



Group purchasing for charter schools. That's smart.

**ON BEHALF OF PARTICIPATING AND AFFILIATED
PUBLIC CHARTER SCHOOLS is issuing the following
REQUEST FOR PROPOSAL (BQ-BK-001)
for CLASSROOM LIBRARY BOOKS/EBOOKS AND RELATED SERVICES**

ISSUED August 14, 2019

PROPOSALS DUE ON AUGUST 30, 2019

Questions regarding this solicitation must be submitted in writing to Jeff Howard, at jhoward@buyq.org. All questions and answers will be posted to the BuyQ RFP site at BuyQ.org

1040 S. Gaylord Street STE 29

Denver, CO 80209

www.buyq.org

BQ-BK-001 BuyQ Classroom Library Books/eBooks and Related Services RFP

SUMMARY

BuyQ, acting as a group purchasing agent on behalf of its 3,500+ participating charter school Participants, is soliciting proposals from qualified Vendors to enter into a master group purchasing agreement for **Classroom Library Books/eBooks and Related Services** ("Products").

BuyQ is acting as a group purchasing agent only and the awarded vendor will deal directly with individual Buyers. Each Buyer will be solely responsible for its own purchases, orders, and conduct under this Agreement. Buyer participation in the Agreement is voluntary.

SECTIONS AND QUESTIONS

1. NOTICE TO PROPOSERS

Submission of a proposal confers NO RIGHT on a Proposer to an award or to a subsequent contract. BuyQ, in its sole discretion and for any reason or no reason, reserves the rights to reject any or all proposals, accept only a part of any proposal, accept the proposal deemed most advantageous to BuyQ, and waive any technicalities. The issuance of this RFP does not obligate BuyQ to make an award or negotiate or execute a contract. BuyQ reserves the right to amend the terms and provisions of the RFP, negotiate with a proposer, add, delete, or modify the contract and/or the terms of any proposal submitted, extend the deadline for submission of proposals, ask for best and final offers, or withdraw the RFP entirely for any reason solely at BuyQ's discretion. An individual proposal may be rejected if it fails to meet any requirement of this RFP. BuyQ may seek clarification from a proposer at any time, and failure to respond within a reasonable time frame is cause for rejection of a proposal.

2. BUYQ CODE OF CONDUCT

- a) Please download and read BuyQ's code of conduct
- b) Please check the box to indicate that the Proposer has read and acknowledges the BuyQ code of conduct

3. SCOPE AND OBJECTIVES

a) Scope

It is BuyQ's intention to establish a contract with vendor(s) for a Books (Conventional Bound/eBooks) and Related Services (Products). BuyQ is seeking vendor(s) that have the depth, breadth, and quality of resources necessary to complete all phases of this contract and serve charter school customers throughout the country.

Awarded vendor(s) shall perform covered services under the terms of this agreement. Proposers shall provide pricing based on a discount from a manufacturer's price list or catalog, or fixed price, or a combination of both with indefinite quantities. Electronic Catalog and/or price lists must accompany the proposal as directed. Include an electronic copy of the catalog from which discount, or fixed price, is calculated. If Proposer has existing cooperative contracts in place, Proposer is requested to submit pricing equal or better than those in place. In addition, BuyQ also requests any value-add commodity or service that could be provided under this contract.

b) Objectives

The following outlines the primary objectives of this RFP:

- For the covered Products, provide BuyQ Participants the best overall price, value, and lowest total cost of ownership based on the aggregate purchasing volume of all current and potential BuyQ Participants.
- Reduce Participant and Vendor administrative costs through a central bid process that reduces or eliminates the need for multiple bids and responses.

4. INTRODUCTION

a) About BuyQ

BuyQ is a mission-driven organization that provides the nation's charter schools opportunities to reduce costs and improve their operational efficiency and effectiveness through group purchasing contracts with vendors in select

product categories. BuyQ is proud to serve over 3,500 charter schools through its existing group purchasing portfolio. This represents approximately 50% of the entire national charter school market.

Our leadership's 13+ years of experience in the charter school sector, long-running and trusted relationships throughout the national charter school community, and our proven record of driving savings to schools and market share growth to vendors has made BuyQ the country's premier charter school group purchasing organization.

