INVITATION TO NEGOTIATE

Development of a Comprehensive Branding Plan

ITN# 15-01-SP

UNIVERSITY OF SOUTH FLORIDA

The University of South Florida is requesting proposals from qualified firms interested in the University of South Florida Invitation to Negotiation for Development of a Comprehensive Branding Plan as further specified herein. If you are interested in submitting a proposal, please note that the proposal needs to be submitted no later than 3:00 p.m., June 5th, 2015. Any questions concerning this Invitation to Negotiate should be directed to Bill Benjamin, Purchasing Manager, USFSP Purchasing Services: benjamin@usfsp.edu.

Pre-Proposal Meeting/Site Inspection (Mandatory)

It is the contractor's sole responsibility to become fully informed as to the nature and extent of the work required and its relation to any other work in the area, including, but not limited to possible interference from University activities. To aid you in becoming fully informed, the contractors or his/her designees must attend the Mandatory pre-proposal conference we will meet at Davis Hall, Room 130, located at 140 Seventh Ave. S., St. Petersburg, FL 33701 on April 27, 2015, at 9:00am. A site visit will occur directly following the meeting. ANY PROSPECTIVE CONTRACTOR/DESIGNEE ARRIVING AT Davis Hall, Room 130 AFTER 9:10am ACCORDING TO CELLULAR PHONE TIME SHALL NOT BE ALLOWED TO SIGN IN ON THE ATTENDANCE SHEET NOR BE ELIGIBLE TO BID THIS PROJECT. NO OTHER TIME KEEPING DEVICE WILL BE CONSIDERED FOR THIS PURPOSE.

*Note: A map to USFSP is available as a PDF from the web page: http://www.usfsp.edu/about-usfsp/visit-us/ DAVIS HALL is identified on the map as DAV.

University of South Florida
Purchasing Services
4202 E. Fowler Avenue AOC 200
Tampa, Florida 33620-9000
usfweb.usf.edu/purchasing/purch2.htm
INVITATION TO NEGOTIATE

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ITN WILL BE OPENED 3:00 P.M June 5, 2015
and may not be withdrawn within 120 days after such date and time.

ISSUING DATE: April 13, 2015

ITN NO: 15-01-STP

VENDOR NAME ____________________________

REASON FOR NOT SUBMITTING PROPOSAL

CERTIFIED OR CASHIER'S CHECK IS ATTACHED, WHEN REQUIRED, IN THE AMOUNT OF $

VENDOR MAILING ADDRESS ____________________________

POSTING OF PROPOSAL TABULATIONS

Proposal tabulations with recommended awards will be posted for review by interested parties at the location where proposals were opened and will remain posted for a period of 72 hours. Failure to file a protest within the time prescribed in Section 120.53(5), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.

AUTHORIZED SIGNATURE (MANUAL)

E-MAIL ADDRESS: __________________________________________________________

AUTHORIZED SIGNATURE (TYPED) TITLE ____________________________

GENERAL CONDITIONS:

SEALED PROPOSALS: All proposal sheets and this acknowledgement form must be executed and submitted in a sealed envelope. (DO NOT INCLUDE MORE THAN ONE PROPOSAL PER ENVELOPE.) The face of the envelope shall contain, in addition to the above address, the date and time of the proposal opening and the proposal number. Proposal prices not submitted as instructed may be rejected. All proposals are subject to the conditions specified herein. ITN responses, which do not comply with specified conditions, may be rejected.

1. EXECUTION OF ITN: ITN proposals must contain an original manual signature of authorized representative in the space provided above. ITN proposal must be typed or printed in ink. Use of erasable ink is not permitted. All corrections made by vendor to his ITN proposal must be initialed. The company name and E.I.R. number or social security number shall appear on each pricing page of the ITN as required. Complete ordering instructions must be submitted with the ITN proposal.

2. NO ITN PROPOSAL: If not submitting an ITN proposal, respond by returning only this vendor acknowledgement form, marking it "NO ITN" and explain the reason in the space provided above. Failure to respond to a procurement solicitation without giving justifiable reason for such failure, non-conformance to contract conditions, or other pertinent factors deemed reasonable and valid shall be cause for removal of the supplier's name from the ITN mailing list. Note: To qualify as a respondent, vendor must submit a "NO ITN," and it must be received no later than the stated ITN opening date and hour.

3. ITN OPENING: Shall be public, on the date and at the time specified on the ITN form. It is the vendor's responsibility to assure that his ITN proposal is delivered at the proper time and place of the ITN opening. ITN proposals, which for any reason are not so delivered, will not be considered. Offers by facsimile or telephone are not acceptable. An ITN proposal may not be altered or modified after opening of the proposals. NOTE: Proposal tabulations will be furnished upon written request with an enclosed, self-addressed, stamped envelope. Proposal files may be examined during normal working hours by appointment. Proposal tabulations will not be provided by telephone.

4. PRICES, TERMS AND PAYMENT: Firm prices shall be proposed and include all packing, handling, shipping charges and delivery to the destination shown herein.

(a) TAXES: The University does not pay Federal Excise and Sales taxes on direct purchases of tangible personal property or services. See tax exemption number on face of purchase order or agreement form. This exemption does not apply to purchases of tangible personal property or services made by vendors who use the tangible personal property or services in the performance of contracts for the improvement of University-owned real property as defined in Chapter 192, F.S.

(b) DISCOUNTS: Cash discounts for prompt payment shall not be considered in determining the lowest net cost for ITN proposal evaluation purposes.

(c) MISTAKES: Vendors are expected to examine the specifications, delivery schedule, proposal prices, extensions and all instructions pertaining to supplies and services. Failure to do so will be at vendor's risk. In case of mistake in extensions the unit price will govern.

(d) CONDITIONS AND PACKAGING: It is understood and agreed that any item offered or shipped as a result of this ITN proposal shall be new, current standard production model available at time of the ITN. All containers shall be suitable for storage or shipment, and all prices shall include standard commercial packaging.

(e) INVOICING AND PAYMENT: The vendor shall be paid upon submission of properly certified invoices to the purchaser at the prices stipulated on the contract at the time the order is placed, after delivery and acceptance of goods, less deductions if any, as provided. Invoices shall contain the contract number, purchase order number and the vendor's EIN number. An original invoice shall be submitted. Failure to follow these instructions may result in delay in processing invoices for payment.

(f) VENDOR'S RIGHT TO PAYMENT: Vendors providing goods and services to the University shall submit invoices to the University in order to receive payment. The University shall issue the vendor's payment within 30 days after receipt of acceptable invoices, receipt, inspection and acceptance of goods and/or services provided in accordance with the terms and conditions of the purchase order/contract. If payment is not made within said 30 days, a separate interest penalty (established pursuant to Section 55.03 (1), Florida Statutes) on the unpaid balance will be paid upon Vendor's written request to the University, providing said request is received by the University no later than 30 days from the date shown on the University's check. The interest provision applies after a 30-day period to health care providers as defined by rule. Interest of less than one (1) dollar will not be enforced.

The University's vendor ombudsman, whose duties include acting as an advocate for vendors who may be experiencing problems in obtaining timely payment(s) from the University may be contacted at 813-974-2481. Written inquiries and requests for interest penalty payments can be addressed to: USF Accounts Payables, 4302 Fowler Ave ADM 147, Tampa, FL 33620.

(g) ANNUAL APPROPRIATIONS: The University's performance and obligation to pay under this contract is contingent upon an annual appropriation by the Legislature.

5. DELIVERY: Unless actual date is specified (or if specified delivery cannot be met), show number of days required making delivery after receipt of purchase order in space provided. Delivery time may become a basis for making an award (see Special Conditions). Delivery shall be Monday through Friday, 8:00 a.m. to 11:30 a.m. and 1:00 p.m. to 4:00 p.m., excluding University of South Florida holidays, unless otherwise specified.

6. ADDITIONAL TERMS AND CONDITIONS: No additional terms and conditions included with the ITN response shall be evaluated or considered and any and all such additional terms and conditions shall have no force and effect and are inapplicable to this ITN. If submitted either purposely through intent or design or inadvertently appearing separately in transmittal letters, specifications, literature, price lists or warranties, it is understood and agreed the general and special conditions in this ITN solicitation are the only conditions applicable to the ITN and the vendor's authorized signature affixed to the vendor acknowledgement form attests to this.
7. MANUFACTURERS’ NAME AND APPROVED EQUIVALENTS: Any manufacturer’s name, trade names, brand names, information and/or catalog numbers listed in a specification are for information and not intended to limit competition. In the event any manufacturer’s name, trade names, brand names, information and/or catalog numbers are required in a specification, it shall be the responsibility of the supplier to notify Purchasing and Property Services of the item which meets or exceeds the specifications for any item.

8. MEASUREMENTS: Customary measurements appearing in these specifications are not intended to place a price advantage upon any supplier. All proposals are based on equivalent products, indicate on the IN form the manufacturer’s name, description, vendor’s name, trade name, brand name, and/or catalog number. Reference to literature submitted with a previous proposal will not satisfy this provision. The University reserves the right to determine acceptable format, and an approved equivalent can be to the University. All proposals are subject to review by the Purchasing and Property Services department. The University reserves the right to use the University’s discretion in determining the acceptability of proposals.

