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WV PURCHASING
DIVISION

State the RFP subject — **Division of Human Resources Advertising Services**
Number — **CRFQ 0511 HHR2000000002**
Vendor's Name — **MESH Design and Development**
Business Address — **609 Tennessee Ave., Charleston, WV 25302**
Telephone — **305-405-6374**
Fax — **N/A**
Contact person — **Megan Bullock**
Email — **meganbullock@meshfresh.com**



01/24/20

Vendor signature and date



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QUALIFICATIONS AND EXPERIENCE

3. Qualifications and Experience

Vendor, or Vendor's staff if requirements are inherently limited to individuals rather than corporate entities, shall have the following minimum qualifications:

3.1 Vendor must have a minimum of five (5) years of previous experience in providing a wide variety of advertising services to agencies or companies with similar marketing needs. Those advertising services include but are not limited to creativity, planning, media purchase, Internet marketing and design, project management, public relations and research to provide a quality project on time, as scheduled.

MESH confirms that it has over five (5) years of previous experience in providing a wide variety of advertising services to agencies or companies with similar marketing needs. Those advertising services include but are not limited to creativity, planning, media purchase, Internet marketing and design, project management, public relations and research to provide a quality project on time, as scheduled. We have worked specifically with healthcare clients nationally and throughout West Virginia over the past decade.

FIRM OVERVIEW

MESH | Design and Development is an award-winning West Virginia-based full-service brand and marketing firm, that has been building informative, inspiring brands and marketing campaigns with fiscal impact for companies and initiatives across the country for a decade. Our brands, websites, marketing campaigns, and advertising work are research-backed and founded on strong narrative development, creating work for our clients that target audiences can believe in, be inspired by, and ultimately, can transform consumer behaviors. Our work experience has a proven track record of creating emotionally engaging and educational brands and campaigns with fiscal impact. We offer the unique, dual perspective of a firm working both inside and outside the state. Our ten years experience working closely with West Virginia organizations, agencies, and small businesses has positioned us to understand the core assets of West Virginia and the value and priorities of West Virginians. MESH is uniquely qualified to work with the Division of Human Resources and transform the way you meaningfully interact and engage with audiences.

Our process is based on research, an in-depth understanding of target audiences, and a focus on brand assets and vision. We craft engaging brand experiences that convey the strengths of a company,



organization, or campaign to their targeted audiences. We approach our work through inbound marketing strategies and content marketing tactics, developing strong owned, earned, and paid media that generate customer engagement, trust, and loyalty. We design brands that engage all senses and consider a customer's experience with every touchpoint they encounter, creating living, breathing brand campaigns and informing purchase power decisions.

FIRM HISTORY

Founded by Brand Strategist & Creative Director Megan Bullock in 2009, we partner with professional leaders across the country to bring client vision to life through multimedia brands, campaigns, websites, and other communication tools. Our team works collaboratively out of two offices, with our homebase in Charleston, West Virginia and a satellite office in New York City.

RECOGNITION AND ACCOLADES

West Virginia Tourism Gold Star: Best Website (2016 Best Website: J.Q.D. Salt-Works);
West Virginia Tourism Gold Star Award: Digital Campaign (2016 Digital Campaign "The Wild Ones" for Adventures on the Gorge);
Print Magazine Regional Design Annual: NY (J. Q. Dickinson Salt-Works 2015 Best of the New York);
Print Magazine Regional Design Annual: South (J. Q. Dickinson Salt-Works 2014 Best of the South);
UN World Urban Forum Exhibitor (People Building Better Cities traveling exhibition);
World Urban Campaign partner (People Building Better Cities traveling exhibition);
Design Ignites Change Sylvia Harris Citizen Design Award Top 15 Finalist (with American Foundation for the Blind Campaign);
SAPPI Ideas That Matter Grant Recipient (2013);
AIGA Pittsburgh juried award;
HOW Design Magazine, published;
Focus Magazine, published;
Hermes Creative Awards, Platinum Award (Walls Down Digital Magazine for America's Essential Hospitals)



THE MESH APPROACH

DEFINE PROJECT GOALS: Who are we trying to reach? What information is most important for your audiences? What are some positive outcomes (SMART Goals) we can work toward? How might we develop a theory of change, and how can communication tools be a catalyst for consumer engagement and consumer behavior shifts in the community or industry we are working in?

EXAMINE AND EXPLORE CURRENT DATA AND ASSETS: How can we build off of your research and knowledge?

ASSESS TARGET AUDIENCES: Who are we trying to reach (age, gender, demographic, geography, socio-economic status, interests, physical and social platform engagement, perceptions, goals and challenges) and what do they care about?

BRAINSTORM NARRATIVE AND QUALITATIVE STORYTELLING to support messaging through empathy mapping process: Are there narrative stories that can contextualize and humanize the brand? How can we use storytelling to make the brand relatable and engaging, and serve as a catalyst for behavioral and systemic change?