Charter schools continually look to BuyQ to help solve their most pressing purchasing and operational issues as they work to lower costs and improve the quality of education. As a BuyQ-awarded vendor, you will play a key role in that effort while also benefiting from BuyQ's extensive sector expertise, credibility, and integrated marketing strategies to promote your products and/or services to charter schools nationwide.

Other important facts about BuyQ:

- Only nationwide group purchasing organization exclusively serving charter schools.
- Current awarded vendors include industry leaders such as Staples, CDW-G and Grainger.

b) About Charter Schools

Charter schools are free public schools of choice that have the ability to deliver tailored educational programs to meet the specific needs of the communities they serve. Their unique operational autonomy typically enables them to make purchasing decisions based on their needs and priorities. As such, charter schools represent a unique market segment for product and service vendors that wish to expand their public K-12 market share.

i. Charter School Market Size and Growth

Charter schools constitute the fastest-growing sector of American public education. Enrollment has grown 60 percent since 2011, from 2.0 Mil students in 2011 to 3.2 Mil students today. Currently there are over 7,000 charter schools in 44 states and the District of Columbia. More than 600 new charter schools are expected to open in 2019.

5. BuyQ Marketing Support and Market Opportunity

a) BuyQ Marketing Support

- BuyQ will work alongside the awarded Vendor(s) to craft and implement a customized contract implementation and management plan. BuyQ will leverage its extensive experience and relationships across the national charter school market to create opportunities for market penetration and growth in addition to reducing the sales cycle for the Vendor(s).
- a)** Partnering with BuyQ provides your organization with the ability to scale in the charter school market by offering multiple channels to key decision makers in charter schools across the nation. Furthermore, BuyQ works with Awarded Vendors to develop customized, detailed marketing plans based on our deep understanding of charter school buying habits and preferences. BuyQ provides the following marketing support to Awarded Vendors to promote sales growth within the charter school market:

Customer Data

Access to information on participating charter schools in order to allow vendor to efficiently and effectively segment and target buyers. This information may include membership lists, lists of new schools, lists of schools opening new campuses, charter school leadership contact information, additional customer information, etc.

Conferences

BuyQ maintains a visible presence at key charter school conferences throughout each year by:

- Sponsoring and exhibiting at the largest charter school conferences including the National Conference, the Texas state conference and the California state conference.
- Using face-to-face interactions and registrations at exhibit booth to acquire warm leads for Awarded Vendors
- BuyQ leaders regularly being featured in conference breakout sessions on charter school business and operations topics
- Using exhibit tables to promote Awarded Vendor contracts through printed collateral
- Hosting and co-hosting networking functions such as receptions, community events, and dinners for key customers

Customer Round Tables

- BuyQ hosts regular networking roundtables in key markets with business executives from large charter school customers

Digital Marketing

Email Marketing

- BuyQ maintains an exhaustive list of the nation's charter schools and key charter school contacts. This list is segmented into key demographic characteristics, enabling targeted outreach.
- BuyQ will support Awarded Vendor promotional initiatives and contract promotions through targeted email campaigns

Social Media

- BuyQ maintains an active presence on key social media platforms including LinkedIn, Twitter, and Facebook and regularly promotes Awarded Vendor contracts and products.
- Amplification via BuyQ social channels and partner channels

Online Lead Generation

- Prospective and existing members are funneled to awarded vendors on BuyQ's website
- BuyQ [Resource Center](#) – an educational blog for charter school Business Managers, CFOs, COOs, IT Directors, Procurement Directors and other members of the charter school community
- Pieces distributed via an email Newsletter on a regular basis via the "BuyQ Bulletin," - featuring the most respected charter schools in the country – such as KIPP, Green Dot, Uplift Education, Summit Public Schools
- Remarketing to site visitors and best-in-class SEM to potential and existing customers

