

## EXHIBIT A

### DESCRIPTION OF GOODS & SERVICES AND ADDITIONAL TERMS & CONDITIONS

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#### **1. DESCRIPTION OF GOODS AND SERVICES:**

##### **(a) Scope**

This Contract is for marketing and outreach services to increase awareness of State grown specialty crops to Chinese Americans. All services are as set forth in Exhibit B Price Schedule. State specialty crops include, but are not limited to, farm wine, small berries, summer fruits, apples and pumpkins.

##### **(b) Services**

The Contractor shall provide all services to the Client Agency as described below.

###### 1) Print

- a. Newspaper Content Marketing including writing and publishing.  
The Contractor shall include in content marketing an introduction, value and availability of Goods.
- b. Newspaper and guide advertising.
  - I. Half color page newspaper advertisements  
The Contractor shall post fourteen (14) half color page advertisements to newspaper organizations as specified by the Client Agency.
  - II. Full page advertising targeting travelers and tourists  
The Contractor shall post two (2) full color page advertisements to newspaper organizations as specified by the Client Agency.

###### 2) Social Media

The Contractor shall create content suitable for social media promotion. Services include, but are not limited to the following components:

- Researching of audience preferences and current trends.
- Managing, contributing to, filtering, measuring and otherwise guiding the social media presence to the Goods.
- Creating engaging text, image and video content.
- Creation of content that captures a user's attention and increases the possibility that the user will conduct a desired action, such as purchasing Goods or sharing the content with others.
- Run promotions.

###### 3) Digital

The Contractor shall create and design a landing page compatible for mobile, tablet and Desktop. Services include, but are not limited to the following components:

- Image Advertisements
- Banner Advertisements
- Pictures

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- Video

4) TV Commercial

The Contractor shall create and run commercials sixty (60) spots per month for four (4) months or when requested by the Client Agency.

5) Video Production

The Contractor shall create a thirty (30) second video production shooting including models, writing, editing and voiceover. Video must be compatible for use on social media, online articles and landing page.

6) Survey and Community Event Participation

The Contractor shall provide on-site, digital and telephone survey to measure outreach results. Contractor shall provide booth rentals and product display at events to enhance outreach.

**(c) Work**

- 1) All marketing and outreach service plans must be preapproved by the Client Agency prior to release. The Client Agency in its sole discretion shall approve or reject any Services.
- 2) Contractor shall perform only to the specific extent authorized in the purchase order. If during the course of performing the Service, the Contractor determines that the Service needs to be modified in any way, the Contractor shall notify the Client Agency in writing and include a cost estimate for the modification. The Contractor shall not commence any such modification until the Client Agency, in its sole discretion, provides written consent for the requested modification to the service.

**(d) Licenses**

The Contractor shall have all appropriate licenses, permits or certifications required to perform the services in the State at commencement of Services. The Contractor must provide copies of individual's licenses, permits or certifications, as applicable, to the Client Agency upon request. The Contractor shall provide any additional licenses, permits or certifications if services are performed outside of State. Contractor shall immediately notify the Client Agency by written notice in the event any of Contractor's licenses, permits or certifications are revoked, expired or suspended.

**(e) Invoices**

The Contractor shall provide detailed invoices to the Client Agency.  
All invoices must include the following:

- 1) Contractor Name

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- 2) Contractor remit address, if applicable
- 3) Client Agency name
- 4) Contract Number
- 5) Detailed line items
- 6) Purchase date
- 7) Total

#### **(f) Project Meetings**

The Client Agency shall request project meeting as needed at a time and location specified by the Client Agency. Such meetings shall be provided at no additional cost.

#### **2. ADDITIONAL TERMS AND CONDITIONS:**

##### **(a) Contract Separately/Additional Savings Opportunities**

DAS reserves the right to either seek additional discounts from the Contractor or to contract separately for a single purchase, if in the judgment of DAS, the quantity required is sufficiently large, to enable the State to realize a cost savings, over and above the prices set forth in Exhibit B, whether or not such a savings actually occurs.

##### **(b) P-Card (Purchasing MasterCard Credit Card)**

Notwithstanding the provisions of Section 4(b)(2) of the Contract, purchases may be made using the State of Connecticut Purchasing Card (MasterCard) in accordance with Memorandum No. 2011-11 issued by the Office of the State Comptroller.

Contractor shall be equipped to receive orders issued by the Client Agency using the MasterCard. The Contractor shall be responsible for the credit card user-handling fee associated with MasterCard purchases. The Contractor shall charge to the MasterCard only upon acceptance of Goods delivered to the Client Agency or the rendering of Services.

The Contractor shall capture and provide to its merchant bank, Level 3 reporting at the line item level for all orders placed by MasterCard.

Questions regarding the state of Connecticut MasterCard Program may be directed to Ms. Kerry DiMatteo, Procurement Card Program Administrator at 860-713-5072.

##### **(c) Subcontractors**

DAS must approve any and all subcontractors utilized by the Contractor in writing prior to any such subcontractor commencing any work. Contractor acknowledges that any work provided under the Contract to any state entity is work conducted on behalf of the State and that the Commissioner of DAS or his/her designee may communicate directly with any subcontractor as the State deems to be

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necessary or appropriate. Contractor shall be responsible for all payment or fees charged by the subcontractor(s). The Contractor shall only charge the rate listed in Exhibit B Price Schedule for Services not provided by the Contractor, or at the lower rate from the subcontractor if applicable. A performance evaluation of any subcontractor shall be provided promptly by the Contractor to DAS upon request.

**(d) Security and/or Property Entrance Policies and Procedures**

Contractor shall adhere to established security or property entrance policies and procedures or both for each requesting Client Agency. It is the responsibility of each Contractor to understand and adhere to those policies and procedures prior to any attempt to enter any Client Agency premises for the purpose of carrying out the scope of work described in this Contract.