Embassy of the United States of America

Bangkok, Thailand

May 19, 2026

Solicitation No. 19TH2026Q0026 – American Fair: Freedom 250 Hat Yai

1. VENUE (7 questions)

Q 1 Could you kindly confirm whether the venue rental fee for Prince of Songkla University (PSU), Hat Yai Campus, will be handled separately by the U.S. Embassy Bangkok, and clarify which venue-related costs, if any, should still be included in the contractor's price?

A. U.S. Embassy Bangkok will handle the base venue rental separately. Contractors should include all other venue-related costs necessary for event execution in their pricing, including:

- Security Deposit – Prince of Songkla University does not have a specific rate for security deposit but reserves the discretion to collect a fully refundable security deposit on a case-by-case basis. Vendor should submit the layout and plan for the fair to the university as soon as possible for the administrative review.
- Staff (Cleaning & Security)
    - Cleaning Service: The university will provide cleaning staff during regular operating hours as well as weekend and evening hours.
    - Security Service: The university will provide security staff during regular operating hours as well as weekend and evening hours.

Q 2 Could you kindly advise whether any site drawings, venue layout plans, technical information, or venue rules will be made available to offerors? In particular, it would be helpful to know what existing infrastructure is already available at the venue, such as power supply, lighting, restrooms, parking, covered areas, water access, and loading/unloading access.

A. The Fair will take place at Laan Rong Chang (*ลานโรงช้าง*) in Prince of Songkla University (PSU) Hat Yai Campus. The venue is approximately 800 square meters (20m x 40m). The venue location can be viewed at: https://maps.app.goo.gl/vwm3Ugm6mtBUF4V77. The layout of Laan Rong Chang is attached to this document. The U.S. Embassy does not have technical specifications available concerning the space.

Q 3. Could you please confirm whether there are any venue-specific restrictions or conditions that offerors should consider during proposal preparation, such as limitations on setup and breakdown timing, contractor access hours, sound levels, temporary structures, signage/branding,

or coordination requirements with Prince of Songkla University?

A. The contractor shall adhere to the university's general guidance regarding any venue-specific restrictions or conditions. Contractors are expected to work in consultation with the Embassy to submit the setup and breakdown plan to the university at their earliest convenience. The winning contractor can coordinate with university representatives regarding any venue restrictions.

Q 4. Could you kindly confirm whether the Embassy intends to arrange any pre-conference meeting, site visit, or venue walk-through for this requirement prior to quotation submission?

A. No pre-proposal site visit or venue walk-through is planned prior to the quotation submission deadline. Offerors may reach out to PSU if they would like access to viewing the site in person. The U.S. Embassy will not be involved in this coordination.

Q 5. Could the Embassy clarify which venue utilities and infrastructure are expected to be available through PSU and which elements should be fully cost by the contractor?

A. Water and electricity will be provided by the University at no additional cost. While the university will provide base water and electricity access, the contractor must ensure adequate distribution, capacity, and all infrastructure needed to support a three-day public fair. Additional utilities and infrastructure could be provided by PSU upon request. The contractor should work with the Embassy to coordinate with Prince of Songkla University during the planning phase to confirm the location, capacity, and specifications of available utilities, identify any additional infrastructure needs, and design the temporary systems accordingly.

Q 6. Could the Embassy provide guidance regarding expected contingency preparedness standards for severe weather conditions, considering the outdoor and fair-style nature of the event?

A. Schedule delays due to rain or extreme weather are acceptable. Offerors should plan for weather contingencies to minimize the risk of cancellation and include protocols in their risk mitigation plan for temporary delays, crowd management, and severe weather response.

Q 7. Could the Embassy clarify whether there are restrictions on the use of drones, pyrotechnics, smoke effects, or elevated structures during the event?

A. Due to venue restrictions, **pyrotechnics, smoke effects, and fireworks are strictly prohibited.**

Drones: The use of drones must be formally requested and pre-approved by government and military authorities.

