



Notice of Intent to Award  
South Korea: Travel Marketing & Media/Public Relations Services

Brand USA Headquarters  
1725 Eye Street NW, Eighth Floor  
Washington, DC 20006

April 2, 2019

RFP: South Korea: Travel Marketing & Media/Public Relations Services  
RFP ISSUED: November 26, 2018  
PROPOSALS REVIEWED/EVALUATED: February 27, 2019 thru March 25, 2019

RE: Notice of Intent to Award Project  
• Edelman, iConnect

As provided in the RFP issued November 26, 2018, the Notice of Intent to Award is subject to the execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between Brand USA and the apparent successful Bidder.

The Bidder shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to Brand USA is executed. If the apparent successful Bidder fails to negotiate and execute a contract with Brand USA, in its sole discretion, Brand USA may revoke the award and award the contract to the next highest ranked Bidder or withdraw the RFP. Brand USA further reserves the right to cancel this Notice of Intent to Award at any time prior to the execution of a written contract.

Thank you for participating in the competitive selection process.

Sincerely,

Cathleen Domanico  
Vice President, Global Trade Development  
Brand USA