with this paragraph.

6.21 Assignment of Anti-Trust Overcharge Claims

The parties recognize that in actual economic practice overcharges resulting from anti-trust violations are in fact borne by the ultimate purchaser; therefore, Successful Vendor hereby assigns to the University any and all claims for such overcharges.

6.22 Date for Reckoning Prompt-Payment Discount

For purposes of determining whether a prompt-payment discount, if applicable, may be taken by the University, the starting date of such reckoning period shall be the later of the date of a properly executed invoice or the date of completion of service and/or delivery of product.

6.23 Force Majeure

In the event compliance with any obligation under this Agreement is impractical or impossible due to any Event of Force Majeure, then the time for performance of such obligation shall be extended for a period equivalent to the duration of the Event of Force Majeure. The provisions of this section shall not operate to excuse either party's inability to perform its obligations hereunder because of inadequate finances. "Event of Force Majeure:" means any strike, lockout, labor dispute, embargo, flood, earthquake, storm, dust storm, lightning, fire, epidemic, act of God, war, national emergency, civil disturbance or disobedience, riot, sabotage, terrorism, restraint by governmental order or any other occurrence beyond the reasonable control of the party in question.

6.24 Intentionally Omitted

6.25 Indemnification/Hold Harmless; Liability

The Successful Vendor shall indemnify, defend, and hold harmless the University of Florida Board of Trustees, the University of Florida, the State of Florida and the Florida Board of Governors, and their respective officers, agents, and employees, against and from any and all claims, demands, suits, actions, proceedings, loss, cost, and damages of every kind and description, including attorneys' fees and/or litigation expenses, which may be brought or made against or incurred on account of loss of or damage to any property or for injuries to or death of any person, caused by, arising out of, or contributed to, in whole or in part, by reasons of any act, omission, professional error, fault, mistake, or negligence of Successful Vendor, its employees, agents, representatives, or subcontractors, their employees, agents, or representatives in connection with or incident to the performance of the Agreement. Successful Vendor's obligation under this provision shall not extend to any liability caused by the sole negligence of the University Of Florida Board Of Trustees, University, or its officers, agents, and employees. Such indemnification shall specifically include infringement claims made against any and all intellectual property supplied by Successful Vendor and third party infringement under the Agreement.

The University, as a public entity, is protected by sovereign immunity from tort liability, subject to a limited statutory waiver. The University will not agree to (i) indemnify or hold harmless any vendor; (ii) be liable for vendor's attorneys' fees under any circumstances; or (iii) binding arbitration. The Agreement shall not be construed or interpreted as (i) denying to either party any remedy or defense available to such party under the laws of the State of Florida; (ii) the consent of University or the State of Florida or their agents and agencies to be sued; or (iii) a waiver of either University's or the State of Florida's sovereign immunity beyond the limited waiver provided in section 768.28, Florida Statutes.

6.26 Insurance Requirements

The Successful Vendor shall purchase from and maintain with a company or companies, lawfully authorized to do business in Florida and acceptable to the University, such insurance as will protect the Successful Vendor from claims arising out of or resulting from the Successful Vendor's operations under the Agreement and for which the Successful Vendor may be legally liable, whether such operations be by the Successful Vendor or by their subcontractors or by anyone directly or indirectly employed by any of them, or by anyone for whose acts any of them may be liable. All insurance policies shall be issued and countersigned by representatives of such companies duly authorized for the State of Florida and shall be written on ISO standard forms or their equivalents. The Successful Vendor shall file with the University Certificates of Insurance prior to the commencement of this Agreement and shall file Certificates of Insurance evidencing the renewal of such policies at least thirty (30) days prior to the date that each applicable insurance policy is scheduled to expire. **Please note that the University of Florida must be named "additional insured" on automobile and general liability policies.**

General Liability Insurance – The Successful Vendor shall provide the ISO Commercial General Liability policy for general liability coverage's for limits of not less than of \$1,000,000 per occurrence. Coverage shall be maintained without interruption from date of commencement of work until date of final payment.

