



October 6, 2021

To: All Potential Bidders  
From: Kelly Vu, Business Services Supervisor  
Re: RFI #1, Q & A, RFP # AM-05-21

The purpose of this RFI (Request for Information) is to transmit "Questions and Answers" regarding the technical components of the RFP Advertising & Media Buying Services RFP. All terms and conditions of the original RFP notice remain unchanged.

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### Questions and Answers

#### **Questions:**

1. Whether companies from Outside USA can apply for this? (Like, from India or Canada)

**Answer:** Qualified bidders must be Southern California based.

2. Whether we need to come over there for meetings?

**Answer:** Winning bidder will be required to attend onsite meetings throughout the duration of the contract.

3. Can we perform the tasks (related to RFP) outside USA? (Like, from India or Canada)

**Answer:** Qualified bidders must be Southern California based.

4. Can we submit the proposals via email?

**Answer:** Proposals must be submitted by email to [RFP@OCFAIR.COM](mailto:RFP@OCFAIR.COM) via [WETRANSFER.COM](https://WETRANSFER.COM).

5. How do we send the creative portfolio with the TV and radio examples? Since everything is supposed to be in a PDF, how do we submit? In a Zip File?

**Answer:** One (1) PDF copy must be sent via email to [RFP@ocfair.com](mailto:RFP@ocfair.com) via WETRANSFER.COM no later than Monday, October 18, 2021, 11:00 a.m. Bid Proposal must be sent in one email with two separate attachments. The first attachment is the Technical Proposal and all other required documents. The second attachment is the Financial Proposal Bid Form. TV and Radio examples will need to be linked within the pdf file.

6. Every page needs to be numbered. Do we fill out the PDF or recreate the pages?

**Answer:** Each page of the proposal must be numbered.

7. We are filling out the UNSPSC. Do you happen to know how we classify our media and buying services?

**Answer:** Please contact DGS (Department of General Services) for UNSPSC selection.

The above information will be incorporated as part of the RFP requirements and contract. Please send an email to [rfp@ocfair.com](mailto:rfp@ocfair.com) for acknowledgment if you intend to bid on this project. **Failure to acknowledge any RFI(s) and any Addendum(s) will result in disqualification.**

*-End RFI #1-*