9. LIABILITY: The vendor shall save and hold harmless the University, its officers, agents, and employees against any and all claims by third parties resulting from the vendor’s performance of any work hereunder and from any injury to person or property which occurs during the contract period or may be due to the performance of any work hereunder. In any event, the University may, in either case, accept a cash bond or money order in the amount of the bond. FAILURE TO FILE THE PROPER BOND AT THE TIME OF FILING THE PROTEST FORMATION OF THE PROTEST WILL RESULT IN A DENIAL OF THE PROTEST.

10. CONTRACT CONFIDENCE: The awardee hereunder is subject to the provisions of Chapter 120, F.S.

11. NOTICE OF ITN PROTEST BONDING REQUIREMENT: Any person who files an action contesting a decision or intended decision pertaining to a contract administered by the University pursuant to Section 119.07, F.S., shall provide the University the same bond as is required for a formal written protest, a bond payable to the University in an amount equal to ten percent of the University’s estimate of the total volume of the contract or $10,000, whichever is less, which bond shall be converted upon the payment of all claims which may be made against him in the administrative hearing in which the action is brought and in any subsequent appellate proceeding. For protest of decisions or intended decisions of the University, said requests for approval shall be accompanied by a bond in the amount to be in the amount equal to 10% of the requesting agency’s estimate of the contract amount or $10,000, whichever is less. In the event the University, in its discretion, requires the bond, the University may, in either case, accept a cashier’s check or money order in the amount of the bond.

12. SUPPLIES: Samples of items, when called for, must be furnished free of expense on or before ITN opening time and date, and if not destroyed, may, upon request, be returned at the vendor’s expense. Items and items not delivered as per delivery date in ITN and/or purchase order may result in vendor being found in default in which event any and all reprocurement costs may be charged against defaulting vendor. Any violation of these stipulations may result in:

a) Suppliers name being removed from the University list.

b) All University departments being advised not to do business with the supplier without written approval from Purchasing and Property Services until such time as supplier reimburses the University for all reprocurement and cover costs.

13. NONCONFORMANCE TO CONTRACT REQUIREMENTS: Others acceptable to the University may test items for compliance with specifications by the Florida Department of Agriculture and Consumer Services. Should the items fail testing, the University may require the vendor to return to the University all costs incurred by the University in connection with such an examination or testing of the commodity including costs relating to transporting the commodity samples to the testing site, actual test costs, personnel costs and other applicable costs. The data derived from any tests for compliance with specifications are public records and open to examination thereto in accordance with Chapter 119, F.S. Items delivered not conforming to specifications may be rejected and returned at vendor’s expense. These items and items not delivered as per delivery date in ITN and/or purchase order may result in vendor being found in default in which event any and all reprocurement costs may be charged against defaulting vendor. Any violation of these stipulations may result in:

a) Suppliers name being removed from the University list.

b) All University departments being advised not to do business with the supplier without written approval from Purchasing and Property Services until such time as supplier reimburses the University for all reprocurement and cover costs.

14. INSPECTION, ACCEPTANCE AND TITLE: Inspection and acceptance will be at University’s discretion. Title and risk of loss or damage to all items shall be the responsibility of the contract supplier until accepted by the ordering agency, unless loss or damage results from negligence by the ordering agency. The contract supplier shall be responsible for filing, processing and collecting all damage claims. However, it is the responsibility of the supplier to notify the insurer of any damage claims. Title and risk of loss or damage to all items shall be the responsibility of the supplier contract until accepted by the ordering agency, unless loss or damage results from negligence by the ordering agency. The contract supplier shall be responsible for filing, processing and collecting all damage claims. However, it is the responsibility of the supplier to notify the insurer of any damage claims.

a) Record any evidence of visible damage on all copies of the delivering carrier’s Bill of Lading and damage inspection report.

b) Report damage (Visible and Concealed) to the carrier and contract supplier, confirming such reports, in writing, within 15 days of delivery, requesting that the carrier inspect the damage and report.

c) Retain the item and its shipping container, including any packing material, until the carrier and the contract supplier perform inspection.

d) Provide the contract supplier with a copy of the carrier’s Bill of Lading and damage inspection report.

15. GOVERNMENTAL RESTRICTIONS: In the event any governmental restrictions may be imposed which would necessitate alteration of the material, quality, workmanship or performance of the item hereunder, the University shall be the responsibility of the supplier to notify Purchasing and Property Services and the university. The University reserves the right to determine the acceptability of any such changes and may reject the contract or the purchase order without further notice to the carrier.

16. ADDITIONAL QUANTITIES: For a period not exceeding 180 days from the date of acceptance of this order by the buyer, the right is reserved to acquire additional quantities up to the amount shown on the ITN but not to exceed the threshold for category two at the prices proposed in this invitation. If additional quantities are not acceptable, the University proposal sheets must be noted “PROPOSAL IS FOR SPECIFIED QUANTITY ONLY.”

17. SERVICE AND WARRANTY: Unless otherwise specified, the vendor shall define any warranty service and replacements that will be provided during and subsequent to this contract. Vendors must explain on an attached sheet to what extent warranty and service facilities are provided.

18. LEGAL REQUIREMENTS: Applicable provision of all Federal, State, county and local laws, and of all ordinances, rules, and regulations shall govern development, submittal and evaluation of all proposals received in response hereto and shall govern any and all claims and disputes which may arise between person(s) submitting an ITN response hereto and the University, by and through its officers, employees and authorized representatives, or any other person, natural or corporate; and lack of knowledge by any vendor shall not constitute a cognizable defense against the legal effect thereof.

19. PATENTS COPYRIGHTS, TRADEMARKS, ROYALTIES and other Intellectual Property: The vendor, without exception, shall indemnify and save harmless the purchaser and its employees from liability of any nature or kind, including cost and expenses for or on account of any copyrighted, patented, trademarked or unpatented invention, process, or article manufactured or supplied by the vendor. The vendor has no liability when such claim is solely and exclusively due to the combination, operation or use of any article supplied herewith and with equipment or data not supplied by vendor or is based solely and exclusively upon the University’s alteration of the article. The purchaser will provide prompt written notification of a claim of copyright or patent infringement and will afford the vendor full opportunity to defend the claim.

20. Further, if such a claim is made or is pending the vendor may, at its own expense and expense procures the purchaser the right to continue use of, replace or modify the article to render it non-infringing. If (none of the alternatives are reasonably available, the University agrees to return the amount any and all reprocurement costs shall include any and all reprocurement costs arising from the use of such design, device, or materials in any way involved in the work.

21. ASSIGNMENT: Any Purchase Order issued pursuant to this ITN and the monies, which may become due hereunder, are not assignable except with the prior written approval of the ordering agency.

22. LIABILITY: The vendor shall save and hold harmless the University, its agents, officers and employees against any and all claims by third parties resulting from the vendor’s breach of this contract, violation of any applicable laws or regulations, and/or vendor’s other wrongful acts.

23. FACILITIES: The University reserves the right to inspect the vendor’s facilities at any reasonable time with prior notice.

24. PUBLIC PRINTING: A vendor must have at the time of ITN opening a manufacturing plant in operation, which is capable of producing the items proposed, and so certify upon request of the University. Any agency of the State, including agencies of state and local governmental and judicial branches of government, shall be notified by the University of vendors located within the State when awarding contracts to have materials printed, wherein such printing can be done at a greater expense than, and at a level of quality comparable to that obtained from a vendor located outside the State.

25. PUBLIC RECORDS: Any material submitted in response to this ITN will become a public document pursuant to Section 119.07, F.S. This includes material, which the responding vendor or vendor’s authorized representatives, or any other person, natural or corporate; and lack of knowledge by any vendor shall not constitute a cognizable defense against the legal effect thereof.

26. QUALITY: The vendor, without exception, shall indemnify and save harmless the University from any loss or claim of any nature or kind, whether by reason of negligence of the University or of any act of the University.

27. CANCELLATION: The University reserves the right to unilaterally cancellation for refusal by the vendor to allow public access to all documents, papers, letters, or other material subject to the provisions of Chapter 119, Florida Statutes, and made or received by the carrier in conjunction with the contract.

NOTE: ANY AND ALL SPECIAL CONDITIONS AND PROVISIONS WHICH VARY FROM THE GENERAL CONDITIONS SHALL HAVE PRECEDENCE.
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SECTION I: INTRODUCTION

Purpose of ITN

The University of South Florida Board of Trustees, a public body corporate of the State of Florida, hereinafter the “University”, intends to negotiate an agreement for the Development of a Comprehensive Branding Plan as described in the Section III, further below. Through this process the University desires to negotiate the best value agreement for the University.

Description of University

Imagine a university in the heart of a lively city center. An intimate campus nestled on the waterfront, steps from world-class cultural institutions. A faculty committed to learning and research on all levels and across disciplines. Students working in partnership with the community.


At USF St. Petersburg, students enjoy smaller classes. Professors who know you by name. Students conducting research on the undergraduate and graduate levels – side by side with professors. A setting that encourages creativity.