Worker's Compensation - The Successful Vendor shall secure and maintain for the life of this Agreement, valid Worker's Compensation Insurance as required by Chapter 440, Florida Statutes (if applicable.)

Automobile Liability - The Successful Vendor shall secure and maintain, during the life of this Agreement, Automobile Liability insurance on all vehicles against bodily injury and property damage in at least the amount of \$100,000.00 per person, \$500,000.00 per occurrence.

6.27 Protection of Property

The Successful Vendor shall at all times guard against damage or loss, whether by the vendor directly or subcontractors, to the property of the University or of others or vendors and shall be held responsible for replacing or repairing any such loss or damage. The University may withhold payment or make such deductions as deemed necessary to insure reimbursement or replacement for loss or damage to property through negligence of the Successful Vendor or their agents. The Successful Vendor shall provide all barricades and take all necessary precautions to protect buildings and personnel.

Intellectual Property

- A. All works that are created pursuant to this contract (“Works”) are works made for hire, and all rights and privileges attendant to the Works belong exclusively to the University. If a court of competent jurisdiction determines that any Work does not constitute a work made for hire, the Contractor hereby assigns to the University for no additional consideration all rights and privileges the Contractor has in the works, including all intellectual property rights, specifically those under copyright law.
- B. Paragraph A does not apply to Works that are not created through performance under this Contract (“Pre-existing works”). With respect to Pre-existing works used by the Contractor in performance of this Contract, the Contractor shall obtain for the University at no additional charge a license to use Pre-existing works for the uses intended under this Contract, including the right to make derivative works. Paragraph A does apply, however, to any Works that are derivative of Pre-existing works.
- C. The Contractor warrants that it has full power and authority to transfer the rights granted by this Contract to the University and that use of the works by the University does not constitute an infringement or other violation of any copyright, trade secret, trademark, patent, non-disclosure, or other rights of any third party.
- D. Title and all rights and privileges to all graphics and material provided to the Contractor by the University in connection with this Contract remain the exclusive property of the University of Florida. The Contractor does not receive any title, rights, or privileges in those graphics or materials. The University grants to the Contractor a limited license in those graphics or materials only for the purpose of carrying out the Contractor’s obligations under this Contract.

6.28 Labor Disputes

Successful Vendor shall give prompt notice to the University of any actual or potential labor dispute which delays or may delay performance of the Agreement.

6.29 Laws and Regulations

Successful Vendors are solely responsible for keeping themselves fully informed of and faithfully observing all laws, ordinances, and regulations and shall protect and indemnify the University, its officers and agents against any claims of liability arising from or based on any violation thereof.

6.30 Intentionally Omitted

6.31 No Waiver of Right by the University

No waiver by University of any breach of the provisions of the Agreement by the Successful Vendor shall in any way be construed to be a waiver of any future breach or bar the University's right to insist on strict performance of the provisions of the Agreement.

6.32 Notice to Vendors of Asbestos-Containing Materials in University Buildings

Asbestos containing materials (ACM) can be found in almost any building in the United States more than 10 years old. The University of Florida is no exception. The types of asbestos most commonly found are pipe and boiler insulation, fireproofing, hard panels known as "Transite", floor tile, and spray or trowel-applied ceiling finishes. ACM is generally not hazardous if left undisturbed.

The University has implemented an Asbestos Program to assure safe management and removal of ACM. Vendors, consultants, and other's providing service to the University may encounter ACM and must, therefore, comply with the following instructions:

- A. Avoid disturbing suspected ACM. Exercise caution and watch for possible ACM.
- B. If it is necessary to disturb ACM, first notify the appropriate Division Asbestos Representative listed in this notice, or the University of Florida Asbestos Coordinator, before proceeding with your work. You shall take whatever precautions are necessary to protect humans' health and the environment, and comply with all applicable Federal, State, and Local laws pertaining to asbestos.
- C. If you require additional information on possible locations of ACM in a particular building, contact the Asbestos Representative from the Division for which you are working.