Elevated Structures: The use of elevated structures may have to be pre-approved by government and military authorities on a case-by-case basis, depending on the height, type, and security considerations.

Vendors should submit their plan for drones and elevated structures to the Embassy and the university as soon as possible for consideration.

2. BUDGET & PRICING (9 questions)

Q 1. For the pricing schedule, would the Embassy prefer a detailed internal breakdown supporting the Line 2.1 American Fair total, or is a summary-level total acceptable at quotation stage?

A. Offerors must submit pricing in the format provided in Section 1, with separate line items for American Fair: Freedom 250 in Hat Yai (total project price) and DBA Insurance.

A detailed cost breakdown is not required in the SF-1449 pricing section but may be included in the technical proposal to support price justification. If provided, the breakdown could include categories such as planning and coordination, fair design and execution, promotion and communications, event management and staffing, and logistics and operations.

All prices must be in Thai Baht (THB), excluding VAT. DBA insurance costs (Line 2.2) must be included within the total budget.

Q 2. Could the Embassy kindly clarify whether there is a preferred level of budget detail or specific cost categorization expected in addition to the SF-1449 pricing section?

A. Please see response to Question 1 above.

Q 3. As the RFQ requires 12 month bid validity, could you kindly confirm whether the pricing is expected to remain fully fixed for the full validity period without any adjustment mechanism for significant cost movement?

A. Yes, pricing must remain fully fixed for the entire 12-month bid validity period and throughout contract performance. This is a firm fixed price contract as stated in Section 1, and the solicitation does not provide any mechanism for price adjustment due to cost movements, currency fluctuations, or other economic factors.

Offerors should account for potential cost escalation risks when preparing their pricing, as prices submitted with the quotation will remain binding through the 12-month bid validity period (through April 2027) and the entire period of performance (May 2026 through October 2026, if awarded).

Q 4. Could the Embassy clarify whether management fees, creative design fees, and project management overhead are allowable as separate budget lines?

A. Yes, management fees, creative design fees, and project management overhead are allowable costs under this firm fixed-price contract. All costs necessary to fulfill the Statement of Work requirements may be included in the proposed price, including reasonable management and overhead costs.

Whether these are shown as separate budget lines or incorporated into the overall project cost is at the offeror's discretion. If offerors choose to provide a detailed budget breakdown in their technical proposal, management fees, creative design fees, and project management overhead may be identified as separate line items to demonstrate cost transparency.

Q 5. Could the Embassy clarify whether contingency allocations for weather mitigation, operational risks, or emergency response planning are allowable within the proposed budget?

A. Yes, contingency allocations for weather mitigation, operational risks, and emergency response are allowable and expected.

Q 6. Could the Embassy clarify whether subcontractor management fees and coordination costs are allowable under this RFQ structure?

A. Yes, subcontractor management fees and coordination costs are allowable. The contractor is responsible for managing all subcontractors and vendors necessary to fulfill the requirements, and associated management and coordination costs may be included in the firm fixed price. This may include costs for managing food vendors, technical subcontractors, security providers, entertainment performers, promotional agencies, and other specialized service providers.

Q 7. Could the Embassy clarify expectations regarding the inclusion of travel, accommodation, and per diem costs for Bangkok-based project staff, technical teams, or performers supporting the Hat Yai event?

A. All costs necessary to perform the work as described in the Statement of Work should be included in the proposed firm fixed price. If the contractor's proposed approach requires Bangkok-based staff, technical teams, or performers to travel to Hat Yai, all associated travel, accommodation, and per diem costs should be included in the pricing.

The contractor should determine the most cost-effective staffing approach—whether utilizing local Hat Yai resources, Bangkok-based personnel, or a combination—and include all associated costs in the proposal.

All travel and accommodation costs for Embassy personnel will not be included in this budget. The contractor is only responsible for costs associated with contractor personnel and subcontractors.

Q 8. In the event of Embassy-requested scope adjustments after contract award, could the Embassy clarify the anticipated process for approving budget revisions or contract modifications?

