

REQUEST FOR QUALIFICATIONS

DIGITAL SIGNAGE SALES/MARKETING AND OPERATIONS FIRMS

1.0 GENERAL INFORMATION

1.1 Introduction.

- a. The Pennsylvania Convention Center Authority ("PCCA" or "the Authority") is the entity responsible for the construction and operation of the Pennsylvania Convention Center ("Center"). PCCA is a body corporate and politic, created and existing as an agency and public instrumentality of the Commonwealth of Pennsylvania. The Pennsylvania Convention Center is located in Philadelphia on a site bounded by 11th, Broad, Arch and Race Streets, plus the former Trainshed north of Market Street and East of 12th Street. The Center consists of approximately 2.2 million square feet including: Exhibit Halls totaling 679,000 square feet of exhibit space, 2 Ballrooms (32,000 square feet and 55,400 square feet), 79 Meeting Rooms, a 34,960 Square foot Grand Hall and a 23,400 Square foot Atrium.
- b. The purpose of this Request for Qualifications ("RFQ"), including all exhibits, schedules, addenda, drawings, plans and specifications related hereto issued by the Pennsylvania Convention Center Authority ("PCCA"), is to solicit proposals from qualified **Digital Signage Sales/Marketing and Operations Firms** to provide **Digital Signage Sales/Marketing and Operational Services** as described in this RFQ at the Center. See attached Detailed Scope of Work in Exhibit "A".
- c. The successful Proposer must demonstrate its capability of adequately meeting the demands of PCCA with respect to the requirements of this RFQ, This RFQ by PCCA contains information and requirements for the Proposer to prepare and submit proposals for **Digital Signage Sales/Marketing and Operational Services** This RFQ, with any amendments, contains the only instructions governing the proposals and material to be included therein. The Proposer must be in a position to commence provision of services at the Center upon execution of a services contract. Proposals, including all documents and addenda, (hereinafter "Proposal" or Proposal Documents") submitted by each Proposer, should be inclusive of all services and/or equipment required by PCCA, plus any additional related services and/or equipment the Proposer believes are required to ensure efficient, flexible and cost-effective delivery of services. The outline of services set forth in Section 4.0 hereof is an outline of the minimum services required by PCCA. Any change in the cost to PCCA by reason of any alternative or additional services must be separately identified to the extent feasible.

- 1.2 Schedule.** The following is the anticipated schedule in connection with this RFQ. This schedule may be altered at the discretion of the PCCA.

Anticipated Schedule	
Element	Completed By
Mandatory Pre-Proposal Conference (Virtual):	Thursday, May 1, 2025, 1 PM
Site Tours:	TBD
All Questions Due:	Friday, May 16, 2025, 12:00PM
Proposals Due:	Thursday, May 29, 2025, 4:00PM

2.0 PRE-SUBMISSION PROCEDURES AND REQUIREMENTS

2.1 Examination of Proposal Documents.

- a. Upon receipt of the Proposal Documents, each Proposer shall examine same for missing or partially blank pages due to mechanical printing or collating errors. It shall be the Proposer's responsibility to identify and procure any missing pages from PCCA.
- b. Each Proposer shall carefully review the Proposal Documents and thoroughly familiarize itself with the requirements prior to submitting a Proposal. Prospective Proposers are invited to submit **electronic** inquiries (return receipt requested) with respect to this RFQ to **Stephen Shepper** (sshepper@paconvention.com) and **Lisa Dobbertin** (ldobbertin@paconvention.com). Answers may be provided at the Pre-Proposal Conference. **Telephone inquiries will not be accepted.**

- 2.2 Pre-Proposal Conference.** A mandatory **Virtual Pre-Proposal Conference** will be held on **May 1, 2025 at 1:00 p.m.** All Proposers must attend the **Pre-Proposal Conference**. See separate "Pre-RFQ Meeting Information" document for the meeting link.