FACILITATE CO-DESIGN ENGAGEMENT & FOCUS GROUPS: How can targeted audiences have input into the design process, and potentially co-author the messaging? How can competitions, call-to-actions, events, and workshops engage target audiences in the creation of user-generated peer-to-peer content? How can target audiences serve as influencers and ambassadors of the brand messaging to amplify?

IDENTIFY MOST EFFECTIVE MEDIUMS: What mediums (digital, social, print, outdoor, event, exhibit, competition, publications, radio, video) can best help us accomplish our goals and share information with our diverse target audiences? How can the medium reinforce the campaign story?



3.2. Vendor must have at least one (1) staff member dedicated to each of the following areas: graphic design, creating development, media planning and buying and other areas as requested by the DHHR. A staff member may be dedicated to one or more areas listed above to fulfill this requirement, provided that the staff member dedicated has five (5) years of experience in the areas for which he or she is dedicated.

MESH has at least one (1) staff member dedicated to each of the following areas: graphic design, creating development, media planning and buying and other areas as requested by the DHHR.

- **Graphic Design (including Print Media):**
 - Kathryn Dreier (10+ years experience) and Megan Bullock (10+ years experience)
- **Creative Development (including Design & Copy and Survey, Analysis, & Evaluation):**
 - Megan Bullock (10+ years experience)
- **Media Planning + Buying, Public Relations (including radio, television, outdoor advertising, and print media):**
 - Rodes Ponzer (15+ years experience), Wallis Post (10+ years experience)
- **Website and Digital Development:**
 - Shaun Dover (5+ years experience)
- **Project Management (Including Accounts Management):**
 - Liz Turner (5 years experience)

For any other areas requested by the DHHR, Megan Bullock will oversee leadership and assign qualified staff.



3.3. The members of the Vendor's team, composed of management level and key personnel assigned for this account, shall each have five (5) years of marketing related experience as defined in Section 3.1 and Section 3.3. In addition to work experience, the Vendor's management level and key personnel assigned for this account must each possess a bachelor's degree in advertising, communications, or a related field such as journalism or marketing/sales. If the Vendor substitutes staff for this account, the experience and qualification levels must be of a similar quality. The DHHR reserves the right to approve and/or reject Vendor's personnel recommended to work on the DHHR account. The DHHR reserves either the right to request Vendor staff changes throughout the term of the contract and approval thereof. This requirement does not apply to clerical staff.

3.6. The Vendor may use subcontractors for research services, website development, website maintenance, graphic design, database management, upkeep and configuration, with the DHHR's prior approval.

LEADERSHIP AND PROJECT TEAM

MESH's management level and key personnel assigned for this account each possess a bachelor's degree in advertising, communications, communication design, or a related field such as journalism or marketing/sales.



Megan Bullock: Brand Strategist + Creative Director, Founder
Megan Bullock, West Virginia native, brings over a decade of brand and marketing strategy, creative experience, and award-winning successes for clients as local as Malden, West Virginia and as international as Lyon, France. She seamlessly works between digital, print, environmental, and new media to create transformative marketing campaigns for her clients. Megan prioritizes building long-lasting relationships with clients, ingraining herself in their companies and organizations to catalyze true marketing campaign success. When Megan is not working with clients, you'll find her public speaking and teaching on brand and design storytelling at events like the UN Habitat World Urban Forum, ArtPlace America's

Annual Summit, and the Farmer's Gatherings of Appalachia. Originally from a coal family, she is deeply invested in West Virginia and its future—promoting economic revitalization through her renovation work on the West Side of Charleston, and tirelessly working for her West Virginia clients.



Megan's work has been recognized by forums like Print Magazine, AIGA, and Focus Magazine. Through MESH, she is a SAPPI Ideas That Matter 2013 grant recipient in partnership with Columbia University, and a National Arts Strategies Creative Community Fellow. She served as a mentor for UPENN's Center for Social Impact, an advisor on the Tamarack Foundation's Marketing Committee in Appalachia, and a United States grant panelist reviewer for the National Endowment for the Arts. Megan is a Rhode Island School of Design honors graduate (BFA in Graphic Design) and Brown University attendee. She leads all identity design, creative and content strategy, and visual communication work at MESH.

