



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at wvOASIS.gov. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at WVPurchasing.gov with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header 4

List View

General Information | Contact | Default Values | Discount | Document Information

Procurement Folder: 599044

Procurement Type: Central Contract - Fixed Amt

Vendor ID: 000000114401

Legal Name: MELTWATER NEWS US INC

Alias/DBA:

Total Bid: \$95,000.00

Response Date: 07/15/2019

Response Time: 16:58

SO Doc Code: CRFQ

SO Dept: 0210

SO Doc ID: ISC2000000001

Published Date: 7/9/19

Close Date: 7/16/19

Close Time: 13:30

Status: Closed

Solicitation Description: Addendum - Social Media Management Platform Project

Total of Header Attachments: 4

Total of All Attachments: 4

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Overall Total Cost: Meltwater Social or Equal	1.00000	YR	\$95,000.000000	\$95,000.00

Comm Code	Manufacturer	Specification	Model #
80140000			

Extended Description :	<p>3.1.1 Contract Service Item #1: Meltwater Social or Equal</p> <p>3.1.1.1 Vendor must provide an all-in-one social media management platform.</p> <p>*Vendor is to insert their TOTAL BID AMOUNT from Exhibit A on the Commodity line. Vendor must attach Pricing Page</p>
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DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

David Chodak, Strategic Account Executive
(Name, Title)

David Chodak, Strategic Account Executive
(Printed Name and Title)

225 Bush St. Suite 1000 San Francisco, CA 94104
(Address)

202-602-0354

(Phone Number) / (Fax Number)

David.Chodak@meltwater.com
(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Meltwater News US Inc.

(Company)

David Chodak, David Chodak, Strategic Account Executive
(Authorized Signature) (Representative Name, Title)

David Chodak Strategic Account Executive
(Printed Name and Title of Authorized Representative)

7/12/19

(Date)

202-602-0354

(Phone Number) (Fax Number)

ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: CR FQ0210 ISC 2060000001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Meltwater News US Inc.

Company

David Clumbat

Authorized Signature

7/12/19

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

REQUEST FOR QUOTATION
Social Media Management Platform

3. MANDATORY REQUIREMENTS:

3.1 Mandatory Contract Services Requirements and Deliverables: Contract Services must meet or exceed the mandatory requirements listed below.

3.1.1 Contract Service Item #1: Meltwater Social

3.1.1.1 Vendor must provide an all-in-one social media management platform that provides end-users the following features:

3.1.1.1.1 Publishing Tools

3.1.1.1.1.1 Create, schedule, edit, and preview posts across multiple social media networks such as but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.

Yes, with Meltwater Social you are able to create, schedule, edit, and preview posts across the following social media channels: Facebook, Instagram, Twitter, YouTube, WeChat, Weibo, and LinkedIn.

3.1.1.1.1.2 Manage and assign user and team roles

Meltwater Social logins are fully configurable to meet the requirements of job roles, along with different levels of permissions and restrictions. All logins can be customized as needed, using criteria such as user role, departments, publishing or approving permissions, etc. You will also have access to unlimited users for social media scheduling.

3.1.1.1.1.3 Create a workflow approval process.

Meltwater Social features publishing and engagement workflows for escalation, assignment, and collaboration - track user activity, responses and cases handled. The Notes and Assets section within a respective piece of content will allow for internal collaboration (commenting, document sharing, etc.). Additionally, users' actions can be tracked for audit purpose on what was said, where it was said and volume of cases addressed.

3.1.1.1.1.4 Access to asset storage and management

Meltwater Social does have a digital asset manager within the tool that will enable you to store and manage photos, albums, YouTube videos, and documents such as Photoshop, Word, Zip, and Excel files.

3.1.1.1.2 Monitoring Tools

3.1.1.1.2.1 Real time social media listening.

Meltwater Social offers unlimited real time social media listening with 13 months of historical data analyzing over 200B conversations across Twitter, Reddit, Facebook, Instagram, Tumblr, YouTube, as well as blogs, news, and forums. You have the ability to set up crisis and volume-based alerts as needed. Advanced filters can be applied to all analytics. You also have access to all of the following filters:

- **Country**
- **State/Province**
- **City**
- **Sub Keywords**
- **Domains**
- **Media Sets/Twitter User/Key Influencer Lists**
- **Source**
- **Custom Filters/Tags**
- **Sentiment**

3.1.1.1.2.2 Track online campaign performances.

Meltwater Social's unlimited dashboarding allows you to track campaign performance with visualizations such as activity graphs, sentiment analysis, and word clouds. Our platform offers unlimited monitoring and dashboards. These reports can be automated and scheduled to be sent out to your stakeholders as they are needed, viewed through the tool or as stand-alone reports. Reports can be delivered via email as well as shared via PDF or Weblink.