All the advantages of a large public university, including nationally ranked NCAA football, men’s basketball, women’s softball and women’s sailing. The University has world-recognized researchers in all of its colleges conducting research in areas such as oceanography, coastal geology, medicine, satellite communications and mapping, curriculum and testing innovation, aging, health outcomes and community welfare, business systems, fine arts, and many others.

Located on beautiful Bayboro Harbor on the shores of Tampa Bay, students, faculty and staff have access to sailing, swimming, canoeing, kayaking and paddle-boarding.

A bustling downtown is a short walk away, with an array of world-class museums, a performing arts center, restaurants, nightclubs and parks. Some of the finest beaches in the country are just a 15-minute drive away. A growing residential student population totaling more than 600, including 200 at the new University Student Center, which also includes a dining facility called The Reef offering full-service meal plans, outdoor basketball courts and spacious meeting rooms.

Because of the intimate size of the campus, a walk to class or the Nelson Poynter Memorial Library is a walk with friends — students with spirited energy who like to get things done and make a difference.

Innovation, collaboration and community engagement are not just buzz words at USF St. Petersburg. They are among the core principles and the outgrowth of a creative environment on display in every corner of the community.

Additional information available at http://www.usfsp.edu/home/

SECTION II: SPECIAL CONDITIONS

Attention Vendor: Any vendors who received this Invitation to Negotiate from the Department of Purchasing and Property Services or vendors who have downloaded this Invitation to Negotiate from the USF Purchasing Web site http://usfweb2.usf.edu/purchasing/purch2.htm, are solely responsible to check the USF Purchasing Web site forty-eight (48) hours before the closing time of this Invitation to Negotiate to verify that they have downloaded any and all addenda that may have been issued for this bid/proposal or negotiation.

1. OPENING NOTE TO VENDORS

Vendor’s response to this Invitation to Negotiate shall be delivered to the Purchasing and Property Services, University of South Florida, 4202 East Fowler Avenue AOC 200, Tampa, Florida 33620-9000, no later than 3:00 P.M. on June 5th, 2015 according to the official clock located in the University’s Purchasing Department. No other time-keeping source will be considered for this purpose. The University shall not extend or waive this time requirement for any reason whatsoever. Responses to the Invitation to Negotiate that arrive after 3:00 P.M. on June 5th, 2015 will be rejected in the University’s sole discretion. These proposals will be returned unopened to the Vendor. Proposals
and/or amendments will not be accepted at any time via facsimile or electronic mail. All timely ITN Proposals received will be opened and recorded.

If the Vendor elects to mail/ship its ITN Proposal package, the Vendor must allow sufficient time to ensure the University’s proper receipt of the proposal package by the time specified above. Regardless of the form of delivery, it is solely the responsibility of the Vendor to ensure that the ITN Proposal package arrives at the University’s Purchasing Department no later than 3:00 P.M. on June 5th, 2015.

ITN Proposals will be accepted up to, and no proposals may be withdrawn after, the deadline for proposals submission time and date shown above.

ITN Proposals must be delivered in sealed envelopes/packages clearly marked: ITN Proposal 15-01-STP

All proposals submitted must include on our standard Invitation to Negotiate Form signed.

2. **EVENT SCHEDULE** (dates are subject to change)

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**Pre-Proposal Meeting/Site Inspection (Mandatory)**

It is the contractor’s sole responsibility to become fully informed as to the nature and extent of the work required and its relation to any other work in the area, including, but not limited to possible interference from University activities. To aid you in becoming fully informed, the contractors or his/her designees must attend the **Mandatory pre-proposal conference we will meet at USFSP Davis Hall, Room 130 located at 140 Seventh Ave. S., St. Petersburg, FL 33701. on April 27, 2015, at 9:00am.** A site visit will occur directly following the meeting. ANY PROSPECTIVE CONTRACTOR/DESIGNEE ARRIVING AT DAVIS HALL, ROOM 130 AFTER 9:10am ACCORDING TO CELLULAR PHONE TIME SHALL NOT BE ALLOWED TO SIGN IN ON THE ATTENDANCE SHEET NOR BE ELIGIBLE TO BID THIS PROJECT. NO OTHER TIME KEEPING DEVICE WILL BE CONSIDERED FOR THIS PURPOSE.

*Note: A map to USFSP is available on our web page: [http://usfweb2.usf.edu/purchasing/Purch2.htm](http://usfweb2.usf.edu/purchasing/Purch2.htm) **DAVIS HALL** is identified on the map as DAY.*

3. **INQUIRIES**

The University will not give verbal answers to inquiries regarding negotiation considerations or verbal instructions prior to or after the selection process of this Invitation to Negotiate. A verbal statement regarding same by any person shall be non-binding. The University is not liable for any cost incurred by the Vendor in connection with the preparation, production, or submission of their ITN Proposal including any increased costs resulting from the Vendor accepting verbal direction. All University changes to the ITN terms or specifications, if necessary, shall be made by the university by written addendum to the Invitation to Negotiate and distributed electronically by e-mail and post on the Purchasing Web site only.

Note: Vendors are responsible to insure that the University has their point of contact as well as their name, title, company name, address, telephone, and e-mail address in order to receive any addenda via e-mail.

4. **QUESTIONS ABOUT ITN - POINTS OF CONTACT**

**ALL QUESTIONS MUST BE SUBMITTED IN WRITING VIA EMAIL BY 2:00 P.M. April 30, 2015.**

Any questions concerning this Invitation to Negotiate should be directed to Bill Benjamin, Purchasing Manager, USFSP Purchasing Services, via e-mail at benjamin@usfsp.edu. Phone: (727) 873-4199.

5. **RESPONSE TO VENDOR QUESTIONS**

Responses to all vendor questions received prior to 2:00pm on April 30, 2015 will be addressed via an Addendum by 5:00pm on May 7, 2015. Send email questions to Bill Benjamin benjamin@usfsp.edu.
6. ADDENDA
Purchasing & Property Services may issue written addenda prior to the proposal opening date, supplementing, modifying or interpreting any portion of this Invitation to Negotiate. No verbal or written information from any source other than the Purchasing & Property Services addenda is authorized as representing the University.

Vendor’s failure to return any and all addenda may result in disqualification of that Vendor’s Invitation to Negotiate.

PLEASE NOTE: It is solely the Vendor’s responsibility to check the USF Purchasing Web site at usfweb.usf.edu/purchasing/purch2.htm, forty-eight (48) hours before the closing time of this proposal to verify that the proposer has received any addenda that may have been issued.

7. MEETINGS
Notice of public meetings regarding the Invitation to Negotiate will be posted on the bulletin board located outside the Purchasing & Property Services Department located at 4202 E Fowler Avenue AOC-200, Tampa, Fl 33620 and posted electronically on the USF Purchasing Bid website five business days prior to the meeting, (USFWEB2. USF. EDU/PURCHASING/PURCH2. HTM). For the purpose of this ITN, meeting notices will be Noticed (posted) by e-mail to the ITN vendor list.

8. PARKING
Annual, semester, monthly, weekly, or daily parking permits must be obtained from Parking and Transportation Services (727-873-4480 for further information) for any company vehicles and/or individual vehicles that will be parked on campus. Parking rules and regulations must be observed by all drivers. Website for parking services is: HTTP://WWW.USFSP.EDU/FINANCIAL/PARKING-TRANSPORTATION/

9. AWARD
Vendor’s proposals will be evaluated based on the requirements set forth in this Invitation to Negotiate. The University reserves the right to reject any or all proposals.

Vendors may be required to answer questions and may be required to make a presentation to the evaluation committee regarding their qualifications, experience, service, and capability to furnish the required service(s).

The award(s) shall be made by the University to the most responsive and responsible vendor whose final proposal is determined to be the most advantageous to the University taking into consideration price and other criteria as set forth in the Invitation to Negotiate.

10. PROPOSAL TABULATION
Vendors desiring a copy of the proposal tabulation for the Invitation to Negotiate may request same by enclosing a self-addressed stamped envelope with their proposal. Proposal tabulation will be available after award and will be posted on the Purchasing website. The proposal tabulation is an accounting of initial proposal information received relative to requested information and may not include price information. Proposal results will not be given out over the telephone.

11. THE INVITATION TO NEGOTIATE PROCESS
The ITN process is a flexible procurement process that is used when highly specialized and or variable services or products are required. Negotiations offer an opportunity for selected Vendor(s) to discuss their responses with an evaluation committee. The goal of this comprehensive process is for identification of the optimal outcome or the solution that best meets the needs of the University. Only representatives of the participating Vendors who are authorized to negotiate and make agreements shall be involved in negotiations.

12. EVALUATION CRITERIA
Evaluation will be based on criteria identified in the Section III - Specifications. Any information a Vendor deems essential to the evaluation of the services offered, for which no provision is made in the ITN, should be clearly stated in the proposal. While the University reserves the right to request additional information or clarification from Vendors at any time in the process, Vendors should not assume that they will be allowed to amplify or modify their initial written proposal. The initial response must be a clear and easy to understand explanation of the products, services, benefits and prices offered and should include information as to how all specifications will be met.
13. NEOTIATION WITH VENDORS

To identify vendors for negotiations, submitted proposals will be evaluated, presentations may be requested, and references may be verified and reviewed. The University will compare the proposals according to the evaluation criteria described in SECTION III for the purpose of identifying vendors for negotiation. The evaluation criteria does not necessarily determine the best value for the university or the award to be made.