Other Marketing Channels

- BuyQ has numerous long-standing relationships with charter school sector organizations that offer cross-promotional opportunities. Organizations include state associations, non-profit support groups, funders, and other non-competitive businesses that serve the charter market.
- Where practical, access to member school buyers and top decision-makers. Access may include warm email or phone introductions, joint visits to member schools with Awarded Vendor, inclusion in meetings or events hosted by BuyQ, etc.

b) Market Opportunity

BuyQ anticipates significant purchases to be recorded against the resulting Agreement(s). At the time of release, 3,500+ charter schools participate in one or more BuyQ contracts. This represents approximately 50% of the total national charter school market. BuyQ anticipates that a substantial number of participants will enter into contracts resulting from this solicitation based on usage of other contracts, however, BuyQ makes no guarantee or commitment of any kind concerning quantities or usage of contracts resulting from this solicitation. The volume for this contract is estimated to be up to and in excess of \$1 million a year. This information is provided solely as an aid to Vendors in preparing proposals only. The successful Vendor(s) discount and pricing schedule shall apply regardless of the volume of business under the contract.

6. DEFINITIONS

All capitalized terms in this RFP not defined in this Section shall have the meanings set forth in the Sections or Exhibits of this Agreement in which they are defined.

Throughout this RFP there are terms which are synonymous and interchangeable, such as "Vendor" or "Supplier" and "Contractor," "Proposer", "Offerer" and "Bidder," "Proposal" and "Bid," and "Agreement" or "Master Agreement" and "Contract."

"Buyer" or "Buyers": BQ and BQ Participants or Affiliates

"BuyQ Participants" or "Participants" : Each legal entity identified by BuyQ that is a past, present or prospective customer. Participants are most typically public charter schools that are already purchasing off one or more BuyQ contracts or are a BuyQ member. See the attached list for a list of current Participants.

7. GENERAL TERMS AND INSTRUCTIONS

a) **Breadth of Proposer Responses**

The purpose of this RFP is to identify vendors who offer the best value in each of the product categories listed. Proposers do NOT need to respond to each product section and may submit a proposal for one or more sections. The purpose of this is to ensure that we are selecting the best possible partner for each category regardless of the breadth of their total catalog.

b) **Questions and Clarification**

Any questions regarding this RFP must be directed via email to Jeff Howard at jhoward@buyq.org or through the use of the Q&A section of this RFP. All questions must be received no later than the deadline for submission of the RFP. Proposers are expected to raise any questions, exceptions or concerns they have regarding the RFP. If a Proposer discovers any significant ambiguity, error, conflict, discrepancy, omission or other deficiency in this RFP, the Proposer should immediately notify Jeff Howard via email of the deficiency and request modification or clarification of the RFP document. Any questions and responses specific to the terms and conditions, process, procedures, language, specifications and other parts of the RFP may be made public in the "Q&A" section of this RFP. Questions and responses that pertain to proprietary information will be answered confidentially via email.

Proposers are responsible for viewing the "Q&A" section to review all questions and answers prior to submitting proposals. Please note that oral communications concerning this RFP shall not be binding and shall in no way excuse the responsive proposer of the obligations set forth in this proposal.

c) **Restricted and Prohibited Communication**

During the period between the date BuyQ issues this RFP and the selection of the vendor who is awarded a contract by BuyQ, if any, Proposers shall restrict all contact with BuyQ employees and members of the RFP evaluation committee and direct all questions regarding this RFP, including questions regarding terms and conditions, only to the individual identified above in the "Questions and Clarifications" section in the specified manner. Contact with any of these prohibited individuals after issuance of this RFP and before selection is made, may result in disqualification of the Proposer. The communications prohibition shall terminate when a contract has been awarded. The purpose of this prohibition is to create a level playing field for all Proposers and to protect the integrity of the RFP process.

d) **Clarifications:** Proposer may receive a written request to clarify, in writing, its proposal in order to determine whether a proposal should be considered for award. The process of clarification is not an opportunity for a Proposer to revise or modify its proposal, and any response by a Proposer to a written request for clarification that attempts to revise or modify its proposal shall be given no effect. The purpose of the request for clarification will be solely made for the purpose of eliminating minor irregularities, informalities, or apparent clerical mistakes in the proposal, which may be corrected or waived in BuyQ's sole discretion.

