



**STATE OF OKLAHOMA STATEWIDE CONTRACT WITH 22ND CENTURY
TECHNOLOGIES INC.**

This State of Oklahoma Statewide Contract #0135 - Advertising and Marketing Services ("Contract") is entered into between the State of Oklahoma by and through the Office of Management and Enterprise Services ("State") and 22ND CENTURY TECHNOLOGIES INC. ("Supplier") and is effective as of the date of last signature to this Contract. The initial term of the Contract shall be for one (1) year with four (4) one-year options to renew.

Purpose

The State is awarding this Contract to Supplier for the provision of Marketing and Advertising services, as more particularly described in certain Contract Documents. Supplier submitted a proposal containing exceptions to the Solicitation. This Contract memorializes the agreement of the parties with respect to the negotiated terms of the Contract that is being awarded to Supplier.

Now, therefore, in consideration of the foregoing and the mutual promises set forth herein, the receipt and sufficiency of which are hereby acknowledged the parties agree as follows:

1. The parties agree that Supplier has not yet begun performance of work under this Contract. Issuance of a purchase order is required prior to payment to a Supplier.
2. Pursuant to Executive Order 2024-12 as amended and for as long as it is effective:
 - 2.1. The Supplier certifies by their signature below that they have no active contract related to any campaign-related matter (i.e., candidates or issues/questions that will appear on a ballot), state question initiative, or policy-based 501(c)(4) at the time of their bid submission to an RFP for PR/marketing/communications nor shall they enter into one during the term of this contract; and
 - 2.2. In addition to the termination rights outlined in the attachments hereto, the State or any Customer may immediately vacate contracts, with no more than ten (10) days' notice if the reason is for a PR Vendor or PR Vendor employee, in an unofficial capacity, being caught in violation of section 2.1 of this document.
 - 2.3. Supplier warrants and represents that it will comply with all parts of Executive Order 2024-12 as amended.

3. The following Contract Documents are attached hereto and incorporated herein:

- 3.1. Attachment A - Solicitation,;
- 3.2. Attachment B - General Terms,;
- 3.3. Attachment C - Statewide Contract Terms,;
- 3.4. Attachment D - Reserved;
- 3.5. Attachment E1 - Pricing;
- 3.6. Attachment E2 - Value Added Products and Services; and
- 3.7. Attachment F – Requested Exceptions.

4. Any reference to a Contract Document refers to such Contract Document as it may have been amended. If and to the extent any provision is in multiple documents and addresses the same or substantially the same subject matter but does not create an actual conflict, the more recent provision is deemed to supersede earlier versions.

Signatures

The undersigned represent and warrant that they are authorized, as representatives of the party on whose behalf they are signing, to sign this Contract and to bind their respective party thereto.

STATE OF OKLAHOMA
by and through the
OFFICE OF MANAGEMENT AND
ENTERPRISE SERVICES:

22ND CENTURY TECHNOLOGIES
INC.

By: 
Amanda Otis (Nov 4, 2024 12:14 CST)

By: 
Isha Sharma (Nov 4, 2024 09:45 EST)

Name: Amanda Otis

Name: Isha Sharma

Title: State Purchasing Director

Title: Contracts Manager

Date: Nov 4, 2024

Date: Nov 4, 2024

ATTACHMENT A
SOLICITATION NO. EV00000444

This Solicitation is a Contract Document and is a request for proposal in connection with the Contract awarded by the Office of Management and Enterprise Services as more particularly described below. Any defined term used herein but not defined herein shall have the meaning ascribed in the General Terms or other Contract Document.

PURPOSE

The Office of Management and Enterprise Services (OMES), Central Purchasing Division, is seeking responses from potential Suppliers to provide Marketing and Advertising Services in one or multiple of the eight categories defined below, for State Agencies and Affiliates to utilize on an as-need basis.

All services under this solicitation and resulting contract, agreement, order, or release shall advance the mission and service delivery of the participating agency or affiliate. A clearly defined Statement of work must be included prior to agency acceptance, or purchase order/release from this Statewide contract.

The Contract is awarded as a Mandatory Statewide contract on behalf of the State of Oklahoma's Office of Management and Enterprise Services - Central Purchasing (OMES-CP) for a full range of as-needed Marketing and Advertising services. All state agencies and state affiliates may avail themselves of this contract.

1. Contract Term and Renewal Options:

- A.** The initial Contract term, which begins on the effective date of the Contract, is one year and there are (4) one-year options to renew the Contract.
- B.** Statewide Contracts are moving to an annual auto-renewal format, instead of the previous manual renewals. No annual renewal notices will be supplied by the State. This does not change any substantive terms and conditions of the executed Contract or any previously executed Amendments. Should either party not want to renew the Contract, a written termination notice shall be sent at least 30 days prior to the end of the Contract term.

2. Solicitation Criterion:

09/01/2020

A. The Bid will be evaluated using a best value criterion as defined in Title 74 O.S. 85.2 of the Oklahoma Statutes and may include but is not limited to:

- I. The Bidder's industry and program experience and record of successful past performance.
- II. The quality of the acquisition or technical competency as displayed in the technical response.
- III. The operational cost a state agency would incur.
- IV. Disclosure of, to include any conflict of interest, especially related to items 2 and 3 above.

B. Scope and Description

1. The State of Oklahoma is soliciting Suppliers to be included on a prequalification contract for Advertising and Marketing services. This is a full-service contract that is grouped in eight categories that represent the service needs of Oklahoma for Advertising and Marketing. Suppliers may choose to respond to one or multiple categories. The categories for which a Supplier is submitting a response should be clearly identified in their proposal. The categories covered under this solicitation include:
 - I. Category I – Web Based, Social & Emerging Media Services
 - II. Category II – Client Services
 - III. Category III - Creative Services
 - IV. Category IV – Advertising and Marketing Services
 - V. Category V – Integrated Marketing Services
 - VI. Category VI – Value Proposals
 - VII. Category VII – Direct Media Buys
 - VIII. Category VIII – Outdoor Advertising
2. "PR Vendor" includes public relations (PR), marketing, and communications services. For the purposes of this RFP any awarded vendor will be considered a PR Vendor.
3. Category Definitions:
 - i. **Category I -Web-based, Social and Emerging Media:** includes evolving methods of media production, delivery, and consumption. The creation, development, and implementation of marketing/communications tools, devices, and campaigns that reflect the evolving nature in which messaging is produced, delivered, and consumed. To include online marketing, e-mail marketing, social media, website development, mobile phone application development, and other emerging methods, platforms, and technologies, such as: The internet or similar electronic media (social networks e.g., Facebook, LinkedIn, blogs, podcasts, wikis, content communities: X,

YouTube, etc. Microblogging: Mobile and location-based platforms, such as foursquare, for the development, preparation, promotion, and distribution/ placement of information or advertisement.

