

ATTACHMENT #1

RFP-CTO-INTL-Mexico, Colorado Tourism Office –

In-Market Representative-Mexico

COMPANY EXPERIENCE AND DEMONSTRATED CAPABILITY FACT SHEET

SUBMIT UP TO Three (3) MAXIMUM

Acceptable examples include information regarding management of a Federal contract or State contract.

1. Client Information
 - a. List your current clients in declining order of size and the years you have worked for them. Please provide senior references for the three largest clients.
 - b. Name of the two most recent past clients. Have any of these terminations been due to your companies' non-performance? If so, explain.
 - c. Provide the names of any travel/tourism client you now serve in any of your company. Any account that a firm is performing or contemplating pursuing which may conflict with the needs of the CTO should be identified in the written response. If the firm does not believe it is a conflict, then the firm must state why. The CTO may, at its sole discretion, disqualify a bidder if the CTO determines that a possible conflict exists, which may affect the interest or needs of the CTO.
2. Provide the names, function, and a short paragraph on current and past experience with the travel industry of each of the key members of the proposed team working on the CTO account and an organizational chart of this team.
3. Provide a short (no more than three pages) synopsis of the current travel industry, with particular focus on the short-term (one to two year) problems and opportunities for Colorado.
4. Provide a relevant case history of advertising and marketing experience that includes a brief description of the results. Include efforts such as tour & travel promotions, co-op partnerships, public relations and internet support; please include a separate case history for those elements.
5. Briefly describe your Public Relations capabilities.
6. The CTO relies heavily on research to develop its marketing plan and to analyze the results of the marketing efforts. Briefly describe, using an example, how you use research to develop and analyze marketing and public relations.
7. Provide examples of your most successful internet support advertising/effort along with the results.
8. Describe your experience working with consumer direct programs.
9. Provide any other relevant information that would be helpful in evaluating your company.