



GLOBAL  
CENTER ON  
ADAPTATION

## REQUEST FOR QUOTATION (RFQ)

### Social Media Posting and Monitoring Tool

Ref.: GCA-PR-24-641

**CLOSING DATE: 24 JANUARY 2025**

**CLOSING TIME: NOT LATER THAN 16:00:00 hours (04:00:00 p.m. o'clock), Central European Time (CET)**

**QUOTATIONS RECEIVED AFTER THE CLOSING DATE AND TIME SHALL BE REJECTED**

Issued on: 9<sup>th</sup> of January, 2025



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## 1. Background

- 1.1. **GCA Overview:** The Global Center on Adaptation (GCA) is an international organization that works as a solutions broker to catalyze action and support for adaptation solutions, from the international to the local, in partnership with the public and private sector, to ensure we learn from each other and work together for a climate resilient future. Adapting to impacts of climate change provides a “win-win” for livelihoods, food security, water supply, health, security, and economic growth. The work of the GCA elevates the visibility and political importance of climate adaptation and facilitates solutions, such as smarter investments, new technologies and better planning to become more resilient to climate related threats. GCA is a rapidly growing organization with offices in Abidjan, Beijing, Dhaka, Groningen, and Rotterdam.

The GCA’s ambitious 2020-2025 business plan and strategy have three pillars:

- Programs: Food Security; Using Nature for more resilient infrastructure; Water for Urban Growth and Resilience; Climate Finance; Youth Leadership.
  - Knowledge: Building adaptation knowledge globally through cutting edge products such as the State and Trends in Adaptation Report and the Knowledge Exchange Platform.
  - Advocacy and Awareness: Formulating policy messages to move the global, regional, and local adaptation agendas forward.
- 1.2. **The Services:** GCA intends to procure a Social Media Posting and Monitoring Tool. Your quotation, as specified in Annex 3: Scope of Work/Terms of Reference is hereby invited.

## 2. Quotation Submission

- 2.1. Quotations and all supporting documents must be sent to the email address: [procurement@gca.org](mailto:procurement@gca.org) as one document in **PDF format (25MB maximum size)**, as an attachment **not as a link**, no later than **Friday, January 24, 2025, 16:00:00 hours (04:00:00 p.m. o’clock), Central European Time (CET)**.
- 2.2. **GCA will confirm receipt of quotations within 24 hours from the closing date and time. Bidders that do not receive this confirmation must contact GCA within 48 hours from the closing date and time. After 48 hours from the closing date and time, GCA shall not respond to any queries related to whether a bidder’s quotation was received.**
- 2.3. The quotation must be drafted **in English**. The email subject heading should be clearly marked with the following information: **“Request for Quotation: Ref GCA-PR-24-641 – Social Media Posting and Monitoring Tool”**.
- 2.4. The submission/quotation (all documentation including technical and financial information) **shall not exceed 10 pages (excluding supporting documentation, CVs, and company profile) and 25MB in size for successful delivery**. The GCA will not be held responsible for non-delivery of quotations exceeding 25MB.



- 2.5. The submission/quotation (including technical and financial information) must be in **one document** and sent in **one e-mail**.
- 2.6. In case of a joint submission/quotation, all the partners (except the lead partner) shall submit a **power of attorney**, signed by an authorized representative of each partner, designating the lead partner to represent them and to sign the contract on their behalf in relation to this call for quotations.
- 2.7. There will be no public opening session for the quotations received. Quotations will be opened privately by GCA after the closing time specified for the receipt of quotations. No public announcement of the contents of any offer will be made at any time.
- 2.8. GCA subscribes to the [UN Supplier Code of Conduct | UN Procurement Division](#). By participating in this RFQ, bidders agree to comply with this code.

