

Request for Proposal



ISSUE DATE: Wednesday, April 5, 2017

RFP # 10054530

TITLE: The University of Tennessee Health Science College of Medicine Brand Development Marketing Services

CONTACT: K. Michelle Newman
Purchasing Department
The University of Tennessee
Health Science Center
847 Monroe Ave., Suite 216
Memphis, TN 38163

Phone (901) 448-7271
Fax (901) 448-8028
Email: knewma13@uthsc.edu

Proposals will be received until: Tuesday, April 25, 2017 at 2:30 pm CT

Confidential Information

All documents and correspondence, including any proprietary or confidential materials contained in the proposal, will be subject to the Tennessee Public Records Act, TCA 10-7-503.

All responses, inquiries, or correspondence relating to or in reference to this RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the Proposers will become the property of the University when received.

Contents

Confidential Information	1
SECTION 1 - GENERAL	4
1.1 University Information	4
1.2 Contract Period	4
1.3 Extension of Contract Terms to Other Institutions	4
SECTION 2 –SCOPE, OBJECTIVES AND DESCRIPTION	4
2.1 Scope	4
2.2 Objectives	5
2.3 Project Description	5
SECTION 3 – ADMINISTRATIVE INFORMATION	5
3.1 Issuing Office	5
3.2 Schedule of Events	6
3.3 Questions and Revisions	6
3.4 State of Tennessee Employees	6
3.5 Conflict of Interest	6
3.6 Proposal Preparation Costs	6
3.7 Non-Collusion; Compliance with Law	7
3.8 Governing Law	7
3.9 Withdrawal of Proposals	7
3.10 Late Proposals	7
SECTION 4 – GENERAL INFORMATION	7
SECTION 5 – PROPOSAL SUBMISSION	7
SECTION 6 – TECHNICAL RESPONSE	8
6.1 Directions	8
6.2 Cover Letter	8
6.3 Proposer Qualifications/Experience/References	8
6.4 Required Professional Qualifications	9
6.5 Qualifications Preferred	9
6.6 Technical Requirements	9
SECTION 7 - PROPOSER PRESENTATIONS	10
SECTION 8 – COST PROPOSAL	10
Technical Proposal Requirements	11
A. Technical Evaluation Criteria	11

SECTION 9 – BASIS FOR AWARD 15

 9.1 Scoring Schedule 15

 9.2 Cost Proposal Scoring..... 15

Attachment A - Terms and Conditions Guidelines 16

Attachment B - Acknowledgment of Receipt and Intention..... 17

Attachment C – Sealed Proposal Labels..... 18

Attachment D – Technical Form of Proposal 19

Attachment E – Financial Form of Proposal..... 20

Attachment F - Cost Proposal Form 21

Attachment G – The University of Tennessee General Bid Conditions 22

SECTION 1 - GENERAL

1.1 University Information

The University of Tennessee is a land-grant, higher-education institution. The University is an instrumentality of the State of Tennessee. The UT system includes UT Knoxville, UT Health Science Center in Memphis, UT Chattanooga, UT Martin, UT Space Institute in Tullahoma, and the statewide UT Institute of Agriculture and UT Institute for Public Service.

The system is governed by a 26-member Board of Trustees appointed by the governor of Tennessee. About 45,000 students are enrolled system-wide, and more than 9,000 graduate each year. With over 12,000 faculty and staff, The University of Tennessee System has a presence in each of Tennessee's 95 counties. The UT System was founded in 1794 and became a statewide university system in 1968.

1.2 Contract Period

UTHSC seeks to obtain proposals from established Brand Development Marketing Firms in order to continue with the Brand Development and Marketing of the College of Medicine. Successful Proposer should be prepared to provide services upon final award of Proposal and full execution of Contract. Contract period will be for one (1) year with the option to extend said Contract up to four (4) additional twelve month terms. Note: Contract not to exceed a total of five (5) years.

1.3 Extension of Contract Terms to Other Institutions

To promote efficiency in procurement, the University encourages its suppliers to extend the terms and conditions of awards (including pricing, delivery, and rebates) to other State of Tennessee agencies and the Tennessee Board of Regents. Proposers must indicate whether Proposer is willing to extend the terms and conditions of an award to such entities. If extending the terms and conditions of an award to other State of Tennessee entities would affect Proposer's ability to offer the most favorable incentives, pricing, and terms to The University of Tennessee, Proposer must mark "no" in Proposer's response.

SECTION 2 –SCOPE, OBJECTIVES AND DESCRIPTION

2.1 Scope

- 2.1.1** Development of an annual marketing plan, components, and prioritized budgets to achieve stated objectives, along with the corresponding business case and targeted performance metrics for measurement.
- 2.1.2** Development and implementation of a publicity/public relations and social media plan to elevate the UT physician brand and subsequently build local/regional consumer awareness.
- 2.1.3** Production of advertising and related collateral/promotional materials.
- 2.1.4** Development, negotiation, placement, and verification of a comprehensive local/regional media plan (both offline and online).
- 2.1.5** Provision of analytical reports that measure the performance of all distribution and conversion channels and link marketing investments to specific results.

- 2.1.6 Identification of community engagement opportunities aligned with the College of Medicine’s messaging to increase awareness and the implementation of such engagement.
- 2.1.7 Collaboration with the UTHSC Marketing and Communications team to develop news content and distribution strategy, and to ensure desired media coverage.
- 2.1.8 Agency creative and account management staff time to orchestrate all of the above.

2.2 Objectives

- 2.2.1 Enhance the general public’s awareness of the UTCOM and its faculty physicians and researchers.
- 2.2.2 Leveraging work that has been done to date, augment and sustain an integrated communications campaign that positions UTCOM physicians and the affiliated partners, collectively, as “best-in-class” providers of quality healthcare.
- 2.2.3 Communicate to a diverse set of targeted audiences (health care consumers, potential donors, business and civic leaders, prospective faculty, staff, and trainees, etc.) new program developments, research and clinical achievements, specialized faculty physician profiles, opportunities for advanced clinical care and education, etc.

2.3 Project Description

- 2.3.1 UTCOM Centers-of-Excellence, multidisciplinary enterprises with research, clinical care and educational activities led by UT faculty, rank among the most skilled in the southeast, yet do not enjoy the same recognition as other well-known medical schools in the region.
- 2.3.2 Memphis and regional residents do not generally understand the scope of services provided by UT faculty physicians who staff multiple hospitals and clinics in the area.
- 2.3.3 Establishing a higher profile and better understanding in the region of UTCOM faculty physicians and researchers with UT-affiliated hospitals will allow the University and its partners to attract and retain patients who currently leave the area when seeking “the best care.”

SECTION 3 – ADMINISTRATIVE INFORMATION

3.1 Issuing Office

The University of Tennessee
 Health Science Center
 Purchasing Department
 847 Monroe, Suite 216
 Johnson Bldg.
 Memphis, TN 38163

Purchasing Contact: K. Michelle Newman
 Phone: 901-448-7271
 Fax: 901-448-8028
 Email: knewma13@uthsc.edu

NOTE 1: The University is not responsible for late, lost, or misdirected bids, regardless of the cause.

NOTE 2: Regarding this RFP: during the RFP process (from the date that the University issues this RFP through the date that the University issues a binding award), all communication must be directed only to staff members in the University's Purchasing department. The University may disqualify any Proposer's RFP if the Proposer communicates with any University employee outside of the Purchasing department.