Kathryn Dreier: Multimedia Designer



At MESH, Kathryn works with multimedia distribution methods to help clients most effectively visually communicate their brand mission. She has designed nationally award-winning communication media in digital, print and exhibit design. Her work has been recognized by the Interactive Media Awards over multiple years (for the Pen American website and the International Festival of Arts and Ideas website), as well as by the Creativity Annual Awards for Pratttonia. Kathryn is an experienced Visual Designer and former Communications Design Instructor at Pratt Institute, where she received her Bachelor of Fine Arts and graduated with honors. Before MESH, Kathryn worked at a variety of studios throughout New York, London, and Montreal. In her spare time, Kathryn co-organizes the Austin chapter of Ladies, Wine and Design where she strives to foster an open and engaging environment for women in the creative field to share and learn from each other monthly. She also spoke at Austin Design Week at the Being a Woman in Design panel talk.



Kayla Wilson: Copywriter and Community Research Strategist

Kayla Wilson is a writer, community organizer, egg roll maker, and governmental relations professional. Her strong background in freelance food writing has been featured in Huffington Post, BuzzFeed, and other various media outlets. Kayla has collaborated with MESH coordinating creative community events at our MAKESHOP space since 2017, and more recently has joined our team as a writer, working with us on the Oregon-based Wild Friends Foods Fuel Her Future giveback campaign and trade show booth design, for Natural Products Expo West 2019, one of the largest international natural food trade shows. Kayla has a Master's of Science: Integrated Marketing Communications from West Virginia University.



Wallis Post: Marketing Strategist and PR Specialist

Wallis Post is a communications and marketing strategist with over fifteen years of experience in the development, implementation, and management of results-driven PR, digital and integrated marketing programs, strategic partnerships, and high-profile events. She has a proven track-record of developing comprehensive communications programs, mobilizing audiences and driving engagement to promote brand objectives.

Wallis led communications and marketing at Every Mother Counts, a maternal healthcare non-profit organization founded by Christy Turlington in 2010. In her role she oversaw all PR and digital marketing, developed all donor materials, orchestrated fundraising and cultivation events and managed all aspects of the founder's speaking engagements.

Prior to Every Mother Counts, Wallis spent almost a decade working at DKC News, a leading media relations and integrated marketing agency. While there, she managed Delta Air Lines, transforming the brand to appeal to high-income business travelers, and launching Delta's Force for Global Good to raise awareness of corporate social responsibility initiatives through media coverage and digital media campaigns.



Shaun Dover: Interactive Developer

Shaun Dover, MESH’s primary web developer, graduated with distinction in creativity from the University of North Carolina at Asheville with a Bachelor of Science in New Media with a concentration in Interactive Design. He has experience in web design, animation, video, and web development, including HTML[5], CSS[3], and Javascript. Previously, Shaun was a web developer in higher education in North Carolina, responsible for designing, developing, and maintaining web and brand presence. He enjoys combining design and development to create immersive experiences that engage users. Shaun is a volunteer teacher with the MAKESHOP project.



Elizabeth Turner: Accounts Manager

Elizabeth is dedicated, passionate, and reliable—bringing the highest standard of care to client accounts and keeping work timely, efficient, on schedule, and tracked. She manages client communication to maintain expectations, transparency, decision-making, and success. Elizabeth manages media buying at MESH, and collaborates with trusted consultants to assist in media placement, timing, and execution. Her experience ranges from web and campaign management, media buying management and coordination, social media management, to public relations, press releases and event promotion. She has worked to refine her organizational and management skills through her wide range of experience in design, marketing and business. Elizabeth is a graduate of Moore College of Art and Design in Philadelphia.



Danielle Mazzeo: Brand Writer + Editor

Danielle is a writer and copy editor with experience writing brand and campaign copy, print and digital marketing materials, annual reports, company strategy documents, proposals, and grants. She has worked extensively with the MESH team on a variety of writing projects, and has written for clients as diverse as global and domestic nonprofit organizations, a national radio astronomy center, and the healthcare industry. Danielle earned her BA in Anthropology from Brown University, graduating magna cum laude.



Rodes Ponzer, Media Management and Buying

With almost two decades of experience in marketing and advertising, Rodes' work has led to multi-billion-dollar revenue and profit generation for multiple brands. Focused on achieving business-building results for his clients, he continues to help transform brands across a diverse set of categories.

Rodes was a Global Brand Leader for TBWA\Chiat\Day New York, known as the Disruption® Company. From 2005 to 2015, Mr. Ponzer held a wide variety of senior executive positions at Saatchi & Saatchi. In these positions, he was responsible for overseeing General Mills' cereal and soup brands and P&G's baby care division. Select projects include leading the successful transformation of the Cheerios brand culminating in one of the most popular Super Bowl spots in recent memory, and spearheading Pampers-UNICEF: P&G's strongest cause-marketing effort. Rodes has a BA from Franklin & Marshall College.



3.4. Vendor must have successfully completed at least three (3) comprehensive marketing projects less than two (2) years from the date of the bid to have included, but not limited to, media-related advertising and the subsequent buy, point-of-sale advertising and its positioning, publications, web pages, public relations endeavors, and other pertinent materials. Campaigns or projects that did not use aired or published, paid media shall not be considered as eligible for this qualification.