Vendors may be invited to continue in the negotiation process. Negotiations offer an opportunity for the selected Vendors to discuss their offers and proposals in further detail with the University. Selected vendors may be given the opportunity to refresh their initial offers. Refreshed proposals allow vendors to match or exceed the offers made by competitors, both as to services and cost. This allows the University to secure services which best meet its needs, at a highly competitive and favorable cost. At the conclusion of this negotiation process, the University may ask selected vendors to submit a written best and final offer, to memorialize all agreements reached during negotiations and to extend additional benefits to the University, if desired. Invitation to submit a best and final offer is not automatic. After this negotiation a final Vendor(s) may be selected.

14. INVITATION TO NEGOTIATE FORM

All proposals shall be submitted using the University of South Florida Invitation to Negotiate form as a cover to be considered for an award of the proposal. The form shall be completed in ink or typewritten, signed by an authorized signatory of the Vendor and returned with the proposal in a sealed envelope. Vendor is responsible for marking the outside of the sealed envelope with the proposal number and the opening date.

The Invitation to Negotiate form and all related pages are a legal document and cannot be altered by the Vendor in any way. Any alteration made by a Vendor may disqualify the proposal and the response may be considered invalid. Any necessary changes to an Invitation to Negotiate document will be implemented by written addenda to the proposal issued by Purchasing & Property Services.

15. RIGHT TO NEGOTIATE

Upon evaluation of the responses, the University has the right to enter into negotiations with one or multiple Vendors that appear to have submitted proposal(s) that best meet the needs and requirements of the University. Negotiations could include but are not limited to price and the terms and conditions of this ITN.

If for any reason a Vendor(s) and the University cannot arrive at a mutual agreement that would result in the issuance of a contract, the University reserves the right to terminate negotiations, to reject the proposal(s), and to continue negotiations with other responsive Vendors that may lead to the issuance and award of a contract.

16. VENDOR'S RESPONSIBILITY

It is understood and the Vendor hereby agrees that it shall be solely responsible for all services that it proposes, notwithstanding the detail presented in the Invitation to Negotiate.

17. VENDOR’S EXPENSE

All proposals submitted in response to the ITN must be submitted at the sole expense of the Vendor, whether or not any agreement is signed as a result of this Invitation to Negotiate. Proposers will pay all costs associated with the preparation of proposals and necessary visits to campus and other required site visits.

18. NUMBER OF PROPOSALS SUBMITTED

Vendor shall submit one (1) original proposal—clearly mark as “original” and five (5) copies. Vendors must also submit one (1) Electronic copy preferably on a flash drive. Proposals that do not include all of the requested copies may be disqualified at the sole discretion of the University of South Florida.

19. PROPOSAL REJECTION

The University shall have the right to reject any or all ITN proposals and in particular to reject an ITN proposal not accompanied by data required by the Invitation to Negotiate or an ITN proposal in any way incomplete or irregular including the omission of pricing information. Conditional ITN proposals may be considered non-responsive.

20. OPEN COMPETITION

The University encourages free and open competition among vendors. Whenever possible, specifications, invitations to negotiate, and conditions are designed to accomplish this objective, consistent with the necessity to satisfy the
University’s needs and the accomplishment of a sound economical operation. The Vendor’s signature on their ITN proposal guarantees that the prices quoted have been established without collusion with other Vendors and without effort to preclude the University from obtaining the lowest possible competitive price.

21. **ORAL PRESENTATION**

After ITN proposals have been opened, Vendors submitting ITN proposals may be requested, at the sole option of the University, to make oral presentations or provide written clarifications. Such presentations or clarifications will provide an opportunity for the Vendor to clarify the proposal. Oral presentations may be recorded. Recorded oral presentations and written clarifications will be affixed to the Vendor’s ITN proposal and become part of the same as if originally submitted.

22. **MISTAKES**

In the event of extension error(s), the unit price will prevail and the bidder’s “Total Offer” will be corrected accordingly. In the event of addition error(s), the extended totals will prevail and the bidder’s “Total Offer” will be corrected accordingly. Bidders must check their bid proposals for any such errors and state the discount(s) in the proposal, where applicable. Failure to do so will be at the bidder’s risk.

In the event a mistake results in the written request of a Vendor withdrawing any part of the proposal, the Vendor must withdraw the entire proposal package and the University will not consider that proposal for award of ANY of the subject ITN. This applies to all requests for withdrawal. The only exception to this policy would be a case where the mistake was the result of misinformation unknowingly supplied by the University. In this event, a waiver of policy must be approved by Purchasing whose decision shall be final.

Vendors must check their proposals for any errors. Failure to do so will be at the Vendor’s risk.

23. **RIGHT TO TERMINATE**

In the event any of the provisions of the contract are violated by the successful proposer, the University may serve written notice upon Vendor of its intention to terminate the contract. Such notice will state the reason(s) for the intention to terminate the contract. If the violation does not cease and satisfactory arrangements for correction are not made within ten (10) days after the notice is served upon the Vendor, the contract shall cease and terminate. The liability of the Vendor and/or his surety for any and all such violation(s) shall not be affected by any such termination.

24. **CANCELLATION**

For the protection of both parties all contractual obligations shall prevail for at least 90 days after the effective date of the contract. After that period, for the protection of both parties, this contract may be cancelled, in whole or in part, by either party by giving thirty (30) days written notice to the other party.

25. **FORCE MAJEURE**

No default, delay or failure to perform on the part of the either party shall be considered a default, delay or failure to perform otherwise chargeable, hereunder, if such default, delay or failure to perform is due to causes beyond either party’s reasonable control including, but not limited to, strikes, lockouts or inactions of governmental authorities; epidemics; acts of terrorism; war; embargoes; fire; earthquake; acts of God; or default of common carrier. In the event of such default, delay or failure to perform, any date or times by which either party is otherwise scheduled to perform shall be extended automatically for a period of time equal in duration to the time lost by reason of the excused default, delay or failure to perform.

26. **PAYMENT**

The University will make partial payment in the amount of the value of items or service received and accepted by the University in response to a request by the Vendor along with the submission of a properly executed invoice, and supporting documents (if required). The University shall issue the Vendor’s payment within 30 days after receipt of an acceptable invoice and receipt, inspection, and acceptance of goods and/or services provided in accordance with the terms and conditions of the purchase order/contract. The University’s preferred payment method is P-card. No additional charges will be accepted for use of P-card payment. Any penalty or delay in payment shall be in accordance with section 55.03, Florida Statutes. The University’s vendor ombudsman, whose duties include acting as an advocate for vendors who may be experiencing problems in obtaining timely payment(s) from the University may be contacted at 813-974-2481.
27. **FEID NUMBER**

Awarded vendors **MUST** supply their Federal Employee Identification Number or Social Security number.

28. **W-9 (W-8BEN for Foreign Vendors) FORM**

Awarded Vendors are required to complete and return the USF Substitute W-9 (or appropriate IRS W-8 Form for Foreign Vendors). **The W-9 or W-8 must be completed and signed before a contract can be approved.**

29. **STANDARDS OF CONDUCT**

It is a breach of ethical standards for any employee of the University to accept, solicit, or agree to accept a gratuity of any kind, form or type in connection with any contract for commodities or services. It is also a breach of ethical standards for any potential vendor to offer an employee of the University a gratuity of any kind, form or type to influence the development of a contract or potential contract for commodities or services.

30. **AMERICAN WITH DISABILITIES (ADA)**

The Vendor awarded this proposal/proposal shall agree to comply with the Americans with Disabilities Act (ADA) of 1990.

**NOTE:** If special accommodations are required in order to attend any event or meeting in conjunction with this Invitation to Negotiate, please notify Purchasing Services at (727)873-4199 at least 5 working days prior to the scheduled event.

31. **PUBLIC RECORDS**

Sealed proposal responses received by the University pursuant to Invitation to Negotiate are exempt from the provisions of the Florida Statute Chapter 119 until such time as the University provides notice of a decision or intended decision pursuant to Florida Statute Chapter 120 or within ten (10) days after the proposal opening, whichever is earlier.

The University reserves the right of unilateral cancellation for refusal by the Vendor(s) to allow public access to all documents, papers, letters, or other materials subject to the provisions of Chapter 119 and made or received by the Vendor(s) in conjunction with this resulting contract.

32. **EQUAL OPPORTUNITY STATEMENT**

The University believes in equal opportunity practices which conform to both the spirit and the letter of all laws against discrimination and is committed to non-discrimination based on race, creed, color, sex, age, national origin, religion or disability. To be considered for inclusion as a vendor under this agreement, the bidder commits to the following:

A. The provisions of Executive Order 11246, September 24, 1965, and the rules, regulations and relevant orders of the Secretary of Labor are applicable to each order placed against this agreement regardless of value. See attached.