### 3. Communications, Clarifications and Amendment of RFP

- 3.1. The point of contact for all questions or requests for additional information is **procurement@gca.org**. All contact with personnel employed by the Global Center on Adaptation with respect to this RFP is prohibited, except for messages to the above email address. Improper contact may constitute grounds for rejection of your proposal. All inquiries regarding this RFP must be submitted in writing. Interest to bid and questions shall be sent to the above email address before the date mentioned in the timeline and must be labelled "**Clarification Request - GCA-PR-24-641 – Social Media Posting and Monitoring Tool**". Each inquiry must include the inquirer's name, firm and telephone number. The Global Center on Adaptation will share the answers to all questions of a reasonable nature with all the parties that have expressed their interest.
- 3.2. Clarifications by GCA will be communicated, in a suitably anonymous form, to all bidders on the GCA website and/or by email. No approach of any kind in connection with this request for proposal should be made to any other person within, or associated with, GCA. Failure to adhere to this requirement may result in exclusion from this Request for Proposals. Please note that GCA will not enter a detailed discussion on the requested services at this stage.
- 3.3. The closing date for clarification requests concerning this Request for Proposal is **15 January 2025, 16:00:00 hours (04:00:00 p.m. o'clock), Central European Time (CET)**.
- 3.4. All clarifications from each bidder must be placed in one consolidated request.

### 4. Minimum Information to be included in the Quotations

- 4.1. The submission/quotation must be drafted in English and contain:
  - Quotation Submission/Identification Form (Annex 1)
  - A signed **Declaration of Honor** (Annex 2)



- A **brochure** containing **all technical information and supporting documentation**, with clear and concise description of the social media posting and monitoring tool's adherence to the **Terms of Reference and Deliverables** (Annex 3).
  - The Quotation Form (Annex 4).
  - **All the supporting documentation** in relation to the evaluation criteria.
- 4.2. Unit prices and total prices, if used, for the services must be quoted separately and distinctly. All prices should be quoted in Euros (EUR).
- 4.3. If discounts are provided, please state clearly the discounts provided. Discounts cannot be introduced after submission.
- 4.4. The payment terms must be at least 30 days from the date of receipt and acceptance by GCA of an original invoice.
- 4.5. The quotation submitted in response to this RFQ must be valid for the period of 120 days as of the deadline for submission indicated in Section 2.1.

## 5. Evaluation and Award of Contract

- 5.1. Prior to the detailed evaluation of quotations, the GCA shall determine whether each quotation meets the eligibility criteria; has been properly signed and is substantially responsive to the requirements of the RFQ.
- 5.2. A substantially responsive quotation is one which conforms to all the terms, conditions, and Terms of Reference/Scope of Work of the RFQ. To evaluate a quotation, the GCA will apply the methodology and criteria defined hereinafter, no other criteria or methodology shall be permitted:
- Exclusion Criteria
  - Selection Criteria
  - Award Criteria
- 5.3. **Exclusion Criteria:** Participation in this RFQ is open on equal terms to any natural and legal companies not in any of the situations listed in Article 57 of the EU Directive 2014/24/EU.
- 5.4. Bidders shall provide a Declaration of Honor (see Annex 2), duly signed and dated, including a statement that they are not in any of the situations listed in Article 57 of EU Directive 2014/24/EU. In case of a joint submission, such declaration shall be submitted for each partner. The declaration shall also be submitted for the subcontractors, when relevant.
- 5.5. Besides the submission of the signed Declaration of Honor, the bidder undertakes to inform GCA, without delay, of any changes to their situation in this regard.



5.6. Bidders may be excluded from participation in this RFQ if they are found to be in one of the situations for exclusion or fail to submit the above-mentioned declaration.

5.7. **Selection Criteria:** Bidders shall be evaluated against the following Selection Criteria:

**(1) Professional and Legal Capacity**

Criterion	<ul style="list-style-type: none"> <li>Bidders must be a registered entity in their home country regulatory agency, as and where applicable, for a minimum of 1 year.</li> <li>All Bidders must have a current team of at least 3 staff members.</li> </ul>
Documentary evidence	<ul style="list-style-type: none"> <li>Provide a copy of the statutes/registration of the legal entity (in In case of a joint proposal the company registration shall be submitted for each partner) and evidence concerning the appointment of the persons authorized to represent the Bidder in dealings with third parties and in legal proceedings.</li> </ul>

5.8. **Award Criteria:** Offers will be rated on both technical and financial bases, using the least cost approach. The selection method will choose the technically compliant, lowest priced offer (i.e., the offer that obtained the minimum technical score and is the lowest in price).