A. The Embassy will process any scope adjustments through a contract modification that reflects changes to the Statement of Work, price, or both." Only the Contracting Officer can authorize modifications.

Q 9. Could the Embassy clarify whether costs associated with revisions requested during the Embassy approval process should be incorporated into the initial pricing assumptions?

A. No, please do not include costs for revisions requested during the Embassy approval process in your initial pricing. The Embassy will address such costs through contract modifications as needed. The initial pricing should reflect our Statement of Work.

3. PAYMENT (4 questions)

Q 1. The SOW refers to Planning, Execution, and Post-Event payment milestones, but no percentages are stated. Could the Embassy kindly confirm whether there is a required milestone percentage split, or whether offerors may propose a reasonable milestone allocation?

A. Offerors may propose the payment percentage split across these three milestones in their financial proposal, but the milestone structure itself is fixed. All deliverables must be approved by the U.S. Embassy Bangkok before payment is released.

Offerors should comply with the terms of payment, 30 days credit. The Financial Section will transfer the payment to the vendor within 30 days after invoices are received at each phase.

Q 2. Since payment is milestone-based, could the Embassy kindly clarify whether there is an anticipated percentage allocation associated with each payment milestone?

A. Please see response to Question 1 above.

Q 3. Could the Embassy also kindly clarify what would constitute "design approval" for purposes of the Planning Phase payment milestone?

A. This would include Embassy approval of the key deliverables listed in Section 8 of the SOW, including:

- Event concept proposal and site master plan map, including zoning and layout of all Fair components
- Detailed three-day programming schedule in coordination with the U.S. Embassy Bangkok
- Vendors and partners curation plan

The contractor should submit these deliverables as a comprehensive planning package for Embassy review and approval before proceeding to the Execution Phase.

Q 4. Could the Embassy clarify whether partial invoicing for completed preparatory milestones during the planning phase would be acceptable?

A. The SOW specifies three payment milestones: Planning Phase Completion, Execution Phase Completion, and Post-Event Phase Completion. The payment structure contemplates payment upon completion of each major phase rather than multiple partial payments within a phase.

However, if an offeror wishes to propose an alternative payment structure with additional sub-milestones during the planning phase, this may be included in the proposal for Embassy consideration. Any alternative payment structure must be clearly defined and tied to specific, measurable deliverables.

The offeror's proposed payment milestone allocation should be clearly stated in the technical proposal and must demonstrate a reasonable relationship between payment timing and work completion.

4. PROGRAMMING & CONTENT (10 questions)

Q 1. Could the Embassy kindly clarify the anticipated balance between cultural celebration, entrepreneurship promotion, educational engagement, and public diplomacy messaging within the Fair programming?

A. The American Fair in Hat Yai should be designed as an authentic U.S. state/county fair-style event that highlights American culture and excellence. The Fair should emulate an authentic U.S. state or county fair atmosphere through immersive theming, interactive programming, and family-friendly attractions and showcase American excellence and ingenuity, including but not limited to history, culture, food, and agricultural products, tailored to local audiences.

The theme of entrepreneurship could be showcased throughout the Fair through various formats including interactive activities, speaker talks, demonstrations, or dedicated booths.

Localization is anticipated and encouraged, including:

- Food: American and Thai-American food vendors, local culinary elements
- Performance: Local performers that perform American music, dance, etc. alongside American cultural performances
- Content: American-related content and highlights relevant to southern Thailand and Hat Yai, such as U.S.-Thai partnerships, educational exchanges, business connections, and cultural ties specific to the region

Q 2. Could the Embassy provide guidance regarding the desired level of "localization" of the U.S. county/state fair concept for audiences in southern Thailand and Hat Yai?

A. Please see response to Question 1 above.

Q 3. Would the Embassy welcome proposals incorporating sustainability, accessibility, and inclusive event design approaches as part of the overall Fair concept?