3.2 Schedule of Events

Release of RFP	April 5, 2017
Last date for questions regarding RFP	April 13, 2017
Proposal Deadline & Time	April 25, 2017 @ 2:30 PM CT

3.3 Questions and Revisions

Proposers may ask *written* questions by mail or e-mail before the question deadline concerning this RFP. The University will not respond to questions submitted after the deadline. The University will respond to all questions via email. Oral communications are not binding on the University.

The University will publish responses to Proposers' inquiries as an addendum to the RFP. Proposer is responsible for reading addenda.

The University may modify this RFP at any time before the Proposal deadline by issuing written addenda.

All addenda will be numbered consecutively and will be part of this RFP.

3.4 State of Tennessee Employees

Proposer may not bid if Proposer:

- a) is employed by the State of Tennessee;
- b) has retired from or terminated such employment within the past six months; or
- c) will be employed by the State of Tennessee during the term of any contract with the University.

3.5 Conflict of Interest

Proposers must disclose any conflicts of interest in Proposer's Proposal. Proposer must disclose the following conflicts of interest:

- a) If Proposer's outside interests might compromise Proposer's judgment and objectivity with respect to Proposer's responsibilities to the University.
- b) Proposer's outside interests that might affect Proposer's ability to provide goods or services to the University.
- c) Proposer's business partners or employees who are also employed by the University.
- d) Whether Proposer, or any of Proposer's employees, are related to University employees. "Related" includes marriage or domestic partnership.

3.6 Proposal Preparation Costs

Proposer is responsible for all costs that Proposer incurs by responding to this RFP, including travel expenses.

3.7 Non-Collusion; Compliance with Law

Under penalty of perjury, Proposer certifies that its Proposal has not been arrived at collusively or otherwise in violation of Federal or Tennessee antitrust laws. Proposer states that it complies with all applicable laws.

3.8 Governing Law

The laws of the State of Tennessee, excluding conflict of law principles, govern this RFP.

3.9 Withdrawal of Proposals

Withdrawal: Proposers may withdraw their Proposal at any time before the deadline for responses. To withdraw a Proposal, a Proposer must submit a written request signed by a representative authorized to legally bind the Proposer. Proposer must send withdrawal requests to the Purchasing contact listed above.

Resubmit: Proposers may resubmit a Proposal at any time before the deadline for responses.

3.10 Late Proposals

The University will not accept Proposals after the deadline.

SECTION 4 – GENERAL INFORMATION

The University prefers that its purchase order contain all terms and conditions governing an award. The University is an instrumentality of the State of Tennessee and, as such, has sovereign immunity. If Proposer will require the University to sign a contract provided by Proposer, then Proposer must provide a copy of the proposed contract with its Proposal. The University of Tennessee is a state-created public institution of higher education.

As an instrumentality of the State of Tennessee, the University has sovereign immunity under Article I, Section 17 of the Tennessee Constitution and the Eleventh Amendment to the Constitution of the United States. Only the Tennessee General Assembly has authority to waive sovereign immunity; no officials at the University have this authority. Additionally, the University has limited contracting authority and can agree only to contract terms that are consistent with Tennessee law.

SECTION 5 – PROPOSAL SUBMISSION

1. Required Submissions: Each Proposer must submit one (1) signed hard copy and one (1) USB drive for technical and Cost proposals in separate sealed envelopes. Please see Attachment B for sealed bid label instructions:
 - 1) Technical (labeled “Technical Proposal”) and
 - 2) Cost (labeled “Cost Proposal”).
2. General Information: The University will not evaluate the cost proposal until all technical proposals have been evaluated and scored. The scoring committee will not have access to the cost proposals during the technical evaluation.

SECTION 6 – TECHNICAL RESPONSE

6.1 Directions

- a) No Pricing: Proposers must not include any cost/pricing information in the Technical Proposal.
- b) Complete Responses: If a Proposer submits an incomplete response, the University may reject the Proposal.
- c) Form: Proposers must respond to each requirement in the same order listed below.

6.2 Cover Letter

Proposer must submit a cover letter with its Proposal. The cover letter must be signed by a representative who is legally authorized to bind the Proposer. The cover letter must be in the format of a standard business letter, and it must include the following:

- 6.2.1 A statement referencing all addenda to this RFP issued by the University and received by the Proposer. If no addenda have been received, a statement to that effect should be included.
- 6.2.2 A statement that the proposal is valid for 6 months after the Proposal submission deadline.
- 6.2.3 A statement that the Proposer will accept financial responsibility for all travel expenses incurred for in-person presentations (if required).
- 6.2.4 A statement that summarizes any deviations or exceptions to the RFP requirements and includes a detailed justification for the deviation or exception.

6.3 Proposer Qualifications/Experience/References

Please give a brief history of your company and detail your company's qualifications and duration of experience. Please include the following information:

- 6.3.1 A brief description of the firm, including ownership and history.
- 6.3.2 Address of office that would be providing service under this agreement.
- 6.3.3 A description of the firm, its size, structure, disciplines, experience, and a profile of its philosophy and approach to brand development and marketing.
- 6.3.4 Biographical data on principals and key professional members of the firm(s) who will be directly involved in this project, including proposed sub-consultants. Indicate what percent of time individuals will be involved.
- 6.3.5 Describe organizational structure of proposed project team. Include a statement of availability of firm(s) and sub-consultants to undertake this project with specific reference to personnel noted above.
- 6.3.6 Disclose any involvement by your organization or any officer or principal in any material business litigation within the last five (5) years.
- 6.3.7 Statement of whether the proposing firm, any principals or owners of the firm, or any of the firm's employees that would be assigned to work on the proposed project have been convicted of or plead nolo contendere to crimes.
- 6.3.8 Provide at least three (3) relevant project experience in complex organizations (including 1 academic health care setting), with information to include:
 - 6.3.8.1 Organization name
 - 6.3.8.2 Current client contact, name, phone number, and e-mail address
 - 6.3.8.3 Project description with specifics related to this project
 - 6.3.8.4 Nature of professional service delivered by your firm(s) on each of the relevant projects and outcomes

- 6.3.8.5 Sample of materials produced
 - 6.3.9 Number of years in business
 - 6.3.10 State of incorporation
 - 6.3.11 Number of employees
 - 6.3.12 Please detail any special resources, skills, or services that your firm would provide to the University of Tennessee
 - 6.3.13 Detail your ability and expertise to perform services in a highly professional and timely manner
- 6.4 Required Professional Qualifications**
 - 6.4.1 Track record of success in service marketing, with specific experience in academic health care marketing.
 - 6.4.2 An understanding of the dynamics of contemporary consumer and intermediary market behavior through proprietary marketing research.
 - 6.4.3 In-house planning, creation, and production resources, and deployment of compelling online and offline communications including social media outlets.
 - 6.4.4 In-house media planning, buying, and measurement expertise (both offline and online media) with analytics that measure performance of all distribution and conversion channels and tie marketing investments to specific results.
 - 6.4.5 Ability to leverage existing relationships with paid media outlets, negotiating rate decreases and added value.
- 6.5 Qualifications Preferred**
 - 6.5.1 Experience working with the UT College of Medicine and/or its affiliates to develop and implement comprehensive marketing initiatives.
 - 6.5.2 Understanding of the dynamics of the UTHSC marketing and IT infrastructure, and a track record of working with each to achieve consensus objectives.
 - 6.5.3 Knowledge of the UT College of Medicine’s key stakeholders.
- 6.6 Technical Requirements**
 - 6.6.1 Indication of how you propose to deliver the professional services required for this project:
 - 6.6.1.1 Statement of your approach to service marketing in a complex environment with a variety of stakeholders
 - 6.6.1.2 Statement of your approach to marketing the specific services of academic health care
 - 6.6.1.3 Timeframe for completion of the development of annual marketing and publicity plan(s), as you currently understand it, with flow charts of tasks and time schedule.
 - 6.6.1.4 Statement of your approach to community engagement activities within the context of this request.
 - 6.6.1.5 Statement of projected analytics
 - 6.6.2 Statement of your understanding of contemporary consumer and intermediary market behavior, within the context of academic health care, and relationships with media outlets.
 - 6.6.3 Narrative that illustrates past impact and successes, based upon references cited above.