MESH has successfully completed at least three (3) comprehensive marketing projects less than two (2) years from the date of the bid to have included, but not limited to, media-related advertising and the subsequent buy, point-of-sale advertising and its positioning, publications, web pages, public relations endeavors, and other pertinent materials.

List of National and Statewide Health + Advocacy Projects MESH has or is currently designing and developing:

- Every Mother Counts, global maternal health campaigns for NYC-based health organization (see below for more information)
- Love Your Birth Control: WV FREE with partners WV Behavioral Healthcare Providers Assoc. And WV Perinatal Partnership (see below for more information)
- Bronx Bodega Alliance and Bronx Health REACH partners (see below for more information)
- Pharmacy ABC: WV FREE with partners DHHR, WV Board of Pharmacy, Bureau of Public Health
- America's Essential Hospitals
- Association for Community Affiliated Plans
- University of Florida Center for Health
- West Virginia University Research Corporation
- YWCA
- WV Head Start
- American Foundation for the Blind
- Center for Hearing, New York



Project 1: Every Mother Counts: Mother's Day Campaign - 2018

PROJECT OVERVIEW

MESH developed a comprehensive rebrand campaign for Christy Turlington Burns' Every Mother Counts, a global maternal advocacy organization, that rolled out throughout 2018. The campaign culminated in major touchpoints throughout the year: Mothers Day and the Orange Rose Collection product launch, Giving Birth in America video series launch, and the new brand and website launch.

THE MOTHER'S DAY CAMPAIGN, A MULTI-DISTRIBUTION STRATEGY

The Mother's Day Campaign in 2018 consisted of a homepage takeover donation driver, an email series, print mailer series, social media series and influencer partnership strategy, a video PSA, a product merchandise launch, and an annual MPower event. All media featured a simplified donation call to action all digital media pointing to the homepage and all print and environmental media asking for mailed in donations. The campaign ran from April 13-May 27 and yielded over half a million dollars in donations. Utilizing an influencer and partnership heavy strategy targeted on social, sixty-three influencers posted on behalf of EMC over the course of the campaign, with follower counts ranging from 10k to over 500k. An Instagram influencer post can be valued at an estimated \$100 per 10,000 followers, according to a Adweek. On average, this translates into around \$190k investment from the sixty-three influencers.

THE MOTHER'S DAY CAMPAIGN: IMPACT

The partners who posted and shared the Mother's Day campaign have an aggregate social reach of nearly 38M. Traffic to the EMC website from social 3.2k (driving directly to campaign landing page from Instagram, Facebook, Instagram stories, Twitter, YouTube, Pinterest). The custom click tracking analytics set up on the homepage takeover, generating a 107% increase in revenue from 2017 to 2018 online donations, and a 102% increase in number of donations from 2017 to 2018. 83% of donors were first-time donors to Every Mother Counts. The website traffic had 46,000 visits during the campaign, 39% growth from 2017, and over 300,000 video views.

Twitter: + 14,943 Views on influencer posts
Facebook: + 1.3k Views on influencer posts
Instagram: + 224,594 Views on influencer posts

In October 2018, we officially launched the new branding, through a new website launch, digital



campaign, Love EMC event, and the annual Giving Birth in America video series in partnership with CNN and PR campaign complete with downloadable press kits. The fall releases were followed by a very successful year end annual appeal.

BRAND AND WEB FALL LAUNCH AND IMPACT

The impact of the new brand campaign was immediately evident through web traffic increases. The updated design, re-organized site content, and integrated third party conversion platforms, informed by extensive audience and user research, created measurable change in visitor engagement. The launch took place in Q4 of 2018; MESH compared analytics with the previous quarter of 2018. The new website generated an increase in traffic, both in unique visitors and overall visits. Unique visitors to the website increased more than 30% overall. Individual page views rose more than 40% compared with Q3—so each visitor saw more website content per visit. Re-organized site content brought a new category of information to the front. “What Can I Do”, an aggregation of actionable items for site visitors, was added to the navigation, and received 2,000 more pageviews in Q4 2018 compared to those same pages in Q3. Average pageviews per visit increased by 6% in Q4—meaning users clicked through to more pages. And a 31% increase in new users in Q4, coupled with a 33% increase in sessions per user, showed that visitors returned to the new website significantly more often.

everymothercounts.org

Project 2: Love Your Birth Control Campaign - 2018

with partners WV Behavioral Healthcare Providers Assoc., WV Perinatal Partnership, and WVFREE

PROJECT OVERVIEW

The Love Your Birth Control campaign aims to inform women in West Virginia about their reproductive choices. Historically, advisement on birth control has been subjective—and at times coercive. MESH, in collaboration with our client partners, created an informational provider tool, campaign, and website designed to give patients the power to discuss birth control options with their healthcare providers and make the best choice for their bodies. The campaign is paired with a noncoercive provider training that supplies educational materials to be shared with patients, reaching 17 facilities across the first 3 counties targeted in its first 8 months. The feedback from providers has been overwhelmingly positive and enlightening.