<u>Division</u>	<u>Asbestos Representative</u>	<u>Telephone</u>
Facilities Services	Assoc. Dir. Facilities Services	(352) 392-7793
Health Center	Asst. Dir. Health Ctr Physical Plant	(352) 392-4417
Housing	Housing Maintenance Superintendent	(352) 392-2161
Reitz Union	Maintenance Superintendent	(352) 392-1614
IFAS	Engineer	(352) 392-6488

6.33 Parking and Identification Badges.

The Successful Vendor shall obtain all parking permits and/or decals that may be required while performing project work on University premises. The Successful Vendor should review Contractor and Vendor Parking information from Transportation and Parking Services located at the following link: <http://www.parking.ufl.edu/pages/contractorvendordecal.asp>

6.34 Payment Terms

The University's obligation is payable only and solely from funds appropriated for the purpose of the Agreement. Unless otherwise stated herein, the payment terms for the Agreement are Net 30 days. VENDOR OMBUDSMAN: The University's vendor ombudsman whose duties include acting as an advocate for vendors may be experiencing problems in obtaining payment(s) from the University may be contacted at 352-392-1241.

6.35 Price Adjustment

Price changes will normally only be considered at the end of one Agreement term of two years and the beginning of another and will occur no more frequently than annually. Price change requests shall be in writing, submitted at least sixty (60) days prior to the requested effective date, and shall be

supported by written evidence of increased costs to the Successful Vendor. The University will not approve unsupported price increases that will merely increase the gross profitability of the Successful Vendor at the expense of the University. Price change requests shall be a factor in the Agreement renewal review process. The University shall, in its sole opinion, determine whether the requested price increase or an alternate option is in the best interest of the University.

6.36 Prior Course of Dealings

No trade usage, prior course of dealings, or course of performance under other agreements shall be a part of any agreement resulting from this ITN; nor shall such trade usage, prior course of dealing, or course of performance be used in the interpretation or construction of such resulting agreement.

6.37 Intentionally Omitted

6.38 Public Entity Crime

A person or affiliate who has been placed on the convicted list by the Department of Management Services, State of Florida, may not submit a proposal on a contract to provide any goods or services, including construction, repairs, or leases and may not be awarded or perform work as a Vendor, supplier, subcontractor, or consultant for the University of Florida for a period of 36 months from the date of being placed on the convicted list, a "person" or "affiliate" includes any natural person or any entity, including predecessor or successor entities or any entity under the control of any natural person who is active in its management and who has been convicted of a public entity crime (Rule 6C1-3.020 FAC).

6.39 Public Records

All proposal information submitted and opened becomes subject to the Public Records Law set forth in Chapter 119 F.S.

IF THE VENDOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE VENDOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT

Phone: (352) 846-3903

email: PR-Request@ufl.edu

Mail: PO Box 113156, Gainesville, FL 32611-3156

Any resulting Agreement may be unilaterally canceled for refusal by the vendor to allow public access to all documents, papers, letters, or other materials made or received by the Successful Vendor in conjunction with the Agreement and subject to the provisions of Chapter 119. F.S.

6.40 Referencing of Orders

For each order issued against an agreement resulting hereunder, the University intends in good faith to reference this ITN for pricing, terms and conditions, delivery location, and other particulars. However, in the event the University fails to do so, the University's right to such terms and conditions, and particulars shall not be affected, and no liability of any kind or amount shall accrue to the University.

Each quote provided by the vendor to a UF unit must be itemized to match the pricing provided in the awarded (or current) proposal.

6.41 Remedies and Applicable Law

The Agreement shall be governed by and construed in accordance with the laws of the State of Florida (without regard to principles of conflict of laws) and the rules and regulations of the Florida Board of Governors and the University. University and Successful Vendor shall have available all remedies afforded each by said law. The venue in any action or litigation commenced to enforce the Agreement shall lie in a court of competent jurisdiction located in Gainesville, Florida.

6.42 Right of Inspection

University shall have the right to inspect the goods at delivery before accepting them.

6.43 Right of Offset

The University shall be entitled to offset against any sums due the Successful Vendor, any expenses or costs incurred by the University, or damages assessed by the University concerning the Successful Vendor's non-conforming performance or failure to perform the Agreement, or any other debt owing the University, including expenses, costs and damages described in the termination provisions contained herein.