SECTION 7 - PROPOSER PRESENTATIONS

As a part of the evaluation process, Proposers scoring the highest technical scores may be requested to present their proposal to the University's evaluation committee. The University reserves the right to select the number of highest ranking Proposers to present. All Proposers may not be invited to this presentation process. Any information gained during the presentation may be used in the evaluation of the proposal. Failure to honor this request may be grounds for rejection of the proposal, with no further consideration given to the proposal. The University is under no obligation or requirement to request proposer presentations.

SECTION 8 – COST PROPOSAL

The Cost proposal should be in a separate sealed envelope marked “Cost Proposal.” Please utilize **Attachment F** –Pricing Proposal Form to submit premiums.

The Proposer must submit a cost proposal separate from its technical proposal.
Cost proposal must be submitted as follows: one (1) hard copy and one (1) USB drive.

Technical Proposal Requirements

A. Technical Evaluation Criteria

Proposer Name	
Proposal Page # that meets this requirement (to be added by Proposer)	Section 6.2 Cover Letter
	6.2.1 A statement referencing all addenda to this RFP issued by the University and received by the Proposer. If no addenda have been received, a statement to that effect should be included.
	6.2.2 A statement that the proposal is valid for 6 months after the Proposal submission deadline.
	6.2.3 A statement that the Proposer will accept financial responsibility for all travel expenses incurred for in-person presentations (if required).
	6.2.4 A statement that summarizes any deviations or exceptions to the RFP requirements and includes a detailed justification for the deviation or exception.
	THERE ARE NO POINTS FOR SECTION 6.2

Proposer Name	
Proposal Page # that meets this requirement(to be added by Proposer)	Section 6.3 Qualifications/Experience/References
	6.3.1 A brief description of the firm, including ownership and history.
	6.3.2 Address of office that would be providing service under this agreement.
	6.3.3 A description of the firm, its size, structure, disciplines, experience, and a profile of its philosophy and approach to brand development and marketing.
	6.3.4 Biographical data on principals and key professional members of the firm(s) who will be directly involved in this project, including proposed sub-consultants. Indicate what percent of time individuals will be involved.
	6.3.5 Describe organizational structure of proposed project team. Include a statement of availability of firm(s) and sub-consultants to undertake this project with specific reference to personnel noted above.
	6.3.6 Disclose any involvement by your organization or any officer or principal in any material business litigation within the last five (5) years.
	6.3.7 Statement of whether the proposing firm, any principals or owners of the firm, or any of the firm’s employees that would be assigned to work on the proposed project have been convicted of or plead nolo contendere to crimes.
	6.3.8 Provide at least three (3) relevant project experience in complex organizations (including 1 academic health care setting), with information to include:
	6.3.8.1 Organization name
	6.3.8.2 Current client contact, name, phone number, and e-mail address
	6.3.8.3 Project description with specifics related to this project
	6.3.8.4 Nature of professional service delivered by your firm(s) on each of the relevant projects and outcomes
	6.3.8.5 Sample of materials produced
	6.3.9 Number of years in business
	6.3.10 State of incorporation
	6.3.11 Number of employees
	6.3.12 Please detail any special resources, skills, or services that your firm would provide to the University of Tennessee
	6.3.13 Detail your ability and expertise to perform services in a highly professional and timely manner
	Maximum Total Points for Section 6.3 - 100 pts.

Proposer Name	
Proposal Page # that meets this requirement(to be added by Proposer)	6.4 Required Professional Qualifications
	6.4.1 Track record of success in service marketing, with specific experience in academic health care marketing.
	6.4.2 An understanding of the dynamics of contemporary consumer and intermediary market behavior through proprietary marketing research.
	6.4.3 In-house planning, creation, and production resources, and deployment of compelling online and offline communications including social media outlets.
	6.4.4 In-house media planning, buying, and measurement expertise (both offline and online media) with analytics that measure performance of all distribution and conversion channels and tie marketing investments to specific results.
	6.4.5 Ability to leverage existing relationships with paid media outlets, negotiating rate decreases and added value.
	Maximum Total Points for Section 6.4- 100 pts.
Proposal Page # that meets this requirement(to be added by Proposer)	6.5 Qualifications Preferred
	6.5.1 Experience working with the UT College of Medicine and/or its affiliates to develop and implement comprehensive marketing initiatives.
	6.5.2 Understanding of the dynamics of the UTHSC marketing and IT infrastructure, and a track record of working with each to achieve consensus objectives.
	6.5.3 Knowledge of the UT College of Medicine’s key stakeholders.
	Maximum Total Points for Section 6.5 - 50 pts.

Proposer Name	
Proposal Page # that meets this requirement(to be added by Proposer)	6.6 Technical Requirements
	<p>6.6.1 Indication of how you propose to deliver the professional services required for this project:</p> <p>6.6.1.1 Statement of your approach to service marketing in a complex environment with a variety of stakeholders</p> <p>6.6.1.2 Statement of your approach to marketing the specific services of academic health care</p> <p>6.6.1.3 Timeframe for completion of the development of annual marketing and publicity plan(s), as you currently understand it, with flow charts of tasks and time schedule.</p> <p>6.6.1.4 Statement of your approach to community engagement activities within the context of this request.</p> <p>6.6.1.5 Statement of projected analytics</p>
	6.6.2 Statement of your understanding of contemporary consumer and intermediary market behavior, within the context of academic health care, and relationships with media outlets.
	6.6.3 Narrative that illustrates past impact and successes, based upon references cited above.
	Maximum Total Points for Section 6.5 - 450
Proposal Page # that meets this requirement(to be added by Proposer)	Section 8 – Cost Proposal
	8.1.1 Provide hourly cost for each level of personal involved in project.
	8.1.2 Provide cost of overall Branding and Marketing Plan.
	8.1.3 Provide cost for first year of service.
	8.1.4 Provide cost for each additional year of renewal of services. For example: Year 2, Year 3 and so on... NOTE: EACH YEAR OF RENEWAL IS OPTIONAL
	Maximum Total Points for Section 8 - 300
	The entire proposal including proposed cost shall remain valid for at least 120 days after the time designated for receipt of proposals. All monetary amounts shall be in U.S. currency. Points will be determined by dividing the evaluation costs into the lowest evaluated costs then multiplying the result by the total points allocated for costs.

SECTION 9 – BASIS FOR AWARD

The evaluation process is designed to award an agreement not necessarily to the proposer of least cost, but rather to the proposer with the best combination of attributes based upon the evaluation criteria. All qualified proposals will be evaluated and scored on a weighted-point method by a committee consisting of representatives for The University of Tennessee.

All proposals will be scored relative to other proposals with regards to prices submitted and to requirements and specification criteria listed in the RFP document. If the University makes an award, the University will award to the Proposer whose proposal scores the highest total points.