- 2.3 Addenda.** Changes, corrections or additions may be made in the Proposal Documents after they have been issued. In such case, a written addendum or addenda ("Addendum" or "Addenda") describing the change(s), correction(s) or addition(s) will be posted on the RFQ website. Such Addendum or Addenda shall become part of the Proposal Documents. Each Proposer shall acknowledge receipt of all Addenda in its Proposal. No oral communications, rulings or interpretations will be held binding upon PCCA.

3.0 SUBMITTAL PROCEDURES AND REQUIREMENTS

3.1 Compliance with the RFQ.

- a. Each Proposer is required to submit a complete written Proposal and to attest to the accuracy and completeness of its Proposal. In all respects, the Proposers shall comply with the instructions and the stipulations of this RFQ in the preparation and submission of Proposals. Proposals **must** be signed by a duly authorized person, partner or officer of the Proposer, as applicable, and evidence of such authorization must be included with the Proposal. The Proposer's legal name and form of entity must be fully stated.
- b. Where permitted by this RFQ, the Proposer must specifically identify and fully explain in the Proposal any exceptions to or deviations from the requirements of this RFQ.
- c. Failure to comply with the requirements of this RFQ may render the Proposal, at the sole discretion of in disqualification and the elimination of the Proposer from subsequent consideration. PCCA, as unresponsive or otherwise unacceptable and may result in disqualification and the elimination of the Proposer from subsequent consideration

3.2 Proposer Affiliations and Subcontractors.

- a. Each Proposer must disclose in its Proposal any relationship between the Proposer and any entity that has a contractual relationship with PCCA.
- b. Any services proposed by the Proposer that will be performed in whole or in part by outside parties, third-party contractors, affiliates, or subcontractors of the Proposer if permitted by PCCA, must be specifically identified in the Proposal and the business relationship between the Proposer and such third parties must be explained in the Proposal. Nothing contained herein or in the Contract shall be construed to impose any obligation on the part of PCCA to any outside party, third-party contractor,

3.3 Proposals

- a. Each Proposer is required to submit a complete written Proposal by the specified time herein. **Late Proposals will not be considered.**
- b. In all respects, the Proposers shall comply with the instructions and the stipulations of this RFQ in the preparation and submission of Proposals. Oral or telephone Proposals or unsolicited modifications to Proposals will not be considered.
affiliate, or subcontractor of the Proposer

c. Proposals must be accompanied by a transmittal letter:

- 1). The transmittal letter must be on an official business letterhead of the Proposer and signed by a duly authorized person, partner or officer of the Proposer, as applicable, and evidence of such authorization must be included with the Proposal. The Proposer's legal name and form of entity must be fully stated.
- 2). The transmittal letter must include at a minimum:
 - (i.) identification of the person who will serve as the primary contact for the Authority with respect to the Proposal, and shall include the person's title, address, telephone and fax numbers, and e-mail addresses;
 - (ii.) certification that the Proposer is not currently under suspension or disbarment by the Commonwealth of Pennsylvania or any other state or federal government; and
 - (iii.) acknowledgment of receipt by the Proposer of any RFQ Addenda or Amendments as required by Section 2.3.

d. Proposals must be submitted via an electronic copy in PDF format.

3.4 Submission of Proposals; Deadline

- a. Proposals must be emailed to Stephen Shepper at sshepper@paconvention.com
- b. Proposals must be received at the email address in Section 3.4(a) above no later than 4:00 PM (Philadelphia/EST time) on May 29, 2025. Proposers should allow sufficient delivery time to ensure receipt of their Proposals by PCCA prior to the date and time fixed for the acceptance of the Proposals. Proposals received after this time may be rejected by the PCCA. Proposers should confirm all emailed proposals are received by Steve.**
- c. Each Proposer shall identify its Proposal in the subject line of the email by writing the words: **RFQ for Digital Signage Sales/Marketing and Operational Services Projects at the Pennsylvania Convention Center."**
- d. Each Proposal must be in a single email with four components. Each component shall be included in a separate PDF document with the proper identification named in the electronic file. The components are:
 - (i.) Technical Portion - **No cost information may appear in this portion.**
 - (ii.) Diversity, Inclusion and Anti-Discrimination Response Portion
 - (iii.) Cost/Price Portion (Compensation Structure)
 - (iv.) Financial Portion