A. Please see response to Question 1 above.

Q 4. For entrepreneurship-focused programming, does the Embassy anticipate primarily: exhibition-style showcases, interactive workshops, speaker sessions, startup demonstrations, competitions, or a combination of formats?

A. Please see response to Question 1 above.

Q 5. Could the Embassy clarify the expected scale and complexity of the opening ceremony and VIP engagement components to support appropriate technical and staffing planning?

A. VIPs, partners, and guests will be invited to the opening ceremony. The Embassy will handle VIP, partner, and guest coordination and relations during the ceremony.

Q 6. Could the Embassy clarify whether the contractor is expected to curate and recruit additional exhibitors, vendors, and partners beyond those identified by the Embassy?

A. The Embassy has not confirmed most partners for the Fair. Currently confirmed partners which will be present at the Fair are American vehicles and selected U.S. Government agencies.

The contractor is anticipated to propose additional exhibitors, vendors, and partners for Embassy approval. The Embassy has engaged with some U.S. technology partners previously, but participation is not confirmed. The contractor will work closely with the Embassy on the final partner list before contacting any potential partners. All partnerships and sponsorships require Embassy approval.

Q 7. Is there any anticipated limitation regarding the number or type of corporate sponsors, local partners, universities, or commercial vendors that may be proposed?

A. Please see response to Question 6 above.

Q 8. Could the Embassy clarify whether food vendors are expected to operate on a commercial basis independently or whether vendor management costs should be incorporated into the proposal budget?

A. Food vendors will be allowed to sell food, but they should also offer samples to Fair attendees. The proposal should clarify the proposed vendor management approach. Offerors may propose either:

- Independent commercial operation: Food vendors operate independently with their own commercial arrangements (vendors keep their sales revenue and are responsible for their own costs), or
- Contracted vendor services: Vendor costs incorporated into the contract budget.

Either approach may be acceptable if clearly explained and aligned with the overall Fair concept and budget constraints. Regardless of the commercial arrangement chosen, **the contractor has overall responsibility for oversight** of all food vendors.

Q 9. For interactive zones and competitions, does the Embassy have any restrictions regarding prize types, sponsorship visibility, or branded giveaways?

A. The Embassy does not have predetermined restrictions regarding prize types, sponsorship visibility, or branded giveaways. All activities and competitions must be developed in close consultation with and approved by the U.S. Embassy Bangkok prior to implementation.

Prizes, giveaways, and any branded elements must be appropriate for a U.S. government-sponsored event and require Embassy approval. The contractor is required to publicize partners and sponsors visibility throughout the fair. The contractor should propose prize and giveaway concepts, sponsorship arrangements, and branded materials for Embassy review during the planning phase. The Embassy could provide some giveaways or prizes for activities. All proposed activities and competitions should align with the Fair's objectives of celebrating American excellence and entrepreneurship.

The Fair will be comprised of multiple zones, including educational exhibits (American history and culture, American Innovation, and Thai-U.S. Relations); U.S. Mission agencies; partners and American companies; areas for activities and games; food vendor area; and main stage for performances and programming. The overall ambience should be festive. The contractor will propose a zone layout and work with the Embassy to finalize the configuration.

Below are suggested activities and programming for each area/zone:

Educational Exhibits	A250 exhibition - American History A250 exhibition - American Innovations A250 exhibition - Thai-US relations
U.S. Mission Thailand Zone	5-10 booths
Partners and American Companies	5-10 booths
Areas for Activities and Games	American trivia Basketball shooting Bingo Face painting Interviews with Amb Line/Swing/hip hop dance workshops Period costumes Photo walls/backdrops Ring toss Stamp rally with postcards
Food Vendor Zone (5-10 vendors)	American street food/fair food Food trucks Local food vendors

Q 10. Could the Embassy clarify whether innovative programming concepts beyond the listed examples in the Statement of Work would be encouraged if aligned with the Freedom 250 objectives?