9.1 Scoring Schedule

Technical Proposal	Max Points
Section 6.2 - There are no Points	0
Section 6.3 - Qualifications/Experience/References	100
Section 6.4 - Required Professional Qualifications	100
Section 6.5 - Qualifications Preferred	50
Section 6.6 Technical Requirements	450
Total Technical Points	700
Cost Proposal Points	300
Total Points	1000

9.2 Cost Proposal Scoring

Cost proposal points will be based on the information provided by the proposers in their cost proposal response of the RFP. The maximum points possible for the cost proposal are 300 points.

The proposal with the lowest price gets the total maximum points. The subsequent cost scores are based on the following formula:

Cost Score= ((Lowest price amount from all proposals)/(other proposal price being evaluated)) x maximum number of points

Attachment A - Terms and Conditions Guidelines

1. **Generally:** The information below is meant to make the procurement process more efficient for both the University and Proposers. Proposers who will require the University to sign a contract that Proposer provides must comply with this Schedule.
 - a. **Right to Reject:** The University reserves the right to reject any bid, regardless of dollar amount, if the bidder fails to comply with these guidelines.
 - b. **Not Comprehensive:** This Schedule is not comprehensive, and there are other legal or business issues to which the University cannot agree because of state law or university policies. The University may negotiate all terms and conditions.
 - c. **Copy:** Proposer must provide an editable and unlocked Word version of Proposer's contract with the Proposal.
2. **Revisions:** Proposer must be willing to revise its terms and conditions to comply with Tennessee laws, regulations, and University policies. The University may reject a Proposal if the Proposer will not revise its terms and conditions as requested by the University.
3. **Prohibited Clauses:** The University will not agree to any of the following clauses:
 - a. Governing law other than the State of Tennessee;
 - b. Venue/Jurisdiction/Forum Selection in any location;
 - c. Acceleration clauses;
 - d. Clauses requiring the University to indemnify, defend, and/or hold harmless the successful Proposer;
 - e. Clauses requiring the University to accept responsibility to settle lawsuits or other claims against the Proposer;
 - f. Clauses requiring the University to pay the Proposer's attorney's fees, court costs, costs of collection, or costs of audit;
 - g. Clauses requiring the University to submit to alternative dispute resolution, including arbitration or mediation;
 - h. Clauses creating third party beneficiaries or granting third parties rights under the contract;
 - i. Clauses limiting the time during which the University could file suit against the vendor;
 - j. Clauses requiring the University to purchase insurance other than shipping/transit insurance;
 - k. Clauses requiring the University to pay late fees. Note: clauses requiring the University to pay the interest allowed under the Tennessee Prompt Pay Act, currently 1.5%, on late payment are acceptable;
 - l. Clauses requiring the University to accept responsibility for the acts or omissions of anyone other than University employees.
 - m. Clauses incorporating click-wrap, shrink-wrap, or browse-wrap terms and conditions;
 - n. Clauses allowing the Proposer to seek an injunction or other equitable relief against the University; and
 - o. Clauses requiring a University official to provide a personal guarantee.
4. **The University of Tennessee General Bid Conditions:** Please see Attachment E.
Note: Adding a phrase such as "To the extent allowed by law" or "Unless prohibited by law" before any of the above-referenced clauses will not make the clause acceptable to the University.
5. **Authorized Signatures:**
 - a. **Purchase orders:** The University's Purchasing staff members have authority to sign purchase orders on behalf of the University.
 - b. **All other documents:** For all other legally binding documents only the specifically named individuals on the following link have authority to bind the University:
<http://treasurer.tennessee.edu/contracts/contractsignature.html>. Documents signed by other University employees are void.

Attachment B - Acknowledgment of Receipt and Intention

The University of Tennessee Health Science Center Request for Proposal # 10054530

Please complete this form as soon as possible and fax to the number indicated below.

This is to acknowledge receipt of Request for Proposal# 10054530 for UTHSC dated Wednesday, April 5, 2017. Acknowledgement form is due on Thursday, April 13, 2017. Sealed proposals are due Tuesday, April 25, 2017 at 2:30 PM Central Time.

Check one:

Our firm intends to submit a proposal and hereby requests to receive any addenda or other correspondence related to this RFP.

Our firm does not intend to submit a proposal and does not wish to receive any addenda or other correspondence related to this RFP.

Firm Name	Mailing Address
Contact Person	City, State Zip
Signature	Phone Number
Date	Fax Number
Email address	Website

PLEASE FAX or email THIS ACKNOWLEDGMENT BY TO:

The University of Tennessee Health Science Center

Purchasing Services Office

Attention: Michelle Newman

Fax No. (901) 448-8028

Email: knewma13@uthsc.edu

Attachment C – Sealed Proposal Labels

The Sealed Cost Proposal and the Sealed Technical Proposal must be contained in separate envelopes. These separately sealed and labeled envelopes may be sent together in a larger envelope or box. Please cut out these labels, highlight the border in red and affix to the lower left corner of the envelopes in which the Cost Proposal and Technical Proposal are submitted. Your company's name and address should appear in the upper left corner of the envelopes.

SEALED TECHNICAL PROPOSAL

**The University of Tennessee Health Science
Center, Memphis**

RFP 10054530

Date of Opening: April 25 , 2017

Time of Opening: 2:30 PM Central

**Proposal for College of Medicine Brand
Development Marketing Services**

SEALED COST PROPOSAL

**The University of Tennessee Health Science
Center, Memphis**

RFP 10054530

Date of Opening: April 25, 2015

Time of Opening: 2:30 PM Central

**Proposal for College of Medicine Brand
Development Marketing Services**

Attachment D – Technical Form of Proposal

College of Medicine Brand Development and Marketing RFP 10054530

In response to Request for Proposal (RFP) 10054530, the undersigned presents this Technical Proposal to provide data management system and service to the University of Tennessee Health Science Center in accordance with the RFP documents contained herein. The proposer agrees to be bound by all terms and conditions of the RFP and to enter into a contract for the proposed services if selected as the successful bidding during the bidding phase. Inclusion of Cost Proposal dollar amounts in the Technical Proposal shall make the entire Proposal non-responsive.

Firm Name

Signature

Street Address

Typed Name

City/State/Zip Code

Title

Phone No.

Date

Fax No.

Federal ID Number

Email Address

NOTE: ONE (1) ORIGINAL HARDCOPY AND ONE (1) USB DRIVE OF THE COMPLETE TECHNICAL PROPOSAL, UNDER SEAL, SHOULD BE SUBMITTED.

Attachment E – Financial Form of Proposal

College of Medicine Brand Development and Marketing
RFP 10054530

In response to Request for Proposal (RFP) 10054530, the undersigned presents this Financial Proposal to provide College of Medicine Brand Development and Marketing in accordance with the RFP documents contained herein. The proposer agrees to be bound by all terms and conditions of the RFP and to enter into a contract for the proposed services if selected as the successful bidding during the bidding phase

Firm Name

Signature

Street Address

Typed Name

City/State/Zip Code

Title

Phone No.

Date

Fax No.

Federal ID Number

Email Address

NOTE: ONE (1) HARDCOPY ORIGINAL AND ONE (1) USB DRIVE OF THE COMPLETE COST PROPOSAL, UNDER SEAL, SHOULD BE SUBMITTED.

