



## Answers to Questions Received for Brand USA's Corporate Printing Services RFP

The following are answers to questions received regarding Brand USA's Corporate Printing Services RFP.

**Please note:** We have condensed and edited the questions received for space or clarity. In addition, we have removed names and other identifying information of those who posed questions.

### I. Breakdown of Quantities & Finishing Requirements

#### Market Guide brochures

- 10.5" x 8.75" flat, 5.25" x 8.75" folded
- Color: 4/4 w/UV Gloss coated Cover
- Finishing: trim to size, saddle stitch
- Cover Pages: 100#
- Interior Pages: 80# Gloss Text
- Bleed: Full bleed for cover. Text pages currently do not have bleeds, but as we consider redesigns, full bleeds may be included in artwork.
- Page Count: 32 page + cover
- Quantity: 300

#### Business Cards

- 3.5" x 2.0"
- four color
- roughly 125 per person. 25 people in total
- 120# stock
- Matte finish

#### Annual Report

- Perfect bound
- Page Count: 124 pages roughly

- 8.5" x 11" four color
- Full bleed for cover and interior pages
- Gloss cover, 100# stock
- Gloss text, 80#
- Quantity: 300

**Pull Up Banner (retractable)** \* *please include stand pricing in estimate*

- Roughly 31.5" x 60" to 83.25"
- Hardware (Aluminum stands, support bar) and vinyl graphic
- Four color
- One sided
- Quantity: 1

## II. General Questions

**Q: Please confirm your proofing requirement.**

A: We require PDF digital proofs sent to us via remote proofing systems or via email before artwork is sent to print. We would like to be able to request stock samples on an as need basis.

**Q. Do you require press checks for any of the representative items?**

A. We do not require press checks, but would like to have the option for any project requested.

**Q. What type of delivery do you require and where do these items ship to?**

A. Items are typically delivered via FedEx and delivered to the Brand USA headquarters. Some items may need to be shipped directly to our international offices in various locations such as Mexico, China, the United Kingdom, Australia, and Germany.

**Q. Will you require any of the items to be held in inventory for ongoing fulfillment?**

A. Yes, we'd like to be able to hold various collateral and promo items in inventory for ongoing fulfillment purposes.

**Q. What is the annual billable value of this RFP?**

A. This RFP covers a variety of services requested on an "As Needed" Basis; Consequently, an annual billable value cannot be accurately estimated at this time.

**Q. To whom do we address the Executive Summary?**

A. The Executive Summary need only be included in the RFP packet. The Summary does not need to be addressed to anyone specifically.

**Q. Should bidders only include costs for print production, or should design services be included as well? If design services will be needed, what role do you envision the awarded Contractor having in the design process (e.g., submitting designs for consideration or minor design changes)?**

A. The bidder should submit costs for print production and, if the service is provided, also include costs for minor design changes.

**Q. On page 7, the RFP indicates that bidders' proposals "should describe the firm's and the assigned project leadership team's qualifications to provide the requested services." The RFP does not request key personnel resumes. Should bidders include resumes? Will these be separate from the 25-page limit?**

A. Formal resumes are not required; however, the leadership team's qualifications should be described in depth. If the bidder decides to include resumes, the resumes will be counted as part of the 25-page limit.

**Q. On page 7, under Qualifications, the RFP indicates that proposals should demonstrate an Offeror's ability to "provide samples of work showing the successful management of a variety of corporate printing projects." Are you looking for us to submit images of our relevant printed work or actual printed samples? If images will suffice, can you confirm that these will not count toward the 25-page limit?**

A. We prefer to see printed samples to get a clear example of the print quality. This will not count toward the 25-page limit. Selected bidders will also be asked to show printed samples in person at our office headquarters.

**Q. What is the length of the contract?**

A. The contract term is one year.

**Q. How are projects requested?**

A. Projects will be requested via email or a project management system such as Basecamp

**Q. How many jobs are requested annually?**

A. Brand USA hosts roughly 6 major tradeshow and events a year that require printing support. Aside from these events, we will request printing services for projects as they arise.