A. Yes, offerors could propose innovative programming concepts beyond the listed examples in the SOW with the understanding that all programming will be refined and finalized during the planning phase in coordination with the Embassy.

5. THEME & PARTNERSHIPS (3 questions)

Q 1. Has the Embassy already identified any specific U.S. partner organizations for this event, such as chambers of commerce, accelerators, U.S. universities, corporate partners, or alumni networks, or should the contractor propose the partner mix for Embassy review and approval?

A. The Embassy has not confirmed most partners for the Fair. Currently confirmed partners which will be present at the Fair are American vehicles and selected U.S. Government agencies.

The contractor is anticipated to propose additional exhibitors, vendors, and partners for Embassy approval. The Embassy has engaged with some U.S. technology partners previously, but participation is not confirmed. The contractor will work closely with the Embassy on the final partner list before contacting any potential partners. There are no specific areas to avoid. All partnerships and sponsorships require Embassy approval.

Q 2. Are there any specific southern Thailand business associations, local stakeholders, or university faculties that the Embassy would particularly like to see represented?

A. Please see response to Question 1 above.

Q 3. Are there any organizations, messaging themes, or types of participation that the Embassy would prefer the contractor to avoid?

A. Please see response to Question 1 above.

6. AUDIENCE & FAIR SIZE (3 questions)

Q 1. Could you kindly confirm whether the event is intended to be free walk-up access or ticketed?

A. The American Fair in Hat Yai will be open to the public with walk-in access without ticketing requirements. Fair access/entrance should be free of charge. Offerors should plan for a large-scale, family and youth-friendly public event and include their attendance assumptions in their proposal.

Q 2. Are there any specific target audience groups the Embassy would like the contractor to prioritize, for example students, families, alumni networks, or the business community?

A. Please see response to Question 1 above.

Q 3. For planning purposes, could you kindly advise whether there is an estimated or target attendance figure for the Hat Yai event that offerors should use when preparing their operational and logistical approach?

A. Please see response to Question 1 above.

7. SECURITY (7 questions)

Q 1. Hat Yai sits in southern Thailand with its own security posture. Could you kindly confirm who the Embassy security point of contact will be for coordination on the security plan during the planning phase?

A. The Embassy will share POC regarding security and may advise on security requirements as needed.

Q 2. With respect to close protection and VIP movement, should the contractor assume that these will be handled by Embassy / RSO resources, or should all on-site security arrangements be included within the contractor's scope through a local Thai security provider?

A. The Embassy along with Prince of Songkla University will work closely with the Royal Thai Police in Hat Yai. Close protection for U.S. government officials will be handled by Embassy resources in coordination with Thai authorities. However, vendors should include logistic costs for on-site security arrangements in their proposals.

Q 3. Does the Embassy expect the contractor to liaise directly with Royal Thai Police (Hat Yai) and university / campus security, or will the Embassy facilitate those introductions?

A. Please see response to Question 2 above.

Q 4. Regarding security direction provided by Embassy personnel, could the Embassy clarify the expected division of responsibilities between Embassy security oversight and contractor-provided operational security?

A. Please see response to Question 2 above.

Q 5. For gate screening and entry control, does the Embassy currently anticipate any minimum screening expectation such as bag checks, handheld screening, walk-through metal detectors, or similar measures?

A. The Embassy does not anticipate any screening measures at the event. However, the contractor should include basic crowd management and entry control measures in their operational plan to ensure orderly access and safe capacity management.

The Embassy may advise on security requirements as needed.

Q 6. Could the Embassy clarify whether the contractor is expected to coordinate directly with local authorities regarding permits, public safety approvals, emergency medical coordination, and crowd management requirements?

A. The contractor is expected to coordinate directly with local authorities regarding permits. The university will coordinate with local authorities regarding public safety approvals, emergency medical coordination, and crowd management requirements.

Q 7. Could the Embassy clarify whether overnight security and asset protection during setup and event days are expected to be included in the contractor's scope?

