

The following are answers to questions Brand USA has received to the RFP for Product Development.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Product Development. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q: The specifications require company history and background, currently I have no company, as am employed in the industry. Can I provide personal background and history, with commitment to establish a company should I be successful in the bid?

A: Personal background, business history, commitment to establish a company is sufficient information.

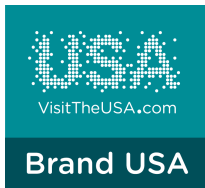
Q: Is there a possibility of running this as a Preferred Service agreement whereby the vendor would commit to performing the scope of the contract. This would include detailed agenda of services to be performed such as Webinars, Conferences, presentations etc., for the \$300,000 set fee, but vendor would cover all costs and expenses, thereby negating requirement to submit budget to Brand USA for approval?

A: In order to be considered a Preferred Service provider, the business plan presented must detail every deliverable including but not limited to:

- The number of destination seminars hosted
- The number of webinars hosted
- The number of tour operator co-operative marketing programs engaged in to promote new product
- The number of new itineraries created
- The number of new product presented in tour operator catalogs

In addition, Brand USA will add an out clause in the vendor contract enabling Brand USA to terminate the vendor for non-performance.





Q: Is the \$300,000 budgeted to cover costs, salaries and expenses only, or is this also to cover any coop or marketing costs that may be required to secure inclusion in operator brochures or programs?

A: This does not cover the cost of co-op programs. There is a separate budget for this.

Q: Is the scope of the contract to be totally US based, or will international travel and marketing be required to visit operators, tradeshow or Brand USA International offices?

A: The destination seminars will be held domestically. If under your plan, international travel is required for success, then it will be covered under a separate budget.

Q: What is the duration of the contract?

A: The contract duration is 1 year.

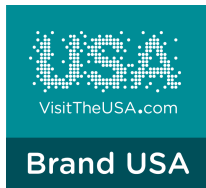
Q: Would vendor be required to work exclusively for Brand USA, as you mention conflict of interest, what representation is considered conflict of interest, other destinations, hotels/attractions, other organizations? While I realize this would be more on a specific basis, I am just trying to get an idea of how exclusive the representation requirement is, as Brand USA encompasses the entire country and therefore conflicts could be determined as anything US based.

A: The selected contractor is not required to sign an exclusive agreement with Brand USA. However, the selected vendor would be required to fulfill all necessary and agreed upon deliverables, per the contract. In addition, the selected contractor would be required to keep all Brand USA and Brand USA partner dealings confidential.

Q: Who will determine destinations for focus and what will criteria for those decisions be?

A: Brand USA, in conjunction with the selected contractor, will determine destinations.





Q: As above, who will determine international markets for focus, and destinations to be focused for those markets?

A: Brand USA will determine the international markets for focus (our top international markets); Brand USA and selected contractor will collectively decide the destinations for those markets keeping in mind Brand USA's mission statement.

Q: How will the success of the vendor be measured? Would this be based upon training and seminars and feedback, Product developed and its success, visitor growth to destinations, or all or the above?

A: The contractor will be evaluated based on the number and quality of seminars held, training materials created, partner feedback, and the number and quality of product itineraries created.