The campaign launched in 3 counties in Kanawha, Cabell, and Lincoln. With over 100,000 engagements, it exceeded expected goals, and in January 2020 we are expanding the campaign to reach 3 new counties across the state of WV. In 2020, we'll launch an interactive phone-first digital tool that maps over all providers across the state, similar to the essential hospitals (essentialcommunities.org) tool we launched for America's Essential Hospitals.

The Know Your Options, Love Your Birth Control public information campaign launched in southern West Virginia in 2018, to increase awareness of and access to vital reproductive health care provisions, generate informed action, and support systemic reproductive justice. The campaign acknowledges the complex history of the provision of birth control and introduces a shared decision-making process to ensure that outreach, counseling, and care is provided in a respectful manner that neither denies access nor coerces anyone into using a specific method.

The campaign was created by a collaboration of leaders in the women's health community of West Virginia, led by WV FREE and WV Perinatal Partnership and designed by the creative team at MESH. It centers around the Know Your Options tool, a shared-decision making chart that objectively outlines 10 different types of contraception and frequently-asked questions. The questions are ordered by priority identified in a research study of 500 women in the campaign launch area. Through shared decision-making and the use of the Know Your Options tool, power remains in the woman's hands to make informed decisions about her body.

The campaign aims to empower women and trans people of childbearing age with more objective knowledge and to increase the capacity of healthcare providers. In only 6 months, the campaign has almost doubled the number of healthcare providers counseling on comprehensive contraceptive options in three counties. We have trained over 260 healthcare providers (nurses, doctors, obgyns) in the shared decision-making contraceptive counseling process, and reached hundreds of women in southern West Virginia. The trainings tackle implicit biases, and feedback surveys show that healthcare providers feel they now have a new awareness to check their own bias through their new patient tool.

"We at WV FREE and the Love Your Birth Control Steering Committee are then able to pass these materials to providers and provider offices after they have received our Love Your Birth Control Shared Decision Making training. Providers comment frequently how much they love the materials and how they can't wait to give them to their patients. It's really wonderful for us to have something that not only the providers love, but we know their patients love too" -- Anduwyn Williams, Love Your Birth Control program manager.

loveyourbirthcontrol.org



Project 3: Bronx Bodegas: Don't Stress, Eat Fresh! Campaign - 2018

PROJECT OVERVIEW

The Don't Stress, Eat Fresh Bronx bodegas marketing campaign officially launched November 15, 2017 to encourage Bronx residents to purchase healthier foods and beverages at bodegas in the Bronx. With Bronx bodegas selling healthier options—fresh fruits and vegetables, healthy sandwiches, low-fat dairy products, water and low-sodium products—thousands of Bronx residents now have greater access to healthy foods in their neighborhood bodegas, an important means of improving their health.

RESEARCH-INFORMED PROCESS

Research and focus group facilitation with a diverse group of stakeholders identified youth and teens ages 8 – 18 as the primary influencers in the market, holding the most influence over purchasing power of the primary grocery shopper of the family. The secondary target audience was young parents with two or more children. The Don't Stress, Eat Fresh! Campaign name, strategy, copywriting, creative, and placement was informed by community focus groups, run by MESH Design, that included youth from the Mary Mitchell Family and Youth Center and from the South Bronx Overall Economic Development Corporation both youths and young parents. Fifteen participants from each group were led through a two hour focus group to provide ideas and insights for concept, name, content, color, and images of campaign. A second follow-up focus group was run with at the Mary Mitchell Family and Youth Center for feedback and relevant insight on the final campaign creative before launch.

IMPACT

The campaign ran from October 2018 through January 2019, with signage in English and Spanish. The bodegas received posters, shelf signs, and door clings, and posters were distributed to neighboring businesses located near the bodegas. Advertising was placed on four bus shelters, on the taillights and interiors of Bronx MTA buses, two urban panels (signs above ground subway entrances) on the Grand Concourse, twenty-eight LinkNYC screens, and geofencing for fifteen partner bodegas. The campaign received 15,217,641 impressions. Most revealing about the reach of the campaign was the consumer response to the geofencing. Geofencing is a mobile marketing location based strategy. For the purpose of this campaign, it was employed when anyone with a smartphone walked within a predetermined range of one of our fifteen initial partner bodegas, showing an ad on their smartphone promoting the Healthy Bodega campaign. The clickthrough rate for this specific campaign was higher than average: while most campaigns have a click through rate below .23%, our campaign averaged .35%, with



808,214 impressions and 2,860 clicks in English, and averaged .32% with 1,936,302 impressions and 6,127 clicks in Spanish.