B. If the bidder expects to receive $25,000 in Revenues during the first 12 months of this agreement, a complete "Certificate of Non-Segregated Facilities" shall be attached to the bid response. Sample certificate attached.

C. If the bidder expects to receive $60,000 in Revenues during the first 12 months of this agreement and employs more than 50 people, standard form 100 (EEO-1) must be filed prior to March 1 of each year.

D. If the bidder expects to receive $60,000 in Revenues during the first 12 months and employs more than 50 people, a written program for affirmative action compliance must be maintained by the bidder, subject to review upon request by the user agencies of this agreement.

33. **PUBLIC ENTITY CRIMES**

Any person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime, may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in the University Regulation 4.02030(1), for a period of 36 months from the date of being placed on the convicted vendor list.
34. **LOBBYING**

The expenditure of funds from Grants and Aids Appropriations, for the purpose of lobbying the Legislature or a State Agency, is prohibited. This condition is applicable to Florida State appropriated grants and aids.

35. **AFFIRMATIVE ACTION**

As a condition of this contract, the Vendor agrees to comply with Section 202, Executive Order 11246, as amended by Executive Order 11375, and regulations published by the U.S. Department of Labor implementing Section 503 of the Rehabilitation Act of 1973, Public Law 93-112, as amended, which are incorporated herein by reference.

36. **TAXES**

The State of Florida, and the University, is a tax immune sovereign and exempt from the payment of sales, use or excise taxes. The Vendor shall pay all personal property taxes on leased equipment and all taxes based upon net income.

37. **LICENSES**

In the event either party is required to obtain from any governmental authority any permit, license, or authorization as a prerequisite to performing its obligations hereunder, the cost thereof shall be borne by the party required to obtain such permit, license, or authorization.

38. **CERTIFICATION**

In accordance with Section 112.3185, Florida Statutes, the Vendor hereby certifies that to the best of his knowledge and belief no individual employed by him or subcontracted by him has an immediate relation to any employee of the University who was directly or indirectly involved in the procurement of said services. Violation of this section by Vendor shall be grounds for cancellation of this Agreement by the University.

39. **INDEMNIFICATION**

Vendor agrees to indemnify and hold free and harmless, and defend the State of Florida, the State Board of Education, the State Board of Governors, the University of South Florida, and the University of South Florida Board of Trustees, a public body corporate, and their officers, employees and agents, from and against any and all actions, claims, liabilities, assertions of liability, losses, costs and expenses, which in any manner directly or indirectly may arise or be alleged to have arisen, or resulted or alleged to have resulted from the presence, activities and promotions of every kind and nature whatsoever of Vendor and/or Vendor's officers, employees, agents and contractors, in connection with this Agreement.

40. **INSURANCE**

a. The Vendor shall not commence any work in connection with this contract until obtaining, at a minimum, all of the types of insurance enumerated below and having such insurance approved by the University. The Vendor shall not allow any subcontractor to commence work on its subcontract until all similar insurance required of the subcontractor has been so obtained. All insurance policies shall be with insurers qualified to do business in Florida. The Vendor shall furnish the University proof of insurance coverage by certificates of insurance no later than ten (10) days after Contract award. All required insurance policies shall name the University of South Florida Board of Trustees, State Board of Governors and the State of Florida as additional named insureds.

b. The Vendor must secure and maintain, during the life of this agreement, Worker's Compensation Insurance for all of its employees connected with the work of this project and, in case any work is sublet, the Vendor shall require the insurance for all of the subcontractor's employees unless such employees are covered by the protection afforded by the Vendor's insurance. Such insurance shall comply fully with the Florida Worker's Compensation Law. In case any class of employees engaged in work under his contract at the site of the project is not protected under Worker's Compensation statute, the Vendor shall provide, and cause each subcontractor to provide, adequate insurance satisfactory to the University, for protection of the employees not otherwise protected.

c. The Vendor must secure and maintain during the life of the Agreement, COMPREHENSIVE GENERAL LIABILITY AND COMPREHENSIVE AUTOMOBILE LIABILITY INSURANCE which shall protect the Vendor and its officers, employees, servants, agents, and University from claims for damages and personal injury, including accidental death, as well as claims for property damages which may arise from operations under this agreement whether such operations be by the Vendor or by anyone directly or indirectly employed by the vendor and the amounts of such insurance shall be for, at a minimum, the amounts as follows:
1. Commercial General Liability
   Each occurrence $250,000
   Each aggregate $500,000
2. Business Auto Liability Insurance
   Combined Single limit $500,000
3. Umbrella or Excess Liability $1,000,000

d. The University is exempt from paying, and is in no way liable for, any sums of money which may represent a deductible in any vendor’s insurance policy. The payment of such deductible is solely the responsibility of the Vendor obtaining the insurance.

41. RELATIONSHIP OF PARTIES

   It is understood and agreed that nothing herein contained is intended, or should be construed, as creating or establishing the relationship of partners or joint ventures, or any similar relationships between the parties hereto, or as constituting Vendor as the agent or representative of the University for any purpose in any manner whatsoever. Vendor is not authorized to bind University to any contracts or other obligations. Vendor shall not expressly or impliedly represent to any party that Vendor and University are partners or that Vendor is the agent or representative of University or of the Board of Trustees for any purpose or in any manner whatsoever.

42. TECHNOLOGY PROVIDED

   The University’s expectation is that vendors shall provide the most current available technology in the execution of the terms and conditions and in providing all services related to the contract.

43. PURCHASES BY OTHER UNIVERSITY ENTITIES

   With the consent and agreement of the successful Vendor(s), purchases may be made under this ITN by University of South Florida Direct Support Organization and affiliated entities. Such purchases shall be governed by the same terms and conditions stated in the proposal solicitation.

44. MINORITY BUSINESS ENTERPRISE (MBE)

   The University of South Florida actively encourages the continued development and economic growth of small, minority, service disabled veterans and women-owned businesses. Central to this initiative is the participation of a diverse group of vendors doing business with the University. To this end, it is vital that small, minority, service disabled veterans and women-owned business enterprises participate in the State’s procurement process as both prime contractors and subcontractors. Small, minority, service disabled veterans and women-owned business enterprises are strongly encouraged to submit replies to solicitations, or to contact larger suppliers about subcontracting opportunities.

   When and if USF requests the vendor shall submit documentation describing the efforts being made to encourage the participation of small, minority, service disabled veterans and women-owned business enterprises within their organization. Vendors shall also provide a list of MBE suppliers and subcontractors with the bid proposal.

   When and if USF requests vendors are obligated to provide the following. Vendors who contract with the University are required to provide information related to the use of certified/non certified small, minority, service disabled veterans and women-owned business. Prime Contractor Quarterly Reports should identify any participation by diverse contractors: subcontractors, vendors, resellers, distributors, or such other participation as the parties may agree.

   When and if USF requests vendors are obligated to provide the following. Prime Contractor Quarterly Report documentation shall include the reporting of spending with state of Florida certified/non certified small, minority, service disabled veterans and women-owned business enterprises. Such reports must be submitted quarterly to the USF Purchasing Manager mahernandez@usf.edu by e-mail to be utilized for the University’s Annual subcontractor reporting to the State of Florida, Department of Management Services, Office of Supplier Diversity. Subcontractor Reports should be provided by the Prime Contractor on a quarterly basis by the 7th of the month in January, April, July & October by email.

   The Quarterly Reporting Requirements for Prime Contractors Form to submit the use of subcontractor’s quarterly spend data is located here: http://usfweb2.usf.edu/purchasing/forms.html. The form also includes the minority business enterprise codes that are applicable to this reporting requirement. Minority Business Enterprises reported:
Is your firm a “Minority Business Enterprise” defined as a business concern engaged in commercial transactions which is domiciled in Florida, is at least fifty-one (51%) percent owned by minority person and whose management and daily operations are controlled by such persons?

YES □ NO □

If yes, is it certified by the State of Florida Office of Supplier Diversity (OSD)?

YES □ NO □

45. CONDITIONS AND PROVISIONS

USF reserves the right to reject any and all proposals and to waive minor variances from the requirements set forth in this ITN. USF at its sole discretion will select the proposal it deems is in the best interests of USF.

46. FEDERAL DEBARMENT

By signing this bid/proposal, the offeror certifies, to the best of its knowledge or belief, that the offeror and its principals are not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency; or have not within a three-year period preceding this offer, been convicted of or have a civil judgment rendered against them in connection with a public contract or subcontract; or are not criminally or civilly charged by a governmental entity with commission of offenses; or has not within a three-year period preceding this offer had a contract terminated for default by any Federal agency. (Federal Acquisition Regulation 52.209-5)

47. CONFLICT OF INTEREST

The award hereunder is subject to the provisions of Chapter 112, of the Florida Statutes. All vendors must disclose with their ITN the name of any officer, director, or agent who is also an employee of the University. Further, all vendors must disclose the name of any University employee who owns, directly or indirectly, an interest of five percent (5%) or more in the vendor's firm or any of its branches.

By submitting a response to this ITN without such information, the Vendor certifies that to the best of his knowledge and belief no individual employed by him or subcontracted by him has an immediate relation to any employee of the University who was directly or indirectly involved in the procurement of said services. Violation of this section by Vendor shall be grounds for cancellation of the Contract.

