



USAID-Bangladesh Agricultural Value Chains (AVC)

Request For Proposals (RFP)

No. AVC-Dhaka-073

Facilitation Of A Series Of Exposition Events On Horticulture Technology (Jessore Region)

Issue Date: May 08, 2017

WARNING: Prospective Offerors who have received this document from a source other than the AVC project office Road No. 78, House No. 5, Gulshan 2, Dhaka, Bangladesh

(AVCprocurement@dai.com), should immediately contact AVCprocurement@dai.com and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted (<http://www.avcbd.com> **Offerors are encouraged to check this website periodically.**)

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Synopsis of the RFP

RFP No.	RFP No. AVC-Dhaka-073
RFP Issue Date	May 08, 2017
Title	Facilitation Of A Series Of Exposition Events On Horticulture Technology (Jessore Region)
Issuing Office & Email/Physical Address for Submission of Proposals	Agricultural Value Chains (AVC) Project, House 5, Road 78, Gulshan North, Dhaka-1212, Bangladesh http://www.avcbd.com/pages/frontavcprocurement Email: avcsolicitation@dai.com
Deadline for Receipt of Questions	May 14, 2107 at 3:00PM Dhaka Time Email: AVCsolicitation@dai.com
Deadline for Receipt of Proposals	May 25, 2017 at 5:00PM Dhaka Time
Submission of Proposals	Attn: Procurement Department, Agricultural Value Chains (AVC) Project, House 5, Road 78, Gulshan North, Dhaka-1212, Bangladesh Email: AVCsolicitation@dai.com
Anticipated Award Type	Fixed Priced Contract/Fixed Price Purchase Order
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable Offeror who provides the best value to DAI and its client using a combination of technical and price factors.

Interested Offerors may obtain a full copy of the RFP which contains detailed instructions for preparation of the proposal. The RFP may be collected from the address and/or contact person above.

1. Introduction and Purpose

1.1 Introduction and Eligibility to Award Fixed Price Contract

Development Alternatives, Inc. (DAI) is an international development firm based in Washington, DC. DAI was recently awarded a contract from the US Agency for International Development (USAID) for the Bangladesh Agricultural Value Chains project (AVC) DAI invites qualified Offerors to submit proposals to organize a series of 3 exposition events on horticultural technology spread over the month during June to November 2017. Among these 3, 1 will be large scale divisional level events and 2 will be small scale Upazila level events. The following qualifications and experience are requirements for eligibility for a subcontract. The Offeror must:

- Be registered in Bangladesh
- Have experience in arranging similar type of commercial trade fairs preferably at a district level
- Have adequate staff resources in the organization to complete the SOW.

Purpose of RFP 73

AVC is seeking event management firm will manage all aspects of this Horticultural Technology Exposition in coordination with AVC Market Actor and AVC Project to include concept development, planning, day of coordination, participant list (National, international and local), participant invitation, overall event management, logistics, budget management, sponsorship management, media, programming, implementation, and analysis of data.

The objective is to organize a series of 3 exposition events on Horticultural Technology in partnership with the AVC Market Actor. The event will also be supported by USAID's Agricultural Value Chains (AVC) project and will be spread over the year of 2017.

1.2 Issuing Office

The email address listed in the above Synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective Offeror who fails to register their interest at this email address assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

DAI anticipates awarding Firm Fixed Price Purchase Order. This is the anticipated type of award, though it may be changed as a result of negotiations.

A Firm Fixed Price Purchase Order is: An award for a total firm fixed price, for values less than \$150,000, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

A Firm Fixed Price Subcontract is: An award for a total firm fixed price, for values more than \$150,000, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

2. General Instructions to Offertory

2.1 Services Specified

The Scope of Work describes services required for this fixed price contract. It is included as Attachment A of this RFP.