3.5. Vendor must have the ability to pledge and place commitment of advertising media on behalf of the DHHR, up to as much as \$1.5 million at any one time prior to the DHHR's reimbursement.

MESH can pledge and place commitments of advertising media under this contract, up to as much as \$1.5 million at any one time prior to reimbursement. We are always cash positive, and have access to capital through a line of credit at Chase Bank. We also have access to capital through a line of credit at Premier Bank, a local West Virginia bank, through our banker, Tim Paxton. Whenever possible, we believe in keeping our spending local and in West Virginia, and believe banking with Premier for WV Division of Human Resources media spend dollars will keep dollars in the West Virginia economy.

3.7. Vendor must be dedicated to the DHHR's account, current business strategies and infrastructure in place upon bid submission to service the DHHR account.

MESH will be committed and dedicated to the DHHR account, current business strategies and infrastructure in place to service the DHHR account.

REQUEST FOR QUOTATION
 CRFQ HHR2000000002 – Addendum No. 3
 ADVERTISING SERVICES

Exhibit A - PRICING PAGE – Revised by Addendum No. 3 issued 2/3/2020

Service	Estimated Hours	All-Inclusive Hourly Rate	Extended Cost
Contract Administration / Consultation	20	\$ 40	\$ 800
Account Services	10	\$ 40	\$ 400
Television Production	50	\$ 60	\$ 3,000
Radio Production	50	\$ 60	\$ 3,000
Outdoor Advertising	50	\$ 60	\$ 3,000
Media Buys	50	\$ 70	\$ 3,500
Print Media	50	\$ 60	\$ 3,000
Internet/World Wide Web	10	\$ 50	\$ 500
Survey, Analysis, Evaluation	50	\$ 60	\$ 3,000
Design and Copy	50	\$ 70	\$ 3,500
Data Acceptance and Transfer	10	\$ 30	\$ 300
Advertising Services / Hourly Rates Subtotal			\$ 24,000

A. Advertising Services / Hourly Rates

B. Media Buys Add-On

All vendors responding to this CRFQ must provide a percentage of add-on or “markup” for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

Add-on for Media Buys Percentage 0 %

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

1.0 x \$2,750,000 = 2,750,000 Media Buys Add-on Subtotal

See next page.

REQUEST FOR QUOTATION
CRFQ HHR2000000002 – Addendum No. 3
ADVERTISING SERVICES

Advertising Services/Hourly Rates Subtotal (A):	\$ 24,000
Media Buys Add-ons Subtotal (B):	\$ 2,750,000
Overall Total Cost: <i>(Advertising Services/Hourly Rates Subtotal plus Media Buys Add-on Subtotal)</i>	\$ 2,774,000

Note: Bids will be evaluated on the basis of the lowest Overall Total Cost following confirmation of compliance with all mandatory specification requirements. Estimated hours and media buys noted on the Pricing Page for service categories are estimates for evaluation purposes only; actual hours may be more or less at the discretion of DHHR. The contract will be awarded to the lowest overall total cost meeting all mandatory requirements.

MESH Design and Development

Vendor

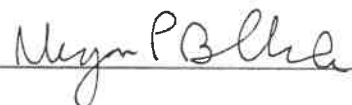
By: Megan Bullock
Title: Creative Director + Founder
Date: 02/04/20

Address: 609 Tennessee Ave
Charleston, WV 25302

Business Phone Number: 304-405-6374

Email: meganbullock@meshfresh.com

Authorized Signature:



REQUEST FOR QUOTATION
CRFQ HHR200000002 - ADVERTISING SERVICES

- 3.6. The Vendor may use subcontractors for research services, website development, website maintenance, graphic design, database management, upkeep and configuration, with the DHHR's prior approval.
- 3.7. Vendor must be dedicated to the DHHR's account, current business strategies and infrastructure in place upon bid submission to service the DHHR account.

4. MANDATORY REQUIREMENTS:

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

4.1.1 Contract Administration/Consultation

4.1.1.1 Contract Administration/Consultation will be used to establish each project's statement of purpose and scope of work, timeline and deliverables, including estimated hours and costs for all advertising and marketing service to be utilized in the proposed project resulting in a report that must be approved by the DHHR's Communications Director or the Director's designee for all work prior to performance.

4.1.1.2 All requests and jobs from any person or entity of the Department must be reviewed and approved by the Communications Director or the Director's designee for all work prior to performance. The Communications Director or the Director's designee has the sole authority to approve and assign work.