- 3.5 Term of Proposal.** Proposals shall remain open for acceptance and be irrevocable for a period of one hundred eighty (180) calendar days after the deadline for submission of Proposals specified in Section 3.5 hereof.
- 3.6 Withdrawal of Proposals.** Proposals may only be withdrawn personally or on written or telegraphic request received from Proposers prior to the time fixed herein for submission of Proposals. This will not preclude the submission of another Proposal by such Proposer prior to such deadline.
- 3.7 Business License.** Proposers which are corporations, or that are individuals or firms doing business under fictitious names, must supply, in their Proposals, documented proof that they have registered with and obtained a certificate from the Secretary of the Commonwealth authorizing them to do business in this Commonwealth and confirming that they are in good standing. Proposers must also supply in the Proposals, documented proof that they have obtained from the City of Philadelphia the appropriate license(s) for conducting business in Philadelphia. If the foregoing proof is not available at the time of submission of the Proposals, the Proposer must, at a minimum, provide evidence that it has applied for such certificates and license(s) and, at the option of PCCA, and designated Proposed will be required to produce such certificates and licenses prior to execution of the Contract.
- 3.8 Ownership and Non-Confidentiality of Proposals.** All Proposals submitted in response to this RFQ will become the property of PCCA and will not be returned. The contents of all Proposals are a matter of public record.
- 3.9 Effect of Submission.** Submission of a Proposal shall constitute agreement by the Proposer to all of the terms incorporated in the Proposal Documents. By submission of a Proposal, the Proposer is representing and warranting that (i) the information contained in its Proposal is complete and accurate and that such information shall continue to be complete and accurate at all times, and (ii) the delivery of the products and services specified in this RFQ and the Proposal shall in provision of such products and services, other than as included in the Contract executed by both parties no way obligate PCCA to pay any additional costs to the Proposer for the provision of such products and services, other than as included in the Contract executed by both parties.

4.0 SCOPE OF THE SERVICES

4.1. General Requirements

PCCA seeks a consultant/firm to perform **marketing/sales services along with operational management services for the facilities digital display system at the PA Convention Center.** for the purpose of contracting for sales/marketing and operational services for the facilities digital display system that is being upgraded. The project to include but not limited to the following:

Evaluation Review: The successful respondent (Vendor) will be responsible for managing both the sales and delivery of content to the Pennsylvania Convention Center's (Center) digital signage inventory. See attached detail Scope of Work in Exhibit A.

A. Site

The existing Center is located on a site bounded by 11th, Broad, Arch, and Race Streets, plus the former Train Shed north of Market St. and East of 12th St. is included in the Project Site ("Site").

4.2. Additional Requirements.

- a. The following additional information will be evaluated and must be supplied by Proposers in a detailed and complete manner:
 - (i) Description of Proposer's capability to meet service demands of the PCCA as set forth in the General Requirements, section 4.1 of the RFQ;
 - (ii) Description of customer service policy and procedures.

4.3 Examination of Conditions Affecting Work.

- a. Prior to submitting a Proposal, each Proposer must familiarize itself with all current working conditions, including but not limited to the labor environment and all applicable laws, codes, ordinances, rules and regulations that will affect the delivery of the services to be provided by the Proposer.

4.4 Cost Proposal. Proposers must describe the compensation elements detailed as follows:

- a. Proposers are required to separate and identify all cost components, including but not limited to those outlined above. Any Proposal which does not completely itemize all cost components may be deemed non-responsive and may be excluded from further consideration.
- b. PCCA is a tax-exempt entity not liable for sales tax. All price quotations for equipment and services provided by the Proposer to the PCCA must exclude sales tax charges. A tax-exempt certificate will be provided upon request.

4.5 Confidentiality. All data contained in the documents and/or files supplied by PCCA either during the RFQ process or after the execution of the Contract to be awarded pursuant hereto are to be considered confidential and shall be solely for the use of the requesting Proposer. The Proposer will be required to use reasonable care to protect the confidentiality of any data.