A. The university will provide security staff during regular operating hours as well as weekend and evening hours.

8. VIP & DIPLOMATIC HOSPITALITY (2 questions)

Q 1. Could the Embassy kindly advise whether a VIP roster or estimated protocol headcount will be provided during the planning phase so that the contractor can properly size hospitality and movement arrangements?

A. Yes, the Embassy will advise on VIP roster or protocol headcount during the planning phase.

Q 2. Could you also kindly clarify the level of VIP hospitality expected, for example cocktail reception, hosted hospitality, sit-down arrangement, or another format?

A. A cocktail reception for VIPs and invited guests is anticipated. The Embassy will handle this event separately.

9. INSURANCE (1 question)

Q 1. For public liability insurance related to the event itself, should this be assumed to be the contractor's responsibility, or is any portion already covered at venue or Embassy level?

A.
Public liability insurance related to the event is the contractor's responsibility. The contractor shall have general liability insurance coverage for the event and insurance should cover all activities, personnel and equipment.

10. PRESS & INFLUENCER OUTREACH / COMMUNICATIONS (8 questions)

Q 1. Could the Embassy kindly provide guidance on the expected scale of promotion for the Hat Yai event, including the expected level of KOL engagement, paid media, production quality, and social media cadence?

A. The contractor must develop and execute a communications plan to achieve substantial visibility with target audience. Paid media placement and KOL engagement may be included within the contractor's scope if there is sufficient budget. Given the budget ceiling, offerors should propose a communications approach that prioritizes cost-effective strategies.

Promotion Requirements:

- Influencer/KOL marketing and paid media strategies with substantial reach. There is no pre-approved KOL list. All KOLs and paid media require Embassy approval and must be included in the total proposed budget.
- Monitor and report media/influencer coverage to the Embassy
- All content must comply with Freedom 250 Brand Guidelines

Q 2. Is paid media placement within the contractor's required scope?

A. Please see response to Question 1 above.

Q 3. Does the Embassy maintain any preferred or approved KOL list for the southern Thailand market that the contractor should take into account?

A. Please see response to Question 1 above.

Q 4. Could the Embassy clarify the anticipated approval turnaround timeline for: designs, stage visuals, social media materials, promotional videos, press materials, and branding applications, to support realistic production scheduling?

A. Fair Design and Layout: Design and layout should be submitted to the Embassy for approval and adjustment approximately 1.5-2 months prior to the event. This includes the event concept proposal and site master plan map, including zoning and layout of all Fair components deliverable. The embassy will endeavor to turnaround approvals within 5 to 7 business days.

Press Materials: Texts and content should be submitted to the Embassy for approval at least two weeks before the event to allow sufficient time for revisions and translations. The embassy will endeavor to turnaround approvals within 5 to 7 business days.

Social Media Materials: Texts and content should be submitted to the Embassy for approval at least one month before the event. The embassy will endeavor to turnaround approvals within 5 to 7 business days.

Q 5. Could the Embassy clarify whether media buying and paid digital advertising are expected as part of the communications plan, or whether organic promotion would be considered sufficient?

A. Paid media placement and KOL engagement may be included within the contractor's scope if there is sufficient budget. Given the budget ceiling, offerors should propose a communications approach that prioritizes cost-effective strategies.

If budget constraints limit paid media investment, the contractor should demonstrate a strong earned media and organic promotion strategy to achieve the Fair's objectives. Otherwise, the Embassy will rely on earned organic media only.

Q 6. Regarding influencer/KOL engagement, could the Embassy clarify whether prior Embassy approval is required for all proposed influencers before engagement?

A. Yes, prior Embassy approval is required for all proposed influencers before engagement. If the vendor has sufficient budget for KOL engagement, the Embassy would like to see the list and justification for selecting these KOLs (their reach, following, content style, and audience demographics) before proceeding.

Q 7. Could the Embassy clarify whether there are any restrictions related to livestreaming, media broadcasting rights, or third-party media partnerships?