ii. **Category II – Client Services:**

1. **Event Planning:** - To create, organize, and supervise all aspects of an event such as, but not limited to, trade shows, workshops, seminars, award ceremonies, and conventions. Event planning includes budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits, and coordinating transportation and parking. Event planning also includes some or all the following depending on the event: developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support (such as electricity and other utilities), arranging decor, tables, chairs, tents, event support and security, catering, police, fire, portable toilets, parking, signage, emergency plans, and cleanup.
2. **Event Support** - Relates to service assistance (support) once all functional elements of a scheduled event have been established and/or a site has been secured. Included in part or in total would be: graphic design, back-drop graphic imprinted signs or panels, onsite support personnel for registration, surveys, workshop facilitators but not presenters, greeters, and other services that are ancillary to the successful event outcome.
3. **Business Development** – Services aimed at developing and implementing opportunities to expand within and between organizations and aiding in furthering a user’s mission.
4. **Project Management** – Services assisting a User in the initiation, planning, executing, controlling, and finalization of projects in order to achieve a user’s goals while meeting specific criteria for success.
5. **Quality Assurance** – Services that assist Users in ensuring a desired level of quality of service, through attention to process stages and efficiencies.
6. **Public Relations** - Includes: Research, planning, communication, dialogue and evaluation, public attitudes, definition of the policies,

procedures, and interests of an organization. More specifically publicity events, photo ops or publicity stunts, speeches to constituent groups and professional organizations, receptions, seminars, and other events, personal appearances, collateral literature (both offline and online), direct communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters, blogs as well as social media, and social networks.

iii. **Category III -Creative Services:**

1. **Art & Graphic Design** – Includes: Images, patterns, layouts, and other graphic devices composed into a coherent distinctive design intended for printing and/or for advertisements and printed materials. Awarded Suppliers will provide copywriting and technical writing services, create sketches, drawings, publication designs and typographic layouts, and furnish custom or stock artwork (including electronic artwork.)
2. **Commercial Photography** - Includes: Taking pictures, photo development, enlargements, hardcopy and/ or digital pictures (black and white or color) for advertisement, merchandising, product placement, brochures, leaflets, and other communication services.
3. **Video Production** - Includes: The development, creation and production of television programs, television commercials, training videos, and videos to raise public awareness about services, educate learners, train staff, and deliver brand messages. Essential functions include services to produce quality videos, content, production quality, and clarity. Awarded Suppliers will be responsible for project management, content development, creative script, finding talent, scouting filming locations, filming, and editing.

iv. **Category IV - Advertising and Marketing Services**

1. **Marketing** - Includes: Brand development, strategic planning, focus groups, video, PSA/commercials/radio spots development & production, event materials development, graphics, packaging, analytics & monitoring, email & social media marketing, mobile application development, search engine optimization & outreach, web development, media placement, qualitative use of mainstream

and ethnic-based TV and radio advertising reach through targeted programming, and pre-/post-campaign evaluations.

2. **Advertising** - Includes: The development, production (drafts, proof, edits, and finals) & positioning of specific messaging content in any identified or to be identified approved mainstream and ethnic communication mediums (newspapers, magazines, broadcast media, advertising media, social media, direct mail, billboards and posters, transit advertising, and promotional items) to reach a predetermined audience/demographic market. Includes services to promote awareness, disseminate information, enable public understanding of complex technical and social issues, etc.

v. **Category V - Integrated Marketing Services**

1. Must include all functions of a full-service marketing & advertising agency and cover services offered under the categories above. The Integrated Marketing Services Category is broad in scope so that departments can develop scopes of work that may require a variety of services offered under this contract.

vi. **Category VI – Value Added Proposals**

1. Suppliers may propose additional services not otherwise included in the solicitation. Suppliers must describe how these services would add value to the State and meet all other evaluation requirements listed in Section D. These additional services must be within the scope of the contract and not otherwise detailed in the other award categories. The State reserves the right to utilize options that are deemed to provide value to the State.

vii. **Category VII Definition – Direct Media Buys**

1. May include updated graphics regarding existing campaign materials (refresh and revise) including posters, promotional materials, displays, web site graphics, and television/digital video Public Service Announcements (PSAs).
2. May include updating and expanding creative messaging regarding an existing campaign including posters, promotional materials, displays, web site graphics, and television/digital video PSAs).
3. May include expansion of an existing web site and necessary edits/design to include new message and links.

4. May include targeted media buys and direction related to a statewide messaging campaign targeting certain established populations.
5. May include the purchase of broadcast and digital media messaging. Digital media as in web based direct ads (Pop-ups). Public Service Announcement (PSA) will pop-up when you go to a website. These can be on phone or other devices.
6. May include grass-roots campaign/training including development of an awareness tool kit with outlined activities, support materials, public messages (including social media), and other items as part of an existing campaign. Local coalition training regarding promotion and education as part of an existing campaign. Community events including assistance and promotional/awareness support.

viii. **Category VIII Definition – Outdoor Advertising**

1. Highway/Road Billboards – Paint, Panel, or Digital, Location – the physical location of the board(s).
2. DEC/Traffic Counts/Impressions – the number of people on a daily or weekly basis that see the board.
3. Readability – how easily read is the message on the board as you are driving by – how long is it?
4. Availability – does the desired route of the bus have a board that is available to put under contract?
5. Price – Advertising Cost, per increment of time?
6. Production fees – the cost to produce.

- C. As referenced in subsection 7.2, Executive Summary and Company Information are on **Exhibit 01: Offeror response Worksheet, Executive Summary and Company Information.**
- D. As referenced in subsection 7.7, All Technical responses are on **Exhibit 02: Offeror Response Worksheet, Technical Response.**
- E. As referenced in subsection 7.8, The response to pricing shall be proposed using **Exhibit 03: Rate Card Template.**

- F.** As referenced in subsection 7.9, Value-added products and/or services within scope of the Acquisition are to be included in **Exhibit 02: Offeror Response Worksheet, Technical Response.**
- G.** As referenced in subsection 7.10, Business References are to be on **Exhibit 04: Bidder Reference Worksheet**
- H.** As referenced in subsection 7.11, third-party vendor information is included in on **Exhibit 05: Third Party Supplier Information.**

ATTACHMENT B

STATE OF OKLAHOMA GENERAL TERMS

This State of Oklahoma General Terms ("General Terms") is a Contract document in connection with the Contract awarded by the State of Oklahoma by and through the Office of Management and Enterprise Services.

In addition to other terms contained in an applicable Contract document, Supplier and State agree to the following General Terms:

1 Scope and Contract Renewal

- 1.1** Supplier may not add products or services to its offerings under the Contract without the State's prior written approval. Such request may require a competitive bid of the additional products or services. If the need arises for goods or services outside the scope of the Contract, Supplier shall contact the State.
- 1.2** At no time during the performance of the Contract shall the Supplier have the authority to obligate any Customer for payment for any products or services (a) when a corresponding encumbering document is not signed or (b) over and above an awarded Contract amount. Likewise, Supplier is not entitled to compensation for a product or service provided by or on behalf of Supplier that is neither requested nor accepted as satisfactory.
- 1.3** If applicable, prior to any Contract renewal, the State shall subjectively consider the value of the Contract to the State, the Supplier's performance under the Contract, and shall review certain other factors, including but not limited to the: a) terms and conditions of Contract documents to determine validity with current State and other applicable statutes and rules; b) current pricing and discounts offered by Supplier; and c) current products, services and support offered by Supplier. If the State determines changes to the Contract are required as a condition precedent to renewal, the State and Supplier will cooperate in good faith to evidence such required changes in an Amendment. Further, any request for a price increase in connection with a renewal or otherwise will be conditioned on the Supplier providing appropriate documentation supporting the request.
- 1.4** The State may extend the Contract for ninety (90) days beyond a final renewal term at the Contract compensation rate for the extended period. If the State exercises such option to extend ninety (90) days, the State shall notify the

Supplier in writing prior to Contract end date. The State, at its sole option and to the extent allowable by law, may choose to exercise subsequent ninety (90) day extensions at the Contract pricing rate, to facilitate the finalization of related terms and conditions of a new award or as needed for transition to a new Supplier.