4.6 Delivery Responsibilities. The designated Proposer will be required to assume sole responsibility for the delivery of services. The Proposer may not assign or subcontract any of its responsibilities under the Proposal or the Contract except to the extent specifically provided herein or in the Contract.

4.7 Interpretation. Should any question arise as to the proper interpretation of the terms and conditions of the Proposal Documents, the decision of PCCA shall be final.

4.8 Anti-Collusion. The Proposer, by signing its Proposal, does warrant and represent that its Proposal has not been solicited, secured or prepared directly or indirectly, in a manner contrary to the laws of the Commonwealth of Pennsylvania, and that said laws have not been violated as they relate to the procurement or performance of the Contract to be awarded pursuant to the process described in this RFQ by any conduct, including the payment or giving of any fee, commission, compensation, gift, gratuity, or consideration of any kind, directly or indirectly to any PCCA employee, officer, or consultant.

5.0 MINIMUM CRITERIA FOR THE PROPOSER

5.1 Minimum Required Qualifications.

- a. **Financial Requirements.** Each Proposer must supply in its Proposal documented proof of its financial condition and financial responsibility to provide documented services to the PCCA. This includes providing financial statements certified by a public accountant or annual reports covering the two (2) most recent fiscal years, or other such documents that will allow PCCA to assess the financial viability of the Proposer. PCCA, at its discretion, may request the Proposer to provide such additional financial information as PCCA, in its discretion, deems necessary to establish the financial responsibility of the Proposer.
- b. **Other Requirements**
 - (i.) Proposer must provide and maintain during the term of any contract with the PCCA, appropriate insurance coverages in the limits required by the PCCA and in accordance with the law. The requisite insurance coverages include at a minimum, workers compensation insurance, general liability insurance, automobile liability insurance and excess liability insurance.
 - (ii.) Proposer must be legally licensed to operate under all applicable laws of the Commonwealth of Pennsylvania and the City of Philadelphia.

5.2 Technical Guidelines for Meeting Requirements of the Scope of Services

- a. **References/Credentials.** Each Proposer shall provide PCCA with a minimum of three (3) written references from prior customers of the Proposer.
- b. **Diversity, Inclusion and Anti-Discrimination Compliance**
 - (i.) PCCA's Diversity, Inclusion and Anti-Discrimination Policy. PCCA has instituted a Diversity, Inclusion and Anti-Discrimination policy to prevent discrimination against minorities and females in all PCCA subcontracting and employment opportunities and to ensure that minorities and females have an equal opportunity to participate in all contracts for the operation and maintenance of the Convention Center. A copy of PCCA's Diversity, Inclusion, and Anti-Discrimination policy can be found at <https://paconvention.cobblestone.software/gateway/DocumentLibrary.aspx> under “Exhibit AA Diversity, Inclusion, & Anti-Discrimination Policy.”
 - (ii.) Diversity, Inclusion, and Anti-Discrimination Implementation Plan. All Proposers are required to make their best efforts to achieve minority and female participation in subcontracting and employment opportunities at substantial and meaningful levels. Each Proposer must submit a diversity, inclusion, and anti-discrimination plan specific to this RFQ. The successful Proposer's diversity, inclusion, and anti-discrimination plan, as accepted by PCCA, will become an enforceable provision of the Contract. If the Proposer fails to detail its best efforts as required under this Section, the Proposal may be deemed non-responsive and may be rejected by PCCA. Please follow the directions in connection with completing the Diversity, Inclusion, and Anti-Discrimination Implementation Plan:

- a.) Proposers must provide a detailed Diversity, Inclusion, and Anti-Discrimination Implementation Plan specific to this RFQ. Proposers' Diversity, Inclusion, and Anti-Discrimination Implementation Plans must include levels of minority and female-owned business participation in (i) subcontracting and (ii) workforce utilization. Workforce utilization must indicate the employees who are minorities and/or females who will be assigned to this project and indicate their status by category (i.e. management, hourly, full-time, part-time, etc.). Proposers' workforce utilization can be in a narrative format.