e) **Non-Responsive Proposals:** All proposals will be reviewed for responsiveness to the material requirements of the solicitation. A proposal that is not materially responsive shall not be eligible for further consideration for award of the contract, and the Proposer shall receive notice of the rejection of its proposal.

f) **Negotiations:** BuyQ shall determine which responsive proposals are in the competitive range and/or are reasonably susceptible of being selected for award. Proposals not in the competitive range may not be further evaluated. Proposals in the competitive range shall be evaluated on the evaluation criteria set forth in the solicitation. In the event that BuyQ decides to conduct negotiations, notice shall be provided to each proposer whose proposal is being considered for award, which notice may identify, in general terms, the elements or factors upon which BuyQ intends to base its negotiations. Offerors will not be assisted, in any way, to bring their proposal up to the level of other proposals through discussions. During the course of negotiations, no Proposer's technical proposal or pricing shall be revealed to any other Proposer or to any other person who is not involved with the

evaluation process. BuyQ will also not indicate to Offeror a cost or price that it must meet to either obtain further consideration nor will it provide any information about other Proposers' proposals or prices.

- g) **Best and Final Offer:** BuyQ, in its sole discretion, may request all Proposers in the competitive range to submit a Best and Final Offer. Proposers must submit their Best and Final Offers in writing. If a Proposer does not respond to the request for a Best and Final Offer, that Proposer's most recent prior offer will be considered to be its Best and Final Offer.
- h) **Formation of Contract:** A response to this solicitation is an offer to contract with BuyQ based upon the terms, conditions, scope of work, and specifications contained in this request. A solicitation does not become a contract until it is awarded by BuyQ and executed by both BuyQ and Vendor.
- i) **Multiple Awards:** membership includes a large number of potential entities which may utilize this contract throughout the nation. In order to assure that any ensuing contract(s) will allow BuyQ to fulfill current and future needs, BuyQ reserves the right to award contract(s) to multiple vendors. The decision to award multiple contracts, award only one contract, or to make no awards rests solely with BuyQ.

8. Award Process and Basis of Award

Proposals will be evaluated by BuyQ in accordance with our contracting process rules. An evaluation committee of Participating charter school representatives will be called upon to assist in proposal evaluation and award decision. The recommendation for contract awards will be based on the predetermined criteria factors outlined in this solicitation, where each factor is assigned a point value based on its importance. Finalists will be asked to make oral presentations via a webinar to BuyQ.

BuyQ has identified the following criteria as most critical to the award decision:

- Ability to deliver products and services to charter schools nationally
- Breadth and quality of products/services
- Pricing and terms that provide for increased discounts and lower overall total cost
- Added value/incentives and services
- Ability to effectively market and promote the products/services to all eligible Affiliate buyers (marketing plan)
- Location and number of salespersons who will work on this contract
- Experience in and an understanding of the charter school market
- Service, support, product warranty and maintenance
- Order placement/delivery/installation
- Vendor's qualifications, references, reputation, experience and past performance
- e-Procurement capabilities, including electronic ordering, e-commerce, procurement cards, billing and access to vendor's electronic catalogs

a) Evaluation criteria

BuyQ will use an overall scoring system with a total possible score of 100 points. MV reserves the right to assign any number of point awards or penalties it considers warranted. The criteria, corresponding section and weights are as follows:

- General Company Information (25 Points)
- Pricing and Value-Added Services (40 Points)
- Ordering and Distribution (10 Points)
- Marketing, Sales and Customer Service (15 Points)
- Contract Terms and Conditions Fit (5 Points)
- Presentation and Overall Quality of Proposal (5 Points)

b) Past Performance

An Offeror's performance and actions under previously awarded contracts or as reported by current or past customers are relevant in determining whether or not the Proposer is likely to provide quality goods and services to BuyQ participants; including the administrative aspects of performance; the Proposer's history of reasonable and cooperative behavior and commitment to customer satisfaction; and generally, the Proposer's businesslike concern for the interests of the customer.

