

## REQUEST FOR PROPOSAL

### SUBMISSION DEADLINE

5:00 PM CST, 5/18/2018

**RFP TITLE: TRANSLATION SERVICES FOR U.S. SOY GLOBAL TRADE EXCHANGE 2018**

#### RFP CONTACT:

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**PROPOSAL DEADLINE: FRIDAY, MAY 18, 2018, 5:00 PM CST TO [RPF@USSEC.ORG](mailto:RPF@USSEC.ORG)**

#### INTRODUCTION:

Through a global network of international offices and strong support in the U.S., United States Soybean Export Council (USSEC) helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

USSEC requests proposals for an individual or company to provide simultaneous translation services in Japanese, Chinese (Mandarin), Korean, and Spanish, during our flagship event, the U.S. Soy Global Trade Exchange, the week of August 27<sup>th</sup>, 2018 in Kansas City, Missouri, U.S.A.

#### PURPOSE OF RFP:

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to seek proposals for simultaneous translation services during the U.S. Soy Global Trade Exchange the week of August 27<sup>th</sup>, 2018 at The Sheraton Crowne Center in Kansas City, Missouri. Translation services would take place for two days, on August 29<sup>th</sup> and 30<sup>th</sup>, with preparation and setup on August 28<sup>th</sup>.

**BACKGROUND & PURPOSE OF PROJECT:**

The U.S. Soy Global Trade Exchange is the premier global soy and grain trade event of the year. It attracts international buyers and traders of premium food and commodity soybeans, grains and other commodities, in addition to transportation officials, government agency representatives and agricultural organization leaders.

Industry and agricultural leaders and experts will be giving presentations for two days, which will require simultaneous translations for attendees.

**TARGET AUDIENCE:**

Buyer, sellers, transporters of U.S. Soy and related industry representatives.

**SCOPE (SERVICES) OF WORK:**

The translation services provider will coordinate and prepare for simultaneous translations in Japanese, Chinese (Mandarin), Korean, and Spanish in a large conference center with two translators for each language for two days (August 29<sup>th</sup> and 30<sup>th</sup>). The hours of the conference are approximately 9:00 am to 5:30 pm.

There will be 200 + attendees at the conference, and the number of attendees needing translation is estimated below. However, the translation services provider should be prepared to provide translation equipment (headsets) for 100 + attendees. A confirmed number would be provided one month prior to the conference. The equipment, sound systems, etc., must be tested the day prior to the first meeting session. Setup will take place one day prior to the event (Tuesday, August 28<sup>th</sup>), and cannot be disassembled until the event concludes end of business day on Thursday, August 30<sup>th</sup>.

<b>Language</b>	<b>Number of participants</b>
Mandarin	40
Spanish	25
Japanese	20
Korean	5
TOTAL	90

Setup and takedown may occur after hours, so flexibility is important.

The speaker’s presentations would be provided prior to the event so that the translators have an opportunity to review the content and prepare for the simultaneous translations on site.

Final evaluation will be expected with observations and recommendations for future translations service events.

**ADDITIONAL CONSIDERATIONS:**

As this event attracts attendees from many agricultural sectors, it is preferred that translators are familiar with agriculture and commodity terminology.

Please include the type of headsets that will be provided (e.g., Digital, Radio Frequency).

**BUDGET CONSIDERATIONS:**

USSEC will provide and pay for the following:

- Two nights lodging at the Sheraton Crown Plaza in Kansas City, Missouri
- August 29 – Breakfast and Lunch conference meals with other attendees
- August 30 – Breakfast and Lunch conference meals with other attendees

Proposal Budget to include (not paid by USSEC):

- The cost of airfare/transportation for the translators
- The cost of shipping all equipment
- All other incidentals (at hotel, other meals, etc.)

**DELIVERABLES:**

<b>Completion Date</b>	<b>Description of Deliverables</b>
June – date to be determined	Kick-off call with USSEC staff to introduce translation provider main contact(s)
July 20 <sup>th</sup>	Names of translators provided so USSEC can book lodging at Sheraton Hotel Crowne Center, Kansas City, Missouri
Week of July 30 <sup>th</sup>	Participate in conference call to finalize the number of headsets per language and the logistics of the conference.
Prior to August 28 <sup>th</sup>	Coordinate all travel arrangements for translators. Transportation expenses must be built into the budget of the proposal. If applicable, coordinate and ship all equipment needed for Translation to the Sheraton Hotel at Crown Center, Kansas City, Missouri.
To arrive by August 28 <sup>th</sup>	Interpreters and technicians travel to Kansas City, MO Translators and/or Technicians set up booths and equipment at time indicated by USSEC - TBA On-site logistics meeting with USSEC staff either this day or early morning August 29 TBA & coordinate with USSEC staff for distribution of receivers/headsets
August 29 <sup>th</sup> & 30 <sup>th</sup>	Provide simultaneous translations in plenary sessions for two days with two translators for each language: Japanese, Chinese (Mandarin), Korean and Spanish.

## PROJECT TIMELINE:

Our expectation is for the Translation Services Provider to be on-site from **Tuesday, August 28 through Thursday, August, 30, 2018**. The translators should arrive in Kansas City on Tuesday, Aug. 28<sup>th</sup> to set up and test equipment. The translation services will take place on Wednesday, August 29<sup>th</sup> and Thursday, August 30<sup>th</sup>. The translators may leave on Thursday night, August 30<sup>th</sup>, after the event concludes. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

## RFP TIMELINE:

- **RFP Distribution:** May 7, 2018
- **Last Day to Submit Questions:** May 14, 2018 by 5:00PM Central Time
- **Project Proposals Due:** May 18, 2018 by 5:00PM Central Time

## INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to [RFP@USSEC.ORG](mailto:RFP@USSEC.ORG) by **5:00PM Central Time on Friday, May 18, 2018**.
2. A description of Prospective Contractor's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective Contractors planned work, deliverables and timeline to complete the work.
4. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
6. Detailed Budget
  - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate to do the work.
7. Proposals should be no longer than **10 pages** (8 ½" x 11").

## NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
  - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

## SUPPLEMENTAL INFORMATION AND BACKGROUND

### *BUILDING A PREFERENCE FOR U.S. SOY*

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- United States Soybean Export Council (USSEC) for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

## Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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