If there are any special business arrangements i.e. teaming, joint-venture and/or in-association with relationships, then an explanation of that particular arrangement must be included with the Diversity, Inclusion, and Anti-Discrimination Implementation Plan for PCCA review and approval. The document must indicate all roles and responsibilities of all the participants to the business relationship.

- b) Solicitation for Participation & Commitment Form - Proposers must complete the Solicitation & Commitment Form. Please complete all areas that apply to the Proposer's submission. The form must briefly describe the specific task assigned to each minority and/or female-owned business listed on the Solicitation for Participation and Commitment Form, found at <https://paconvention.cobblestone.software/gateway/DocumentLibrary.aspx> titled "**Exhibit BB - Solicitation for Participation and Commitment Form.**" In order to satisfactorily complete the Solicitation & Commitment Form, the following areas must be indicated; the type of work to be performed; date of solicitation or commitment; whether or not a commitment is made, ("yes" or "no"). If "yes", indicate the amount in dollars and the percentage. If "no" commitment is made, please provide an explanation. Provide copies of all certifications of all firms listed as "yes" on the Solicitation for Participation & Commitment Form.

- c.) Best and Good Faith Efforts

Proposers must demonstrate, in writing, that it took reasonable steps to obtain representation of minority and female-owned businesses and/or vendors to assure equal opportunity, even if the efforts were ultimately unsuccessful.

See <https://paconvention.cobblestone.software/gateway/DocumentLibrary.aspx> to fill out the "**Exhibit CC- Best and Good Faith Efforts**" form.

Proposers must provide evidence (a written description with supporting documentation) to the PCCA that it utilized its best efforts to include minority and female-owned business participation in every phase of this RFQ. Evidence of "best efforts" are the following:

- 1) Providing copies of advertising in general media, trade association publications, and minority-focused media concerning subcontracting opportunities.
- 2) Participating in conferences and seminars specifically for the promotion of the Diversity, Inclusion, and Anti-Discrimination portion of the project.
- 3) The timely notification of minority and female-owned business enterprises

and solicitation of their participation on this project.

4) Providing sufficient information about plans, specifications, and requirements of the project to interested to minority and female-owned businesses.

5) Providing evidence of reasonable efforts to negotiate with minority and female-owned businesses to provide specific services and/or goods and supplies.

Proposers must comply with the aforementioned PCCA Diversity, Inclusion, and Anti-Discrimination requirements in order for their Proposals to be considered and/or deemed accepted “best efforts.”

6.0 PROPOSAL EVALUATION AND AWARD OF CONTRACT

6.1 Evaluation Criteria.

a. The PCCA, *in its sole discretion*, will use a variety of criteria, including, without limitation, the following criteria, which are not necessarily listed in order of importance, to evaluate the Proposals received:

i) General feasibility, effectiveness and clarity of the Proposal and its responsiveness to the RFQ requirements.

ii) Proposer's demonstrated experience in delivering the required services.

iii) Proposer's organizational resources, depth of resources, and financial stability and capability.

iv) Creative or innovative and cost effective approach to service delivery, pricing, and compensation.

v) Initial pricing, pricing for each year of the term of the contract, and overall economic advantages.

vi) Evidence of Proposer's service reliability, customer support, and on-time delivery of services.

vii) Proposer's compliance with the PCCA's Affirmative Action Policy.

viii) Implementation capabilities.

b. The PCCA may, *in its sole discretion*, after full and careful consideration, accept the Proposal which best meets the PCCA's requirements. The PCCA is not required to make its selection based solely upon the lowest proposed pricing schedule.

6.2 Evaluation Process. Upon receipt of the Proposals, PCCA may short-list the Proposers based on evaluation criteria including, but not limited to, that cited in Section 6.1 of this RFQ. The PCCA reserves the right to then interview each of the short-listed Proposers and may require presentations to be made to PCCA by such Proposers. The proposal review and selection process is as follows:

Step One – Receipt of RFO’s – RFQ’s from Proposers will be received at the location on the day

and at the time indicated in this RFQ.