5.9. **It is important to note that the required minimum technical score is 42 points. Only Offers obtaining the minimum technical score or more will progress to the financial evaluation. Offers scoring less than the minimum technical score will be considered of insufficient quality and shall be rejected.**

5.10. The contract shall be awarded to the bidder who submitted a technically compliant, lowest priced offer (i.e., the offer that obtained the minimum technical score and is the lowest in price) in accordance with the following criteria:

Award criterion	Maximum score	Minimum score/ Threshold
TC. 1 Tool offers the following social media management functions:	35	21
TC. 1.1 A unified content calendar for scheduling, editing, previewing and publishing organic and paid social media content for Facebook, Instagram, LinkedIn, TikTok, Twitter, WhatsApp and YouTube.	7	
TC. 1.2 The ability to tag and categorize content and posts according to labels and campaigns.	7	



TC. 1.3 A consolidated inbox collating mentions and messages across platform.	7	
TC. 1.4 A digital asset library in the cloud that allows storing of images and videos, as well as associated post text and tags.	7	
TC. 1.5 Access for at least 3 users with varying levels of access and approval rights based on assigned user roles, and the means to work collaboratively with other users, provide comments, and share a unified digital asset library.	7	
<b>TC. 2 Tool offers the following social media measurement and monitoring functions:</b>	<b>21</b>	<b>12.6</b>
TC. 2.1 Customizable dashboards for monitoring the performance of content, tags, and campaigns through various metrics including impression, reach, engagement, and follower growth across Facebook, Instagram, LinkedIn, TikTok and Twitter.	7	
TC. 2.2 The ability to share dashboards with others, either by downloadable PDF and/or CVS files or a shareable link.	7	
TC. 2.3 The ability to store at least two years of historical data to enable in-depth trend analysis.	7	
<b>TC. 3 Tool offers the following social listening functions:</b>	<b>14</b>	<b>8.4</b>
TC. 3.1 Monitoring of brands (our own as well as competitors), hashtags, campaigns, influencers and topics, with the ability to store at least 5 Boolean searches and share with other team members (either through downloadable PDF and/or CVS files or a shareable link)	7	
TC. 3.2 The ability to view mentions and segregate according by verified and unverified accounts, as well as individuals and organizations	7	
<b>Total Technical Score</b>	<b>70</b>	<b>42</b>
<b>Financial evaluation:</b> Lowest price after correction of errors	<b>30</b>	
<b>Award:</b> Lowest priced, technically compliant offer		

5.11. If a quotation is not substantially responsive, it shall be rejected by GCA, and may not subsequently be made responsive by correction or withdrawal of the nonconforming deviation or reservation.

5.12. Quotations determined to be substantially responsive shall be checked by GCA for any arithmetic errors. Errors shall be corrected as follows:

- Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern; and



- Where there is a discrepancy between the unit rate and the line-item total resulting from multiplying the unit rate by the quantity, the unit rate as quoted shall govern, unless in the opinion of GCA there is an obviously gross misplacement of the decimal point in the unit rate, in which case the line-item total as quoted shall govern, and the unit rate shall be corrected.
- The amount stated in the quotation shall be adjusted by GCA in accordance with the above procedure for correction of errors and, with the concurrence of the bidder, shall be considered as binding upon the bidder.

5.13. GCA is not bound to accept the lowest quotation and reserves the right to accept or reject any or all the quotations without assigning any reason whatsoever.

## 6. Contract

The contractor will propose a contract for review by GCA. The contract will be subject to GCA's internal review and approval. Once signed, the contract will constitute the binding agreement between the parties.





## Annexes

### Annex 1: Bidder Identification Form

GCA-PR-24-641: Request for Proposal for Social Media Posting and Monitoring Tool

IDENTIFICATION OF BIDDER	
Full Legal Name of the Firm	
Legal Form (Partnership, LLC, Corporation, etc.)	
Date of Registration	
Country of Registration	
Registration Number	
VAT Number	
Address	
E-mail	
Authorized Signatory	
Authorized Signatory's E-mail address	

PROCUREMENT ADVERT/OPPORTUNITY	
How did you find out about this procurement? (Devex, dgMarket, GCA website, UNDB, GCA invite, etc.)	

