



City of San Antonio

ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: Request for Proposals - Advertising and Marketing Services at San Antonio International Airport

Solicitation Number 6100004117, RFP-014-019

Description: The City of San Antonio, Aviation Department, seeks proposals from qualified agencies with expertise in media placement, strategic planning, managing and/or executing integrated marketing strategies including advertising campaigns in U.S. and Mexico markets, food and retail sales promotion programs, sales training, digital strategies, public relations strategies and research initiatives.

Applicable Product Categories: 91501, 96153

Date Issued: Wednesday, May 14, 2014

Due Date & Time: Friday, June 13, 2014 at 11:00 a.m.

Pre-Submittal Conference: Tuesday, May 27, 2014 at 2:00 p.m. San Antonio International Airport, Terminal A Mezzanine Conference Room A, 9800 Airport Blvd., San Antonio, TX 78216.

Staff Contact Person: Marisol Amador, Procurement Specialist III, marisol.amador@sanantonio.gov

Evaluation Committee Voting Members:

Ed Belmares, Assistant City Manager, City Manager's Office

Frank Miller, Director, Aviation Department

Barbara Prossen, Marketing & Community Relations Director, Aviation Department

Cassandra Matej, Director, Convention & Visitors Bureau

Marsha Hendler, Member, Airport Advisory Commission

Chelsea Franklin, General Manager, HMS Host/San Antonio International Airport

Pursuant to Section 011 – Restriction on Communications, Respondents are prohibited from communicating with:
1) elected City officials and their staff regarding the RFP or proposals from the time the RFP has been released until the contract is posted as a City Council agenda item; and 2) City employees from the time the RFP has been released until the contract is awarded.

Exceptions to the Restrictions on Communications:

Respondents may submit written questions concerning this RFP to the Staff Contact Person listed below on or before 2:00 pm on Wednesday, June 4, 2014. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail.

Marisol Amador, Procurement Specialist III

City of San Antonio, Aviation Department

Marisol.amador@sanantonio.gov

Questions submitted and the City's responses will be posted with this solicitation.

To view this solicitation, go to <https://supplierservice.sanantonio.gov/irj/portal>. If you have not completed the City's SAePS Vendor Registration, you must do so in order to view the solicitation and submit a response.

TO REGISTER: You will need to complete the vendor registration by accessing the SAePS Vendor Registration at <http://www.sanantonio.gov/purchasing/SAePS.aspx>. Questions regarding registration may be submitted to the SAePS Hotline at: (210) 207-0118 or by email at: vendors@sanantonio.gov

Note: After you have successfully registered, you will need to send an email to the staff contact person requesting to be added to the solicitation vendor distribution list.