# REQUEST FOR PROPOSAL

<table>
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<tr>
<th>RFP Number:</th>
<th>755177-RFP-1</th>
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<tr>
<td>Project Title:</td>
<td>Institute for Healthy Childhood Weight: Printing and Fulfillment Services</td>
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<td>Application Deadline 11:59 pm CST:</td>
<td>May 25, 2018</td>
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<tr>
<td>Proposals must be emailed to:</td>
<td><a href="mailto:390rfp@aap.org">390rfp@aap.org</a></td>
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<td>Questions about this RFP must be submitted to the application email address above and will be accepted until:</td>
<td>May 11, 2018</td>
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<td>Responses to questions will post on:</td>
<td>May 18, 2018</td>
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## BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 66,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents and young adults.

Founded in 1930, the AAP advocates for the health of all children and works with government, communities and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians and provides patient education and public information campaigns.

## STATEMENT OF PURPOSE

The AAP Institute for Healthy Childhood Weight (IHCW) is seeking a prospective vendor to perform printing, collating and shipping of a series of resources for distribution to specific addresses across the United States.

## PRODUCT SPECIFICATIONS OR SCOPE OF WORK

Please see the following items, their descriptions and request for quotes for the items. Please provide a quote for each quantity (1000, 2000, 3000, 5000, 7500) with associated print, collating/assembly and shipping costs.
**OPTION A:**

**Printing:**
- Making the Case Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Breastfeeding Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Responsive Feeding Infographic Poster. 14” x 38”. 100# flo gloss text, one-sided.
- Introduction of Complementary Foods Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Picky Eating Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Cover letter. 8 ½” x 11. Double-sided.

**Collating and Assembly:** 5 Infographic Posters, Cover Letter, cardboard mailing tubes

**Flat Rate Shipping:** Assembled mailing tubes to designated addresses across the continental US

**OPTION B:**

**Printing:**
- Making the Case Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Breastfeeding Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Responsive Feeding Infographic Poster. 14” x 38”. 100# flo gloss text, one-sided.
- Introduction of Complementary Foods Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Picky Eating Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Cover letter. 8 ½” x 11. Double-sided.

**Collating and Assembly:** 5 Infographic Posters, Cover Letter, flat shipping envelopes

**Flat Rate Shipping:** Assembled flat shipping envelopes to designated addresses across the continental US

**OPTION C:**

**Printing:**
- Making the Case Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Breastfeeding Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Responsive Feeding Infographic Poster. 14” x 38”. 100# flo gloss text, one-sided.
- Introduction of Complementary Foods Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Picky Eating Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Quick Bites Poster. 11”x17”. 100# flo gloss text, one-sided.
- Cover letter. 8 ½” x 11. Double-sided.

**Collating and Assembly:** 5 Infographic Posters, 1 Quick Bites Poster, Cover Letter, cardboard mailing tubes

**Flat Rate Shipping:** Assembled mailing tubes to designated addresses across the continental US

**OPTION D:**

**Printing:**
- Making the Case Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Breastfeeding Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Responsive Feeding Infographic Poster. 14” x 38”. 100# flo gloss text, one-sided.
- Introduction of Complementary Foods Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Picky Eating Infographic Poster. 14” x 34”. 100# flo gloss text, one-sided.
- Quick Bites Poster. 11”x17”. 100# flo gloss text, one-sided.
- Cover letter. 8 ½” x 11. Double-sided.

**Collating and Assembly:** 5 Infographic Posters, 1 Quick Bites Poster, Cover Letter, flat shipping envelopes

**Flat Rate Shipping:** Assembled flat shipping envelopes to designated addresses across the continental US
All quantities must be printed, assembled and shipped no later than June 25, 2018.

### MANDATORY QUALIFICATIONS

Demonstrate experience by providing quotes, production timeframe, material and shipping costs based on the information provided.
Demonstrate experience printing and fulfillment of similar products.
Demonstrate experience on capacity to meet aggressive timeline.

### CONTRACTUAL ARRANGEMENTS

The performance period is from June 1, 2018 - June 25, 2018. The company will bill AAP upon completion of the printing, assembly and shipping.

### EVALUATION CRITERIA

All proposals will be reviewed by IHCW staff. Proposals will be scored in the following categories: 1) Previous work experience applicable to proposed materials/products, 2) Qualifications of company, 3) Ability to meet timeframe of production, and 4) Cost.

### RETENTION OF RECORDS

Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

### RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY

The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant’s participation in this RFP.

### CONTACT INFORMATION

American Academy of Pediatrics
345 Park Boulevard, Itasca, Illinois, 60143
(630) 626/6000
[www.aap.org](http://www.aap.org)

### COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY, INCLUDE ALL RFP PAGES, AND SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.

### APPLICANT INFORMATION

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<th>COMPANY NAME</th>
<th>CONTACT NAME</th>
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<tr>
<th>ADDRESS</th>
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<td>WEBSITE</td>
<td>CONTACT TELEPHONE</td>
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CERTIFIED AS SMALL, MINORITY or WOMAN’S BUSINESS  □ YES  □ NO

BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA  □ YES  □ NO

BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS  □ YES  □ NO  
(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)

CURRENT OR PREVIOUS CONTRACTS WITH AAP  □ YES  □ NO  
If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.

CERTIFICATION OF ELIGIBILITY

By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.

The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.

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<th>APPLICANT SIGNATURE</th>
<th>DATE</th>
<th>PRINT APPLICANT NAME and TITLE</th>
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