- 1.5** Supplier understands that supplier registration expires annually and, pursuant to OAC 260:115-3-3, Supplier shall maintain its supplier registration with the State as a precondition to a renewal of the Contract.

2 Contract Effectiveness and Order of Priority

- 2.1** Unless specifically agreed in writing otherwise, the Contract is effective upon the date last signed by the parties. Supplier shall not commence work, commit funds, incur costs, or in any way act to obligate the State until the Contract is effective.

- 2.2** Contract documents shall be read to be consistent and complementary. Any conflict among the Contract documents shall be resolved by giving priority to Contract documents in the following order of precedence:

- A.** any Amendment;
- B.** terms contained in this Contract document
- C.** any Contract-specific State terms including, without limitation, information technology terms and terms specific to a statewide Contract or a State agency Contract;
- D.** any applicable Solicitation;
- E.** any successful Bid as may be amended through negotiation and to the extent the Bid does not otherwise conflict with the Solicitation or applicable law;
- F.** any statement of work, work order, or other mutually agreed Contract documents.

- 2.3** If there is a conflict between the terms contained in this Contract document or in Contract-specific terms and an agreement provided by or on behalf of Supplier including but not limited to linked or supplemental documents which alter or diminish the rights of Customer or the State, the conflicting terms provided by Supplier shall not take priority over this Contract document or

Acquisition-specific terms. In no event will any linked document alter or override such referenced terms except as specifically agreed in an Amendment.

- 2.4 Any Contract document shall be legibly written in ink or typed. All Contract transactions, and any Contract document related thereto, may be conducted by electronic means pursuant to the Oklahoma Uniform Electronic Transactions Act.

3 Modification of Contract Terms and Contract documents

- 3.1 The Contract may only be modified, amended, or expanded by an Amendment. Any change to the Contract, including the addition of work or materials, the revision of payment terms, or the substitution of work or materials made unilaterally by the Supplier, is a material breach of the Contract. Unless otherwise specified by applicable law or rules, such changes, including without limitation, any unauthorized written Contract modification, shall be void and without effect and the Supplier shall not be entitled to any claim under the Contract based on those changes. No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in the Contract.
- 3.2 Any additional terms on an ordering document provided by Supplier are of no effect and are void unless mutually executed. OMES bears no liability for performance, payment or failure thereof by the Supplier or by a Customer other than OMES in connection with an Acquisition.
- 3.3 Except for information deemed confidential by the State pursuant to applicable law, rule, regulation, or policy, the parties agree Contract terms and information are not confidential and are disclosable without further approval of or notice to Supplier.
- 3.4 Unless mutually agreed to in writing by the State of Oklahoma by and through the Office of Management and Enterprise Services, no Contract document or other terms and conditions or clauses, including via a hyperlink or uniform resource locator, shall supersede or conflict with the terms of this Contract or expand the State's or Customer's liability or reduce the rights of Customer or the State. If Supplier is acting as a reseller, any third-party terms provided are also subject to the foregoing.
- 3.5 To the extent any term or condition in any Contract document, including via a hyperlink or uniform resource locator, conflicts with an applicable Oklahoma and/or United States law or regulation, such term or condition is void and unenforceable. By executing any Contract document which contains a

conflicting term or condition, the State or Customer makes no representation or warranty regarding the enforceability of such term or condition and the State or Customer does not waive the applicable Oklahoma and/or United States law or regulation which conflicts with the term or condition.

4 Definitions

In addition to any defined terms set forth elsewhere in the Contract, the Oklahoma Central Purchasing Act and the Oklahoma Administrative Code, Title 260, the parties agree that, when used in the Contract, the following terms are defined as set forth below and may be used in the singular or plural form:

- 4.1 Acquisition** means items, products, materials, supplies, services and equipment acquired by purchase, lease purchase, lease with option to purchase, value provided or rental under the Contract.
- 4.2 Amendment** means a mutually executed, written modification to a Contract document.
- 4.3 Bid** means an offer a Bidder submits in response to the Solicitation.
- 4.4 Bidder** means an individual or business entity that submits a Bid in response to the Solicitation.
- 4.5 Contract** means the written, mutually agreed and binding legal relationship resulting from the Contract documents and an appropriate encumbering document as may be amended from time to time, which evidences the final agreement between the parties with respect to the subject matter of the Contract.
- 4.6 Customer** means the governmental entity receiving goods or services contemplated by the Contract.
- 4.7 Debarment** means action taken by a debarring official under federal or state law or regulations to exclude any business entity from inclusion on the Supplier list; bidding; offering to bid; providing a quote; receiving an award of contract with the State and may also result in cancellation of existing contracts with the State.
- 4.8 Destination** means delivered to the receiving dock or other point specified in the applicable Contract document.
- 4.9 Governmental Entity** means any governmental entity specified as a political subdivision of the State pursuant to the Governmental Tort Claim Act including any associated institution, instrumentality, board, commission, committee, department, or other entity designated to act on behalf of the state.

- 4.10 Indemnified Parties** means the State and Customer and/or its officers, directors, agents, employees, representatives, contractors, assignees, and designees thereof.
- 4.11 Inspection** means examining and testing an Acquisition (including, when appropriate, raw materials, components, and intermediate assemblies) to determine whether the Acquisition meets Contract requirements.
- 4.12 Moral Rights** means any and all rights of paternity or integrity of the Work Product and the right to object to any modification, translation or use of the Work Product and any similar rights existing under the judicial or statutory law of any country in the world or under any treaty, regardless of whether or not such right is denominated or referred to as a moral right.
- 4.13 OAC** means the Oklahoma Administrative Code.
- 4.14 OMES** means the Office of Management and Enterprise Services.
- 4.15 Solicitation** means the document inviting Bids for the Acquisition referenced in the Contract and any amendments thereto.
- 4.16 State** means the government of the state of Oklahoma, its employees and authorized representatives, including without limitation any department, agency, or other unit of the government of the state of Oklahoma.
- 4.17 Supplier** means the Bidder with whom the State enters into the Contract awarded pursuant to the Solicitation or the business entity or individual that is a party to the Contract with the State.
- 4.18 Suspension** means action taken by a suspending official under federal or state law or regulations to suspend a Supplier from inclusion on the Supplier list; be eligible to submit Bids to State agencies and be awarded a contract by a State agency subject to the Central Purchasing Act.
- 4.19 Supplier Confidential Information** means certain confidential and proprietary information of Supplier that is clearly marked as confidential and agreed by the State Purchasing Director or Customer, as applicable, but does

not include information excluded from confidentiality in provisions of the Contract or the Oklahoma Open Records Act.

4.20 Work Product means any and all deliverables produced by Supplier under a statement of work or similar Contract document issued pursuant to this Contract, including any and all tangible or intangible items or things that have been or will be prepared, created, developed, invented or conceived at any time following the Contract effective date including but not limited to any (i) works of authorship (such as manuals, instructions, printed material, graphics, artwork, images, illustrations, photographs, computer programs, computer software, scripts, object code, source code or other programming code, HTML code, flow charts, notes, outlines, lists, compilations, manuscripts, writings, pictorial materials, schematics, formulae, processes, algorithms, data, information, multimedia files, text web pages or web sites, other written or machine readable expression of such works fixed in any tangible media, and all other copyrightable works), (ii) trademarks, service marks, trade dress, trade names, logos, or other indicia of source or origin, (iii) ideas, designs, concepts, personality rights, methods, processes, techniques, apparatuses, inventions, formulas, discoveries, or improvements, including any patents, trade secrets and know-how, (iv) domain names, (v) any copies, and similar or derivative works to any of the foregoing, (vi) all documentation and materials related to any of the foregoing, (vii) all other goods, services or deliverables to be provided by or on behalf of Supplier under the Contract and (viii) all Intellectual Property Rights in any of the foregoing, and which are or were created, prepared, developed, invented or conceived for the use of benefit of Customer in connection with this Contract or with funds appropriated by or for Customer or Customer's benefit (a) by any Supplier personnel or Customer personnel or (b) any Customer personnel who then became personnel to Supplier or any of its affiliates or subcontractors, where, although creation or reduction-to-practice is completed while the person is affiliated with Supplier or its personnel, any portion of same was created, invented or conceived by such person while affiliated with Customer.