3.1.1.1.2.3 Create custom queries to track topics, keywords, and phrases.

Meltwater Social has two queries builders: Simple and Advanced (Boolean). The Simple Search works off a "Keywords" "Must Include" and "Must not include" logic. Boolean searches allow for a more refined search. Training and local support will be provided. In addition to Search, Meltwater Social allows for saved 'Filters Tags', allowing clients to apply all different keyword filters over their saved searches (eg Daniel Andrews could be overlaid with the tag "Energy" (which would create "Daniel Andrews" AND "Energy"). If the user also ticked the Filter "Election", the search would update to ("daniel andrews" AND "election" AND energy"). Tags can be pre-saved for major topics, and users can also use suggested tags which includes suggested search strings to use as tags (eg Emotions, Negative Sentiment, Outrage, Support, Buying Intent, Boycott). Meltwater Social is designed to be as easy to use as a "Google for Social Media" meaning that new users or those users that rarely use the system can easily find results, while robust power users can create much more tailored and specified Boolean searches.

3.1.1.1.2.4 Custom alerts based on geo-targeting or volume of posts around a certain term or topic.

Each search result in Meltwater Social is associated with location and country information. Our geographic methodology is based on user-disclosed information. This means, if someone discloses that they live in New York City, or they live in the USA, our system is intelligently able to identify and parse that information to point to the user being in New York. Our inference algorithms are well tested and we are able to parse the location with over 99% accuracy when it is disclosed by the user. We parse this information to city level detail. Unlike other vendors, we do not use IP addresses for this functionality. The IP based technique provides incorrect information in most cases as it identifies the location of the computer server and not the human author. The accuracy in this methodology can be as low as 10%. Some other vendors use manual technique for identifying location. These vendors use an army of human analysts to code the data. This methodology however is not feasible, especially when millions of new articles are posted online, and is cost prohibitive. Vendors use this methodology to manually code a small sample of all data and extrapolate from that. At Meltwater Social, we instead use fully automated technology while ensuring high accuracy wherever the information is disclosed. In addition to the User Disclosed analysis, Meltwater Social also can track Geo-Tagged content across Twitter and Instagram based on Latitude and Longitude searching.

3.1.1.1.3 Analytical Tools

3.1.1.1.3.1 Track performance metrics on content that is paid for and owned

Meltwater Social tracks performance metrics such as likes, comments, shares, engagement, and average fan actions per post across owned connected channels. We can also track paid analytics across Facebook, Twitter, Instagram, LinkedIn & YouTube through our Display platform.

3.1.1.1.3.2 Build and create custom analytical reporting.

Meltwater Social provides dashboards easily customized to show any information relevant to your organization. Dashboards that reflect the most important insights users are looking for. This would include but not be limited to:

- **Activity or mentions over time**
- **Break down of mentions by source (i.e.: Twitter, Blogs, Traditional News, Forums or Facebook etc.)**
- **Sentiment Analysis**
- **Share of voice**
- **Demographics**
- **Competitive comparisons**
- **Geography breakdown**
- **Top 100 Hashtags**

- Text analytics
- Reach and total number of impressions and many more key performance indicators

3.1.1.1.3.3 Create reports for individual social media accounts, specific groups of social media accounts, and overarching group of social media accounts managed on the platform.

Yes, reporting can be broken out at the account level, the post level, and the tag level. This can be aggregated across accounts as well to get a more holistic overview of performance across a group of accounts or channels.

3.1.1.1.4 Audience Tools

3.1.1.1.4.1 Audience reporting by tracking networks and demographics.

Meltwater Social allows you to build reports around the audiences of your brand or competitors, people who are interested in a specific topic, influencer biographies, as well as target based on numerous demographics such as location, gender, accounts they follow, and more.

3.1.1.1.4.2 Identify and manage information about “influencers” — those social media accounts posting with high reach and/or frequency about topics pertaining to state officials, agencies, or initiatives.

Meltwater Social can be used to find, analyze, manage and monitor influencers. Track your influencers mentions in real time, measure aggregated mentions, engagements, true reach and ROI. Supporting Instagram, Facebook and Twitter. This is the largest influencer database in the world (900 million influencers).

3.1.1.2 Vendor’s platform must provide unlimited user seats for a minimum of 12 months from the date of award.

Meltwater would provide unlimited users on Meltwater Social, which is those users that need to access the account to see and all data, exports and dashboards from within the social platform. In addition, users have access to our database to monitor on any pre-existing public social accounts. Also please note that dashboard reports, content alerts and emails are all unlimited, and can be scheduled and shared with recipients who are not Meltwater Social users.