2.1 General Instructions

All documents from the Offeror related to this RFP shall be in English and include three (3) hard copies of both the Technical Proposal and Cost Proposal. All hard copies must be signed and stamped by the Offeror. Technical proposals shall be sealed in a separate envelope from cost proposals, and shall be clearly labeled as **“VOLUME I: TECHNICAL PROPOSAL (Power Point Slides), RFP No. AVC-Dhaka-073, “Facilitation Of A Series Of Exposition Events On Horticulture Technology (Jessore Region)”** and **“VOLUME 2: COST PROPOSAL, RFP No. AVC-Dhaka-073, “Facilitation Of A Series Of Exposition Events On Horticulture Technology (Jessore Region)”** Proposals must be submitted to the Issuing Office no later than **5:00 PM (Dhaka time) on Thursday May 25, 2017**. Late offers will be rejected except under extraordinary circumstances at DAI’s discretion.

The terms “Offeror”, and/or “Bidder” refer to a firm proposing the work under this RFP. “Offer” and/or “Proposal” refer to the package of documents that the firm submits to propose the work. Offerors shall:

1. Review the RFP and any amendments in their entirety.
2. Ask any questions to clarify the requirements, if necessary.
3. Furnish all of the information required by the RFP, using and submitting forms as provided in the Attachments as required.

The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the proposal will constitute an offer and indicate the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. Offerors are required to fully review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

DAI reserves the right to award a fixed price contract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal. Issuance of this RFP in no way obligates DAI to award a fixed price contract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible or liable for these costs.

2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror’s company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of (90) days for the prices provided.
- Acknowledge the solicitation amendments received.

2.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any

verbal information received from a DAI or AVC employee or other entity shall not be considered as an official response to any question regarding this RFP.

Questions due May 14, 2017 3:00pm Dhaka time.

Copies of questions and responses will be distributed in writing to all prospective bidders via email directly to the bidders –on or around May 15, 2017.

3. Instructions for the Preparation of Technical Proposals

Technical proposals shall be in PowerPoint presentation formats and or other slide deck format and the hard copy of the slides will need to be sent sealed in a separate envelope from cost/price proposals, and shall be clearly labeled as “VOLUME I: TECHNICAL PROPOSAL”.

1. **Cover Letter** – Not to exceed 1 page.

A cover letter shall be included with the proposal on the Offeror’s company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- a. The Offeror will certify a validity period of 90 calendar days for the prices provided.
- b. Acknowledge the solicitation amendments received.

2. **Technical Presentation Proposal Hard Copy**

The technical proposal shall **not exceed 15 minutes presentation (20 slides MAX)** and shall include the points listed below:

1. Strategy of how they will design the event
 - The detail strategy should include the venue, arrangement, stall design, stakeholders etc.
2. Strategy of how they will make the event commercialization- How agency will sell stall or earn income from the event
 - The detail should include stall selling strategy, collecting sponsors, selling of branding space, creating areas for business pitching sessions and selling them, and overall marketing and branding plan
3. Strategy of how they will approach to the firms for sponsorship/ collect sponsorships
 - This should include sponsorship package design (e.g. sample proposal for sponsors)
4. Strategy for bringing the target audience (Farmer)
 - Detail marketing and communication plan – including advertising, poster, leaflet, talk show, root level activation, etc.
5. Strategy for PR/ Communication and Promotion of the event
 - Detail strategy to create a buzz in the media regarding the set of events attracting sponsors and private companies to buy stalls.
6. Demonstration of previous experience- Previous event images, video, Leaflets etc.
 - Experience of conducting similarevents/fairs and experience in farmer engagement

In addition to the qualifications above, the offeror must promote the event by arranging all personnel to manage and execute this scope of work for 3 events, seek law enforcement permission, and arrange the exposition venue for all 3 events.

3. **Personnel List** - Not to exceed 3 pages.

a. Resources for Assignment

It is the Offeror's responsibility to ensure it has adequate resources to satisfactorily complete the assignment and finalize deliverables. The minimal personnel resource requirements are: a Project Coordinator and Team Lead. The Offeror must explain its staffing plan for this assignment, and indicate the percentage of time for each personnel dedicated to this assignment. The Offeror must clarify the employment status of each person proposed (e.g., currently employed by the Offeror full-time, part-time, or on a consultant arrangement).

b. CVs of Key Personnel (need to be in annex – not included in page number)

The Offeror will provide CVs (limited to three pages each). Each CV must showcase how the candidate meets or exceeds the qualifications listed in Attachment A – Scope of Work. The CVs must include up to three references, with name, title, organization, phone number, email address, and how the reference knows the proposed candidate. Services Specified. **All CVs must be signed by the respective personnel.**

4. **Past Experience** – Not to exceed 2 pages.