c) Protest of non-award

Protest Procedure: Any protest of an award or proposed award must be filed in writing within ten (10) days from the date of the official award notification and must be received by 5:00 pm MST. No protest shall lie for a claim that the selected Vendor is not a responsible Proposer. Protests shall be filed with Marco Rafanelli, Chief Executive Officer, BuyQ at: 1040 S. Gaylord Street STE 29 Denver, CO 80209. Protests shall include the following:

1. Name, address and telephone number of protester
2. Original signature of protester or its representative
3. Identification of the solicitation by RFP number
4. Detailed statement of legal and factual grounds including copies of relevant documents; and the form of relief requested.
5. Any protest review and action shall be considered final with no further formalities being considered.

d) Waiver:

BY SUBMITTING A PROPOSAL, OFFER EXPRESSLY AGREES TO WAIVE ANY CLAIM IT HAS OR MAY HAVE AGAINST BUYQ, ITS DIRECTORS, OFFICERS, ITS TRUSTEES, OR AGENTS ARISING OUT OF OR IN CONNECTION WITH (1) THE ADMINISTRATION, EVALUATION, RECOMMENDATION OF ANY PROPOSAL; (2) ANY REQUIREMENTS UNDER THE SOLICITATION, PROPOSAL PACKAGE, OR RELATED DOCUMENTS; (3) THE REJECTION OF ANY PROPOSAL OR ANY PART OF ANY PROPOSAL; AND/OR (4) THE AWARD OF A CONTRACT, IF ANY.

e) Notice

BUYQ SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY COSTS INCURRED BY PROPOSERS OR THE SELECTED VENDOR IN CONNECTION WITH RESPONDING TO THE RFP, PREPARING FOR ORAL PRESENTATIONS, PREPARING AND SUBMITTING A PROPOSAL, ENTERING OR NEGOTIATING THE TERMS OF A CONTRACT, OR ANY OTHER EXPENSES INCURRED BY A PROPOSER. THE PROPOSER OR SELECTED VENDOR IS WHOLLY RESPONSIBLE FOR ANY SUCH COSTS AND EXPENSES AND SHALL NOT BE REIMBURSED IN ANY MANNER BY BUYQ.

9. DEFINITION OF PRODUCTS

The Classroom/Library Book Category should broadly consist of literature published for distribution to the general public with content available and relevant for K-12 public school students, plus any peripheral products. The category may include:

- Printed Books - Fiction, Nonfiction, Hardcover, Softcover, Periodicals, Graphic Novels, etc.
- Audio Books.
- K-12 Customized Book Lists or Sets - for example, grade level or other sets of "leveled reading".
- e-Reading Material - all content listed available in an electronic reading format.
- e-Readers - mobile electronic devices that are designed primarily for the purpose of reading digital e-books.
- Binding Product/Services - converting softcover to hardcover, repair, etc.
- Book Carts - rolling carts suitable for K-12 use.
- Service and Installation - any installation and service offering that covers the products listed herein

*NOTE: The purpose of this RFP is to identify vendors who offer the best value in each of the product categories listed. Respondents do NOT need to respond to each product section and may submit a proposal for one or more sections. For instance, a company may respond to the printed book section alone. The purpose of this is to ensure that we are selecting the best possible Vendor for each category regardless of the breadth of their total catalog.

*NOTE: All categories should include any standard peripherals that accompany products such as cases, consumables, stands, etc. Vendor is expected to offer their full line of products and services applicable to the K-12 market in each

category listed below.

10. MINIMUM QUALIFICATIONS

Each Proposer must meet the following minimum qualifications to participate in this proposal:

- Proposer is able to provide sales and service to BuyQ Participants nationwide.
- Proposer can demonstrate the ability to both market and service their services/products nationwide.
- Proposer shows a demonstrated commitment to the K-12 market. Proposers must have at least three (3) years' experience selling the Products to the K-12 market within the last five (5) years.
- Proposer is able to offer a wide array of products and services at prices lower than what they would ordinarily offer to a smaller group of charter schools, a school district, or a regional purchasing cooperative.