3.1.1.3 Vendor’s platform must provide access to unlimited social media listening queries and search results.

The Meltwater Social Search function is unlimited in keywords, dashboards, queries, and results. There are no limits to data or saved searches.

3.1.1.4 Vendor must provide support that includes the following:

3.1.1.4.1 Access to help center, webinars, handbooks, guides, and online support resources.

Meltwater will provide access to our global support network, comprehensive user guides, and a dedicated account consultant for these solutions. In addition, a 24/7 support team and technical support team will be available for the quick resolution of questions, training issues or account set up changes as needed.

3.1.1.4.2 A maximum response time of 1 business hour for telephone, email, chat, and in app support available 24 hours a day 7 days week.

Meltwater Social will provide your team with a dedicated account consultant, with a maximum response time of 1 business hour for all support related issues during business hours. We also provide an in-app chat to provide support as needed 24 hours a day 7 days a week.

3.1.1.4.3 Extensive experience working with government agencies.

Meltwater Social has extensive experience working with government agencies at the federal, state, and local levels. Our comprehensive training and account consultant team has success working with users across all levels of technical experience.

3.1.1.4.4 A minimum of 1 dedicated account consultant, who shall provide a resolution to an Agency reported Social Media Management Platform issue that has significant business impact within a maximum of 1 business hour.

Meltwater will provide a 3 layered account support team to ensure best in class Client Experience, consisting of Account Managers, Support Managers and a full-time dedicated Helpdesk. The Senior Key Account Manager is supported with client success team including Onboarding Manager, Senior Client Experience Manager and Support Manager. They will be responsible for coordinating all training and ongoing technical support. Meltwater Social maintains a semi-weekly maintenance release cadence, adjusting to accommodate scheduled system updates and upgrades. Your Client Success Team will meet with you to review your product usage and to discuss your evolving business needs and goals. Your Account Management team will work with you to ensure your solution continues to meet your requirements and scales as needed. Suggested frequency based on proven success includes Quarterly and Annual Business reviews, with more frequent meetings and touchpoints upon onboarding.

REQUEST FOR QUOTATION
Social Media Management Platform

9. VENDOR DEFAULT:

9.1. The following shall be considered a vendor default under this Contract.

- 9.1.1. Failure to perform Contract Services in accordance with the requirements contained herein.
- 9.1.2. Failure to comply with other specifications and requirements contained herein.
- 9.1.3. Failure to comply with any laws, rules, and ordinances applicable to the Contract Services provided under this Contract.
- 9.1.4. Failure to remedy deficient performance upon request.

9.2. The following remedies shall be available to Agency upon default.

- 9.2.1. Immediate cancellation of the Contract.
- 9.2.2. Immediate cancellation of one or more release orders issued under this Contract.
- 9.2.3. Any other remedies available in law or equity.

10. MISCELLANEOUS:

10.1. Contract Manager: During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

Contract Manager:	Abigail Robertson
Telephone Number:	202-662-0324
Fax Number:	
Email Address:	Abigail.Robertson@meltwater.com

Agency Reference: OT19149

West Virginia Ethics Commission Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: Meltwater News US Inc Address: 225 Bush St. Suite 1000
San Francisco, CA 94104
 Name of Authorized Agent: David Chodak Address: 1701 K St NW Washington, DC 20006
 Contract Number: OT19149 / Proc Fair 599044 Contract Description: Social Media Manager Platform
 Governmental agency awarding contract: Department of Administration

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract

Check here if none, otherwise list entity/individual names below.

2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)

Check here if none, otherwise list entity/individual names below.

3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)

Check here if none, otherwise list entity/individual names below.

Signature: David Chodak Date Signed: 7/11/19

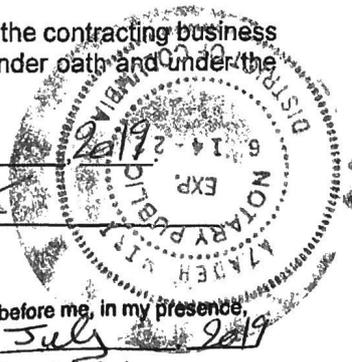
Notary Verification

State of District of Columbia, County of Columbia

I, David Chodak, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 11 day of July 2019
Azadeh Miri
 Notary Public's Signature

AZADEH MIRI
 NOTARY PUBLIC DISTRICT OF COLUMBIA
 My Commission Expires June 14, 2022



To be completed by State Agency:

Date Received by State Agency: _____
 Date submitted to Ethics Commission: _____
 Governmental agency submitting Disclosure: _____
 District of Columbia: SS
 Subscribed and sworn to before me, in my presence, this 11 day of July 2019
AZADEH MIRI
 Azadeh Miri, Notary Public, D.C.
 My commission expires June 14, 2022.