6.44 Intentionally Omitted

6.45 Intentionally Omitted

6.46 Intentionally Omitted

6.47 Termination

6.47.1 Convenience

The University reserves the right to terminate the Agreement in whole or part at any time when in the best interests of the University without penalty or cause. Upon receipt of the written notice, the Successful Vendor shall immediately stop all work as directed in the notice, notify all subcontractors of the effective date of the termination and minimize all further costs to the University. In the event of termination under this provision, all documents, data and reports prepared by the Successful Vendor under the Agreement shall become the property of and delivered to the University. The Successful Vendor shall be entitled to receive just and equitable compensation for work in progress, work completed and materials accepted before the effective date of termination. Such compensation shall be the Successful Vendor's sole remedy against the University in the event of termination under this provision.

6.47.2 Default

The University reserves the right to terminate the Agreement in whole or in part due to the failure of the Successful Vendor to comply with any term or condition of the Agreement, to acquire and maintain all required insurance policies, bonds, licenses and permits, or to make satisfactory progress in performing the Agreement. The University shall provide written notice of the termination and the reasons for it to the Successful Vendor. Upon termination under this provision, all goods, materials, documents, data and reports prepared by the Successful Vendor under the Agreement shall become the property of and be delivered to the University on demand. The University may, upon termination of the Agreement, procure, on terms and in the manner that it deems appropriate, materials, or services to replace those under the Agreement. The Successful Vendor shall be liable to the University for any excess costs incurred by the University in re-procuring the materials or services.

6.47.3 Gratuities

The University may, by written notice to the Successful Vendor, cancel the Agreement if it is discovered by the University that gratuities, in the form of entertainment, gifts or other, were offered or given by the Successful Vendor, or any agent or representative of the Successful Vendor, to any officer or employee of the University with a view toward securing favorable treatment with respect to the awarding or amending, or the making of any determinations with respect to the performing of such Agreement. In the event the Agreement is canceled by the University pursuant to this provision, University shall be entitled, in addition to any other rights and remedies, to recover or withhold the amount of the cost incurred by Successful Vendor in providing such gratuities.

6.47.4 Insolvency

The University shall have the right to terminate the Agreement at any time in the event Successful Vendor files a petition in bankruptcy; or is adjudicated bankrupt; or if a petition in bankruptcy is filed against Successful Vendor and not discharged within thirty (30) days; or if Successful Vendor becomes insolvent or makes an assignment for the benefit of its creditors or an arrangement pursuant to any bankruptcy law; or if a receiver is appointed for Successful Vendor or its business.

6.47.5 Lack of Funds

The State of Florida's and UF's performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the Florida State Legislature. The Agreement may be canceled without further obligation on the part of the University of Florida in the event that sufficient appropriated funding is unavailable to assure full performance of the terms. The Successful Vendor shall be notified in writing of such non-appropriation as soon as reasonably possible. No penalty shall accrue to the University in the event this cancellation provision is exercised. This cancellation provision shall not be construed so as to permit the University to terminate the Agreement in order to acquire similar equipment, material, supplies or services from another party.

6.47.6 Stop Work Order

The University may at any time, by written order to the Successful vendor, require the Successful Vendor to stop all or any part of the work called for by the Agreement for a period of ninety (90) days after the order is delivered to the Successful Vendor, and for any further period to which the parties may agree. The order shall be specifically identified as a Stop Work Order issued under this provision. Upon receipt of the order, the Successful Vendor shall immediately comply with its terms and take all reasonable steps to minimize the incidence of costs allocable to the work covered by the order during the period of work stoppage. If a Stop Work Order issued under this provision is canceled or the period of the order or any extension expires, the Successful Vendor shall resume work. The University shall make an equitable adjustment in the delivery schedule or Agreement price, or both, and the Agreement shall be amended in writing accordingly.

6.47.7 Suspension or Debarment

The University may by written notice to the Successful Vendor immediately terminate the Agreement if the University determines that the Successful Vendor has been debarred, suspended or otherwise lawfully prohibited from participating in any public procurement activity, including but limited to, being disapproved as a subcontractor Vendor of any public procurement unit or other governmental body.