5 Pricing

- 5.1** Pursuant to 68 O.S. §§ 1352, 1356, and 1404, State agencies are exempt from the assessment of State sales, use, and excise taxes. Further, State agencies and political subdivisions of the State are exempt from Federal Excise Taxes pursuant to Title 26 of the United States Code. Any taxes of any nature whatsoever payable by the Supplier shall not be reimbursed.
- 5.2** Pursuant to 74 O.S. §85.40, all travel expenses of Supplier must be included in the total Acquisition price.
- 5.3** The price of a product offered under the Contract shall include and Supplier shall prepay all shipping, packaging, delivery and handling fees. All product

deliveries will be free on board Customer's Destination. No additional fees shall be charged by Supplier for standard shipping and handling. If Customer requests expedited or special delivery, Customer may be responsible for any charges for expedited or special delivery.

6 Ordering, Inspection, and Acceptance

6.1 Any product or service furnished under the Contract shall be ordered by issuance of a valid purchase order or other appropriate payment mechanism, including a pre-encumbrance, or by use of a valid Purchase Card. All orders and transactions are governed by the terms and conditions of the Contract. Any purchase order or other applicable payment mechanism dated prior to termination or expiration of the Contract shall be performed unless mutually agreed in writing otherwise.

6.2 Services will be performed in accordance with industry best practices and are subject to acceptance by the Customer. Notwithstanding any other provision in the Contract, deemed acceptance of a service or associated deliverable shall not apply automatically upon receipt of a deliverable or upon provision of a service.

Supplier warrants and represents that a product or deliverable furnished by or through the Supplier shall individually, and where specified by Supplier to perform as a system, be substantially uninterrupted and error-free in operation and guaranteed against faulty material and workmanship for a warranty period of the greater of ninety (90) days from the date of acceptance or the maximum allowed by the manufacturer. A defect in a product or deliverable furnished by or through the Supplier shall be repaired or replaced by Supplier at no additional cost or expense to the Customer if such defect occurs during the warranty period.

Any product to be delivered pursuant to the Contract shall be subject to final inspection and acceptance by the Customer at Destination. The Customer assumes no responsibility for a product until accepted by the Customer. Title and risk of loss or damage to a product shall be the responsibility of the Supplier until accepted. The Supplier shall be responsible for filing, processing, and collecting any and all damage claims accruing prior to acceptance.

Pursuant to OAC 260:115-9-1, payment for an Acquisition does not constitute final acceptance of the Acquisition. If subsequent inspection affirms that the Acquisition does not meet or exceed the specifications of the order or that the Acquisition has a latent defect, the Supplier shall be notified as soon as is reasonably practicable. The Supplier shall retrieve and replace the Acquisition at Supplier's expense or, if unable to replace, shall issue a refund to Customer. Refund under this section shall not be an exclusive remedy.

- 6.3** Supplier shall deliver products and services on or before the required date specified in a Contract document. Failure to deliver timely may result in liquidated damages as set forth in the applicable Contract document. Deviations, substitutions, or changes in a product or service, including changes of personnel directly providing services, shall not be made unless expressly authorized in writing by the Customer. Any substitution of personnel directly providing services shall be a person of comparable or greater skills, education and experience for performing the services as the person being replaced. Additionally, Supplier shall provide staff sufficiently experienced and able to perform with respect to any transitional services provided by Supplier in connection with termination or expiration of the Contract.
- 6.4** Product warranty and return policies and terms provided under any Contract document will not be more restrictive or more costly than warranty and return policies and terms for other similarly situated customers for a like product.

7 Invoices and Payment

- 7.1** Supplier shall be paid upon submission of a proper invoice(s) at the prices stipulated in the Contract in accordance with 74 O.S. §85.44B which requires that payment be made only after products have been provided and accepted or services rendered and accepted.

The following terms additionally apply:

- A.** An invoice shall contain the purchase order number, description of products or services provided and the dates of such provision.
- B.** Failure to provide a timely and proper invoice may result in delay of processing the invoice for payment. Proper invoice is defined at OAC 260:10-1-2.
- C.** Payment of all fees under the Contract shall be due NET 45 days. Payment and interest on late payments are governed by 62 O.S. §34.72. Such interest is the sole and exclusive remedy for late payments by a State agency and no other late fees are authorized to be assessed pursuant to Oklahoma law.
- D.** The date from which an applicable early payment discount time is calculated shall be from the receipt date of a proper invoice. There is no obligation, however, to utilize an early payment discount.
- E.** If an overpayment or underpayment has been made to Supplier any subsequent payments to Supplier under the Contract may be adjusted to correct the account. A written explanation of the adjustment will be

issued to Supplier.

- F.** Supplier shall have no right of setoff.
- G.** Because funds are typically dedicated to a particular fiscal year, an invoice will be paid only when timely submitted, which shall in no instance be later than six (6) months after the end of the fiscal year in which the goods are provided or services performed.
- H.** The Supplier shall accept payment by Purchase Card as allowed by Oklahoma law.

8 Maintenance of Insurance, Payment of Taxes, and Workers' Compensation

- 8.1** As a condition of this Contract, Supplier shall procure at its own expense, and provide proof of, insurance coverage with the applicable liability limits set forth below and any approved subcontractor of Supplier shall procure and provide proof of the same coverage. The required insurance shall be underwritten by an insurance carrier with an A.M. Best rating of A- or better.

Such proof of coverage shall additionally be provided to the Customer if services will be provided by any of Supplier's employees, agents or subcontractors at any Customer premises and/or employer vehicles will be used in connection with performance of Supplier's obligations under the Contract. Supplier may not commence performance hereunder until such proof has been provided. Additionally, Supplier shall ensure each insurance policy includes a notice of cancellation and includes the State and its agencies as certificate holder and shall promptly provide proof to the State of any renewals, additions, or changes to such insurance coverage. Supplier's obligation to maintain insurance coverage under the Contract is a continuing obligation until Supplier has no further obligation under the Contract. Any combination of primary and excess or umbrella insurance may be used to satisfy the limits of coverage for Commercial General Liability, Auto Liability and Employers' Liability. Unless agreed between the parties and approved by the State Purchasing Director, the minimum acceptable insurance limits of liability are as follows:

- A.** Workers' Compensation and Employer's Liability Insurance in accordance with and to the extent required by applicable law;
- B.** Commercial General Liability Insurance covering the risks of personal injury, bodily injury (including death) and property damage, including coverage for contractual liability, with a limit of liability of not less than \$2,000,000 per occurrence;

- C. Automobile Liability Insurance with limits of liability of not less than \$2,000,000 combined single limit each accident;
- D. If the Supplier will access, process, or store state data, then Security and Privacy Liability insurance, including coverage for failure to protect confidential information and failure of the security of Supplier's computer systems that results in unauthorized access to Customer data with limits \$5,000,000 per occurrence; and
- E. Additional coverage required in writing in connection with a particular Acquisition.

