

Questions and Answers Submitted by Prospective Proposers

- Q. Under the Minimum Qualifications section of the proposal it states, "The Proposer must affirmatively certify that, as of the date of submission of its proposal, the Proposer is current on all tax liabilities to the State of New York, except those which the Proposer has formally challenged in an administrative or judicial forum." Could you explain what type of statement you are looking for? Is it a certificate or sworn statement?
- A. **The statement may be brief and must be notarized, for example, I, (name) the (title) of (proposer) certify that as of (date executed) the Proposer is current in all tax liabilities to the State of New York except those which the Proposer has formally challenged in an administrative or judicial forum.**

Date

Notary Public
[Stamp]

(Signature)
(Print Name)
(Print Title)

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- Q. Under the cost and fee section, the third item states, "State the commission, expressed as a percentage of the cost to be charged by the Proposer on paid advertising placed by the Proposer in and on newspapers, periodicals, television, radio and billboards." Then under Proposal Submission and the headline Media Commissions/Rebates/Agency Markup it states, "that all advertising services received by the Contractor in the performance of the contract will be net to the Department and the Division. No markup on printing charges shall be allowed." Is media commissionable?
- A. **Item 3 asks you to state the commission you'll charge for placement, for example, if you place \$5,000 worth of print advertising, what will you charge? The printing will be reimbursed at the cost to you.**

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- Q. What methods (if any) of interactive marketing is the New York State Fair currently using, or has used in past years?
- A. **The Fair does not currently, nor in the past has used interactive marketing *except for* advertising Fairtime entertainment through an agreement with Ticketmaster.**

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- Q. Does the New York State Fair's marketing plan include attempts to reach out of state, or is it concentrated to New York State only?
- A. **The marketing plan will be concentrated in New York State.**

Q. Do you partner with Syracuse University, or any other School, College, or University on any aspect of the New York State Fair?

A. No.

Q. Could you provide a list or partial list of past Expo events, or at least categories of events? Could you provide figures on attendance of these events?

A. Please go the Fair's homepage, www.nysfair.org and click on the "Year Round Events Calendar" for a listing of past, current and upcoming events. We do not have attendance figures for these events.

Q. What mediums do you currently use to promote the Expo Center?

A. We have no advertising program for the Expo Center.

Q. Do you have a database of customers/fair-goers/Expo Center customers? If so, how many people/businesses are in the database?

A. No.

Q. Does the budget amount of \$500,000-\$1,500,000 include the actual media buy?

A. Yes.

Q. In the RFP, you ask for the org chart with personnel who will be involved...Do you want the actual name of the person or just the type of position? For example, can we list the positions: account executive, graphic artist, art director etc. or do you want the names of these people as well?

A. You must list the position, the person's name and provide their resume.

Q. How would you like us to separate professional services from non-professional services in the cost section? (Which positions fall under each category?)

A. You must determine what positions in your organization are professional and non-professional.

Q. It was mentioned during this morning's meeting that they would like to be measured in other ways besides just attendance at the Fair. How else do you get revenue besides ticket sales? For instance, do you receive a portion of food/concession sales? Are there other areas that we would need to promote beside ticket sales to increase revenue?

A. The Fair receives revenue from food and non-food concessions, entertainment, sponsorship and restaurant operations. The selected proposer will primarily promote ticket sales for the State Fair and off-season use of the Empire Expo Center.

Q. It was also mentioned that you do not offer a reduced rate after 5 pm (or some late afternoon time). Why are you opposed to offering these types of discounts?

A. There will not be a reduced price admission after 5:00 pm.

Q. In the Cost and Fee Component, the Dept. has requested that the commission (stated as a percentage of the cost) be provided for all media placement and vended services - including printing. However, under the section entitled Media Commissions/Rebates/Agency Markup, it states: "All media commissions/rebates related to advertising services received by the Contractor will be net to the Dept. and Div." Could you clarify what that means? Is commission allowed on media invoices?

A. You may charge for placing media, including print media, but you will not be paid a markup on printing costs.

Q. Also, "No markup on printing charges shall be allowed." Are we allowed to markup all vended services EXCEPT printing?

A. You may markup any vended service except printing.

Q. After attending the pre-proposal conference yesterday in Syracuse I was wondering if you could possibly share the list of agencies who attended the conference yesterday?

A. A list of firms that attended the November 5, 2007 pre-proposal conference may be found at the end of these questions and answers.

Q. Also, is it possible to find out the name of the agency who has the current contract and if they are planning on submitting a proposal for the 2008-2010 contract?

A. There is no current contract; the last contract holder was Latorra, Paul & McCann of Syracuse. We don't know if they plan to submit a proposal.

Q. Understanding that certain standardized advertising vehicles have been effective in the past, what print medium (inserts, programs, newspaper ads, billboards, POS, etc.) are mandated for this RFP? Please provide specific identifications of the types and versions required.

A. There are no mandated print media.

Q. Does this RFP include vendor and internal publications (i.e. vender guidelines, annual reports, etc.)?

A. No.

Q. Does this RFP include on-site signage (i.e. themed signs, directional signs, etc.)?

A. No.

Q. Is it the goal of the advertising effort to drive new vendor business to the site?

A. The goal is to increase attendance at the State Fair and increase use of the Empire Expo Center at a show/conference/convention venue.

Q. What interactive components are required of this RFP?

A. The interactive components a proposer must have are described in the "On-line Collaboration Tools" paragraph of the RFP.

Q. Will the agency be required to provide video and photography services for events throughout the year?

A. No.

Q. Can you quantify the advertising spent as a percentage of total budget by medium (radio, TV, print, direct mail, interactive) over the past five years?