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Meltwater News US Inc.

Authorized Signature: David Chubak Date: 7-11-19

State of District of Columbia

County of Columbia, to-wit:

Taken, subscribed, and sworn to before me this 11 day of July, 2019.

My Commission expires _____, 20____.



AZADEH MIRI
NOTARY PUBLIC DISTRICT OF COLUMBIA
My Commission Expires June 14, 2022
District of Columbia: SS

NOTARY PUBLIC AZADEH MIRI

Subscribed and sworn to before me, in my presence, this 11 day of July, 2019

AZADEH MIRI
Azadeh Miri, Notary Public, D.C.

My commission expires June 14, 2022.



Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Request for Quotation
 21 - Info Technology

Proc Folder: 599044

Doc Description: Addendum - Social Media Management Platform Project (OT19149)

Proc Type: Central Contract - Fixed Amt

Date Issued	Solicitation Closes	Solicitation No	Version
2019-07-09	2019-07-16 13:30:00	CRFQ 0210 ISC2000000001	2

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Meltwater News US INC
 225 Bush St. Suite 1000
 San Francisco, CA 94104
 202-602-0354

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X *Guy Nisbet*

FEIN # 20-8289528

DATE 7/12/19

All offers subject to all terms and conditions contained in this solicitation

ADDITIONAL INFORMATION:

Addendum

Addendum No.01 issued to publish and distribute the following information to the vendor community as attached.

Request for Quotation
(Social Management Platform Project)

The West Virginia Purchasing Division is soliciting bids on behalf of the Agency, The West Virginia Office of Technology from qualified vendors to establish a contract for a social media management platform that provides publishing tools, monitoring tools, analytical tools, and audience tools. This platform will be utilized by the Office of the Governor, and agencies within the Executive Branch and West Virginia Department of Commerce, per the Specifications, and Terms and Conditions contained within the solicitation as attached hereto.

INVOICE TO		SHIP TO	
DEPARTMENT OF ADMINISTRATION OFFICE OF TECHNOLOGY 1900 KANAWHA BLVD E, BLDG 5 10TH FLOOR CHARLESTON WV25305 US		IS&C - CHIEF FINANCIAL OFFICER DEPARTMENT OF ADMINISTRATION BLDG 5, 10TH FLOOR 1900 KANAWHA BLVD E CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Overall Total Cost: Meltwater Social or Equal	1.00000	YR	\$95,000.00	\$380,000.00

Comm Code	Manufacturer	Specification	Model #
80140000			

Extended Description :

3.1.1 Contract Service Item #1: Meltwater Social or Equal

3.1.1.1 Vendor must provide an all-in-one social media management platform.

*Vendor is to insert their TOTAL BID AMOUNT from Exhibit A on the Commodity line. Vendor must attach Pricing Page capturing all requested information with their submitted Bid Response.

**EXHIBIT A – Pricing Page
Social Media Management Platform - OT19149**

Note to Vendors: The Pricing Page is locked. Only the column for Alternate Part Manufacturer/Model and for Unit Cost is unlocked.

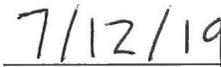
Contract Item	Description	Alternate Part Manufacturer and Model if bidding *or equal products	Unit of Measure	Quantity	Unit Cost	Extended Unit Cost
3.1.1	Contract Service Item #1: Meltwater Social or Equal	Meltwater Social	Yearly	1	95000.00	95,000.00
3.1.1	Optional Renewal Year 2: Contract Service Item #1: Meltwater Social or Equal	Meltwater Social	Yearly	1	95000.00	95,000.00
3.1.1	Optional Renewal Year 3: Contract Service Item #1: Meltwater Social or Equal	Meltwater Social	Yearly	1	95000.00	95,000.00
3.1.1	Optional Renewal Year 4: Contract Service Item #1: Meltwater Social or Equal	Meltwater Social	Yearly	1	95000.00	95,000.00
					Total Bid Amount	380,000.00

Please note: This information is being captured for auditing purposes

Contract will be evaluated on all lines but only awarded on first year. Renewal options for years 2, 3, and 4 will be initiated by the Agency, agreed to by the Vendor and processed by the West Virginia Purchasing Division as Change Orders for subsequent years.



Vendor Signature:



Date:

ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: CRFR0210 ISC200000001

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