REQUEST FOR QUOTATION
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4.1.2 Account Services

4.1.2.1 Vendor shall provide dedicated account services, creative services, talent, production and technical expertise. The Vendor must be able to assist in developing and implementing advertising and promotional campaigns, promotional activities and other marketing-related services. Such services include, but are not limited to, radio, television, Internet, social media, and print advertising (including both indoor and outdoor advertising), and printed materials on a twenty-four hours per day, seven days per week, three hundred and sixty-five days per year (24/7/365) basis, website design and maintenance, qualitative and quantitative research, development and procurement of promotional items, daily pickup and delivery of any hard copy correspondence between the DHHR and Vendor at DHHR headquarters, and oversight of specific or special ad hoc projects.

4.1.3 Television Production

4.1.3.1 Television production must include development of any product including but not limited to commercials, infomercials, interviews, documentaries, videos/DVDs or any taped or live recording that is designed to be broadcast or viewed upon or through any medium, including television and YouTube, and at events or meetings.

4.1.4 Radio Production

4.1.4.1 Radio production must include development of any product including but not limited to commercials, infomercials, interviews or any taped or live recording that is designed to be broadcast by radio or satellite, including through web portals and at events or meetings.

4.1.5 Outdoor Advertising

4.1.5.1 Outdoor advertising must include development of any product including but not limited to billboards and signs, and any related development such as design, printing, procurement or rental of billboard space, including electronic/digital billboards.

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4.1.6 Media Buys

4.1.6.1 Media buys must include any purchase of radio or television time, or purchase of printed space for advertising or other information or promotion, as well as any related media such as website advertising, electronic mail messages, social media posting or other message-based delivery.

4.1.6.2 Where media buys are utilized, an outcome survey at the end of the advertisement's conclusion must be conducted in order to determine the advertisement's impact in the community to the target audience. The survey will vary dependent on the type of medium used, but should determine whether the anticipated results were achieved and the target population was reached.

4.1.7 Print Media

4.1.7.1 Print media must include development of any product including but not limited to documents, reports, signs, logos, manuals, guides, notebooks, advertisements, handouts and any related development such as design, printing, or procurement of print media, including items that can be distributed at events, meetings or other functions.

4.1.8 Internet/Worldwide Web

4.1.8.1 Internet/Worldwide web must include development of any product including but not limited to websites, webpages, internet portals, and any related development such as design and procurement of such.

REQUEST FOR QUOTATION
CRFQ HHR200000002 - ADVERTISING SERVICES

4.1.9 Survey, Analysis, Evaluation

4.1.9.1 Survey, analysis and evaluation must include development of any product including but not limited to print, electronic, telephone, smart phone, or other survey medium, any analysis related to the design of or collection of responses from such surveys, and any evaluation or results determined from the survey(s), as well as any related development such as design, printing, procurement of survey materials or tools to conduct, analyze or evaluate the survey.

4.1.10 Design and Copy

4.1.10.1 All layouts, sketches, art work, computer images and copy including, but not limited to, advertising copy, film master tapes, typesetting, photocopies, storyboards and computer data storage disks/cards used in advertisements or other materials developed and placed by the successful Vendor for the DHHR shall become the exclusive property of the DHHR.

4.1.10.2 The DHHR shall have the full and free right to possess and use any and all said property in any way deemed by the DHHR to be necessary or advisable, either directly, or through the Vendor or otherwise and without payment of any compensation to the Vendor for the same.

4.1.11 Data Acceptance and Transfer

4.1.11.1 Vendor must have the ability to accept data electronically, and from disk, USB drive, CD, CDR, CDRW, DVD, DVDR, DVDRW or tape. E-mail capabilities with file transfer (both Macintosh and PC) must be provided by the Vendor.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFO HHR2000000002

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:

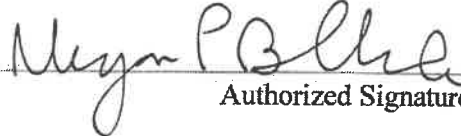
(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input checked="" 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 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.

MESH Design and Development

Company



Authorized Signature

02/04/20

Date

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



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

State of West Virginia
 Request for Quotation
 33 — Service - Misc

Proc Folder: 655325

Doc Description: Addendum No. 2 - Advertising Services

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2020-01-21	2020-02-07 13:30:00	CRFQ 0511 HHR2000000002	3

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:

MESH DESIGN AND DEVELOPMENT
 609 TENNESSEE AVE
 CHARLESTON WV 25302
 304-405-6374

FOR INFORMATION CONTACT THE BUYER

Tara Lyle
 (304) 558-2544
 tara.l.lyle@wv.gov

Signature X

FEIN # 27-0745271

DATE 01/24/20

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

ADDITIONAL INFORMATION:

Addendum No. 2 - to extend the bid opening from 01/24/2020 to 02/07/2020. Responses to vendor questions will be issued under a separate addendum.