6.47.8 Continuation of Performance Through Termination

The Successful Vendor shall continue to perform, in accordance with the requirements of Agreement, up to the date of termination, as directed in the termination notice.

6.48 Intentionally Omitted

6.49 Intentionally Omitted

6.50 Payment Card Industry Data Security Standard.

For e-commerce business and/or credit card transactions, Proposer agrees to be bound by the requirements and terms of the Rules of all applicable Card Associations, as amended from time to time, and be solely responsible for security and maintaining confidentiality of Card transactions processed by means of electronic commerce up to the point of receipt of such transactions by Bank.

Proposer is required to be in compliance with the requisites of the SAS 70 and/or Payment card Industry Data Security Standard and provide written attestation of compliance annually.

6.51 Payment and Invoice Information

All invoices will need to contain either a UF purchase order number or the 8-digit department ID number of the department with which you are doing business.
Please include your Tax Identification number.

All invoices for payment should be submitted to the University of Florida via:

Email:
UFL.invoices@edmgroupp.com

Or by Fax:
1-570-496-5411

Or by Mail:
University of Florida
Attn: Accounts Payable
PO Box 3357
Scranton,
PA 18505

When applicable, all invoices to UF must include backup documentation (for example, invoices for media placement).

7.0 Certifications and Forms

7.1 Certification of Proposal

Explanation: This certification attests to the vendor's awareness of, and agreement, to the content of this ITN and all accompanying provisions contained herein.

Action: Vendor is to ensure that the following certificate is duly completed and correctly executed by an authorized officer of your company.

This proposal is submitted in response to Invitation to Negotiate # ITN21NH-116 issued by the University of Florida. The undersigned, as a duly authorized officer, hereby certifies that

(Vendor Name)

agrees to be bound by the content of this proposal and agrees to comply with the terms, conditions and provisions of the referenced Invitation to Negotiate (ITN) and any addenda thereto in the event of an award. Exceptions are to be noted as stated in the ITN. The proposal shall remain in effect for a period of ninety (90) calendar days as of the Due Date for responses to the ITN.

The undersigned certifies that to the best of his/her knowledge: (check one pf the below and provide information if required)

___ There is no trustee or employee of the University of Florida who has or whose Relative has an Interest in the entity or entities making this proposal or who is a natural person making this proposal.

___ There are trustee(s) and/or employee(s) of the University of Florida who have, and/or whose Relative(s) have, an Interest in the entity or entities making this proposal or who is a natural person making this proposal. Describe the nature of the interest held by each trustee, employee, or Relative of the trustee or employee (for example, grandson of Employee X owns the company or spouse of Employee Y is a director of the company).

“Interest” for purposes of this disclosure includes the following: director, trustee, officer, or employee of an entity, any contract with an entity (including consulting), or any partner, proprietor, stock, equity, or other ownership interest in an entity.

“Relative” for the purpose of this disclosure is an individual who is related to the trustee or employee as father, mother, son, daughter, brother, sister, uncle, aunt, first cousin, nephew, niece, husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half brother, half sister, grandparent, great grandparent, grandchild, great grandchild, step grandparent, step great grandparent, step grandchild, step great grandchild, person who is engaged to be married to the trustee or employee or who otherwise holds himself or herself out as or is generally known as the person whom the trustee or employee intends to marry or with whom the trustee or employee intends to form a household, or any other natural person having the same legal residence as the trustee or employee”

The undersigned further certifies that their firm (check one) ___ **IS** or ___ **IS NOT** currently debarred, suspended, or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Person(s) authorized to negotiate in good faith on behalf of this firm for purposes of this Invitation to Negotiate are:

Name: _____ Title: _____

Signature: _____ Date: _____

Email: _____

Name: _____ Title: _____

Signature: _____ Date: _____

_____ Date: _____

Signature of Authorized Officer

_____ Email: _____

Printed Name

ITN #: ITN21NH-116

Closing Date: 10/8/2020

Closing Time: 3:00 PM/ET