8.2 Supplier shall be entirely responsible during the existence of the Contract for the liability and payment of taxes payable by or assessed to Supplier or Supplier's employees, agents and subcontractors of whatever kind, in connection with the Contract. Supplier further agrees to comply with all state and federal laws applicable to any such persons, including laws regarding wages, taxes, insurance, and Workers' Compensation. Neither Customer nor the State shall be liable to the Supplier, Supplier's employees, agents, or others for the payment of taxes or the provision of unemployment insurance and/or Workers' Compensation or any benefit available to a State or Customer employee.

8.3 Supplier agrees to indemnify Customer, the State, and its employees, agents, representatives, contractors, and assignees for any and all liability, actions, claims, demands, or suits, and all related costs and expenses (including without limitation reasonable attorneys' fees and costs required to establish the right to indemnification) relating to tax liability, unemployment insurance and/or Workers' Compensation in connection with its performance under the Contract.

9 Compliance with Applicable Laws

9.1 As long as Supplier has an obligation under the terms of the Contract and in connection with performance of its obligations, the Supplier represents its present compliance, and shall have an ongoing obligation to comply, with all applicable federal, State, and local laws, rules, regulations, ordinances, and orders, as amended, including but not limited to the following:

- A. Drug-Free Workplace Act of 1988 set forth at 41 U.S.C. §81.
- B. Section 306 of the Clean Air Act, Section 508 of the Clean Water Act, Executive Order 11738, and Environmental Protection Agency Regulations which prohibit the use of facilities included on the EPA

List of Violating Facilities under nonexempt federal contracts, grants or loans;

- C. Prospective participant requirements set at 2 C.F.R. part 376 in connection with Debarment, Suspension and other responsibility matters;
- D. 1964 Civil Rights Act, Title IX of the Education Amendment of 1972, Section 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act of 1990, and Executive Orders 11246 and 11375;
- E. Anti-Lobbying Law set forth at 31 U.S.C. §1325 and as implemented at 45 C.F.R. part 93;
- F. Requirements of Internal Revenue Service Publication 1075 regarding use, access and disclosure of Federal Tax Information (as defined therein);
- G. Obtaining certified independent audits conducted in accordance with Government Auditing Standards and Office of Management and Budget Uniform Guidance, 2 CFR 200 Subpart F §200.500 et seq. with approval and work paper examination rights of the applicable procuring entity;
- H. Requirements of the Oklahoma Taxpayer and Citizen Protection Act of 2007, 25 O.S. §1312 and applicable federal immigration laws and regulations and be registered and participate in the Status Verification System. The Status Verification System is defined at 25 O.S. §1312, includes but is not limited to the free Employment Verification Program (E-Verify) through the Department of Homeland Security, and is available at www.dhs.gov/E-Verify;
- I. Requirements of the Health Insurance Portability and Accountability Act of 1996; Health Information Technology for Economic and Clinical Health Act; Payment Card Industry Security Standards; Criminal Justice Information System Security Policy and Security Addendum; and Family Educational Rights and Privacy Act; and
- J. Be registered as a business entity licensed to do business in the State, have obtained a sales tax permit, and be current on franchise tax payments to the State, as applicable.

- 9.2 The Supplier's employees, agents and subcontractors shall adhere to applicable Customer policies including, but not limited to acceptable use of Internet and electronic mail, facility and data security, press releases, and public relations.

As applicable, the Supplier shall adhere to the State Information Security Policy, Procedures, Guidelines set forth at <http://www.dhs.gov/E-Verify>. Supplier is responsible for reviewing and relaying such policies covering the above to the Supplier's employees, agents and subcontractors.

- 9.3** At no additional cost to Customer, the Supplier shall maintain all applicable licenses and permits required in association with its obligations under the Contract.
- 9.4** In addition to compliance under subsection 9.1 above, Supplier shall have a continuing obligation to comply with applicable Customer-specific mandatory contract provisions required in connection with the receipt of federal funds or other funding source.
- 9.5** The Supplier is responsible to review and inform its employees, agents, and subcontractors who provide a product or perform a service under the Contract of the Supplier's obligations under the Contract and Supplier certifies that its employees and each such subcontractor shall comply with minimum requirements and applicable provisions of the Contract. At the request of the State, Supplier shall promptly provide adequate evidence that such persons are its employees, agents or approved subcontractors and have been informed of their obligations under the Contract.
- 9.6** As applicable, Supplier agrees to comply with the Governor's Executive Orders related to the use of any tobacco product, electronic cigarette or vaping device on any and all properties owned, leased, or contracted for use by the State, including but not limited to all buildings, land and vehicles owned, leased, or contracted for use by agencies or instrumentalities of the State.
- 9.7** The execution, delivery and performance of the Contract and any ancillary documents by Supplier will not, to the best of Supplier's knowledge, violate, conflict with, or result in a breach of any provision of, or constitute a default (or an event which, with notice or lapse of time or both, would constitute a default) under, or result in the termination of, any written contract or other instrument between Supplier and any third party.
- 9.8** Supplier represents that it has the ability to pay its debts when due and it does not anticipate the filing of a voluntary or involuntary bankruptcy petition or appointment of a receiver, liquidator or trustee.
- 9.9** Supplier represents that, to the best of its knowledge, any litigation or claim or any threat thereof involving Supplier has been disclosed in writing to the State and Supplier is not aware of any other litigation, claim or threat thereof.

- 9.10** If services provided by Supplier include delivery of an electronic communication, Supplier shall ensure such communication and any associated support documents are compliant with Section 508 of the Federal Rehabilitation Act and with State standards regarding accessibility. Should any communication or associated support documents be non-compliant, Supplier shall correct and re-deliver such communication immediately upon discovery or notice, at no additional cost to the State. Additionally, as part of compliance with accessibility requirements where documents are only provided in non-electronic format, Supplier shall promptly provide such communication and any associated support documents in an alternate format usable by individuals with disabilities upon request and at no additional cost, which may originate from an intended recipient or from the State.

10 Audits and Records Clause

- 10.1** As used in this clause and pursuant to 67 O.S. §203, "record" includes a document, book, paper, photograph, microfilm, computer tape, disk, record, sound recording, film recording, video record, accounting procedures and practices, and other data, regardless of type and regardless of whether such items are in written form, in the form of computer data, or in any other form. Supplier agrees any pertinent federal or State agency or governing entity of a Customer shall have the right to examine and audit, at no additional cost to a Customer, all records relevant to the execution and performance of the Contract except, unless otherwise agreed, costs of Supplier that comprise pricing under the Contract.
- 10.2** The Supplier is required to retain records relative to the Contract for the duration of the Contract and for a period of seven (7) years following completion or termination of an Acquisition unless otherwise indicated in the Contract terms. If a claim, audit, litigation or other action involving such records is started before the end of the seven-year period, the records are required to be maintained for two (2) years from the date that all issues arising out of the action are resolved, or until the end of the seven (7) year retention period, whichever is later.
- 10.3** Pursuant to 74 O.S. §85.41, if professional services are provided hereunder, all items of the Supplier that relate to the professional services are subject to examination by the State agency, State Auditor and Inspector and the State Purchasing Director.

