



REVISED TENTATIVE SCHEDULE This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

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| A. Proposal Released | October 27, 2017 |
| B. Written Questions (due by 5:00 p.m. EDT) | November 3, 2017 |
| C. Written Questions Answered and Posted to Brand USA Website | November 10, 2017 |
| D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT) | November 15, 2017 |
| E. Proposal Due (due by 3:00 p.m. EDT) | December 01, 2017 |
| F. Proposal Evaluation by Scoring Committee | December 08, 2017 |
| G. Revised Proposal Due | December 22, 2017 |
| H. Notification and Scheduling of Finalist Interviews | January 05, 2018 |
| I. Finalist Presentation/Interviews | January 10-12, 2018 |
| J. Notice of Intent to Award Contract and Public Posting | January 19, 2018 |



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