48. NOTICE OF ITN PROTEST BONDING REQUIREMENT

Any person who files an action protesting a decision or intended decision pertaining to contracts administered by the University pursuant to Section 120 F.S., shall post with the University at the time of filing the formal written protest, a bond payable to the University in an amount equal to 10 percent of the University's estimate of the total volume of the contract or $10,000 whichever is less, which bond shall be conditioned upon the payment of all costs which may be adjudged against him in the administrative hearing in which the action is brought and in any subsequent appellate court proceeding. For protest of decisions or intended decisions of the University pertaining to requests for approval of exceptional purchases, the bond shall be in the amount equal to 10 percent of the requesting agency's estimate of the contract amount for the exceptional purchase requested or $10,000, whichever is less. In lieu of a bond, the University may, in either case, accept a cashier's check or money order in the amount of the bond. Failure to file the proper bond at the time of filing the formal protest will result in a denial of the protest.

49. PATENTS COPYRIGHTS, TRADEMARKS, ROYALTIES and other Intellectual Property

To the extent that intellectual property of Vendor will be sold or licensed as a part of the products or services offered, the Vendor, without exception, shall indemnify and save harmless the purchaser and its employees from liability of any nature or kind, including cost and expenses for or on account of any copyrighted, patented, trademarked or unpatented invention, process, or article manufactured or supplied by the vendor.
50. **COMPLIANCE WITH LAWS**

Vendor shall comply with applicable Federal, State, and local laws and regulations and University Regulations and Policies with respect to its participation in the ITN process. If Vendor receives an award as a result of the ITN, Vendor shall continue to comply with the foregoing laws, regulations, and policies. If Vendor fails to comply with the requirements of the proceeding sentences, the University, in its sole discretion, may disqualify Vendor, or, if Vendor has been awarded a contract pursuant to the ITN, the University, in its sole discretion, may determine that Vendor is in default.

51. **TERM OF AGREEMENT AND RENEWALS**

The term of this Agreement is from the effective date of the agreement for a period of one (1) year, with a renewal period of one (1) year upon written approval by both parties.

52. **AVAILABILITY OF FUNDS**

The University's performance and obligation to pay under this contract is contingent upon an annual appropriation by the Legislature.

53. **VENDOR QUALIFICATIONS**

Vendors must include the following documentation in their proposals:

- Five (5) years of experience required from the date that this ITN is issued.
- Vendor must supply references for each year, beginning with 2011 through 2015, a minimum of one reference per year.
  - Preference will be given to references from higher education entities.
- Vendor must provide financial statements for the last three (3) fiscal years.
SECTION III: ITN SPECIFICATIONS

SUMMARY

USF St. Petersburg is requesting proposals from qualified firms for the development of a comprehensive Branding Plan. Outcomes of the plan should include identification and articulation of the institution’s unique characteristics, its program strengths, its moniker and graphic identity. The plan will identify key audiences and messages, and inform a Marketing and Communications Plan that supports the goals of the University’s Strategic Plan through specific strategies and tactics, budget proposals and success benchmarks, as well as existing marketing initiatives, as appropriate.

Situation

In the Fall of 2014, the USF Board of Trustees approved a new five-year Strategic Plan for the University of South Florida St. Petersburg (USFSP). The Plan includes six Bold Goals, with articulation of a Distinctive Identity for the institution chief among them. The goal is described as follows:

Strategic Goal: Distinctive Identity

USF St. Petersburg shines as a dynamic research-active institution in the USF System on a culturally vibrant waterfront. We challenge students academically and guide their education through personalized real-world experiences. Our campus embraces and showcases a world of voices and views. We encourage discovery and the development of new knowledge through campus facilities that brim with state-of-the-art technology. As the sole public residential campus in St. Petersburg, we are committed to creating mutually beneficial community-university partnerships. We attract community members to campus with our inclusive educational and cultural events. We respect and enhance the natural environment that is our campus home.

Six strategies are attached to the goal and reflect the university’s priorities for a branding project:

Strategies:

1.1 Brand and institutionalize USF St. Petersburg’s identity across all communication and traditions.
1.2 Communicate USF St. Petersburg’s core values to campus constituents and beyond.
1.3 Weave USF St. Petersburg’s identity with the city so that USFSP anchors the city and the city flows into campus. Link USF St. Petersburg leadership with local government, civic and corporate leaders to create seamless educational and experiential opportunities for students and members of the community.
1.4 Market the “10 in 10” growth initiative to help stakeholders appreciate how planned growth to a student body of 10,000 in 10 years stabilizes and energizes USF St. Petersburg and promotes the city.
1.5 Review current peer institutions; identify aspirational institutions as comparison points for progress.
1.6 Boost USF St. Petersburg’s image by trumpeting our unique contributions as part of the USF System.

Branding project outcomes should support the overall objectives around the Strategic Plan’s Identity Goal, as well as those directly impacted by branding decisions. A resultant Marketing and Communications Plan should define key audiences and messages, specific tactics for executing strategies, and budget parameters.

The Brand Plan should:

- Involve key institutional leadership, staff, faculty, students, alumni and community members to build on and solidify the essence of USFSP’s brand in order to establish institutional direction and brand discipline.
- Craft structured opportunities across the USFSP communities, USF System, and external communities of interest to solicit feedback, gather insights, and test assumptions about the USFSP brand and alternatives.
- Crystallize high-energy institutional messaging to inform all presentations, communications marketing created for the institution.
• Create short – and long-term internal and external Launch Plans to build upon the Strategic Plan Identity Goal and activate all constituency groups to capitalize on the upcoming 50th Anniversary.

• Evaluate USFSP’s key audiences and create-specific tactical launch plans to engage and energize internal and external partners regionally and nationally to build brand awareness of the value and experience on Bayboro Harbor.

Background
Describe the status of the project, the brand history, market positioning, what has been done to date, who the stakeholders are and their expectations.

In 2013, USFSP commissioned an Identity Messaging Plan and Communications Needs Assessment. Among the findings were:

• It is an opportune time for USFSP to assess its brand and how effectively it is communicating with its broad range of internal and external stakeholders.

• USFSP has a wealth of strengths on which to build, including a beautiful waterfront setting, a smaller campus where students are able to work closely with professors, the advantages of belonging to the USF System, and the vibrancy of St. Petersburg with its rich cultural and social assets, and a multitude of community partnerships enriching the education of USFSP students.

• Despite these strengths, the research revealed there is a lack of clarity internally about USFSP’s brand identity and the “big picture,” the institutional messages that the institution as a whole wants to communicate to stakeholders.

• More work is needed. Materials from some entities within the university bear a variety of logos, diluting the USFSP brand. The university’s current decentralized structure for marketing communications has resulted in an uneven approach to creation of marketing materials, with some colleges or programs having more resources than others.

SCOPE OF WORK
USFSP seeks proposals from branding and marketing firms to create a dynamic, holistic Brand Strategy Plan—one that resonates with and builds community among faculty and staff, as well as external audiences—that articulates a brand identity for USFSP and positions the brand in the marketplace, while building a positive perception in the minds of prospective and current USFSP students, our primary customer, and the community: potential business partners, donors, and the general public.

The brand positioning statement will set USFSP apart from its category competitors and capitalize on current strengths as identified in the Strategic Plan. From there, the brand identity will emerge to form the brand image, communicate the brand promise, increase brand awareness and build brand loyalty. Our goal is to brand USFSP as a leader in higher education and to carry the brand through in targeted messaging, coordinated marketing initiatives and website optimization.

Existing research will deliver the information and the emotion that will drive development of effective brand messaging. The plan will define the brand through the vision, mission, value proposition, core values, personality, and voice.

Among numerous mission-critical questions the Brand Plan should address are:

1. What are USFSP’s most competitive/relevant lines of business?
2. How will we describe our brand in a short phrase or deliver in 60 seconds?
3. What is our institution’s tagline and/or campaign structure?
4. What are our website keywords?
5. Will we continue to use the USFSP brand identity?
6. What industry problems/customer pain points do we solve?
7. Can we leverage an existing brand program?
8. What emerging and/or popular trend(s) does USFSP address?
9. What is our current market position and ideal future market share?
10. Who are our target audience(s)? How will we prioritize?
11. How do our audiences view our brand?
12. What do our audiences value most about what USFSP offers?
13. What are three to five unique differentiators/strengths of USFSP as part of the USF System?
14. If USFSP were a person, how would you describe it?
15. What do we want USFSP to be known for in the Tampa Bay community?
16. What benefits does our education/research bring to the market?
17. What is our current go-to-market strategy?
18. What would be our optimal marketing communications program to support strategic goals?
EVALUATION CRITERIA

- Demonstrated experience developing and planning branding campaigns
  - Preference may be given to higher education experienced vendors
  - Experience providing the requested services
  - Accessibility and expertise of the proposed assigned personnel
  - References
  - Total cost for the services requested.

BRANDING STRATEGIES

Brand Strategy Part 1—Articulation of Brand: Who are we? What do we look like? How do we sound?