Step Two – Technical, Diversity & Inclusion Review - PCCA will initially review and evaluate the Technical Submittals and Diversity, Inclusion and Anti-Discrimination Responses. PCCA may require all or some Proposers participate in an oral interview during this initial process. The general purpose of this session is to clarify specific aspects of the above submittals. Although the oral interview itself will not be a basis for award; responses provided in the interview will be considered. Absence of an interview does not indicate lack of interest of PCCA in a proposal.

Step Three – Shortlist -The PCCA will evaluate all proposals on the basis of technical merit and Affirmative Action response. PCCA will evaluate whether the technical portion of the Proposal provides the details of the necessary technical and personnel support, and the manner in which it will fully implement and satisfy all requirements of the Project. The Authority will also evaluate whether the Proposer's Diversity, Inclusion and Anti-Discrimination Plan achieves minority and female participation in subcontracting and employment opportunities at substantial and meaningful levels and whether Proposer's satisfactorily demonstrated their best efforts as described in the Affirmative Action Policy. PCCA will notify selected Proposers in writing of its selection for further consideration of their proposal.

Step Four – Presentations of Shortlisted Proposers - Selected Proposers will be requested to participate in a one hour meeting with PCCA. The agenda will provide for up to a thirty (30) minute presentation by the Proposer and the remainder as a question and answer period. PCCA does not require or expect the Proposers provide elaborate presentations or add information beyond their initial proposal. PCCA may request Proposers explain the basis of their cost/pricing for proposal.

Step Five – Cost Review - PCCA will review all the Shortlisted proposals and select the Proposers that it considers in its best interest. During the PCCA deliberations, PCCA may request further information from Proposers. Where similar Proposals come from several Proposers, PCCA may decide to engage in negotiations with only one, several or all Proposers submitting similar Proposals. The cost/price portion of the Proposal will be evaluated separately. It will be utilized to evaluate the Proposer's understanding of the requirements of the RFQ and to determine the most probable cost to the Authority. The cost/price portion will be evaluated for reasonableness and completeness. The Authority will evaluate the reasonableness of each Proposer's cost/price Proposal, determine whether the proposed cost/price is consistent with the proposed technical approach and indicates a clear understanding of a sound approach to satisfying the requirements in the scope of services set forth in Section.

Step Six – Negotiation – PCCA may undertake negotiations with several Proposers for similar or different Proposals. In either case, PCCA may request “final and best offers”. Based upon these negotiations, PCCA will offer a “Notice of Award” to the selected Proposer(s).

Step Seven – Award of Contract – Upon the completion of the Proposal Evaluations the PCCA at its sole discretion may award a Contract for this RFQ.

6.3 Rights and Options of PCCA. PCCA reserves and may exercise one or more of the following rights and options with respect to this RFQ:

- a. To reject any and all Proposals.
- b. To elect to award certain parts of the Scope of Services, to separate proposers or to award the entire Scope of Services to one proposer as the PCCA deems necessary.

- c. **To use criteria other than price in determining the Proposer(s) with which it will contract.**
- d. To supplement, amend or otherwise modify this RFQ.
- e. To cancel this RFQ with or without substitution of another RFQ.
- f. To issue additional or subsequent solicitations for Proposals.
- g. To conduct investigations with respect to the qualifications of any Proposer.
- h. To change any time for performance set forth in this RFQ.
- i. To waive any non-compliance of any Proposal with the requirements of this RFQ.
- j. To permit any Proposer to supplement, amend or otherwise modify its Proposal.
- k. To supplement, amend or otherwise modify the terms of any proposed form of Contract which may be submitted by PCCA to any Proposer.

6.4 Request for Additional Information. Proposers shall furnish such additional information as PCCA may request in connection with its evaluation of the Proposals.

6.5 Acceptance or Rejection of Proposals.

- a. The PCCA reserves the right to reject any or all Proposals and to seek additional Proposals, if such action is in the best interest of PCCA. PCCA reserves the right to waive any informalities and technicalities in the Proposal process.
- b. If for any reason whatsoever, PCCA rejects a Proposal, the Proposer agrees that it will not seek to recover lost profits on work not performed nor will it seek to recover its Proposal preparation costs. By submitting its Proposal, the Proposer expressly states that it intends to be legally bound and accepts the limitation of remedies set forth in this Section.