A. 60% of the contract funds were used for media buys.

Q. Can you post the current market research?

A. The market research data is old and we need to update it to understand why the fairgoer attends, what they like and did not like and any suggestions they may have to grow the venue.

Q. Could you please be more specific on what is considered a non-professional service versus a professional service?

A. You must determine what positions in your organization are professional or non-professional.

Q. What percentage of the NYS Fair's media placement is in trade?

A. Approximately 40%.

Q. Can you provide a brief overview of the previous marketing efforts?

A. Past efforts have focused on constituents from Albany to Rochester and Binghamton to Watertown. Going forward we want to expand the targeted audience and not only include fairtime but also the off-season events.

Q. Are there any restrictions on beer or wine vendors in advertising?

A. Not at this point.

Q. It appears that the overall marketing has focused regionally as compared to state-wide, is it the intent to market state-wide?

A. It is our desire to broaden the marketing efforts to include those areas that have the potential to encourage people to visit the great New York State Fair and Empire Expo Center.

Q. It appears that safety and traffic are other ways of measuring success, are there any other items the Fair uses to measure its success?

A. Safety is extremely important and we will continue to focus on improving safety standards as necessary. In addition, the following will be included but not limited to:

attendance, financial results, family oriented venues and peoples knowledge of the agriculture industry as well as emerging businesses in the state of New York.

Q. What market research does the Fair currently have?

A. The market research data is old and we need to update it to understand why the fairgoer attends, what they like and did not like and any suggestions they may have to grow the venue.

Q. Does the Fair have a sales department and group sales?

A. The Fair has a full-time sales staff of 3 and a part-time staff of 2. The Fair currently has 1 seasonal employee who assists with group sales.

Q. What is the Fair planning different for 2008 as compared to 2006 or 2007?

A. One of the important messages for the 2008 fairgoer will be highlighting many of the products that are made in the state of New York and to inform them of the many wonderful tourist opportunities in the State (i.e. the 22 hall of fames, etc.). Additionally we would like to continue to focus on the attributes associated with the agriculture industry in the state of New York.

Q. Where are printed materials currently displayed?

A. Currently brochures are placed along the NYS Thruway, Syracuse Airport, Regional Transportation Center, P&C, Wegmans & Price Chopper, Kinney Drugs Warehouses (distributed to all stores), distributor who sends out to all hotels in Central and Western NY and the Pennysaver.

Q. Is the Fair's website included in the advertising, who has management of the website?

A. In general, the Fair's website has not necessarily been included. The response to the RFP should include some ideas of how we can improve the Fair's website to better educate the fairgoers about the many wonderful opportunities they can experience while attending the Fair.

Q. What about the entrance sign?

A. Discussions have been held with the owner of the sign regarding the sign coming down. The Fair may be looking into a new sign and potential sponsorship of the new sign.

Q. Will the Fair continue not to compete with the Erie County Fair?

A. The New York State Fair and the Erie County Fair administrations will continue to work together to ensure the success of each venue.

Q. What has been the average attendance for the Fair?

A. Typical attendance has been between 925,000-950,000 people. It is unknown how many of these people are outside/inside Onondaga County.

Q. Is pricing different on weekends as compared to weekdays?

A. The Fair offers advance-sale tickets and special days during the Fair where some groups can attend at no charge but there is no weekday/weekend special pricing.

Q. What companies attended the mandatory 11/5 meeting?

A.

ABC Creative Group	430 Genesee Street, Suite 203	Syracuse, NY 13202
The AD Group	7277 State Route 20	Madison, NY 13402
Agility Advertising	100 Meridian Centre, Suite 340	Brighton, NY 14618
Atlantic Marketing & Consulting	4914 West Genesee Street	Camillus, NY 13031
Calocerinos Marketing	151 Maiden Lane	Rochester, NY 14616
Crown Advertising & Marketing	245 Newton Road, Suite 103	Plainview, NY 11803-4300
DDC Marketing Group	215 Croydon Road	Rochester, NY 14610
Eliran Murphy Group	1040 Avenue of the Americas – 5 th Floor	New York, NY 10018
Eric Mower and Associates	500 Plum Street	Syracuse, NY 13204
ICON Graphics Inc.	245 Summit Point Drive, Suite 4	Henrietta, NY 14467
k2 Communications	235 Park Avenue	Rochester, NY 14607
KLEIN Marketing Communications	36 Long Alley, Suite 102	Saratoga Springs, NY 12866
Latorra, Paul & McCann Advertising	120 East Washington Street	Syracuse, NY 13202
Marketing Services Group	29 Silent Meadow Lane, Suite 100	Orchard Park, NY 14127-2043
Mason, Selkowitz, McDermott Inc.	400 Whitney Road	Penfield, NY 14526
Mindshare	1857 West Fayette Street	Syracuse, NY 13204-1737
The Mossey Group	426 State Street	Schenectady, NY 12305
Pinckney Hugo Group	760 West Genesee Street	Syracuse, NY 13204
Potratz	1332 Union Street (new) 143 State Street (old)	Schenectady, NY 12305

Rueckert Advertising	638 Albany Shaker Road	Albany, NY 12211
SKM Group	6350 Transit Road	Depew, NY 14043
Saatchi & Saatchi	375 Hudson Street	New York, NY 10014
Bob Scott Productions	800 Penfield Road	Rochester, NY 14625
Smith Marketing Services, LLC	95 Brown Road, Suite 237, Mailbox 1032	Ithaca, NY 14850
Stand Advertising, LLC	2351 North Forest Road, Suite 102	Amherst, NY 14068
Strategy Advertising Solutions	PO Box 253	Verona, NY 13478
Webfield Productions	684 Park Vista Trail	Webster, NY 14580-8632