In this phase, USFSP and the branding agency build a roadmap for articulating the brand and positioning it successfully in the marketplace. Facts and vision are creatively merged to establish the foundation of the brand messaging and methods of delivery. Components should include:

- Holistic Branding Strategy = Internal (build pride and involvement for employees) and External (build awareness and credibility for customers and prospects)
- Development of messaging
- Value Proposition as a distinctive member of the USF System
- Go-to-Market Strategy
- Brand Personality/Positioning/Identity/Architecture
- Tagline(s) and campaigns
- Brand Messaging Platforms
- Creative Direction
- Graphic Design and Image Look-and-Feel
- Use of the USF Color Palette
- Voice, Tone

Brand Strategy Part 2—Creative Approach

The Creative Approach translates the strategy into tactical communications tools: The Marketing Communications Plan. A concurrent, integrated Marketing Communications program channeled across all media ensures delivery of an effective brand message that reaches target audiences, including employees. The defined brand identity and business goals dictate which of these items to use in a go-to-market strategy. These tools might include any or all of the following:

- Graphic Identity System (e.g., signage, stationery, business cards, proposal template, email auto signature, screen saver, etc.
- Master signage and way-finding system
- Brand and Style Guidelines for all media
- Website updates; optimized SEO
- Content development and management
- Copywriting
- Videos
- Webinars
- University Brochures
- Product Fact Sheets
- Social Media, blogs, mobile marketing
- Advertising (online and print)
- Branded promotional products
- Prospective donor kit
- Elevator pitch
- Direct Mail and Email Campaigns
- Public Relations (press releases)
- Brand Announcement Card
- Executive Background
- FAQs
- Customer Voice, Dialogue and Experience
- Internal Communications
Brand Strategy Part 3—The Launch: Execution & Implementation

The Execution & Implementation phase launches the brand internally and externally. One of the key performance indicators of successful branding is gaining consensus with employees, alumni and the community, and building the brand through involvement or an emotional attachment. The external side of the campaign will include a concurrent, integrated campaign including marketing communications, advertising, Web content, email marketing, direct marketing, internal communications and social media. Agency responsibility may be limited to deliverables only.

- Content development and copywriting
- Production (digital, print, product)
- Media Plan
- Newspaper/magazine placements
- Brand email announcements
- Radio/TV tours (if applicable)
- Direct marketing
- Academic conferences

Brand Strategy Part 4—Measurement & Analysis

The Measurement & Analysis of ROBI (return on brand investment) will begin at the launch of the new brand initiative. The data collected will be measured against previous year’s data, such as increase in students, satisfaction survey results, Web analytics, etc. The first metrics report will be delivered three months into the branding campaign and every three months following with an annual report delivered at the end of the project year.

- Develop measurement tool/dashboard to assess brand awareness and ROBI from current state to rebranded state

PROPOSAL FORMAT

Each Vendor shall organize its solicitation response to provide the following information in order to assist USF in the selection, evaluation and award process. Vendors must use printed Tabs to label the different sections of their proposals.

A. Title Page: Identify the subject, name of vendor, vendor address, vendor phone and other contact information, primary point of contact, primary point of contact’s title and e-mail address for receipt of notifications and date of submittal.

B. Table of Contents

C. Qualifications and Relevant Work: Experience and qualifications of the firm:
   a. Give brief background about the firm. Indicate number of employees and identify if the firm has a minority, women, and/or service disabled veteran status within the State of Florida
   b. Provide proof of legal entity and authorization to do business within the State of Florida
   c. Provide information on current or past performance in similar engagements. Include three (3) specific references with appropriate contact information, period of performance engagements, and the value of services performed.
   d. Describe the firm’s distinctive competency and include the three top factors which the vendor believes are key for a successful relationship
   e. Outline the proposed teaming arrangement, listing all team members and outlining how the team will be structured. State if the work will be performed using solely in-house resources

D. Key Personnel: Provide biographies of proposed project lead and other key members of the staff that will be assigned to the effort. The biographies shall include their position, years of experience and similar success to USFSFP’s requirements.

E. Approach to RFP: The vendor shall clearly describe the proposed approach to providing the Scope of Work described above.
F. **Case Studies:** As part of the proposal, the proposing vendors shall submit case studies of successful campaigns for other brands they supported that shared a similar scope of work to USFSP’s brand. The proposing vendor shall also provide metrics that were used to measure success.

G. **Pricing Sheet for the Total Project**

H. **Project Timeline**

**REQUIRED FORMS**

- Invitation to Negotiate cover Page Signed (pages 2 & 3)
- Minority Vendor and P-Card Certification (page 20)
- Certificate of non-Segregated Facilities (page 21)
- Bidder’s Affirmation (pages 23 & 24)
- Small, minority or Woman Owned Business Form (page 25)
- Purchase Order Payment Preference (page 26)
- All issued Addendums to this ITN (Signed)
Minority Vendor & Visa P-Card Certification

Certification of Minority Vendor

Is your firm a "Minority Business Enterprise", defined as a business concern engaged in commercial transactions, which is domiciled in Florida, and which is at least fifty-one (51%) percent owned by minority persons and whose management and daily operations are controlled by such persons?

YES___ NO___

If yes, is it certified by the State of Florida Office of Supplier Diversity (OSD)?

YES___ NO___

All bid proposals must be submitted on our standard Invitation to Negotiate Form. Bid proposals submitted on vendor quotation forms will not be accepted without a completed Invitation to Negotiate Form.

Visa Purchasing Card (P-Card) acceptance Certification
I will accept payment by Visa Purchasing Card. (See Article IV, 28)

Print Name and Title

___________________________________________    ______________________
Authorized
CERTIFICATE OF NON-SEGREGATED FACILITIES

We, certify to the University of South Florida that we do not and will not maintain or provide for our employees any segregated facilities at any of our establishments, and that we do not and will not permit our employees to perform their services at any location, under our control, where segregated facilities are maintained. We understand and agree that a breach of this certification is a violation of the Equal Opportunity clause required by Executive Order 11246 of 24 September 1965.

As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, rest rooms and wash room, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, creed, color or national origin, because of habit, local custom or otherwise.

We, further, agree that (except where we have obtained identical certifications from proposed subcontractors for specific time periods) we will obtain identical certifications from proposed subcontractors prior to the award of subcontracts exceeding $10,000 which are not exempt from the provisions of the Equal Opportunity clause; that we will retain such certification in our files; and that we will forward the following notice to such proposed subcontractors (except where the proposed subcontractors have submitted identical certifications for specific time periods):

NOTE TO PROSPECTIVE SUBCONTRACTORS OR REQUIREMENTS FOR CERTIFICATIONS OF NON-SEGREGATED FACILITIES. A Certificate of Non-segregated Facilities, as required by the 9 May 2067 order on Elimination of Segregated Facilities, by the Secretary of Labor (32 Fed. Reg. 7439, 19 May 2067), must be submitted prior to the award of a sub-contract exceeding $10,000 which is not exempt from the provisions of the Equal Opportunity clause. The certification may be submitted either for each sub-contract or for all subcontracts during a period (i.e. quarterly, semiannually, or annually).

NOTE: Whoever knowingly and willfully makes any false, fictitious or fraudulent representation may be liable to criminal prosecution under 18 U.S.C. 1001.

________________________________________
(NAME OF COMPANY)

Signature: ________________________________

TITLE: __________________________________

DATE: ________________________________
SUBPART D - CONTRACTOR'S AGREEMENTS

SEC. 202. Except in contracts exempted in accordance with Section 204 of this Order, all Government contracting agencies shall include in every Government contract hereafter entered into the following provisions:

"During the performance of this contract, the contractor agrees as follows:

(1) The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, 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. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause."

(2) The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor; state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex or national origin."

(3) The contractor will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or worker's representative of the contractor's commitments under Section 202 of Executive Order No. 11246 of September 24, 1965, and shall post copies of notice in conspicuous places available to employees and applicants for employment."

(4) The contractor will comply with all provisions of Executive Order No. 11246 of September 24, 1965 and of the rules, regulations, and relevant orders of the Secretary of Labor."

(5) The contractor will furnish all information and reports required by Executive Order No. 11246 of September 24, 1965, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the contracting agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations and orders.

(6) In the event of the contractor's noncompliance with the nondiscrimination clauses of this contract or with any of such rules, regulations, or orders, this contract may be canceled, terminated, or suspended in whole or in part and the contractor may be declared ineligible for further Government contracts in accordance with procedures authorized in Executive Order No. 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoiced as provided in Executive Order No. 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law."

(7) The contractor will include the provision of Paragraphs (1) through (7) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The contractor will take such action with respect to any subcontract or purchase order s the contracting agency may direct as a means of enforcing such provisions including sanctions for noncompliance: Provided, however, that in the event the contractor becomes involved in, or is threatened with, litigation with a subcontractor or vendor as a result of such direction by the contracting agency, the contractor may request the United States to enter into such litigation to protect the interest of the United States."