Attachment F - Cost Proposal Form

UNIVERSITY OF TENNESSEE HEALTH SCIENCE CENTER
RFP 10054530

Section	Description	COST
8.1.1	Provide hourly cost for each level of personal involved in project.	
8.1.2	Provide cost of overall Branding and Marketing Plan.	
8.1.3	Provide cost for first year of service.	
8.1.4	Provide cost for each additional year of renewal of services. For example: Year 2, Year 2 and so on... NOTE: EACH YEAR OF RENEWAL IS OPTIONAL	
	TOTAL COST FOR THE FIVE (5) YEARS	
	Maximum Total Points for Section 8 – 300 pts.	

Attachment G – The University of Tennessee General Bid Conditions

COMMITMENT TO DIVERSITY: The University of Tennessee, consistent with state and federal law, seeks to optimize business opportunities for small and minority-owned businesses. The university will seek to do business with firms and organizations that demonstrate and embrace diversity within their programs and policies. Through these efforts The University of Tennessee will actively pursue its goal of building a more reflective marketplace for the community within the State of Tennessee.

1. **PREPARATION OF BIDS:**
 - a. Failure to examine any drawings, specifications, and instructions will be at the bidder's risk.
 - b. Price each item separately. Unit prices shall be shown. Discounts other than "TIME" discount offered should be deducted from the unit price. Bid prices should be Net.
2. **DISCREPANCIES:** Should any bidder find discrepancies in or, omissions from, the specifications, or be in doubt as to their meaning, the bidder shall notify the Purchasing Department at once and obtain a clarification prior to submitting a bid. Interpretations which change the terms, conditions or specifications will be made in the form of an addendum to this Request for Proposal (RFP). If issued, the addendum will be sent promptly to all parties to whom the request for quotations has been issued.
3. **ACCEPTANCE AND REJECTION:** The university reserves the right to reject any and all bids, to waive any informality in bids and, unless otherwise specified by the bidder, to accept any item in the bid. If a rebid is required, the university will have no obligation to provide notification to bidders other than through issuance of the rebid itself.
4. **TIME OF ACCEPTANCE:** If a bidder fails to state a time within which a bid must be accepted, it is understood and agreed that the university shall have sixty (60) days beyond the bid opening date to accept.
5. **ERRORS IN BIDS:** In case of errors in the extension of prices in the bid, the unit price will govern. No bid shall be altered, amended, or withdrawn after specified time for opening bids. Negligence on the part of the bidder in preparing the bid confers no right for either the withdrawal or change of the bid after it has been opened.
6. **AUTHORITY TO BIND:** If requested by the Purchasing Department, that person must furnish satisfactory proof of authority to bind the company in a contract. A representative or distributor bidding in the name of a principal should give the name of the firm to which an order should be issued in the event of an award.
7. **QUALIFYING STATEMENTS AND LATE BIDS:** No qualifying letters or statements will be considered. Late bids will be rejected.
8. **DISCOUNTS:** Please quote any applicable educational discounts afforded to a state university. Discount for prompt payment periods of less than thirty (30) days will not be considered in the award process. Discounts offered for prompt payment will be taken if earned. Time will be computed either from the date of delivery at destination or from the date a correct invoice is received, whichever is later. Discounts shall apply to the total amount unless freight charges are itemized separately.
9. **SUBMITTING BIDS:** It is the bidder's responsibility to assure that its bid is submitted in the University's electronic software purchasing system before the applicable deadline. Assistance for submitting bids can be obtained through Customer Support at 1-877-969-7246 or at support@mercurycommercesolutions.com during normal business hours. It is the bidder's responsibility to learn how to use the system. Bids not received by the deadline, for any reason, will be rejected. Bidders are to submit all applicable and required documents with their bid. Any additional or supplemental documents which are proposed by the bidder, including but not limited to a proposed contract or terms and conditions requiring a signature from a university official, must accompany your bid in order to be considered. A bidder will not be allowed to submit additional or supplemental documents after the close of the bid process because such documents would be a prohibited bid modification. Notwithstanding anything herein to the contrary, the university has the sole discretion to accept or reject any additional or supplemental documents submitted by a bidder.
10. **DELIVERY:** The number of calendar days in which delivery will be made after receipt of order shall be stated in the bidders' response.
11. **EXPEDITED DELIVERY:** It is the vendor's responsibility to expedite delivery and to pay for any additional charges of special handling to prevent shipments from being late.
12. **BACK ORDERS:** If it is necessary to back order any items, the vendor should notify the consignee and advise the expected shipping or delivery date. If this date is not acceptable, the university may seek remedies for default.

13. **SPECIFICATIONS/BRAND NAMES:** It is understood that reference to available specifications shall be sufficient to make the terms of such specifications binding on the contractor. Any reference to brand names and numbers in the bid is descriptive, but not restrictive, unless otherwise specified. Bids on equivalent items meeting the standards of quality thereby indicated will be considered, unless otherwise specified, providing the bid clearly describes the article offered and how it differs from the referenced brands. Unless the bidder specified otherwise, it is understood that the bidder is offering a referenced brand item as specified in the bid. The university reserves the right to determine whether a substitute offer is equivalent to and meets the standards of quality indicated by the brand name referenced; and the university may require a bidder offering a substitute to supply additional descriptive material and a sample. When merchandise received from a successful bidder is not considered to be an equal by the requisitioner, it will be returned to the vendor, at the vendor's expense.
14. **SAMPLES:** Samples of items, when requested, must be furnished free of charge and if not destroyed will, upon request, be returned at the bidder's expense. Request for the return of samples must be made within ten (10) days following opening of bids. Each individual sample must be labeled with bidder's name, manufacturer's brand name and number, bid number and item reference. The university reserves the right to keep the sample of the low bidder. DO NOT submit samples unless you are specifically requested to do so.
15. **DEMONSTRATION(S) OF PRODUCTS:** The University reserves the right to require either an "in-house/on-site" demonstration of the product offered or an equivalent demonstration at a site mutually acceptable to the contracting parties to assure product performance and equivalence to university specifications.
16. **INFORMATION AND DESCRIPTIVE LITERATURE:** Bidders must furnish all information requested in the spaces provided in the bid. Further, as may be applicable, each bidder must submit for bid evaluation cuts, sketches, and descriptive literature and technical specifications covering the product offered. Reference to literature submitted with a previous bid or on file with the buyer will not satisfy this provision.
17. **REFERENCES:** To assist in determining the acceptability and operational quality of an alternate product, the university reserves the right to request a list of current users from the vendor offering the alternate product. If requested, the references provided must be on the exact model offered in the bid and must be provided promptly. Failure to provide the necessary references upon request, or unsatisfactory references, may be considered sufficient grounds for rejecting the alternate product.
18. **FOB POINT:** All prices quoted are to be FOB delivered to The University of Tennessee location stated in the bid (unless another FOB point is stated by the university). The successful bidder must assume all responsibility for damage in transit. Freight charges, if not included in the quoted price, must be itemized on the quotation and prepaid and added to the invoice.
19. **INTERPRETATIONS:** Any questions concerning conditions and specifications should be directed to the Purchasing Department in writing no later than five (5) days prior to the bid opening. Inquiries must reference the date of bid opening and bid number.
20. **CONFLICT OF INTEREST:** All bidders must disclose with their bid the name of any officer, director, or agent who is also an employee of the State of Tennessee, or any of its agencies (which includes The University of Tennessee). Further, all bidders must disclose the name of any state or university employee who owns, directly or indirectly, an interest in the bidder's firm or any of its branches. Bidding by state or university employees is prohibited.
21. **TAXES:** The University of Tennessee is exempt from federal excise taxes and from state sales taxes on purchases of tangible personal property. Copies of the appropriate exemption documentation will be provided upon request. Contractors are responsible for the payment of taxes on tangible personal property which they use in the completion of their contracts, for which sales taxes have not otherwise been paid, irrespective of who holds title to the property or for whom the work is done. Applicable taxes are to be itemized on invoices submitted for payment. BIDDERS ARE RESPONSIBLE FOR DETERMINING THE APPLICABILITY OF TAXES.
22. **SAFETY AND ENVIRONMENTAL STANDARDS:** Unless otherwise stipulated in the bid, all manufactured items and fabricated assemblies and services provided shall comply with applicable safety and environmental standards. Requisite standards include those promulgated the Tennessee Division of Radiological Health, the Occupational Safety and Health Act, the Tennessee Occupational Safety and Health Administration(TOSHA), the Tennessee Department of Environment and Conservation (TDEC) and any other regulation or related consensus standards which may apply. All hazardous substances and materials, including waster, under the control of the bidder shall be managed in accordance with the applicable EPA and TDEC regulations. Failure to abide by regulatory