Using the format provided in Attachment H, list up to 5 of the most recent and relevant contracts for efforts similar to the work in the subject proposal. The most relevant indicators of performance are contracts, of similar, and recently performed (within last five years).

For each of the projects above, provide the legal name and address of the organization for which services were performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current email and contact phone number of a responsible and knowledgeable representative of the organization. DAI recommends that you alert the contacts that their names have been submitted and that they are authorized to provide performance information concerning the listed contracts if and when DAI requests it. DAI may use performance information obtained from other than the sources identified.

For description of work performed, provide examples of:

- Experience in arranging awareness such events
- Experience in building public awareness through such campaign/events.

4. **Services Specified**

For this RFP, DAI is in need of the services described in Attachment A.

5. **Technical Evaluation Criteria**

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered significantly more important than cost/price factors.

A total of 100 points are assigned according to the following technical evaluation criteria:
 65 points – Technical Approach and Sponsorship plan and commercial viability
 10 points – Management Approach and Personnel plan
 25 points – Past Performance

Technical Approach and Sponsorship plan and Commercial viability (65 points)

Points for Technical Approach will be allocated across the following criteria:

Have a feasible and clear strategy on:

- Commercialization of the expositions including renting out stalls selling sponsorships,
- Promotion of the expositions and media coverage
- Ensuring the optimum participation from farmers and preparing a database of farmers who attended
- A follow up plan for the participating private companies to track growth in sales, brand recognition, and/or customer database

Management approach and Personnel plan (15 points)

- Strategy to efficiently use human resources
- Key personnel running the expositions

Past Experience (25 points)

Points for Past Experience (Use Past Performance Form in Attachment D) will be allocated across the criteria below:

Experience in arranging commercial trade fairs, overall event management, logistics, budget management, media coverage

Hortexpo Technical Evaluation Table

Evaluation Criteria	Sub -Criteria	Maximum Points
Technical Approach	Have a feasible and clear strategy on: - Commercialization of the expositions including renting out stalls selling sponsorships, - Promotion of the expositions and media coverage - Ensuring the optimum participation from farmers and preparing a database of farmers who attended	65 points

	-A follow up plan for the participating private companies to track growth in sales, brand recognition, and/or customer database	
Management Approach and Personnel Qualifications	-Strategy to efficiently use human resources -Key personnel running the expositions	10 points
Past Performance	Experience in arranging commercial trade fairs, overall event management, logistics, budget management, media coverage	25 points
Total Evaluation Criteria		100 points

5.1 Presentation of Workplan to AVC/DAI for technical scoring

All bidders for RFP 73 **will be** invited to come and present their implementation plan to the AVC technical team in Dhaka. Information and logistics of the presentation process will be conveyed to the bidders at bid opening of technical proposals – slide deck/powerpoint submission. The presentations will take place at AVC Dhaka office.

6. Instructions for the Preparation of Cost/Price Proposals

6.1 Budget

Cost/Price proposals shall be sealed in a separate envelope from technical proposals, and shall be clearly labeled as “VOLUME II: COST/PRICE PROPOSAL”.

Provided in Attachment D is a template for the Cost Proposal, for firm-fixed price awards (available on AVC website). The budget will be used to evaluate cost reasonableness only. Payments will be made based on specified deliverables as defined on page 11-12 of this RFP. Offerors shall complete the template including as much detailed information as possible.

It is important to note that Value Added Tax (VAT) shall not be included in the budget. These services are eligible for VAT exemption under the DAI prime contract and VAT coupons will be provided to the offeror. AIT shall be deducted as per Government of Bangladesh Tax policy.

Cost Proposal should include the cost for all 3 events and expect the Firm funded/sponsored expenditures to be excluded from the proposal budget (expenditure items expected to be funded through outside sponsorships can be submitted in an annex).

The Ceiling amount of the future awarded contract will be maximum BDT 3,900,000 ceiling – price proposals will need to come in under or at BDT 3,900,000 to be considered.