CONTACT POINT FOR THIS PROCUREMENT	
Name	
Position	
Company	
Telephone Number	
E-mail	

BIDDER'S BANK ACCOUNT INFORMATION
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Bank account holder's full name: (must match the legal name above)	
Name and address of recipient's bank:	
Recipient's account number/IBAN:	
Recipient bank's SWIFT or BIC code:	
Recipient bank's routing information:	
Bank account currency:	

**SIGNATURE OF PROPOSAL**

I, the undersigned, confirm:  
The acceptance of the conditions in the Request for Proposal.  
The acceptance of the contract terms and conditions in their entirety and without reservation.  
That the period of validity of my proposal is 120 days from the deadline of this Request for Proposal.  
Compliance with the requirements relating to the Scope of Work/Terms of Reference as defined in Annex 3 of this Request for Proposal, and  
That the information given in this proposal is correct.

Place and Date

Signature  
(Authorized representative)

Full Name



## Annex 2: Declaration of Honor

### DECLARATION ON HONOR FOR ORGANIZATIONS

The undersigned [*insert name*]....., representing:

Full official name:
Official legal form:
Statutory registration number:
Full official address:
VAT registration number:
(‘the <b>Organization</b> ’)

#### I – Situations of exclusion

(1) declares that the above-mentioned Organization is in one of the following situations:	YES	NO
(a) it is bankrupt, subject to insolvency or winding-up procedures, its assets are being administered by a liquidator or by a court, it is in an arrangement with creditors, its business activities are suspended, or it is in any analogous situation arising from a similar procedure;	<input type="checkbox"/>	<input type="checkbox"/>
(b) it has been established by a final judgement or a final administrative decision that the Organization is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the applicable law;	<input type="checkbox"/>	<input type="checkbox"/>
(c) it has been established by a final judgement or a final administrative decision that the Organization is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the Organization belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes wrongful intent or gross negligence, including, in particular, any of the following:		
(i) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the	<input type="checkbox"/>	<input type="checkbox"/>



fulfilment of eligibility or selection criteria or in the performance of a contract or an agreement;		
(ii) entering into agreement with other parties with the aim of distorting competition;	<input type="checkbox"/>	<input type="checkbox"/>
(iii) violating intellectual property rights;	<input type="checkbox"/>	<input type="checkbox"/>
(iv) attempting to influence the decision-making process of the contracting authority during the award procedure;	<input type="checkbox"/>	<input type="checkbox"/>
(v) attempting to obtain confidential information that may confer upon its undue advantages in the award procedure;	<input type="checkbox"/>	<input type="checkbox"/>
(d) it has been established by a final judgement that the Organization is guilty of any of the following:		
(i) fraud, as defined in applicable laws and regulations;	<input type="checkbox"/>	<input type="checkbox"/>
(ii) corruption, as defined in applicable laws and regulations;	<input type="checkbox"/>	<input type="checkbox"/>
(iii) conduct related to a criminal organization;	<input type="checkbox"/>	<input type="checkbox"/>
(iv) money laundering or terrorist financing, as defined in applicable laws and regulations;	<input type="checkbox"/>	<input type="checkbox"/>
(v) terrorist offences or offences linked to terrorist activities, or inciting, aiding, abetting, or attempting to commit such offences;	<input type="checkbox"/>	<input type="checkbox"/>
(vi) child labor or other offences concerning trafficking in human beings as defined in applicable laws and regulations;	<input type="checkbox"/>	<input type="checkbox"/>
(e) it has been established by a final judgment or final administrative decision that the Organization has created an entity under a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations in the jurisdiction of its registered office, central administration, or principal place of business.	<input type="checkbox"/>	<input type="checkbox"/>

## II – Situations of exclusion concerning natural or legal person with power of representation, decision-making or control over the legal Organization and beneficial owners