No other changes.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Contract Administration/Consultation	20.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Contract Administration/Consultation

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Account Services	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Account Services



INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Television Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Television Production

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Radio Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Radio Production

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Outdoor Advertising	50.00000	HOUR		

Megan P. Alha

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Outdoor Advertising

INVOICE TO	SHIP TO
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER No City WV99999 US	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER No City WV 99999 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Media Buys	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Media Buys

INVOICE TO	SHIP TO
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER No City WV99999 US	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER No City WV 99999 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Print Media	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Print Media

Megan P. Blaha

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Internet/World Wide Web	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Internet/World Wide Web

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Survey, Analysis, Evaluation	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Survey, Analysis, Evaluation

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV99999	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Design and Copy	50.00000	HOUR		

Megan P. Blaha

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Design and Copy

INVOICE TO	SHIP TO
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER No City WV99999 US	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER No City WV 99999 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Data Acceptance and Transfer	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Data Acceptance and Transfer

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Question deadline by 11:00 am	2020-01-02

Megan P. Blaha

HHR2000000002	Document Phase Final	Document Description Addendum No. 2 - Advertising Services	Page 7 of 7
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

Megan P. Blaha

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.

Megan Bullock Creative Director, Founder
(Name, Title)
Megan Bullock Creative Director, Founder
(Printed Name and Title)
606 Tennessee Ave. Charleston, WV 25302
(Address)
Phone: 304-405-6374 Fax: N/A
(Phone Number) / (Fax Number)
meganbullock@meshfresh.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.

MESH Design and Development
(Company)
Megan Bullock, Creative Director, Founder
(Authorized Signature) (Representative Name, Title)

Megan Bullock, Creative Director, Founder
(Printed Name and Title of Authorized Representative)

01/24/20
(Date)

Phone: 304-405-6374 Fax: N/A
(Phone Number) (Fax Number)

West Virginia Ethics Commission
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

MESH Design and Development

Name of Contracting Business Entity: _____ Address: 609 Tennessee Ave.
Charleston, WV 25302

Name of Authorized Agent: Megan Bullock Address: 609 Tennessee Ave. Charleston, WV 25302

Contract Number: CRFQ 0511 HHR2000000002 Contract Description: Advertising Services

Governmental agency awarding contract: Division of Human Resources

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: Megan P Bullock Date Signed: 01/24/20

Notary Verification

State of West Virginia, County of Kanawha:

I, Dusta M. Tanner, 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 24 day of January, 2020

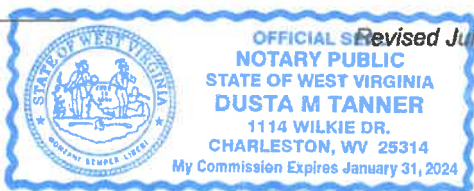
Dusta M. Tanner
Notary Public's Signature

To be completed by State Agency:

Date Received by State Agency: _____

Date submitted to Ethics Commission: _____

Governmental agency submitting Disclosure: _____



Revised June 8, 2018

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: MESH Design and Development

Authorized Signature: *Megan P. Blaha* Date: 01/24/20

State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 24 day of January, 2020

My Commission expires 1-31-2024, 20 .

AFFIX SEAL HERE

NOTARY PUBLIC *Dusta M. Tanner*

Purchasing Affidavit (Revised 01/19/2018)





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

01/21/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER The Mazzeo Agency, Inc. 1 Bethany Rd. Suite 50 Hazlet NJ 07730-1667		CONTACT NAME: Valerie A. Zuppa PHONE (A/C, No, Ext): (732) 344-5154 E-MAIL ADDRESS: Valerie@mazzeoagency.com FAX (A/C, No): (732) 344-5155	
INSURED Mesh Design and Development, LLC 609 Tennessee Ave Charleston WV 25302		INSURER(S) AFFORDING COVERAGE INSURER A: TRAVELERS CAS INS CO OF AMER INSURER B: CHARTER OAK FIRE INS CO INSURER C: INSURER D: INSURER E: INSURER F:	
		NAIC # 19046 25615	

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		680-7G780677-20-42	01/26/2020	01/26/2021	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N	N/A UB-7K336146-19-42	03/06/2019	03/06/2020	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Loc 1 - 609 Tennessee Avenue, Charleston, WV 25302
 Loc 2 - 52 Mercer Street, 5th Floor, New York, NY 10013
 Loc 3 - 1 Main Street, Brooklyn, NY 11201

CERTIFICATE HOLDER**CANCELLATION**

For Information Purposes Only

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.

REQUEST FOR QUOTATION
CRFQ HHR2000000002 - ADVERTISING SERVICES

11. MISCELLANEOUS:

11.1. 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: Elizabeth Turner
Telephone Number: 304-405-6374
Fax Number: N/A
Email Address: liz@meshfresh.com