BDT 3,900,000 ceiling

7. Basis of Award and Selection Process

7.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above, and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

DAI may award to an Offeror without discussions. Therefore the initial offer **must contain the Offeror's best price and technical terms.**

7.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. Prior to award, DAI will assess the selected Offeror's responsibility by taking the following factors into consideration:

1. Provide evidence of the required legal registration to operate in Bangladesh.
2. Evidence of a DUNS number (explained below and instructions to obtain the DUNS number in Attachment E).
3. Offerors are encouraged to start the process for SAM registration for avoiding delay of contract signing after the final selection. As SAM registration process takes one to two weeks and mandatory for contract awarding. Please see the instructions in Attachment G.
4. The source and nationality of the products or services are not from a Prohibited Country (explained below).
5. Have adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
6. Ability to comply with required or proposed delivery or performance schedules.
7. Have a satisfactory past performance record.
8. Have a satisfactory record of integrity and business ethics.
9. Have the necessary organization, experience, accounting and operational controls, and technical skills.
10. Have the necessary production, construction and technical equipment and facilities if applicable.
11. Be qualified and eligible to perform work under applicable laws and regulations.

7.3 Selection Process

All proposals shall be received and remain unopened until the due date. All proposals shall be stored in a secure and locked location. On the due date, all proposals shall be opened by the Procurement Officer and shall be witnessed by at least one other project employee. All proposals will be reviewed for initial completeness.

An Evaluation Committee comprised of a minimum of three (3) people shall be established, and each committee member will receive a copy of the solicitation requirements and shall sign a Confidentiality & Disclosure of Relationships form. Technical proposals will be evaluated first by individual committee members before the committee meeting. The Evaluation Committee shall review and score the technical proposals—first individually and then by consensus—based on the evaluation criteria and their respective weights. Before final evaluation, DAI may contact Offerors to seek clarification and may request revisions if the submission is insufficient.

Currently, DAI is requesting the offerors to submit price proposals on their firm’s estimated costs to execute the scope of work defined in Attachment A. The top offeror will have a chance to submit a final price proposal.

8. Anticipated Post-Award Deliverables

Upon award of a fixed price contract, the deliverables and deadlines detailed in below table will be submitted to DAI. The Offeror should detail proposed costs per deliverable in the Price Schedule. All of the deliverables must be submitted to and approved by DAI before payment will be processed.

8.1 Payment Deliverable Table:

No.	Deliverables	Percentage
1.	<ul style="list-style-type: none"> • Proposal for the series of fair events, and work plan for event planning process including plan to target invitees and participant stakeholders 	20%
2	<ul style="list-style-type: none"> • Workplan for event execution to include: <ul style="list-style-type: none"> ○ Venue Layout ○ Schedule of Events ○ Date and time ○ Participant List Participant List for Stalls and Events ○ List of sponsors 	30%
3	<ul style="list-style-type: none"> • A commercialization strategy for conducting annual large tech fair events in the region. 	30%
4	<ul style="list-style-type: none"> • Event completion report with <ul style="list-style-type: none"> ○ Snippets of media coverage ○ Crop specific farmer database who attended the expositions ○ Attendance sheets of the training event within the expositions ○ Evaluation/Market assessment report on the market size of farming technology in the region 	20%
	Grand Total	100%

9. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The awarded firms shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

10. Compliance with Terms and Conditions

10.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment C.

10.2 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

Geographic Code 937: Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at:

<http://www.usaid.gov/policy/ads/300/310maa.pdf> and
<http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

10.1 Data Universal Numbering System (DUNS)

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the

winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$25,000 and above **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, see Attachment E - Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors

For those not required to obtain a DUNS number, see Attachment F: Self Certification for Exemption from DUNS Requirement

10.2 SAM Registration

System of Award Management (SAM) registration is recommended but not required for grants and cooperative agreements for all USAID partners and its sub-awardees. It is mandated in ADS 303.3.9. Offerors are requested to provide DAI SAM registration confirmation prior to first payment. SAM registration should be completed as a public entity using organizational information as opposed to private entity and/or personal information. SAM registration proof will be requested of all awarded offerors upon signing of a fixed price contract with DAI. Please note that this is advised but not required like DUNS registration for contracts above \$25,000. Please review Attachment G for instructions on SAM registration.

11. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to FPI_hotline@dai.com. DAI ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

12. Attachments

12.1 Attachment A: Scope of Work for Services

FACILITATION OF A SERIES OF EXPOSITION EVENTS ON HORTICULTURE TECHNOLOGY (JESSORE REGION)

PERIOD OF PERFORMANCE: 7 Months

BASE OF OPERATIONS: Selected Districts in the Southern Delta of Bangladesh

- Jessore - Large
- Khulna - Small
- Chuadanga – Small

BACKGROUND

Funded under the USAID Feed the Future Initiative, the AVC project is working towards enhancement of long-term food security in the Southern Delta Region of Bangladesh. By applying a market systems development approach, the expected goals are increased access to diverse and nutritious produces such as horticultural crops, potatoes and pulses in local, regional, and national markets. Therefore for efficient production and improved distribution in the region that can contribute significantly to the health as well as income generation for local population AVC is taking multiple initiatives in the South.

The horticultural industry is growing fast, but one challenge of a fast moving market system is market actors keeping pace with the global technological expansion. From tissue culture, to nursery inputs, to land prep, to cultivation practices, to post harvest handling and to transport; the market actors of the horticulture industry are struggling to keep up with the steep learning curve associated with a fast growing markets. AVC wants to improve access to and links with service providers/experts of key technologies through a set of technology exposition events.

A major agenda of this multi-event expo is to introduce the access to new varieties of seedlings, net house/shed making materials, drip irrigation, ploughing equipment, bed planting equipment, seeders and other technical products. The access will be created to link the horticulture sector with the technology providers. AVC would like to establish it as a self-sustaining periodic (annual or biennial) expo. Hence, it is imperative that the expo can gather interest from the stakeholders and is able to attract investment from them.

OBJECTIVES

The objective is to organize a series of **3 exposition events** on horticultural technology spread over the month mentioned at top. Among these 3, 1 will be large scale divisional level events and 2 will be small scale Upazila level events.

SCOPE OF THE WORK

The event management firm will manage all aspects of this Horticulture Technology Exposition in coordination and AVC Project to include concept development, planning, day of coordination, participant list (National, international and local), participant invitation, overall event management, logistics, budget management, sponsorship management, media, programming, implementation, and analysis of data.

- It is expected that there will be two large fairs and up to four smaller promotional events. An initial set of locations could be:
 - Jessore - Large
 - Khulna - Small
 - Chuadanga – Small
- The duration of fair events:
 - Large – 3 days for each fair event,
 - Small – 1 day for each fair event,
- Each of the large fair events will comprise of a fair and exhibition, along with a seminar hall set up for scheduled business pitches and a lounge set up to facilitate business discussions
 - Stalls and pavilions for showcasing technologies
 - Business sessions for giving the participating organizations a chance to market/educate farmers/customers on their products
 - Discussion lounges where farmers can have one to one discussion with a technology provider to strike business deals
- Each of the small fair events will comprise of stalls and product displays concentrating on the predominantly important crops in that area, as well as a stage set up to let the participating companies to provide information on the benefits of their products and technology
- The detailed list of potential participating private companies with stalls and pavilions will be collected by the event management firm
- The fair events will be partly commercialized through:
 - Selling stalls and pavilions
 - Selling information sessions by hour
 - Collecting sponsors for the events
 - Selling branding spaces
- The event firm will organize the event by ensuring:
 - Liaise with different corporates, packaging companies, banks, forum, event planner companies and electronic media for sponsorship;
 - Liaise with foreign participants to ensure their participation in the events;
 - Produce detailed proposals for the fair events to be held (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets);
 - Agree to and manage a budget;
 - Secure and book a suitable venue or location for the fair events;
 - Develop a participant list in coordination with AVC project, and sponsoring companies, and sell the stalls to them;
 - Coordinate with the participants to establish sets to innovatively showcase their technology;
 - Coordinate venue management, caterers, stall designers, contractors and equipment hire;
 - Plan layouts and seminar events for discussions, workshops and demonstrations;
 - Coordinate staffing requirements and staff briefings; selling sponsorship/stand/exhibition space to potential exhibitors/partners;
 - Prepare delegate packs and papers; liaising with marketing and PR colleagues to promote the event;
 - Create a brand and logo for the event and promote the event to the target audience effectively;

- In event survey to get insight of the farmers regarding farming technology
- Post-event evaluation and analysis, including and assessment of the commercial viability of the event without donor support for further scaling up.