11. GENERAL COMPANY QUESTIONS

a) General Information

- Company's official registered name
- Brief history of your company, including the year it was established
- Company's Dun & Bradstreet (D&B) number
- Corporate office (headquarters) mailing address
- Total annual sales (top-line revenue) for 2017 and 2018

b) What differentiates your company from competitors, and how will this translate into value for our charter school participants?

c) What is your company's mission? Please give one example of how your mission drives business decision-making

d) Is your company able to offer products and service clients in all 50 states?

- i. If no, indicate EVERY state where your company is unable to offer products and services

e) Distribution Channel: Which best describes your company's position in the distribution channel:

- Manufacturer direct
- Certified education/government reseller
- Authorized distributor
- Manufacturer marketing through reseller
- Value-added reseller
- Other _____

f) Number of years you have been selling the products under consideration to the K-12 market

g) Indicate your approximate national K-12 market share

h) What companies are your main competitors?

i) Company Contacts for BuyQ

Please provide the contact information for BuyQ's central point of contact for all business items related to the administration and management of this contract following contract award:

BuyQ Main Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Marketing and Sales Contact Person (if different): _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

j) **Minority and Women Business Enterprise (MWBE) and (HUB) Participation**
It is the policy of some entities participating in BuyQ to involve minority and women business enterprises (M/WBE), small and/or disadvantaged business enterprises, disabled veterans business enterprises, historically utilized businesses (HUB) and other diversity recognized businesses in the purchase of goods and services. Offerors shall indicate below whether or not they hold certification in any of the classified areas and include proof of such certification with their response.

i. **Minority Women Business Enterprise** Offeror certifies that this firm is an MWBE [Yes/No]
List certifying agency: _____

ii. **Small Business Enterprise (SBE) or Disadvantaged Business Enterprise (DBE)**
Proposer certifies that this firm is a SBE or DBE [Yes/No]
List certifying agency: _____

iii. **Disabled Veterans Business Enterprise (DVBE)**
Proposer certifies that this firm is a DVBE [Yes/No]
List certifying agency: _____

iv. **Historically Underutilized Businesses (HUB)**
Proposer certifies that this firm is a HUB [Yes/No]
List certifying agency: _____

v. **Historically Underutilized Business Zone Enterprise (HUB Zone)**
Proposer certifies that this firm is a HUB Zone [Yes/No]
List certifying agency: _____

vi. **Other Diversity Recognized Businesses**
Proposer certifies that this firm is a recognized diversity certificate holder [Yes/No]
List certifying agency: _____

k) If applicable, provide information regarding whether your firm, either presently or in the past, has been involved in any litigation, bankruptcy, or reorganization.

l) List any cooperative/group purchasing agreements currently held pertinent to the K-12 public education market. Include the following information for each:

- Cooperative name
- Contract termination date
- Discount from list given
- Annual sales

m) Provide a minimum of 3 references from existing or past charter school customers. If none exist, provide references from public K-12 customers. For each reference, please include the following information:

- School Name
- Contact Name and title
- Address
- Phone numbers
- Dates serviced

12. PRICING

NOTE: The awarded vendor's submissions in this section will be incorporated into Exhibit A "Supplemental Provisions" section of the Master Agreement

a. **Pricing Proposal Instructions**

NOTE: Pricing should be submitted following the instructions below:

- Proposers shall provide all pricing in MS Excel format and upload the file as an attachment
- Proposers shall provide a price in the format of a percentage discount off published catalog prices, manufacturer's brand names or retail stores. Proposers may submit discounts for various manufacturers. Discounts will remain firm and will include all charges that may be incurred in fulfilling requirement(s).
- Services such as, delivery, tech support, training, and other services must be priced or listed as free to be offered on the contract. Unlisted services will not be accepted.
- A tiered, multiple percentage discount structure is also acceptable. Please specify where different percentage discounts apply. Additional pricing and/or discounts may be included.
- Proposers are encouraged to offer additional discounts for one-time delivery of large single orders should BuyQ or BuyQ participants seek to negotiate additional price concessions based on large quantity purchases. Please indicate if your company is willing to provide additional discounts (to be negotiated by customer and Vendor) for purchase of a guaranteed quantity? Yes/No/Other (please explain)
- Respondents must submit products, services, warranties, etc. in price list.
- Electronic price lists must contain the following: (if applicable)
 - Manufacturer
 - Manufacturer part #
 - Vendor part # (if different from manufacturer part #)
 - Title
 - Author(s)
 - ISBN number
 - Manufacturers Suggested List Price*
 - Percentage off List Price
 - Net price to Region BuyQ Participants (including freight)