11 Confidentiality

- 11.1** The Supplier shall maintain strict security of all State and citizen data and records entrusted to it or to which the Supplier gains access, in accordance with

and subject to applicable federal and State laws, rules, regulations, and policies and shall use any such data and records only as necessary for Supplier to perform its obligations under the Contract. The Supplier further agrees to evidence such confidentiality obligation in a separate writing if required under such applicable federal or State laws, rules and regulations. The Supplier warrants and represents that such information shall not be sold, assigned, conveyed, provided, released, disseminated or otherwise disclosed by Supplier, its employees, officers, directors, subsidiaries, affiliates, agents, representatives, assigns, subcontractors, independent contractors, successor or any other persons or entities without Customer's prior express written permission. Supplier shall instruct all such persons and entities that the confidential information shall not be disclosed or used without the Customer's prior express written approval except as necessary for Supplier to render services under the Contract. The Supplier further warrants that it has a tested and proven system in effect designed to protect all confidential information.

- 11.2** Supplier shall establish, maintain and enforce agreements with all such persons and entities that have access to State and citizen data and records to fulfill Supplier's duties and obligations under the Contract and to specifically prohibit any sale, assignment, conveyance, provision, release, dissemination or other disclosure of any State or citizen data or records except as required by law or allowed by written prior approval of the Customer.
- 11.3** Supplier shall immediately report to the Customer any and all unauthorized use, appropriation, sale, assignment, conveyance, provision, release, access, acquisition, disclosure or other dissemination of any State or citizen data or records of which it or its parent company, subsidiaries, affiliates, employees, officers, directors, assignees, agents, representatives, independent contractors, and subcontractors is aware or have knowledge or reasonable should have knowledge. The Supplier shall also promptly furnish to Customer full details of the unauthorized use, appropriation, sale, assignment, conveyance, provision, release, access, acquisition, disclosure or other dissemination, or attempt thereof, and use its best efforts to assist the Customer in investigating or preventing the reoccurrence of such event in the future. The Supplier shall cooperate with the Customer in connection with any litigation and investigation deemed necessary by the Customer to protect any State or citizen data and records and shall bear all costs associated with the investigation, response and recovery in connection with any breach of State or citizen data or records including but not limited to credit monitoring services with a term of at least three (3) years, all notice-related costs and toll free telephone call center services.
- 11.4** Supplier further agrees to promptly prevent a reoccurrence of any unauthorized use, appropriation, sale, assignment, conveyance, provision, release, access,

acquisition, disclosure or other dissemination of State or citizen data and records.

- 11.5** Supplier acknowledges that any improper use, appropriation, sale, assignment, conveyance, provision, release, access, acquisition, disclosure or other dissemination of any State data or records to others may cause immediate and irreparable harm to the Customer and certain beneficiaries and may violate state or federal laws and regulations. If the Supplier or its affiliates, parent company, subsidiaries, employees, officers, directors, assignees, agents, representatives, independent contractors, and subcontractors improperly use, appropriate, sell, assign, convey, provide, release, access, acquire, disclose or otherwise disseminate such confidential information to any person or entity in violation of the Contract, the Customer will immediately be entitled to injunctive relief and/or any other rights or remedies available under this Contract, at equity or pursuant to applicable statutory, regulatory, and common law without a cure period.
- 11.6** The Supplier shall immediately forward to the State Purchasing Director, and any other applicable person listed in the Notices section(s) of the Contract, any request by a third party for data or records in the possession of the Supplier or any subcontractor or to which the Supplier or subcontractor has access and Supplier shall fully cooperate with all efforts to protect the security and confidentiality of such data or records in response to a third party request.
- 11.7** Customer may be provided access to Supplier's Confidential Information. State agencies are subject to the Oklahoma Open Records Act and Supplier acknowledges information marked confidential information will be disclosed to the extent permitted under the Open Records Act and in accordance with this Contract.
- 11.8** Except for information deemed confidential by the State pursuant to applicable law, rule, regulation, or policy, the parties agree Contract terms and information are not confidential and are disclosable without further approval of or notice to the Supplier.

12 Conflict of Interest

In addition to any requirement of law or of a professional code of ethics or conduct, the Supplier, its employees, agents and subcontractors are required to disclose any outside activity or interest that conflicts or may conflict with the best interest of the State. Prompt disclosure is required under this section if the activity or interest is related, directly or indirectly, to any person or entity currently under contract with or seeking to do business with the State, its employees or any other third-party individual or entity awarded a contract with the State. Further, as long as the Supplier has an obligation under the Contract, any plan, preparation or engagement in any such activity or interest shall not occur without prior written approval of the State. Any conflict of interest shall, at the sole discretion of the State, be grounds for partial or whole

termination of the Contract.

13 Assignment and Permitted Subcontractors

- 13.1** Supplier's obligations under the Contract may not be assigned or transferred to any other person or entity without the prior written consent of the State which may be withheld at the State's sole discretion. Should Supplier assign its rights to payment, in whole or in part, under the Contract, Supplier shall provide the State and all affected Customers with written notice of the assignment. Such written notice shall be delivered timely and contain details sufficient for affected Customers to perform payment obligations without any delay caused by the assignment.
- 13.2** Notwithstanding the foregoing, the Contract may be assigned by Supplier to any corporation or other entity in connection with a merger, consolidation, sale of all equity interests of the Supplier, or a sale of all or substantially all of the assets of the Supplier to which the Contract relates. In any such case, said corporation or other entity shall by operation of law or expressly in writing assume all obligations of the Supplier as fully as if it had been originally made a party to the Contract. Supplier shall give the State and all affected Customers prior written notice of said assignment. Any assignment or delegation in violation of this subsection shall be void.
- 13.3** If the Supplier is permitted to utilize subcontractors in support of the Contract, the Supplier shall remain solely responsible for its obligations under the terms of the Contract, for its actions and omissions and those of its agents, employees and subcontractors and for payments to such persons or entities. Prior to a subcontractor being utilized by the Supplier, the Supplier shall obtain written approval of the State of such subcontractor and each employee, as applicable to a particular Acquisition, of such subcontractor proposed for use by the Supplier. Such approval is within the sole discretion of the State. Any proposed subcontractor shall be identified by entity name, and by employee name, if required by the particular Acquisition, in the applicable proposal and shall include the nature of the services to be performed. As part of the approval request, the Supplier shall provide a copy of a written agreement executed by the Supplier and subcontractor setting forth that such subcontractor is bound by and agrees, as applicable, to perform the same covenants and be subject to the same conditions and make identical certifications to the same facts and criteria, as the Supplier under the terms of all applicable Contract documents. Supplier agrees that maintaining such agreement with any subcontractor and obtaining prior written approval by the State of any subcontractor and associated employees shall be a continuing obligation. The State further reserves the right to revoke approval of a subcontractor or an employee thereof in instances of poor performance, misconduct or for other similar reasons.

13.4 All payments under the Contract shall be made directly to the Supplier, except as provided in 13.1 above regarding the Supplier's assignment of payment. No payment shall be made to the Supplier for performance by unapproved or disapproved employees of the Supplier or a subcontractor.

13.5 Rights and obligations of the State or a Customer under the terms of this Contract may be assigned or transferred, at no additional cost, to other Customer entities.

14 Background Checks and Criminal History Investigations

Prior to the commencement of any services, background checks and criminal history investigations of the Supplier's employees and subcontractors who will be providing services may be required and, if so, the required information shall be provided to the State in a timely manner. Supplier's access to facilities, data and information may be withheld prior to completion of background verification acceptable to the State. The costs of additional background checks beyond Supplier's normal hiring practices shall be the responsibility of the Customer unless such additional background checks are required solely because Supplier will not provide results of its otherwise acceptable normal background checks; in such an instance, Supplier shall pay for the additional background checks. Supplier will coordinate with the State and its employees to complete the necessary background checks and criminal history investigations. Should any employee or subcontractor of the Supplier who will be providing services under the Contract not be acceptable as a result of the background check or criminal history investigation, the Customer may require replacement of the employee or subcontractor in question and, if no suitable replacement is made within a reasonable time, terminate the purchase order or other payment mechanism associated with the project or service.