A. There are no restrictions on livestreaming, media broadcasting, or third-party media partnerships. However, the Embassy must be granted the right to unconditionally use, adapt, and disseminate materials produced by paid KOLs on Embassy platforms at the Embassy's discretion without having to pay additional fees.

Q 8. Could the Embassy clarify whether the Embassy expects bilingual emceeing, programming, and communications throughout the event?

A. Emceeing: Bilingual emceeing during the opening ceremony is encouraged. For other programming throughout the event, the language approach is subject to each activity type and target audience. The contractor should propose an appropriate bilingual approach for different program elements.

Communication Materials: Materials such as fact sheets, press releases, and posters should be bilingual (English and Thai).

11. PROPOSAL REQUIREMENTS & EVALUATION (4 questions)

Q 1. Section 3 requests a strategic framework/plan/presentation for the Hat Yai Freedom 250 project, while the Statement of Work also lists later deliverables such as the event concept proposal, site master plan, detailed programming schedule, staffing plan, and other deliverables. Could you kindly confirm what level of technical detail is expected at the quotation stage? Specifically, would a high-level strategic framework/concept direction be sufficient, or is a more fully developed concept and site planning package expected as part of the initial quotation?

A. At the quotation stage, offerors must submit a strategic framework, plan, or presentation that includes:

(a) A work plan addressing all elements in the Statement of Work
(b) Identification of types and quantities of equipment, supplies, and materials required

(c) A plan for ensuring quality of services, including contract administration and oversight

This initial submission should demonstrate your understanding of the project scope and your proposed approach. It should be sufficiently detailed for the evaluation committee to assess your technical capability and concept direction.

The more detailed deliverables listed in Section VIII of the SOW (such as event concept proposal, site master plan map, detailed programming schedule, staffing plan and organizational chart, risk mitigation and contingency plan, and communications and social media plans) will be developed and submitted post-award in close consultation with the U.S. Embassy Bangkok.

In summary: your quotation should include a comprehensive strategic framework showing your approach and capability, while the fully developed operational plans will be refined and finalized after contract award.

Q 2. Could the Embassy clarify which proposal elements will carry the greatest importance during evaluation, such as: creativity and thematic alignment, operational feasibility, audience engagement strategy, risk management, cost realism, prior experience, or communications impact?

A. Award will be made to the lowest priced, acceptable, responsible offeror. The evaluation is based on:

- Lowest price: Lowest price wins among acceptable offers
- Acceptability: Your concept, work plan, and approach must comply with Section 3 requirements
- Responsibility: Must meet FAR 9.1 requirements, including adequate past performance and organizational capability

The contract type is firm fixed price as stated in the Performance Work Statement in Section 1. Prices must remain valid for 12 months and throughout performance.

Q 3. Could the Embassy clarify whether there is an expected minimum staffing presence from the contractor during all three event days, including overnight setup and breakdown periods?

A. The contractor must maintain adequate staffing throughout all phases to ensure smooth and safe operations:

- **Setup period:** Sufficient staff to complete all installation, testing, and preparation
- **Event days (September 4-6, 2026):** Full operational staffing for all zones, activities, technical systems, security, cleaning, and management
- **Deinstallation period:** Sufficient staff to safely dismantle and remove all equipment and restore the venue

The Embassy will recruit volunteers from Embassy communities to help support educational and activities zone.

Q 4. Could the Embassy provide guidance regarding the anticipated level of Embassy involvement in day-to-day implementation decision-making during the planning and execution phases?

A. The Embassy will work closely with the vendor to oversee the smooth implementation of the fair. The Embassy will designate two points of contact (POCs) who will serve as advisers and decision makers on-site throughout the event while the contractor manages day-to-day operational implementation within the approved framework. The contractor retains responsibility for day-to-day operational decisions and execution within the approved plans, while the Embassy provides strategic direction, approvals, and oversight to ensure alignment with public diplomacy objectives and contracting regulations.

= End of Question &Answer =