(2) declares that a natural or legal person who is a member of the administrative, management or supervisory body of the Organization, or who has powers of representation, decision, or control with regard to the above-mentioned Organization (this covers e.g., company directors, members of management or supervisory bodies, and cases where one	YES	NO	N/A
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natural or legal person holds a majority of shares) is in one of the following situations:			
Situation (c) above (grave professional misconduct)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Situation (d) above (fraud, corruption, or other criminal offence)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Situation (e) above (creation of an entity with the intent to circumvent legal obligations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### III – Remedial measures

If the Organization declares one of the situations of exclusion listed above, it must indicate measures it has taken to remedy the exclusion situation, thus demonstrating its reliability. This may include e.g., technical, organizational and personnel measures to prevent further occurrence, compensation of damage or payment of fines or of any taxes or social security contributions. The relevant documentary evidence which illustrates the remedial measures taken must be provided in annex to this declaration. This does not apply for situations referred to in point (d) of this declaration.

### IV – Evidence upon request

Upon request the Organization must provide information on natural or legal persons that are members of the administrative, management or supervisory body or that have powers of representation, decision, or control, including legal and natural persons within the ownership and control structure and beneficial owners. It must also upon request provide production of recent certificates issued by the competent authorities and/or a recent extract from the judicial record or, failing that, an equivalent document recently issued by a judicial or administrative authority in the country of establishment of the Organization showing that those requirements are satisfied. These documents must provide evidence covering all taxes and social security contributions for which the Organization is liable, including for example, VAT, income/company tax and social security contributions.

### V – Final

The signatory declares that the above-mentioned Organization has truthfully provided the information herein.

The above-mentioned Organization shall immediately inform the contracting authority of any changes in the situation as declared.



The above-mentioned Organization may be subject to rejection from the contracting or selection procedure and to legal claims if any of the declarations or information provided as a condition for contracting with GCA prove to be false.

The above-mentioned Organization will comply with the UN Supplier Code of Conduct, to the extent applicable. The code is available on: <https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct>.

Full name:

Date:

Signature (authorized representative):



## **Annex 3: Scope of Work/Terms of Reference**

### **1. Background Information**

The Global Center on Adaptation (GCA) is an international organization that works as a solutions broker to catalyze action and support for adaptation solutions, from the international to the local, in partnership with the public and private sector, to ensure we learn from each other and work together for a climate resilient future. Adapting to impacts of climate change provides a “win-win” for health, livelihoods, food security, water supply, human security, and economic growth. The work of the GCA elevates the visibility and political importance of climate adaptation and facilitates solutions, such as smarter investments, new technologies and better planning to become more resilient to climate-related threats. GCA is a rapidly growing organization with offices in Abidjan, Beijing, Dhaka, Groningen, and Rotterdam.

The GCA has an ambitious 2020-2025 business plan with three pillars:

- Programs and Action: Food Security; Using Nature for more resilient infrastructure; Water for Urban Growth and Resilience; Climate Finance; Youth Leadership
- Knowledge Acceleration: Building adaptation knowledge globally through cutting edge products such as the State and Trends in Adaptation Report and the Knowledge Exchange Platform
- Agenda Setting and Advocacy: Formulating policy messages to move the global, regional, and local adaptation agendas forward.

### **2. Objective of the Assignment**

The Global Center on Adaptation (GCA) seeks a service provider for a social media scheduling, measurement, monitoring and listening tool as part of its broader objective to efficiently disseminate global, regional, and local adaptation efforts to wider public audiences.

### **3. Scope of the Services Required**

The GCA seeks a provider for a series of concrete social media tools:

#### **Social Media Management**

- A unified content calendar for scheduling, editing, previewing and publishing organic and paid social media content for Facebook, Instagram, LinkedIn, TikTok, Twitter, WhatsApp and YouTube
- The ability to tag and categorize content and posts according to labels and campaigns
- A consolidated inbox collating mentions and messages across platforms
- A digital asset library in the cloud that allows storing of images and videos, as well as associated post text and tags



- Access for at least 3 users with varying levels of access and approval rights based on assigned user roles, and the means to work collaboratively with other users, provide comments, and share a unified digital asset library

#### Social Media Measurement and Monitoring

- Customizable dashboards for monitoring the performance of content, tags, and campaigns through various metrics including impression, reach, engagement, and follower growth across Facebook, Instagram, LinkedIn, TikTok and Twitter.
- The ability to share dashboards with others, either by downloadable PDF and/or CVS files or a shareable link.
- The ability to store at least two years of historical data to enable in-depth trend analysis.

