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PROCUREMENT DIVISION

April 26, 2024

To: Angela Harless, AcrobatAnt. LLC, angelaharless@acrobatant.com
Todd Wiseman, Actuate Media, LLC, tw@actuatemediacom
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Taryn Crosby, WeUsThem Inc., partner@weusthem.com

Subject: RFP 24-178, Advertising & Related Marketing Services for Indigent Health Care Programs

The Selection Committee will meet and interview the firms short-listed on Friday, May 3, 2024, at the following times:

Sachs Media	1:00 p.m.
Vistra Communications, LLC	1:45 p.m.

The interviews will be held at the Polk County Administration Building, located at 330 West Church Street, 4th Floor, Room 413, Bartow, Florida 33830. Each firm has thirty-five (35) minutes. The committee requests that only the key personnel who would be assigned to the contract, should your firm be selected, be in attendance to answer questions. We ask that no more than three (3) members of your team be present.

Proposers that have been elevated for interviews will have fifteen (15) minutes to present a case study of a project presented in their RFP proposal similar in scope to the RFP's scope of work, focusing on the research approach and target audience reach out. This will allow for twenty (20) minutes for questions from the Selection Committee. Proposers should ensure that, at a minimum, the project's project manager is present at these interviews as well as a maximum of two (2) other key personnel listed in their proposal.

In accordance with Florida Statute 286.0113, all interviews conducted will be exempt from attendance by anyone other than the selection committee. At the end of the last interview, the meeting will be open to the public and the ranking of firms and recommendation of award will occur in the sunshine.

If you should have any questions, please do not hesitate to let me know.

Please confirm by return email that your firm will be present at the scheduled time noted above.

Regards,

Ari Goldstein

Ari Goldstein
Senior Procurement Analyst