SEC. 402 Affirmative Action for Disabled Veterans and Veterans of the Vietnam Era:

(1) The Contractor agrees to comply with the affirmative action clause and regulations published by the U.S. Department of Labor implementing Section 402 of the Vietnam Era Veteran's Readjustment Assistance Act of 1974, as amended, Executive Order 11701 and Section 503 of the Vocational Rehabilitation Act of 1973, which are incorporated in this certificate by reference.
Bidder's Affirmation and Declaration

Before me, the undersigned authority who is duly authorized by law to administer oaths and take acknowledgments, personally appeared

Affiant's Name

who, after being duly cautioned and sworn (or who is unsworn if that be the case) and being fully aware of the penalties of perjury, does hereby state and declare, on his own behalf or on behalf of a partnership or corporation, whoever or whichever is the Bidder in the matter at hand, as follows:

1. That the Bidder, if an individual, is of lawful age; or

2. That if:
   a. The Bidder is a partnership or a corporation, it has been formed legally;
   b. The Bidder is a Florida Corporation, it has filed its Articles of Incorporation with the Florida Secretary of State; and,
   c. The Bidder is a corporation incorporated under the law of a state other than Florida; it is duly authorized to do business in the State of Florida.

3. That if the Bidder is using a fictitious name, he/she/it has complied with the Fictitious Name Statute of the State of Florida.

4. That the Bidder has not submitted a rigged bid, nor engaged in collusive bidding or collusive bidding arrangements or fraudulent bidding, or entered into a conspiracy relative to this bid, with any other person, partnership, or corporation making a bid for the same purpose. The Bidder is aware that "Any understanding between persons where one or more agree not to bid, and any agreement fixing the prices to be bid so that the awarding of any contract is thereby controlled or affected, is in violation of a requirement for competitive bidding and renders a contract under such circumstances invalid." [See McQuillian, Municipal Corporations, §26.69].

5. That the Bidder is not in arrears to any agency in the State of Florida upon debt or contract and is not a defaulter, as surety or otherwise upon any obligation to any agency of the State of Florida.

6. That no officer or employee of the University of South Florida, either individual or through any firm, corporation or business of which he/she is a stockholder or holds office, shall receive any substantial benefit or profit out of the contract of obligation entered into between the University of South Florida and this Bidder or awarded to this Bidder; nor shall any University officer or employee have any financial interest in assisting the Bidder to obtain, or in any other way effecting, the award of this contract or obligation to this Bidder.

7. That, by submitting this bid, the Bidder certifies that he/she has fully read and understands the bid method and has full knowledge of the scope, nature, and quality of the work to be performed and/or the services to be rendered.

Further Bidder Sayeth Not.

Bidder: Complete the Acknowledgment on the following page.
Bidder's Affirmation and Declaration - Continued

We the undersigned, as Bidders, hereby declare that we have carefully read this Invitation to Bid or Request for Proposal and its accompanying provisions, terms and conditions concerning the equipment, materials, supplies and/or services as called for, the technical specifications along with any applicable drawings, attended all applicable pre-bid or pre-proposal conference along with visual inspections, and with the full knowledge and understanding of the requirements and conditions, do hereby agree to furnish and to deliver as indicated, F.O.B. University of South Florida location, with all transportation charges prepaid, and for the prices quoted thereon as follows.

***See Bid Proposal Herein***

---

Firm Name:______________________________________________________________________________________

Type of Organization: [ ] Individual [ ] Small Business [ ] Non-Profit [ ] Partnership [ ] Corporation [ ] Joint Venture

Business is licensed, permitted or certified to do business in the State of Florida. [ ] Yes [ ] No

E-Mail Address:____________________________________________________________________________________

Division of Management Services SPURS License No.:_________________________________________________________

State of Florida Corporation ID No. (from Secretary of State):_________________________________________________

State of Florida Fictitious Name Reg. No. (from Secretary of State):___________________________________________

State of Florida Contractor’s License No. (from DPR):_____________________________________________________

Name Contractor’s License is under:_____________________________________________________________________

FEID No. ___________________________________________ County of ___________________________________________

Representative’s Name:_______________________________________________________________________________

Authorized Representative’s Title:_____________________________________________________________________

Address:___________________________________________________________________________________________

City:_________________________________________ State:____________ Zip Code:___________

Telephone No._________________________________ Fax No._________________________________________

The foregoing instrument was acknowledged before me this the _______ day of ________________, 2010, by ________________________ who is personally known to me or who has produced identification and who did (did not) take an oath.

_________________________________________________ ______________________________

Signature of Notary Public Authorized Signature of Affiant

Notary Public
State of _____________________________________________

My Commission Expires: _______________________________

Commissioned Name of Notary Public _____________________________

Printed, typed or stamped

Printed, typed or stamped

Name of Affiant
Small, Minority or Women-Owned Business?  __________YES  __________NO

If answered yes above, please circle classification that applies:

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<td>(If you circle a classification in this column, please provide a copy of your Florida Statewide &amp; Inter-Local Certification with your application)</td>
<td>(Business must be at least 51% owned, managed &amp; controlled by minority persons to select a classification in this column.)</td>
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<td>SBA 8(a) Certification</td>
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<td>Minority Board</td>
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<td>HUBZone Certification</td>
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- If you select a classification that is certified by a Federal or State agency, please provide a copy of your certification for each agency along with this application.

- To determine your Federal Size Standard, please access the U.S. Small Business Administration’s website: http://www.sba.gov/starting/indexwhatish.html or go to the SBA’s http://www.sba.gov/size to look up your North American Industry Classification Systems (NAICS) Code and the qualifying number of employee’s or annual dollar amount. To register your business on the Central Contractor Registration (CCR) Website visit https://www.bpn.gov/ccr/scripts/index.html

- If you are using Federal Size Standards, please specify the codes used:
NAICS Code: _______ Number of Employees: _______ or Annual Amount: _______

- If you are not a State of Florida Certified Minority Business Enterprise and would like to download the application for certification of Minority Business Enterprise for the State of Florida and view the State of Florida’s Eligibility criteria, please go the Office of Supplier Diversity’s website at: http://osd.dms.state.fl.us.
Part 3 – Purchase Order and Payment Preferences

By which delivery method do you prefer to receive purchase orders?
- [ ] Fax
- [ ] Postal mail

Payment Discount Terms:
- 2% Net 10
- Other: ____________________________

By which delivery method do you prefer to receive payment?
- [ ] Check
- [ ] Credit Card
  (USF Procurement Card)
- [ ] Electronic Funds Transfer (EFT)
  (To receive payments by Electronic Funds Transfer, please complete the attached Electronic Payment Authorization Form to start electronic payment process)

Part 4 – Signature

I certify to the best of my knowledge and belief, that the business or payee identified in this vendor application, and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal Department or Agency.

I certify that the information supplied herein, including all attachments, is correct to the best of my knowledge. I further certify that in doing business with the State of Florida my firm is in compliance with Chapter 112, Florida Statutes relating to conflict of interest (to review the Statute in full, visit http://www.flsenate.gov/statutes).

_________________________________  ____________________________________
Name of Person Signing Application  Title

_________________________________
Signature

_________________________________
Date
DIRECTIONS TO USF PURCHASING & PROPERTY SERVICES (INCLUDING P-CARD)
4202 E. Fowler Avenue, AOC 200
Tampa, FL 33620-9000
(813) 974-2481

1. Enter at the University’s main entrance off of Fowler Avenue.

2. Pull into the USF Campus Information Center (building on your right that looks like a drive-through bank) and purchase a USF Daily Parking Permit for $5.00 (permit prices subject to change without notice; contact Parking Services at (813) 974-4607 for updated pricing information). NOTE: Parking permits are required in all non-metered spaces. Parking lots are monitored 24/7 and vehicles that are parking illegally will receive a citation.

3. Upon leaving the Campus Information Center, turn right onto Leroy Collins Boulevard and get into the left-hand turn lane.

4. Turn left at the traffic light onto USF Alumni Drive. Get in the right-hand lane.

5. Proceed down USF Alumni Drive through the traffic light at Beard Drive. At the next traffic light, make a right turn onto USF Magnolia Avenue. Continue to the third traffic light (corner of USF Magnolia Drive and USF Holly Drive).

6. At the light, make a right turn onto USF Holly Drive until the road makes a left turn and becomes USF Palm Drive.

7. Stay in the right-hand lane and turn right again on USF Holly Drive. On your right, you will see the Crescent Hill Parking Garage. Daily/Visitor parking is available in the garage on levels 1-4. If no spaces are open in the garage, go back to Palm Drive, turn left at the traffic light (just after you pass the USF Credit Union on your right.) Daily/Visitor parking is available in Lots 20, 44 or 43 (outlined in red on the map provided). **DO NOT PARK IN LOTS 13 OR 13T ADJACENT TO THE ANDROS CENTER.**

8. Once parked, walk (along the dotted line on the map provided) to the Andros Classroom Building located on the east side of the Andros Center and to the south of the Andros Pool. (Follow the dotted line on the map provided.)

9. Use the stairs at the west entrance to the Andros Classroom Building. USF Purchasing & Property Services is located on the second floor.

*NOTE: A campus map with vehicle and pedestrian routes highlighted is included with these instructions. Do not forget to stop at the Campus Information Center to obtain a Daily parking permit prior to visiting Purchasing & Property Services.

09/01/10