

**NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)**

This Notice of Intended Decision to Enter into a Single Source Contract is posted in accordance with Rule 60A-1.045, Florida Administrative Code, and section 287.057(3), Florida Statutes.

AGENCY: FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE: Diversified Communications

Short description of the commodity or service desired: Industry Trade Show / Exhibit Booth

CONTACT

Name: Edward Rondeau

Address: 407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399

Telephone: (850) 617-7181

Email: Procurement@FDACS.gov

Internal tracking number, if any: SS 26 27 38

DMS Single Source number, if applicable: SS-16518

Date posted: August 11, 2026 Time posted: 11:00 AM

Commodity or Contractual Service (commodity or United Nation Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):
80141900-Trade shows and exhibits

Requestor (division, bureau, office, individual, as appropriate):
Division of Marketing and Development

Performance and/or Design Requirements (intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, as appropriate):
The Division of Marketing and Development intends to purchase rental booth space for the "Fresh From Florida" pavilion at the Seafood Expo North America being held in March of 2027, as part of the department's efforts to establish and coordinate the Florida Agricultural Promotional Campaign. Pursuant to Chapter 570, F.S., the Department is authorized to promote Florida agricultural products.

Intended Single Source:
Diversified Communications

Price:
Approximate Contract Amount: \$90,750.00
Approximate Contract Amount up to: \$150,000.00

Justification for Single Source Purchase (what is necessary and unique about the commodity, contractual service, or source; steps taken to confirm unavailability of competition, as appropriate):

Diversified Communications is hosting this trade show and only known source able to provide this service for the Seafood Expo North America.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Yolanda Roundtree, Bureau Chief of Seafood and Agriculture Marketing, Division of Marketing and Development

Susie McKinley, Director, Division of Marketing and Development

Stephanie Bergozza, Purchasing Director II, Division of Administration

Joey B. Hicks, Director, Division of Administration

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Protests may be filed with the agency by:

Mail: Agency Clerk

Florida Department of Agriculture and Consumer Services

The Holland Building

600 South Calhoun Street

Tallahassee, Florida 32399

Email: AgencyClerk@FDACS.gov

Fax: (850) 617-7650