- requirements may result in the termination of the award by the University. Any fines imposed against the University as the result of the bidder's failure to abide by regulations shall be the bidder's responsibility.
23. **UNDERWRITERS' LABORATORIES:** Unless otherwise stipulated in the bid, all biomedical or medical related products shall carry U.L. approval and reexamination listing where such has been established.
 24. **DISPUTES:** In case of any doubt or differences of opinion as to the items to be furnished hereunder, the decision of the university shall be final and binding on both parties.
 25. **COMPETITION:** The University of Tennessee is exempt from the provisions of the Robinson-Patman Act when it makes purchases for its own use.
 26. **COMPARISON OF BIDS:** In comparing the bids and making awards, the university may consider such factors as relative quality and adaptability of equipment, supplies or services, the bidders' financial responsibility, skill, experience, record of integrity, ability to furnish repairs and maintenance service, the time of delivery or performance offered, and any other element or factor in addition to that of the bid price which would affect the final cost to the university and whether the bidder has complied with specifications.
 27. **SEPARATE AWARDS:** Where a bid provides for award by item or groups of items, separate awards will not be made unless the Purchasing Department determines, in its discretion, that there are sufficient savings to justify separate and split awards.
 28. **AWARDS:** Contracts and/or purchases will be made or entered into with a qualified and responsible bidder whose articles and/or services conform (considering quality and purpose or use) to the specifications, who can guarantee the delivery date specified in the invitation to bidders, who demonstrates apparent ability to perform the proposed contract, and whose bid constitutes the lowest net cost to the university. Unless the bidder specifies otherwise in their bid, the university may accept any item or group of items of any kind. The university reserves the right to modify or cancel in whole or in part in its bid.
 29. **AWARD INFORMATION:** At the assigned date, sealed bids are publicly opened and recorded. The file becomes public record after the bid has been thoroughly evaluated and the award determined. The file may be reviewed at the Purchasing Department. A copy of the bid tabulation and result of any University of Tennessee bid will be furnished upon request and upon payment of costs for file retrieval, copying and postage.
 30. **SERVICE AND WARRANTY:** Unless otherwise specified, the bidder shall define any warranty services and replacements that will be provided. Bidders shall explain in their response to what extent warranty and service facilities are provided. Any attempt to change, add, modify, or delete any warranty provision after the bid has been accepted, including by use of package labeling or inserts, will not be binding on the university unless it has so agreed in writing.
 31. **OPENING TIME:** In the event a bid is not received by the University in the manner specified and by the time specified and the University has not otherwise extended the time for responding in writing, the contractor/vendor may be held in default.
 32. **MISDIRECTED SHIPMENTS:** Any costs incurred as a result of shipments being routed to a point other than the one specified on the purchase order shall be at shipper's expense.
 33. **LOSS OR DAMAGE IN TRANSIT:** When shipping FOB-University, delivery by a vendor to a common carrier does not constitute delivery to the University of Tennessee. Any claim for loss of damage incurred during delivery shall be between the vendor and the carrier. Title to the materials and supplies purchased hereunder shall pass directly from the vendor to the university at the FOB point shown, subject to the right of the university to reject upon inspection. The receiving department shall note all damages on the freight bill. The vendor shall make immediate replacement of the damaged merchandise or be subject to damages for breach of contract. If damage is to a small portion of a total shipment and the university will not be inconvenienced because of the shortage, the vendor may be permitted by the Purchasing Department to deduct the amount of damage or loss from his invoice, in lieu of replacement.
 34. **CONDITION AND PACKAGING:** It is understood and agreed that any item offered or shipped as a result of this bid shall be new (current production model), unless specified otherwise, at the time of this bid. All containers shall be suitable for storage or shipment, and all prices shall include standard commercial packaging.
 35. **PACKING LIST:** A detailed packing list showing the purchase order number must accompany all shipments.
 36. **INSPECTION:** All supplies purchased hereunder are subject to inspection and rejection upon receipt by the university, and rejected supplies may be returned at the vendor's expense. Transportation charges paid by the university in returning rejected supplies shall be reimbursed by the vendor. The university's count shall be final and conclusive on all shipments not accompanied by a packing slip. In addition to its right to return rejected

supplies, in the event of delivery of supplies not in accordance with the requirements of this order, the university may notify the vendor of such damages or deficiencies, and if not repaired or corrected by the vendor within ten (10) days after receipt of such notice, or such additional time as may be mutually agreed to by the university and vendor, the university shall have the right to correct any damages, defects, insufficiencies or improprieties therein and do any other work necessary to put the supplies in condition for the use intended and the cost of such correction shall be deducted from monies due the vendor under this order.

37. **VARIATION IN QUANTITIES:** Unless otherwise specified, any variation in the quantities herein called for, not exceeding 5 percent, will be accepted as compliance with the order when caused by conditions of loading, shipping, packing or allowances in manufacturing processes, and payments shall be adjusted accordingly.
38. **IDENTIFICATION OF ORDER:** The purchase order number must appear on all invoices, correspondence, containers, shipping papers, and packing lists.
39. **CORRESPONDENCE:** All correspondence pertaining to any subsequent order must be addressed as follows: The University of Tennessee Purchasing Department location indicated in the bid.
40. **INVOICING AND PAYMENT:** Unless stated otherwise, the University initiates payment for materials or services upon receipt of all goods and services and receipt of an original, itemized invoice that reflects accurate contract prices. An appropriate invoice references the Purchase Order number and includes an itemized listing of the goods and/or services provided, category subtotal(s) and total cost. Invoices failing to meet this requirement may cause delay in payment or rejection of the invoice.
41. **BILLING INSTRUCTIONS:**
 - a. Invoice within five (5) days after shipment of material. (Additional copies of the invoice may be requested on occasion. If more copies are requested, this will be specifically stated on the face of the order.)
 - b. MAIL YOUR INVOICE(S) TO THE "BILL TO" ADDRESS SHOWN ON THE ORDER. (Occasionally a different mailing address may be requested. If a different mailing address for the invoice(s) is requested, this will be stated on the face of the order.)
 - c. Delivery tickets and invoices must show the Purchase Order number and must show car number when carload shipment is made.
 - d. Render separate invoices, unless otherwise requested, for EACH and EVERY shipment and render invoices for returnable containers, stating terms and conditions for return thereof.
43. **ASSIGNMENT:** Any Contract/Purchase Order issued pursuant to this RFP and the monies which may become due hereunder are not assignable except with the prior written approval of the authorized representative of the university.
44. **CHANGES:** The university may at any time by written instructions make changes, within the general scope of any subsequent order, in any one or more of the following: 1) Quantity or specifications; 2) Method of shipment or packing; and 3) Place of delivery. If any such change causes an increase or decrease in the cost of, or the time required for, performance of the order, an equitable adjustment shall be made in the order price or delivery schedule, or both, and the order, shall be modified in writing accordingly. Any claim by the vendor for adjustment under this paragraph must be asserted within thirty (30) days from the date of receipt by the vendor of the notification of the change; provided, however, that the university, if it decides that the facts justify such action, may receive and act upon any claim asserted at any time prior to final payment under the order.