DELIVERABLES

The deliverables are the following:

- Proposal for the series of fair events, and work plan for event planning process including plan to target invitees and participant stakeholders
- Workplan for fair event execution to include:
 - Venue Layout
 - Schedule of Fair Events
 - Date and time
 - Participant List for Stalls and Events
 - List of sponsors
- A commercialization strategy for conducting annual large tech fair events in the region.
- Event completion report with
 - Snippets of media coverage
 - Crop specific farmer database who attended the expositions
 - Attendance sheets of the training event within the expositions
 - Evaluation/Market assessment report on the market size of farming technology in the region

REPORTING

The firm will report to AVC Research and Technology Commercialization team.

12.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: [Click here to enter text.](#)

Development Alternatives, Inc.

[Click here to enter text.](#)

We, the undersigned, provide the attached proposal in accordance with **RFP No. AVC-Dhaka-073** dated [Click here to enter text.](#)

I certify a validity period of [Click here to enter text.](#) days for the prices provided in the separate attached Price Proposal/Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: [Click here to enter text.](#)

Name of Firm: [Click here to enter text.](#)

Address: [Click here to enter text.](#)

Telephone: [Click here to enter text.](#)

Email: [Click here to enter text.](#)

Company Seal/Stamp:

12.3 Attachment C: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAII with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws..
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, Offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

12.4 Attachment D: Budget

(please find Excel template from our website: <http://www.avcbd.com/pages/frontavcprocurement>)

12.5 Attachment E: Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors

Check our Website <http://www.avcbd.com> or Email AVCProcurement@dai.com for this attachment, DUNS Number is mandatory for any awarded bidder and is needed prior to fixed price purchase order completion.

12.6 Attachment F: Self Certification for Exemption from DUNS Requirement

Check our Website <http://www.avcbd.com> or Email AVCProcurement@dai.com for this attachment, self-certification for offerors who made less than \$300,000 in gross profit in 2013 is mandatory for any awarded bidder and is needed prior to fixed price purchase order completion.

12.7 Attachment G: SAM Registration Requirement

Check our Website <http://www.avcbd.com> or Email AVCProcurement@dai.com for this attachment, instructions on SAM registration requirements for fixed price awards above \$25,000 is recommended. SAM registration is not required for contracting unlike DUNS registration – which is required.

12.8 Attachment H: Past Performance

(please find form template from our website: <http://www.avcbd.com/pages/frontavcprocurement>)

Attachment H: Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/ District	Client Name/Tel No	Cost in US\$	Start-End Dates	Complete d on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									

12.9 Attachment I: Proposal Checklist

Offeror: _____

Have you?

- Submitted your proposal to DAI in 2 sealed envelopes to the address as specified in General Instructions above? If submitting electronically the cost and the technical have been separated into two different emails?
- Begun the process of fulfilling the DUNS requirement (mandatory if above \$25,000) and getting SAM registered which is recommended but not required for contracting? Evidence of a DUNS Number OR Self Certification for Exemption from DUNS Requirement and attempt to begin the process for SAM Registration (Attachment E – G)
- Reviewed the Tax Implications and Rules of USAID AVC Project for contracting Vendors? Information found on AVC website under Working with AVC -> Current Procurement -> Current RFP -> “Tax Information for Bidders”

Does your proposal include the following?

- Signed Cover Letter (*use template in Attachment B*)
- Separate Technical and Cost proposals individually sealed and labeled as Volume I and Volume II respectfully.**
- Proposal of the Product or Service that meets the technical requirements as per Attachment A
- Response to each of the evaluation criteria**
- Documents use to determine Responsibility
- Evidence of a DUNS Number OR Self Certification for Exemption from DUNS Requirement (Attachment E and F)
- Copy of current, valid registration to operate in Bangladesh
- Budget Breakdown (*use template in Attachment D*)