15 Patents and Copyrights

Without exception, a product or deliverable price shall include all royalties or costs owed by the Supplier to any third party arising from the use of a patent, intellectual property, copyright or other property right held by such third party. Should any third party threaten or make a claim that any portion of a product or service provided by Supplier under the Contract infringes that party's patent, intellectual property, copyright or other property right, Supplier shall enable each affected Customer to legally continue to use, or modify for use, the portion of the product or service at issue or replace such potentially infringing product, or re-perform or redeliver in the case of a service, with at least a functional non-infringing equivalent. Supplier's duty under this section shall extend to include any other product or service rendered materially unusable as intended due to replacement or modification of the product or service at issue. If the Supplier determines that none of these alternatives are reasonably available, the State shall return such portion of the product or deliverable at issue to the Supplier, upon written request, in exchange for a refund of the price paid for such returned goods as well as a refund or reimbursement, if applicable, of the cost of any other product or deliverable rendered materially unusable as intended due to removal

of the portion of product or deliverable at issue. Any remedy provided under this section is not an exclusive remedy and is not intended to operate as a waiver of legal or equitable remedies because of acceptance of relief provided by Supplier.

16 Indemnification

16.1 State Shall Not Indemnify

The State of Oklahoma cannot lawfully agree to indemnify a private contractor. The credit of the State shall not be given, pledged, or loaned to any individual, company, corporation, or association, municipality, or political subdivision of the State pursuant to Oklahoma Constitution article 10, Section 15, OAC 260:115-7-32(k)(3)(A) and Attorney General Opinion 2012-18.

16.2 Acts or Omissions

- A. Supplier shall defend and indemnify the Indemnified Parties, as applicable, for any and all liability, claims, damages, losses, costs, expenses, demands, suits and actions of third parties (including without limitation reasonable attorneys' fees and costs required to establish the right to indemnification) arising out of, or resulting from any action or claim for bodily injury, death, or property damage brought against any of the Indemnified parties to the extent arising from any negligent act or omission or willful misconduct of the Supplier or its agents, employees, or subcontractors in the execution or performance of the Contract.
- B. To the extent Supplier is found liable for loss, damage, or destruction of any property of Customer due to negligence, misconduct, wrongful act, or omission on the part of the Supplier, its employees, agents, representatives, or subcontractors, the Supplier and Customer shall use best efforts to mutually negotiate an equitable settlement amount to repair or replace the property unless such loss, damage or destruction is of such a magnitude that repair or replacement is not a reasonable option. Such amount shall be invoiced to, and is payable by, Supplier sixty (60) calendar days after the date of Supplier's receipt of an invoice for the negotiated settlement amount.

16.3 Infringement

Supplier shall indemnify the Indemnified Parties, as applicable, for all liability, claims, damages, losses, costs, expenses, demands, suits and actions of third parties (including without limitation reasonable attorneys' fees and costs required to establish the right to indemnification) arising from or in connection with Supplier's breach of its representations and warranties in the Contract or

alleged infringement of any patent, intellectual property, copyright or other property right in connection with a product or service provided under the Contract. Supplier's duty under this section is reduced to the extent a claimed infringement results from: (a) a Customer's or user's content; (b) modifications by Customer or third party to a product delivered under the Contract or combinations of the product with any non-Supplier-provided services or products unless Supplier recommended or participated in such modification or combination; (c) use of a product or service by Customer in violation of the Contract unless done so at the direction of Supplier, or (d) a non-Supplier product that has not been provided to the State by, through or on behalf of Supplier as opposed to its combination with products Supplier provides to or develops for the State or a Customer as a system.

16.4 Notice and Cooperation

In connection with indemnification obligations under the Contract, the parties agree to furnish prompt written notice to each other of any third-party claim. Any Customer affected by the claim will reasonably cooperate with Supplier and defense of the claim to the extent its interests are aligned with Supplier. Supplier shall use counsel reasonably experienced in the subject matter at issue and will not settle a claim without the written consent of the party being defended, which consent will not be unreasonably withheld or delayed, except that no consent will be required to settle a claim against Indemnified Parties that are not a State agency, where relief against the Indemnified Parties is limited to monetary damages that are paid by the defending party under indemnification provisions of the Contract.

16.5 Coordination of Defense

In connection with indemnification obligations under the Contract, when a State agency is a named defendant in any filed or threatened lawsuit, the defense of the State agency shall be coordinated by the Attorney General of Oklahoma, or the Attorney General may authorize the Supplier to control the defense and any related settlement negotiations; provided, however, Supplier shall not agree to any settlement of claims against the State without obtaining advance written concurrence from the Attorney General. If the Attorney General does not authorize sole control of the defense and settlement negotiations to Supplier, Supplier shall have authorization to equally participate in any proceeding related to the indemnity obligation under the Contract and shall remain responsible to indemnify the applicable Indemnified Parties.

16.6 Limitation of Liability

- A. With respect to any claim or cause of action arising under or related to the Contract, neither the State nor any Customer shall be liable to Supplier for lost profits, lost sales or business expenditures, investments, or commitments in connection with any business, loss of any goodwill, or for any other indirect, incidental, punitive, special or consequential damages, even if advised of the possibility of such damages.
- B. Notwithstanding anything to the contrary in the Contract, no provision shall limit damages, expenses, costs, actions, claims, and liabilities arising from or related to property damage, bodily injury or death caused by Supplier or its employees, agents or subcontractors; indemnity, security or confidentiality obligations under the Contract; the bad faith, negligence, intentional misconduct or other acts for which applicable law does not allow exemption from liability of Supplier or its employees, agents or subcontractors.
- C. The limitation of liability and disclaimers set forth in the Contract will apply regardless of whether Customer has accepted a product or service. The parties agree that Supplier has set its fees and entered into the Contract in reliance on the disclaimers and limitations set forth herein, that the same reflect an allocation of risk between the parties and form an essential basis of the bargain between the parties. These limitations shall apply notwithstanding any failure of essential purpose of any limited remedy.

17 Termination for Funding Insufficiency

- 17.1** Notwithstanding anything to the contrary in any Contract document, the State may terminate the Contract in whole or in part if funds sufficient to pay obligations under the Contract are not appropriated or received from an intended third-party funding source. In the event of such insufficiency, Supplier will be provided at least fifteen (15) calendar days' written notice of termination. Any partial termination of the Contract under this section shall not be construed as a waiver of, and shall not affect, the rights and obligations of any party regarding portions of the Contract that are not terminated. The determination by the State of insufficient funding shall be accepted by, and shall be final and binding on, the Supplier.
- 17.2** Upon receipt of notice of a termination, Supplier shall immediately comply with the notice terms and take all necessary steps to minimize the incurrence of costs allocable to the work affected by the notice. If a purchase order or other

payment mechanism has been issued and a product or service has been accepted as satisfactory prior to the effective date of termination, the termination does not relieve an obligation to pay for the product or service but there shall not be any liability for further payments ordinarily due under the Contract or for any damages or other amounts caused by or associated with such termination. Any amount paid to Supplier in the form of prepaid fees that are unused when the Contract or certain obligations are terminated shall be refunded.