Except as otherwise provided, no attempt by either party to waive, change, delete, add or otherwise alter any term or condition of the order shall be effective unless and until it is agreed to in writing by both parties.

45. **CONTROLLING DOCUMENTS:** Compliance with the university's purchase order will be subject to all terms and conditions which comprise the university's General and Special Bid Conditions, if any, unless an exception is taken by the bidder to which the university has concurred in writing.
46. **DEFAULT OF CONTRACTOR:** In case of default of the contractor, the university reserves the right to procure the articles or services from other sources and hold the contractor responsible for any excess costs incurred in remedying such default, including a reasonable attorney's fee.
47. **CANCELLATION OF ORDER:** The University reserves the right to cancel the order or any part hereof without penalty, if the vendor fails to comply with the terms and conditions of this transaction, or fails to make shipment within the time agreed upon, except for causes beyond the vendor's control.
48. **GOVERNMENTAL RESTRICTIONS:** In the event any governmental restrictions may be imposed which would necessitate alteration of the material, quality workmanship or performance of the items offered on this bid prior

to their delivery, it shall be the responsibility of the successful bidder to notify the Purchasing Department at once, indicating in their letter the specific regulation which required an alteration. The university reserves the right to accept any such alteration, including any price adjustments occasioned thereby, or to cancel the order at no expense to the university.

49. **LEGAL REQUIREMENTS:** The successful bidder shall be responsible for compliance with all federal, state and local laws, ordinances, rules and regulations that in any manner affect the items covered herein. Lack of knowledge by the bidder will in no way be a cause for relief from responsibility for their bid.
50. **LIABILITY:** The supplier shall hold and save the university, its officers, agents, and employees harmless from any claims, damages and actions of any nature arising from the use of any materials, goods or services furnished by the supplier, provided that such liability is not attributable to negligence on the part of the user or failure of the user to use the item in the manner outlined by the supplier in descriptive literature or specification submitted with the supplier's bid. The University's liability shall be governed under the terms and limits of the Tennessee Claims Commission Act.
51. **PATENTS AND ROYALTIES:** The bidder, without exception, shall indemnify and save harmless the university and its employees for liability of any nature or kind, including cost and expenses for or on account of any copyrighted, patented, or unpatented invention, process, or article manufactured or used in the performance of the contract, including its use by the university. If the bidder uses any design, device, or materials, covered by letters patent or copyright, it is mutually agreed and understood without exception that the bid prices shall include all royalties or cost arising from the use of such design, device, or materials in any way involved in the work.
52. **ADVERTISING:** In submitting a bid, bidder agrees not to use the results therefrom as a part of any commercial advertising.
53. **INDICIA LICENSING:** All products bearing a University of Tennessee indicia must be fully licensed by the University of Tennessee Office of Trademark Licensing.
54. **VENDOR:** The University will not enter into any contract which contains a clause requiring the university to indemnify or hold harmless any party. Any liability of the university will be limited to the terms and limits of the Tennessee Claims Commission Act.
55. **LIMITATION OF REMEDIES:** The University will not enter into any contract which contains a clause limiting its remedies against any party. Any exception will be only to the extent permitted by Tennessee law.
56. **APPLICABILITY OF PROVISIONS:** Notwithstanding anything in these conditions or other applicable conditions to the contrary, any provision(s) will not apply to the extent it is (they are) finally determined by a court of competent jurisdiction, including appellate review if pursued, to violate the laws or constitution of the State of Tennessee. Such determination shall not affect the validity of the remainder of the contract.
57. **EQUAL EMPLOYMENT OPPORTUNITY:** When awarded, this quotation is subject to provisions of Title 7 of the Civil Rights Act of 1964 and parts II, III, and IV of the Executive Order 11246, dated September 4, 1965. In connection with the execution of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, or national origin. The contractor shall take affirmative action to insure that applicants are employed, and that employees are treated during their employment, without regard to their race, religion, color, sex, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay, or other forms of compensation; and selection for training including apprenticeship.
58. **AFFIRMATIVE ACTION CLAUSE CONCERNING EMPLOYMENT FOR THE DISABLED:** By accepting this order (if it exceeds \$2500) the contractor agrees that he/she will not discriminate against any employee or applicant for employment because of disabilities with regard to any position for which the employee or applicant is qualified. The contractor agrees that he/she will take affirmative action to employ and advance in employment qualified individuals with disabilities. Rehab. Act., 29 U.S.C. Section 793 and the American with Disabilities Act (ADA), 42 U.S.C. Sections 1201 et seq.
59. **UNIVERSITY OF TENNESSEE/AFFIRMATIVE ACTION STATEMENT:** **The University of Tennessee is an EEO/AA/Title VI/ Title IX/Section 504/ADA employer.** The university does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, or veteran status in the provision of educational programs and services or employment opportunities and benefits, pursuant to applicable federal and state laws. UT conforms to all applicable rules, regulations and relevant orders of the Secretary of Labor. All applicable affirmative action clauses and supporting regulations are incorporated herein.

60. **THE FOLLOWING SECTIONS OF THE TENNESSEE CODE ANNOTATED APPLY TO THIS INVITATION:**

Section 12-3-106: Acceptance of gifts from contractors prohibited. No officer or employee of the Department of General Services nor any member of the Board of Standards, nor any head of any state department, institution or agency charged with responsibility for initiating requisitions, shall accept or receive, directly or indirectly, from any person or firm or corporation to whom any contract for the purchase of materials, supplies, or equipment for the State of Tennessee may be awarded, by rebate, gifts, or otherwise, any money or anything of value whatsoever, or any promise, obligation or contract for future rewards or compensation.

Section 12-4-101: Personal interest of officers prohibited. It shall not be lawful for any officer, committeeman, director, or other person whose duty it is to vote for, let out, overlook, or in any manner to superintend, any work or any contract in which any municipal corporation, county, or the state, shall or may be interested, to be directly interested in any such contract.

It shall not be lawful for any officer, committeeman, director, or other person whose duty is to vote for, let out, overlook, or in any manner superintend any work or any contract in which any municipal corporation, county, state, development districts, utility districts, human resource agencies, and other political subdivisions created by statute shall or may be interested, to be indirectly interested in any such contract unless the officer publicly acknowledges his interest.

Section 12-4-103: Bidding by state employees prohibited. It is hereby declared unlawful for any state official or employee to bid on, or sell, or offer for sale, any merchandise, equipment or material, or similar commodity to the State of Tennessee during the tenure of his office or employment, or for six (6) months thereafter, or to have any interest in the selling of the same to the state.

