

# State of Maine Procurement Justification Form

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services website (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		DECD/Maine Office of Tourism		
Department Contract Administrator or Grant Coordinator:		Jennifer Geiger		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)		\$ 21,460	Advantage CT / RQS #	CT: 20210810000000000314
CONTRACT	Proposed Start Date:	July 1, 2021	Proposed End Date:	June 30, 2022
AMENDMENT	Original Start Date:		Effective Date:	
	Previous End Date:		New End Date:	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Unicomm, PO Box 5010, 284-C Quarry Road, Milford, CT 06460		
Brief Description of Goods/Services/Grant:		Boston, Chicago and Washington DC Travel Adventure Shows - booth fees		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)			
	A. Competitive Process		G. Grant
	B. Amendment		H. State Statute/Agency Directed
<b>x</b>	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project		L. Other Authorization

PART III: SUPPLEMENTAL INFORMATION	
Please respond to ALL of the following:	
<b>1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.</b>	

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## PART III: SUPPLEMENTAL INFORMATION

The Maine Office of Tourism participates in consumer travel shows to promote the state as a destination in key travel markets. Travel shows are an opportunity to reach a qualified audience and interact with them directly to share curated information and learn what inspires travelers to visit Maine. Participation in shows in Boston, Chicago and Washington DC will be supported by other advertising outreach in these markets and is an element of MOT's integrated marketing plan.

**2. Provide a brief justification for the selected vendor to supplement the response in Part II.**

Unicomm is a specialized show production company that is the primary company serving three markets we are targeting. The Boston, Chicago and Washington DC Travel Adventure Shows serve a core market for Maine tourism. The shows are located close to transportation lines.

Unicomm has a proven track record and is well positioned to provide the support services and the marketing services needed to attract attendees and ensure a positive outcome.

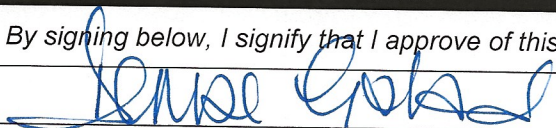
**3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.**

Unicomm is offering Maine an early signing discount rate. For the Chicago and DC shows, they used last year's discounted rate from \$3895 to \$3495. We are situated in corner booths in both Boston and Chicago. In Chicago we are in the middle of the show floor on the main cross aisle which is a prime spot.

**4. Describe the plan for future competition for the goods or services.**

N/A

## PART IV: APPROVALS

<b>Signature of requesting Department's Commissioner (or designee):</b>	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
<b>Printed Name:</b>	Denise Galland	<b>Date:</b>	7-21-21
<b>Signature of DAFS Procurement Official:</b>	DocuSigned by: <i>Debbie Jacques</i>		
<b>Printed Name:</b>	1DFA565D481F42E... Debbie Jacques	<b>Date:</b>	9/2/2021