#### Social Listening

- A social listening tool that allows monitoring of brands (our own as well as competitors), hashtags, campaigns, influencers and topics, with the ability to store at least 5 searches and share with other team members (either through downloadable PDF and/or CVS files or a shareable link)
- The ability to view mentions and segregate by verified and unverified accounts, as well as individuals and organizations

### 4. Institutional and Organization Arrangements

GCA's Senior Communications Officer shall serve as the main liaison between the service provider and GCA.

### 6. Period of Execution

The contract for the services will be set for 1 year with possibility for renewal.

### 7. Payment Schedule

**Complete payment:** The total amount of the Fee will be paid after the supplier's invoice is received and accepted by GCA.





## Annex 4: Quotation Form

**The Quotation must include two parts, otherwise it will be deemed as non-compliant:**

**Part 1** - The exact template provided below, including the declarations underneath (without any changes to the wording) and the signature of the authorized representative.

**Part 2** - A separate itemized cost breakdown of the firm fixed price covering the entire Scope of Work (SOW)/Terms of Reference (TORs).

The abovementioned two parts (Part 1 and Part 2) **must** be sent in one consolidated document.

### Part 1:

**Bidders are required to complete this Quotation Form. No other forms are accepted by the GCA.** Failure to submit the Quotation using this Quotation Form is deemed to be **non-compliant** and the bidder's Quotation **shall not** be considered for further evaluation.

[Bidder's Name]				
Description	Unit of measure	Quantity	Unit rate	Total Lump Sum Fee
Social Media Posting and Monitoring Tool Subscription	Year	1		
<b>Total Firm Fixed Price (EUR)</b>				

I, the undersigned, declare and confirm that the submitted Total Firm Fixed Price is:

1. In Euros,
2. Fixed and not subject to revision,
3. Economical, in line with prevailing market rates and/or the approved professional charges,
4. Independent of exchange rates,
5. Inclusive of all costs directly and indirectly related to the performance of the contract (e.g. taxes, management fees, travel costs, per diem allowances/DSA, International flights, airport transportation, insurance, profit, training expenses, communication costs, social costs, overheads, administrative costs, printing, rent, office expenses, shipment of personal effects, contract management costs, etc.), and
6. Exclusive of VAT.

Furthermore, I declare that should the Global Center on Adaptation (GCA) discover any contravention of this declaration before contract award, during contract execution, or after contract completion, I (the undersigned) hereby give the Global Center on Adaptation full authority to:

- Reject our offer and withdraw from awarding us a contract without financial consequences to GCA;



- Terminate the contract without further communication;
- Exclude us/me from participating in future procurement opportunities.

**Bidder's Authorized Representative:**

Position:

Date:

Signature (authorized representative):



**Part 2:** Please submit a separate itemized cost breakdown of the firm fixed price in Part 1 above using the template below, including the details of key personnel hourly rates and associated tasks, travel costs and all associated overheads and related cost items covering the entire Scope of Work (SOW)/Terms of Reference (TORs).

For joint proposals, where the lead partner indicates the costs/prices of other partners/subcontractors in the breakdown below, such costs/prices shall be inclusive of all taxes where applicable. The lumpsum amount submitted by the lead partner in Part 1 above shall be exclusive of VAT.

Categories	Unit of Measure	Quantity	Unit Rate	Total Fee (EUR) Excl VAT	Local subcontractor VAT where applicable (outside EU)	Total Fee Incl local VAT (outside EU only)
<b>Remuneration</b>						
Xxxx						
Xxxx						
Xxxx						
<b>Total</b>						
<b>Reimbursables</b>						
<b>Total</b>						
<b>Other Expenses</b>						
<b>Total</b>						

**Failure to submit prices or submission of incomplete or ambiguous prices may lead to rejection of the Quotation without further evaluation.**