61. **RECORDKEEPING:** The contractor shall maintain documentation for all charges against the university under the contract. The books, records and documents of the contractor, insofar as they relate to work performed or money received under the contract, shall be maintained for a period of three (3) full years from the date of the final payment, and shall be subject to audit, at any reasonable time and upon reasonable notice, by the university or the Comptroller of the Treasury for the State of Tennessee, or their duly appointed representatives. These records shall be maintained in accordance with generally accepted accounting principles.
62. **GOVERNING LAW:** The contract with the university will be governed by and construed in accordance with the laws of the State of Tennessee.
63. **PROTEST PROCEDURE:** Any bidder wishing to protest a Purchasing decision must initially do so in writing to the Purchasing Department within seven(7) calendar days after the basis for the protest becomes, or should have become, known. In the case of a pending award, a stay of the award may also be requested. Copies of the university's policies and procedures regarding the resolution of vendor protests may be obtained by contacting the Purchasing Department or by visiting http://policy.tennessee.edu/fiscal_policy/FI0410/#8
64. **NOTIFICATION OF AWARD:** It is the bidder's responsibility to make inquiry to the purchasing department to determine award status of the RFP. If specific delivery dates are requested in the RFP, the award will routinely be made to accommodate this date. No other notification may be provided.
65. **PARKING PERMITS:** Vendors must conform to all parking regulations while on the University of Tennessee campus. Parking permits are available by contacting the Parking Services office on the appropriate campus.
66. **GRAY MARKET PRODUCTS:** The University does not accept bids on gray market products. Bids submitted on equipment or supplies from bidders not authorized by the manufacturer to either sell, service, or warrant such equipment in the continental United States is not acceptable. Evidence to substantiate the dealer's relationship with the manufacturer may be required.
67. **SUBCONTRACTS:** The successful bidder may not assign any of this award or enter into a subcontract for any of the services/products described in the award without the prior written approval of the University.
68. **TRAVEL:** Unless otherwise indicated, if this award provides reimbursement for travel, meals or lodging such reimbursement must be made in accordance with University travel policy.
69. **PRICE DECREASE:** Any price decrease effectuated during the contract period either by reason of market change or on the part of the contractor tendering price reductions to other customers shall be passed on to the university.

70. **CANCELLATION:** Notwithstanding any other cancellation provision, this contract may be cancelled in whole or in part by the university by giving thirty (30) days' prior notice in writing to the other party. If the successful bidder fails to perform properly its obligations under this award or violates any term of this award, the university shall have the right to terminate this agreement immediately and withhold payments in excess of fair compensation for completed services. The bidder shall not be relieved of liability to the University for Damages sustained by breach of this award by the bidder.
71. **EXTENSION:** The University reserves the right to extend the period of this contract, or any portion thereof, for an additional contract period. Extension of the contract period shall be by mutual agreement in writing.
72. **ABNORMAL QUANTITIES:** While it is not anticipated, should any unusual or abnormal quantity requirements arise, the university reserves the right to call for separate bids thereon. ()
73. **SUMMARY OF TOTAL SALES:** The vendor agrees to furnish the university a summary of sales made under the contract as stipulated in the special bid conditions. If this requirement cannot be met, written justification must be submitted with this bid.
74. **CONTRACT PRICING:** In situations where the university has negotiated a valid contract or is a member of an organization which has a valid contract for its members to purchase items at a favorable rate, such contracts may be considered bids if in the university's best interest.
75. **CANCELLATION OF CONTRACT:** The University is required by state law to purchase its requirements from state contractors if their prices are less than those prices obtained by the University of Tennessee. If during the term of this contract, a state contract is received which has lower prices, the university reserves the right to cancel all or part of this contract.
76. **VENDOR ADHERENCE TO CONTRACT:** No purchases should be accepted or charged against the contract for items or pricing not covered in the contract. Failure to adhere to this requirement may be deemed grounds for cancellation of the contract.
77. **NON-EXCLUSIVITY OF CONTRACT** The University will promote the use of any established contract; however, the university does not guarantee that all purchases for the products and/or services available under any contract will be made exclusively from the contract vendor.
78. **INTELLECTUAL PROPERTY:** The University will possess all rights to any creations, inventions, or other intellectual property and materials, including copyrights or patents in the same, which arise out of, are prepared by, or are developed in the course of this award. The bidder and the University acknowledge and agree that the bidder's work under this award shall belong to the University as "work-made-for-hire." The bidder hereby assigns and transfers to the University all of their right, title and interest in and to any creations, inventions and other intellectual property, and materials, including copyright or patents in the same, which arise out, are prepared by, or are developed in the course of the bidders performance under this award.
79. **ILLEGAL IMMIGRANT:** The bidder shall not knowingly utilize the services of an illegal immigrant in the performance of this award and shall not knowingly utilize the services of a subcontractor who will utilize the services of an illegal immigrant in the United States in the performance of this award.
80. **CLICK-THROUGH AGREEMENTS:** In the event the bidder enters into terms of use, end users agreements, or other agreements or understandings, whether electronic, click-through, or shrink-wrap and whether verbal or written, with University employees or their end users, such agreements shall be null, void, and without effect and the terms of this award shall apply.
81. **DEPARTMENT OF REVENUE:** In compliance with the requirements of T.C.A. 12-4-120, the bidder hereby attests that they have registered with the State of Tennessee's Department of Revenue for the collection of Tennessee sales and use tax.
82. **INSURANCE:** The bidder, being an independent contractor, agrees to carry adequate public liability and other appropriate forms of insurance, and to pay all taxes incident to any agreements with the University. The University shall have no liability except as specifically provided in a subsequent purchase order or contract.
83. **EXTENSION OF TERMS TO OTHER INSTITUTIONS.** The successful proposer will provide the requested services for the University of Tennessee entity described in the bid. Additionally, if the successful proposer is agreeable, these services/products may also be provided to the other University of Tennessee departments and/or campuses. Similarly, The State of Tennessee and entities from The Tennessee Board of Regents may also purchase goods and/or services from this agreement, if the winning proposal is agreeable. It should be noted that these institutions, departments and campuses are not required to use this agreement. If any these institutions elect to participate under the terms and conditions of this resulting agreement, the University of

Tennessee reserves the right to re-negotiate favorable incentive, and cost terms with the successful proposer that are reflective of the additional volume added as a result of participation by these institutions. Note: The offer to extend contract terms and conditions to these other institutions is at the discretion of the winning proposal and they should not be extended if it would affect your ability to offer the most favorable prices and terms to The University of Tennessee.

84. **HIPAA Compliance.** Both parties certify that that they are familiar with requirements of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and its accompanying regulations, and will comply with all applicable HIPAA requirements in the course of this Agreement. Both parties certify that they will cooperate with either party in the course of performance of the Agreement so that both parties will be in compliance with HIPAA, including cooperation and coordination with both party's privacy officials and other compliance officers required by HIPAA and its regulations. Both parties will sign any documents that are necessary to keep both parties in compliance with HIPAA, including but not limited to business associate agreements.
85. **FERPA.** University of Tennessee is subject to the Family Education Rights and Privacy Act of 1974 (20 U.S.C. 1232g) and related regulations of the U.S. Department of Education (34 C.F.R. Part 99) regarding access to and privacy of certain student records. The Contractor is responsible for complying with these requirements to the same extent as University. The Contractor will indemnify and hold the University, its trustees, officers, and employees harmless for any violation of FERPA by the Contractor.
86. **Affordable Care Act.** The bidder agrees to provide insurance to any of its employees performing service for the university as required by the Affordable Care Act.