**For the purposes of the proposal, the "List Price" shall be the price charged to an average government/education buyer absent reductions for cooperative or volume purchasing agreements.*

b. Not to Exceed Pricing

- BuyQ requests pricing be submitted as not to exceed for any participating entity.
- Unlike fixed pricing the awarded vendor can adjust submitted pricing lower if needed but, cannot exceed original pricing submitted for solicitation.
- Vendor must allow for lower pricing to be available for similar product and service purchases.

c. Related Services

- Offerors shall submit auditable pricing for all services offered in support of or in conjunction with the products listed in this solicitation. Submissions in this section may be uploaded as a separate and named spreadsheet and must include the respondents' company name, name of the solicitation, and date on the file name.

d. Core List

- Proposer may elect to include in its submission a "CORE LIST" of 100-500 deeply discounted products (as anticipated and defined by Proposer to meet or exceed Participating charter school needs) as a separate and named spreadsheet and must include the respondents' company name, name of the solicitation, and date on the file name. Core List pricing may also be used to discount and liquidate close-out and discontinued products as long as those close-out and discontinued items are clearly labeled as such. Core List pricing is allowed to change at the discretion of the Vendor within the definition of Core List pricing. The Vendor is responsible to maintain current Core List pricing with BuyQ based on the changing needs of Participating customers.

e. New and Expanding School Pricing

- Strong proposals will offer deeper discounts to new schools and free planning and budgeting services. In the text box, propose additional discounts and/or an exclusive value-added offering for new schools to be applied for the four-months-prior-to and two-months-after school opening. New and expanding schools are a key market segment and can drive significant sales volume. These terms will provide your company the opportunity to build a customer relationship with these schools from the ground-up.

f. Pricing Scale

- Compare the proposed pricing and terms to large school districts, public agencies and other cooperative group purchasing organizations. Please indicate how the proposed pricing and overall total value compares to each of those competitive contracts.
- g. Pricing Information
- In addition to the current typical unit pricing furnished herein, the Vendor agrees to offer all future product introductions at prices that are proportionate to Contract Pricing. (If answer is no, attach a statement detailing how pricing for participants would be calculated.) Yes/No
 - Please confirm that the pricing submitted includes the required administrative fee. See Section 5 of the attached Master Agreement Yes/No

11. VALUE ADDED SERVICES

Please include any additional products and/or services not included in the scope of the solicitation that you think will enhance and/or add value to this contract for BuyQ Participating charter schools.

Any additional products or services offered in this section will only be considered by BuyQ if auditable pricing is offered for them in Section 10 "Pricing". Any products or services for which pricing is not offered will not be considered a part of any contract awarded as a result of this RFP.

All products or services offered in this section are subject to the same requirements as products offered in Section 10 "Pricing. Respondents must provide detailed descriptions of any additional products and services being offered as a part of their proposal, and BuyQ reserves the right to reject any value-add products or services which it deems to be unrelated to the scope of this RFP.

12. ORDERING AND DISTRIBUTION

Where applicable, the awarded vendor's submissions in this section will be incorporated into sections 9, 10, and 11 of the Master Agreement

- Internet/e-Commerce Site: describe your company's capabilities and functionality of your on-line catalog/ordering website. Please indicate if the website can and will include the following features: contract specific products and prices, technical specifications, implementation of a hosted or punch out e-catalog on a variety of platforms, quoting capability, online ordering, shipment, tracking and payment. Provide the URL for each applicable site.
- More and more charter schools are adopting procurement software and using it to punch-out to vendor e-commerce sites. Describe your company's experience with and ability to (if any) connect with a customer's e-procurement software via punch-out or other means of electronic data interchange.
- Identify all other companies that will be involved in processing, handling, or shipping Products and/or Related Services to the end user.
- Describe how your company proposes to nationally distribute Products outlined in this RFP through your distribution system.
- State your products' normal delivery time and any options and associated costs for expedited delivery, desktop delivery, and returns.
- How does the company handle emergency orders?
- Provide your company's average fill rate
- Provide your company's average on time delivery rate
- Provide your return and restocking policy and applicable fees
- Describe your backorder policy

13. MARKETING, SALES and CUSTOMER SERVICE

BuyQ is seeking the ability to serve all current and prospective Participating charter schools. The Proposer must demonstrate the ability to both market and service their services/products to charter schools nationwide.