6.6 Contract Award.

- a. After PCCA has selected a Proposer as a result of the aforesaid evaluation process, the successful Proposer shall be required to execute a Contract with the PCCA. PCCA reserves the right to modify, amend and supplement any proposed form of Contract submitted by PCCA to any Proposer, in any manner it deems appropriate.
The terms of the Proposal of the designated Proposer, to the extent accepted by PCCA, shall be incorporated into the Contract. PCCA reserves the right to revoke the designation of a Proposer as the designated Proposer at any time prior to execution of the Contract by the Proposer and PCCA and in the form approved by PCCA.
- b. The contents of the Proposal of the selected Proposer and the RFQ will become contractual obligations upon execution of a contract between the Proposer and the Authority; provided however, that the terms of any such contract shall supersede the provisions of the Proposal and the RFQ to the extent the terms of the contract are inconsistent with the terms of the Proposal or RFQ. In the event that either the designated Proposer does not execute the Contract as herein required or PCCA has revoked the designation of a particular Proposer as the designated Proposer, the PCCA, in its sole discretion, may enter into negotiations with one or more of the

other Proposers or PCCA may solicit new Proposals.

- c. At or prior to delivery of the signed Contract, the designated Proposer shall deliver to PCCA the policies of insurance or insurance certificates as required by the Contract. All policies or certificates of insurance must be approved by PCCA before the designated Proposer may proceed with the delivery of the contracted services.

7.0 MISCELLANEOUS

- 7.1 Penalty for Non-Compliance. Proposals received after submission deadline will be disqualified.** Failure to comply with the requirements of this RFQ may render the Proposal, at the sole discretion of PCCA, as unresponsive or otherwise unacceptable and may result in disqualification and the elimination of the Proposer from subsequent consideration.
- 7.2 Handling of Proposals.** All Proposals submitted in response to the RFQ will become the property of the Authority and will not be returned.
- 7.3 Cost Liability.** The PCCA shall not, in any way, be responsible for any costs incurred by any Proposer in preparing, reproducing, distributing and presenting its Proposal.
- 7.4 Additional Clarification of Proposals.** The Authority may ask a Proposer to clarify in writing the technical or cost/price portions of the Proposer's Proposal at any time prior to the execution of a contract between a Proposer and the Authority. Where permitted by this RFQ, the Proposer must specifically identify and fully explain in the Proposal any exceptions to or deviations from the requirements of this RFQ.
- 7.5 Disclosure of Relationships.**
 - a. Each Proposer must disclose in its Proposal any relationship between the Proposer and any entity that has a contractual relationship with PCCA.
 - b. Any services proposed by the Proposer that will be performed in whole or in part by outside parties, third-party contractors, affiliates, or subcontractors of the Proposer if permitted by PCCA, must be specifically identified in the Proposal and the business relationship between the Proposer and such third parties must be explained in the Proposal. Nothing contained herein or in the Contract shall be construed to impose any obligation on the part of PCCA to any outside party, third-party contractor, affiliate, or subcontractor of the Proposer.

7.6 Compliance with Laws, Rules, Etc. The Proposers shall comply with all federal, state, and local statutes, laws, rules, regulations, and ordinances.

7.7 Taxes.

- a. PCCA is a tax-exempt entity not liable for sales tax. All price quotations for goods and services provided by the Proposer to PCCA must therefore exclude sales tax charges. A tax-exempt certificate will be provided upon request.
- b. The designated Proposer shall be responsible for all taxes related to the provision of goods and services pursuant to the Contract and shall apply to the respective taxing authorities for all applicable account numbers and file appropriate tax returns as required by law.

EXHIBIT “A” OVERVIEW - SCOPE OF WORK

The Pennsylvania Convention Center Authority is requesting proposals from Sales/Marketing and Operational firms who are interested in performing the following services at the PA Convention Center for Fiscal Year 2026 (July 1, 2025, thru June 31, 2030):

DETAILED SCOPE OF WORK **Digital Asset Sales and Management**

1. Scope:

- a. The successful respondent (Vendor) will be responsible for managing both the sales and delivery of content to the Pennsylvania Convention Center’s (Center) digital signage inventory.

