

**Combined Synopsis/solicitation:**

This is a combined synopsis/solicitation to negotiate a Firm Fixed Price type contract for Event Planning for National Lender Training Conference for the Department of Housing and Urban Development,(HUD) Homeownership Center (HOC), Atlanta, Georgia. Event planning to include but not limited to securing venue for conference, audio-visual equipment for event, and registration in accordance with the statement of work. Conference shall be held in Atlanta, Georgia.

Request for Proposal R-ATL-01926 is in accordance with FAR Subpart 12.6-Streamlined Procedures for Evaluation and Solicitation for Commercial Items. This is a solicitation for Event Planning Services. This announcement incorporates FAR provisions and clauses in effect through FAR FAC 2005-30. NAICS Code 561920 and the small business size standard is \$7.0 million. This solicitation is a total set-aside for small business. The Period of Performance for this requirement is: **June 1, 2009 to September 30, 2009.** The contractor shall design a two and one-half day training conference for 600 participants, with concurrent workshops, each of which is to accommodate up to 120 participants. Two weeks after award, the event coordinator shall identify at least three (3) potential site locations in the downtown Atlanta, Georgia area. The venue location will be finalized by the offeror and the Government.

The offeror must propose facilities that are compliant with the requirements of the Hotel and Motel Fire Safety Act of 1990 (Public Law 101-391) (15 U.S.C. 2201 et.seq.) and is listed on the U.S. Fire Administration Hotel and Motel National Master List found at <http://www.usfa.fema.gov/hotel/search.cfm> and the Central Contractor Registration website ([www.ccr.gov](http://www.ccr.gov)). In addition, the offerors proposed facilities must be compliant with the requirements of the Americans with Disabilities Act (Public Law 101-336) (42 U.S.C. 12101 et. Seq.).

**SCOPE OF WORK:**

The Contractor shall design a two and one-half day training Conference for 600 participants, with concurrent workshops, each of which are to accommodate up to 120 participants, taking into consideration, among other things, the results of an assessment of registrants of the 2008 National Lender Training Conference, a Homeownership Center/Lender focus group and Federal Housing Administration (FHA) staff.

The Conference shall be structured so that interested parties may only attend those breakout sessions in which they have an interest. The individual workshops shall be independent of each other but share a commonality of approach to create a total training package.

The Contractor shall coordinate with the Government Technical Representative (GTR) to make logistical arrangements for the event, to include but not limited to, the securing of a venue for this event, coordination of audio-visual equipment for the event, update the Participant and Instructor Manuals developed for the 2008 Training Conference, develop a handout package for each workshop, and prepare

evaluation forms and advertising materials. The design of the materials shall share a commonality of approach and design.

The Contractor shall handle all activities required to provide support for one National Lender Training Conference during the month of August or September 2009 in Atlanta, GA, including locating a hotel which can accommodate the training session, handling the advertisement, collecting and analyzing evaluation forms submitted by participants and instructors. The Contractor shall prepare a final, comprehensive evaluation report of the Training Conference. FHA will provide the instructors for each of the workshops.

Award will be made to the offeror determined to be the Best Value to the Government in accordance with FAR 52.212-2 evaluation factors. Evaluation may be made with or without discussions with the offeror(s). Any offer that does not meet the RFP requirements shall be rejected. The following provisions and clauses shall apply to this RFP: FAR 52.252-2 Clauses Incorporated by Reference. This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(s): <http://www.arnet.gov/far> (FAR); FAR 52.212-1 Instructions to Offerors Commercial Items; FAR 52.212-2. EVALUATION COMMERCIAL ITEMS (factors of equal importance): FACTOR 1 - Past Performance: Contractor shall provide a list of three (3) sources/references for completed work in the last five (5) years which are similar in scope, magnitude, relevance and complexity to this requirement. Please provide a POC, telephone number, Contract Number, brief scope of work, total dollar value, and period of performance. The Department of HUD may also contact other sources not listed. FACTOR 2- Price: Award will be made to the offeror who represents the best overall value to the Government. The past performance and price are of equal importance when awarding a contract resulting from this RFP. Vendor may complete and reference the following commercial clauses at the ORCA web site: <https://orca.bpn.gov/>: FAR 52.212-3 Offeror Representations and Certification-Commercial Items. (Offerors must include a completed copy of the FAR 52.212-3 Offeror Representations and Certification along with his/her proposal); FAR 52.212-4 Contract Terms and Conditions Commercial Items; FAR 52.212-5 Contract Terms and Conditions Required to Implement Statutes on Executive Orders Commercial Items and in accordance with FAR 12.603(c) (2)(xii) the following provisions under the clause apply (b)(15) thru (22), Service of Protest (Sep 2006). Proposals shall include all information required in FAR 52.212-1, Schedule of Prices Offered, and a completed copy of provision FAR 52-212-3. Interested sources shall submit all price, descriptive literature and technical proposals, to Joy Fryer-Scott, (Contract Specialist), email: [Joy.v.fryer-scott@hud.gov](mailto:Joy.v.fryer-scott@hud.gov), or alternate Conrad Howard (Contract Specialist), email: [Conrad.howard@hud.gov](mailto:Conrad.howard@hud.gov). Mail proposal to: Department of HUD, ATTN: Joy Fryer-Scott, 40 Marietta Street, Atlanta, GA 30303. Please indicate the solicitation number on the outside of your package. Any incomplete responses or responses received after the closing will not be accepted. **Faxed copies of proposal package will not be accepted.** The coversheet to the proposal shall have the offeror's information. The price and technical proposal shall only have the solicitation number. The offeror's information **SHALL NOT** appear anywhere on or in the price or technical proposal. Closing date for receipt of proposals is April 28, 2009 at 2:00P.M. EST.

For information regarding this solicitation, contact Joy Fryer-Scott at 678-732-2902 or Conrad Howard at 678-732-2556.

Questions pertaining to the solicitation may be submitted via email or mail, please include the solicitation number on all correspondences. Phone calls **will not** be accepted. All questions must be in writing and must be received by April 16, 2009. A consolidated question and answer (Q&A) will be posted on website <http://www.fbo.gov> on or around April 23, 2009.

In order to comply with the Debt Collection Improvement Act of 1996, all contractors must be registered in the Central Contractor Registration (CCR) to be considered for an award of a federal contract. For information regarding registration, contact the CCR website at [www.ccr.gov](http://www.ccr.gov).

The FAR requires that prospective contractors complete electronic annual representations and certifications in conjunction with their required registration in the CCR database. These Annual Representations and Certifications are submitted via the Online Representations and Certifications Application (ORCA), a part of the Business Process Network (BPN). To register in ORCA, you need to have an active Central Contractor Registration (CCR) record, a Marketing Partner Identification Number (MPIN) and your CCR records, and know your DUNS number. Detailed information regarding ORCA and how to submit records is available on the ORCA website at <http://orca.bpn.gov> under Help and FAQs.

**Contracting Office Address:**

40 Marietta Street, 14<sup>th</sup> Floor  
Atlanta, Georgia 30303  
United States

**Place of Performance:**

Atlanta, Georgia