- a) Marketing Plan

Please attach a file (MS Word preferred) that details how your organization plans to market this contract to charter schools nationwide following contract award and throughout the life the contract term. Your plan should be based on your organization’s marketing and sales strengths, but should include (but not be limited to) the following activities:

- A contract marketing “launch” meeting with applicable Vendor and BuyQ representatives
- Announcement of award through applicable marketing channels including email, social media, etc.
- Co-branded collateral pieces for digital and print marketing
- Participation in charter school conference and trade shows. Vendors are strongly encouraged to participate in certain charter school conferences including:
 - The National Alliance for Public Charter Schools’ Annual Conference
 - The Texas Charter Schools Conference
 - The California Charter Schools Conference
- Dedicated BuyQ internet web-based homepage with:
 - BuyQ Logo
 - Link to BuyQ website
 - Summary of contract benefits
 - Explanation of how charter schools can affiliate to the contract and start shopping
- A commitment to regular meeting with BuyQ staff to coordinate and follow-up on all marketing efforts.

b) Existing Charter School Business

- How many charter school customers did your company have in 2018? Close estimates are acceptable.
- Provide the 2018 sales volume in dollars to those charter schools in 2018 for the products and services under consideration in this RFP.

c) Sales Structure and Training

- Explain your approach to business development within the K-12 and, if applicable, charter school sector. How are the majority of your leads acquired?
- Does your sales force consist of employees, independent contractors, third-party employees, or a mix? Please explain.
- Please attach a contact list (MS Word or Excel) of all applicable salespeople and their corresponding geographic territories.
- Please describe your sales and account management structure and incentive alignment — please indicate if representatives are responsible for both new business and existing business retention.
- Describe your plan for delivering training on the implementation of this contract to your sales force. Please indicate the degree to which BuyQ may be involved in that training.

d) Customer Service

- Describe your company’s customer service department (hours of operation, number of service centers, etc.).
- Outline your process for responding to customer service requests and conflict resolution
- Describe your service response time policy and explain any warranty programs.
- Provide your company-wide customer retention rate.

e) Past GPO Contract Experience

Describe your company’s implementation and success with existing cooperative purchasing programs, if any, and provide the cooperative’s name(s), contact person(s) and contact information as reference(s).

14. TERMS AND CONDITIONS – MASTER AGREEMENT

Please see the attached MASTER AGREEMENT (**BUYQ GROUP PURCHASING AGREEMENT**) between BuyQ and the awarded vendor.

Proposers are advised to carefully read the Agreement and each of its specific provisions, and to indicate, with the submission of their proposal, any exceptions or proposed changes. All proposed changes should

be well explained using the “comment” feature. Please make changes to the agreement by enabling the “track changes” feature and re-attach the revised contract as part of your submission.

(Note: Unacceptable exceptions shall remove your proposal from consideration for award. BuyQ shall be the sole judge on the acceptance of exceptions/deviations and the decision shall be final.)

a) EDGAR Certification

Proposers must download, complete (sign) and upload an EDGAR Certification form. This form will become Exhibit B of the Master Agreement.

b) Reporting:

As per section 6.0 in the Agreement, the contracted Vendor will provide BuyQ with a quarterly report of all business transacted pursuant to this Agreement for the applicable period. Please acknowledge and agree that this report can be provided with the following information:

- Customer Organization Name
- Customer ID (assigned by Vendor)
- Customer Address
- Name of Product(s) purchased
- Product category (and any other available descriptors)
- Total Sale amount
- Sale date
- List price
- Savings amount