STATEMENT OF WORK
CREATIVE ADVERTISING AND AUDIO VISUAL – INTERACTIVE PRODUCTION SERVICES
INVITATION TO QUALIFY (ITQ) CONTRACT

OVERVIEW: The purpose of the Creative Advertising and Audio Visual - Interactive Production Services ITQ statewide contract is to qualify responsible and responsive Contractors is to address the Creative Advertising and Audio Visual - Interactive Production Services requirements of the Commonwealth of Pennsylvania’s executive agencies. In addition, Local Public Procurement Units, as defined by the Commonwealth Procurement Code, may use this contract in accordance with the COSTARS Provision contained in the terms and conditions.

ISSUING OFFICE: This ITQ is managed and administered by the Commonwealth of Pennsylvania, Department of General Services (DGS), Bureau of Procurement. All inquiries should be referred to:

Kelly Warnick, Commodity Specialist
Department of General Services
Bureau of Procurement, 6th Floor
555 Walnut Street
Harrisburg, PA 17101-1914
Telephone: (717) 214-3434
Email: kwarnick@pa.gov

QUALIFICATIONS: Contractors interested in becoming an ITQ Contractor must meet the following requirements. Failure to meet the below requirements will result in the application being rejected. Each Contractor that meets the minimum qualifications will be awarded a contract. Award of a contract to a Contractor is not a guarantee of business.

A. Contractors must provide documentation showing two (2) years of experience in the appropriate commodity code selected under Service Categories.

B. EXAMPLES OF WORK: Contractor must provide examples of work for the commodity code selected. Examples can be submitted in Word, Excel, or PDF format – links to websites can be copied and pasted into a Word document.

SERVICE CATEGORIES: Contractors will need to pick the appropriate commodity code(s) to qualify for this contract. Contractors will select the appropriate code(s) under the Business Details section of the qualification process. The Commonwealth may add additional commodity codes as the need arises. The table below lists the appropriate commodity code and description of each service category.

<table>
<thead>
<tr>
<th>COMMODITY CODE</th>
<th>DESCRIPTION OF SERVICE CATEGORY</th>
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<tbody>
<tr>
<td>82100000-ITQ-92</td>
<td>Develop Communication Strategies, Advertising Campaigns, and Public Service Campaigns. Produce Finished Advertisements and Commercials. Creation, Planning, Production of Sales Promotion and Collateral Materials such as Point-Of-Sales Material, Leaflets, Inserts, Catalogues, Brochures, Manuals or Other Similar Materials. Conduct Qualitative, Quantitative and Attitudinal Marketing Research Pre-Test and/or Post-Test, Evaluation, Compile Other Customer Research or Provide Other Marketing Related Services.</td>
</tr>
<tr>
<td>Code</td>
<td>Service Description</td>
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| 82100000-ITQ-93      | Creative Services Public Relations Services  
Vendors must be able to provide all associated services in the area of Public Relations.                                                                                                                                                                                                                                                                                                                                 |
| 82100000-ITQ-94      | Tracking Services  
Media Tracking; Online Searching; Online Reporting; E-mail Alerting; Local; Regional and National Tracking  
Vendors must be able to provide all associated services in the area of Tracking.                                                                                                                                                                                                                                                                                                                                   |
| 82100000-ITQ-95      | Custom Multimedia Training Development Services "e-Learning"  
Instructional design, media production, interactive development and Learning Management System (LMS) integration for developing custom multimedia and web-based education programs and training courses. This covers custom course development for training programs where the Commonwealth has the subject matter expertise but needs assistance with developing training for technology based distribution.                                                                                                                                                                      |
| 82100000-ITQ-107     | Application Development Services  
Design; Planning; Delivery; and Evaluation  
Proficient in development for all social media platforms and devices.                                                                                                                                                                                                                                                                                                                                                                                                         |
| 82100000-ITQ-108     | Audio Visual Equipment  
Lighting; Pipe and Drape; Event Audio; TV Monitors; Screens; Projectors; Signs; and Signage  
Vendor should be able to provide additional equipment if needed.                                                                                                                                                                                                                                                                                                                                                                                                        |
| 82100000-ITQ-109     | Broadcast Asset Storage Services  
Broadcast Asset Storage Management System.                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 82100000-ITQ-110     | Captioning Services  
Video open captioning; video closed captioning; video live captioning; and subtitles                                                                                                                                                                                                                                                                                                                                                                                                 |
| 82100000-ITQ-111     | Post Production Services  
Editing (video & audio); graphics; and animation.  
The vendor needs to provide a full range of broadcast quality post production services.                                                                                                                                                                                                                                                                                                                                                   |
| 82100000-ITQ-112     | Producer/Writer Services  
Meeting with clients; developing scripts; scheduling remote recordings; and logging and selecting images for post editing.  
The vendor needs to provide these and any other required services needed.                                                                                                                                                                                                                                                                                                                                     |
| 82100000-ITQ-113     | Satellite & Transmission Services  
Uplink truck; production truck transmission; fiber transmission; internet transmission; satellite uplink; teleport (turn around services)                                                                                                                                                                                                                                                                                                                                 |
The vendor can provide some or all of the services required or any other satellite or transmission services required.

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<th>Service Description</th>
<th>Details</th>
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<tbody>
<tr>
<td>Production Services</td>
<td>Full broadcast studio (camera, audio, lighting, etc.); green screen; props &amp; staging capabilities; design build; and installation</td>
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<tr>
<td>Talent Services</td>
<td>The vendor must be able to provide actors, extras or any other type of talent required both union or nonunion.</td>
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<tr>
<td>Transcription Services</td>
<td>Audio; tape video; tape &quot;live&quot; meetings</td>
</tr>
<tr>
<td>Translation Services</td>
<td>Audio; tape video; tape &quot;live&quot; meetings</td>
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<tr>
<td>Video Production</td>
<td>Proficient in using digital video cameras; ability to travel to remote locations; proficient in Mac hardware and software; and proficient in using Final Cut editing software.</td>
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<tr>
<td>Web Services</td>
<td>Development; design; hosting; and webmatrix reporting</td>
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</table>

REQUEST FOR QUOTES (RFQ) PROCEDURES: Commonwealth Agencies will issue an RFQ to qualified Contractors, through the Commonwealth’s Custom Portal, powered by the JAGGAER system. Contractors will respond to the RFQ in the system. The requesting Agencies may require the qualified Contractors to furnish, upon request, additional documentation in the RFQ. The qualified Contractors selected for the RFQ process will receive a Purchase Order (PO) and will supply the service to meet the specific requirements as indicated in the RFQ.

Agencies will exercise a scoring method based upon the criteria set forth in the RFQ. The Scoring Methods are defined as follows:

- **Best Value**
  - Refers to the process of selecting the quote which provides the greatest value to the agency based on evaluating and comparing all pertinent criteria, including cost, so that the Contractor whose overall proposal best suits the agency’s needs is selected for each individual project; and
- **Low Cost**
  - Refers to the lowest cost quoted from all proposals received that are deemed both responsive and responsible for the project.