DATE: February 25, 2014

TO: All Prospective Proposers

FROM: Beth Vu Jones
Sr. Buyer, Goods and Non-Technology Services
301-985-7618

RE: Solicitation# 91174 Display Retargeting Consulting Services
Addendum #1

As a result of questions received, the following amends the above referenced solicitation documents. Receipt of this addendum is to be acknowledged by completing the “Acknowledgment of Receipt of Addenda Form” and including it within the firm’s Technical Proposal submittal. Note: the deadline for questions was February 25, 2014.

1. What should be submitted and included in the proposal, due on March 3, 2014?

Section 3, Solicitation Response Requirements, page 3 of the solicitation outlines all the information that must be included in your proposal.

- **Company Profile** - Vendors are to provide a brief history including the number of years providing display retargeting consulting services with emphasis on the required functions specified in the Scope of Work, set forth in Section 2 of the solicitation.
- **Technical Approach** - Vendors are to provide a narrative of how your firm will provide and approach the requested services in the Scope of Work, set forth in Section 2 of the solicitation.
- **Pricing/Fees** - Vendors are to provide their pricing plans and an itemized breakdown of services and fees for display retargeting consulting services. Vendors are to complete the Pricing Sheet provided in the Solicitation. See Pricing Sheet, page 6 of the solicitation.
- **Two (2) Case Studies** - Vendors are to provide two (2) case studies that represent the vendor’s capability to provide retargeting services as required and listed in the Scope of Work, Section 2 of the solicitation. The case studies must include: A descriptive narrative of the project, timeline schedule and quantitative results. Please review section 3.4 of the solicitation for further details.

*Do not include* the Sample Contract, Attachment A- Affidavit, or Exhibit A and B that follow the Sample Contract in the solicitation.
2. Does page 6 and 7 of the solicitation must be submitted in the proposal?

Yes, vendors are to complete, sign, and submit pages 6 and 7 of the solicitation. Vendors are to include an itemized breakdown of all the services and fees necessary to meet the Scope of Work, set forth in Section 2 of the solicitation. Vendor’s pricing may include the itemized breakdowns listed on page 6, however, vendors may recreate and/or reformat page 6 to include pricing plans and other services/fees not listed.

3. Which section do I need to sign on page 7 if my firm is a LLC?

Vendors may either sign section A or B, depending on the type of LLC the firm is. Section A should be completed and signed if the firm is individually owned. If the firm is a partnership both partners must complete and sign section B.

4. Are there any witness requirements on page 7?

Vendors are to sign in the presence of a witness. The witness is not required to be a notary or a person outside from the proposers firm.

End of Addendum 1 dated 2-25-2014
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

RFP NO.: 91174

TECHNICAL PROPOSAL DUE DATE:
March 3, 2014 on or before 4:00 P.M. EST

RFP FOR: Display Retargeting Consulting Services

NAME OF PROPOSER: __________________________________________

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1   dated 2-25-2014
Addendum No. ______ dated ______
Addendum No. ______ dated ______
Addendum No. ______ dated ______
Addendum No. ______ dated ______

As stated in the solicitation documents, this form is included in our Technical Proposal.

________________________________________
Signature

________________________________________
Name Printed

________________________________________
Title

________________________________________
Date

END OF FORM