2. Term:

- a. The term of this agreement shall be five years.

3. Advertising Rates:

- a. Upon complete execution of the agreement between the Center and the Vendor, the Vendor shall create sales materials to solicit advertisers wishing to utilize the venues inventory of digital assets. The Vendor understand that sales efforts shall include both event organizers that host events at the Center as well as outside entities wishing to display on the venue’s assets. The Vendor will create a rate card identifying each piece of inventory available and an associated advertising cost for each. The Vendor shall establish two rate cards. One for Center event organizers and one for outside advertisers. The Authority shall hall approval of these rates. Vendor should include samples of their sales materials from like accounts in their response.

4. Staffing:

- a. The respondent shall provide personnel necessary to coordinate all sales and service associated with the operation of the Center’s digital signage inventory. Vendor shall identify in their response their staffing plan including job descriptions for each position and if the position will be house at the Center or will work remotely. Vendor should identify positions that will be dedicated to the center’s operation and those that may be shared with other accounts and what that intended split of time would be.

5. Sales Methods and Approach:

- a. The Successful vendor shall detail their sales approach and strategy to solicit

advertisers wishing to utilize the Center's assets. The Vendor should provide their sales goals and tactics to maximize use of the displays. The Vendor should differentiate between their approach to outside advertisers and event users of the Center.

6. Proposed Compensation Plan:

- a. In their response, the Vendor shall include their compensation plan. If the vendor intends to propose a split of revenues, the Vendor should include a five-year projection of revenues.

7. Current Accounts:

- a. The respondent shall provide a detailed list of venue which they currently provide these types of services along with a contact from each.

8. Potential Conflicts:

- a. The Vendor should identify any existing accounts that may pose a conflict to the Vendors ability to successfully deliver on this agreement on behalf the of the Center.

9. Content Management System (CMS):

- a. The respondent may provide their own content management system to manage advertising inventory to be provided to the displays. The Center will provide all displays. If the Vendor chooses to provide their own CMS, it will be at the vendor's sole cost. Vendor agrees that any alternations necessary to the displays or associated connections to the displays necessary to accommodate the Vendors CMS, the costs necessary to make those alterations will be paid by the vendor. Vendor should identify in their response their intent to provide their own CMS or if they intent to use the Center's.

10. Content Creation:

- a. Vendor must be capable of providing content creation services to customers who can not provide production ready content. Respondent should outline in their response their creative services abilities and costs that users would be charged for use of these services.

11. Display Monitoring:

- a. Vendor will be responsible to monitor the quality of content the screens display to assure the users receive the best experience possible. Vendor should explain in their response what means they intend to use to monitor the content displayed on all screens and elaborate on what their procedures will be to address issues of poor

content display.

12. Maintenance of Displays:

- a. At this point the Center intends to maintain the displays, however the Vendor will be responsible to trouble shoot issues and advise the Center of any issues that may require service. If the vendor provides their own CMS, the vendor is responsible for all maintenance associated with said CSM as well as any issues with the displays resulting from use of the CMS. Vendor should detail in their response their program to monitor operation of all displays and their support service to assure that content runs as scheduled. Should the Vendor wish to propose a maintenance agreement to maintain the displays, the Vendor should include details in their response.

Other Project Documents:

1. PCCA Digital Display Concept Renderings (74 Pages)
2. IDF Location & Signal Diagram (5 Pages)
3. Technical Specifications (24 Pages)

Exhibits:

All exhibits are found on PCC website:

<https://paconvention.cobblestone.software/gateway/DocumentLibrary.aspx>

- a. Exhibit AA - Anti-Discrimination Policy
- b. Exhibit BB - Solicitation for Participation
- c. Exhibit CC - Best Faith and Good Efforts
- d. Exhibit DD – Code of Conduct
- e. Exhibit EE – Drug-Free Workplace Policy