- 17.3** The State's exercise of its right to terminate the Contract under this section shall not be considered a default or breach under the Contract or relieve the Supplier of any liability for claims arising under the Contract.

18 Termination for Cause

- 18.1** Supplier may terminate the Contract if (i) it has provided the State with written notice of material breach and (ii) the State fails to cure such material breach within thirty (30) days of receipt of written notice. If there is more than one Customer, material breach by a Customer does not give rise to a claim of material breach as grounds for termination by Supplier of the Contract as a whole. The State may terminate the Contract in whole or in part if (i) it has provided Supplier with written notice of material breach, and (ii) Supplier fails to cure such material breach within thirty (30) days of receipt of written notice. Any partial termination of the Contract under this section shall not be construed as a waiver of, and shall not affect, the rights and obligations of any party regarding portions of the Contract that are not terminated.
- 18.2** The State may terminate the Contract in whole or in part immediately without a thirty (30) day written notice to Supplier if (i) Supplier fails to comply with confidentiality, privacy, security, environmental or safety requirements applicable to Supplier's performance or obligations under the Contract; (ii) Supplier's material breach is reasonably determined to be an impediment to the function of the State and detrimental to the State or to cause a condition precluding the thirty (30) day notice or (iii) when the State determines that an administrative error in connection with award of the Contract occurred prior to Contract performance.
- 18.3** The State may terminate the Contract if the scope includes PR Vendor services and the Supplier, or Supplier's employee, violate the lobbying clause. PR Vendor services is defined to include a contract for public relations (PR), marketing or communication services. The State may immediately terminate the Contract with no more than 10-day notice under this section.
- 18.4** Upon receipt of notice of a termination, Supplier shall immediately comply with the notice terms and take all necessary steps to minimize the incurrence of

costs allocable to the work affected by the notice. If a purchase order or other payment mechanism has been issued and a product or service has been accepted as satisfactory prior to the effective date of termination, the termination does not relieve an obligation to pay for the product or service but there shall not be any liability for further payments ordinarily due under the Contract or for any damages or other amounts caused by or associated with such termination. Such termination is not an exclusive remedy but is in addition to any other rights and remedies provided for by law. Any amount paid to Supplier in the form of prepaid fees that are unused when the Contract or certain obligations are terminated shall be refunded. Termination of the Contract under this section, in whole or in part, shall not relieve the Supplier of liability for claims arising under the Contract.

18.5 The Supplier's repeated failure to provide an acceptable product or service; Supplier's unilateral revision of linked or supplemental terms that have a materially adverse impact on a Customer's rights or obligations under the Contract (except as required by a governmental authority); actual or anticipated failure of Supplier to perform its obligations under the Contract; Supplier's inability to pay its debts when due; assignment for the benefit of Supplier's creditors; or voluntary or involuntary appointment of a receiver or filing of bankruptcy of Supplier shall constitute a material breach of the Supplier's obligations, which may result in partial or whole termination of the Contract. This subsection is not intended as an exhaustive list of material breach conditions. Termination may also result from other instances of failure to adhere to the Contract provisions and for other reasons provided for by applicable law, rules or regulations; without limitation, OAC 260:115-9-1 is an example.

19 Termination for Convenience

19.1 The State may terminate the Contract, in whole or in part, for convenience if it is determined that termination is in the State's best interest. In the event of a termination for convenience, Supplier will be provided at least thirty (30) days' written notice of termination. Any partial termination of the Contract shall not be construed as a waiver of, and shall not affect, the rights and obligations of any party regarding portions of the Contract that remain in effect.

19.2 Upon receipt of notice of such termination, Supplier shall immediately comply with the notice terms and take all necessary steps to minimize the incurrence of costs allocable to the work affected by the notice. If a purchase order or other payment mechanism has been issued and a product or service has been accepted as satisfactory nor to the effective date of termination, the termination does not relieve an obligation to pay for the product or service but there shall not be any liability for further payments ordinarily due under the Contract or for any damages or other amounts caused by or associated with such termination. Such termination shall not be an exclusive remedy but shall be in addition to any other rights

and remedies provided for by law. Any amount paid to Supplier in the form of prepaid fees that are unused when the Contract or certain obligations are terminated shall be refunded. Termination of the Contract under this section, in whole or in part, shall not relieve the Supplier of liability for claims arising under the Contract.

20 Suspension of Supplier

- 20.1** Supplier may be subject to Suspension without advance notice and may additionally be suspended from activities under the Contract if Supplier fails to comply with confidentiality, privacy, security, environmental or safety requirements applicable to Supplier's performance or obligations under the Contract.
- 20.2** Upon receipt of a notice pursuant to this section, Supplier shall immediately comply with the notice terms and take all necessary steps to minimize the incurrence of costs allocable to the work affected by the notice. If a purchase order or other payment mechanism has been issued and a product or service has been accepted as satisfactory prior to receipt of notice by Supplier, the Suspension does not relieve an obligation to pay for the product or service but there shall not be any liability for further payments ordinarily due under the Contract during a period of Suspension or suspended activity or for any damages or other amounts caused by or associated with such Suspension or suspended activity. A right exercised under this section shall not be an exclusive remedy but shall be in addition to any other rights and remedies provided for by law. Any amount paid to Supplier in the form of prepaid fees attributable to a period of Suspension or suspended activity shall be refunded.
- 20.3** Such Suspension may be removed, or suspended activity may resume, at the earlier of such time as a formal notice is issued that authorizes the resumption of performance under the Contract or at such time as a purchase order or other appropriate encumbrance document is issued. This subsection is not intended to operate as an affirmative statement that such resumption will occur.

21 Certification Regarding Debarment, Suspension, and Other Responsibility Matters

The certification made by Supplier with respect to Debarment, Suspension, certain indictments, convictions, civil judgments and terminated public contracts is a material representation of fact upon which reliance was placed when entering into the Contract. A determination that Supplier knowingly rendered an erroneous certification, in addition to other available remedies, may result in whole or partial termination of the Contract for Supplier's default. Additionally, Supplier shall promptly provide written notice to the State Purchasing Director if the certification becomes erroneous due to changed circumstances.

22 Certification Regarding State Employees Prohibition From Fulfilling Services

Pursuant to 74 O.S. § 85.42, the Supplier certifies that no person involved in any manner in development of the Contract employed by the State shall be employed to fulfill any services provided under the Contract.

23 Force Majeure

23.1 Either party shall be temporarily excused from performance to the extent delayed as a result of unforeseen causes beyond its reasonable control including fire or other similar casualty, act of God, strike or labor dispute, war or other violence, or any law, order or requirement of any governmental agency or authority provided the party experiencing the force majeure event has prudently and promptly acted to take any and all steps within the party's control to ensure continued performance and to shorten duration of the event. If a party's performance of its obligations is materially hindered as a result of a force majeure event, such party shall promptly notify the other party of its best reasonable assessment of the nature and duration of the force majeure event and steps it is taking, and plans to take, to mitigate the effects of the force majeure event. The party shall use commercially reasonable best efforts to continue performance to the extent possible during such event and resume full performance as soon as reasonably practicable.

23.2 Subject to the conditions set forth above, non-performance as a result of a force majeure event shall not be deemed a default. However, a purchase order or other payment mechanism may be terminated if Supplier cannot cause delivery of a product or service in a timely manner to meet the business needs of Customer. Supplier is not entitled to payment for products or services not received and, therefore, amounts payable to Supplier during the force majeure event shall be equitably adjusted downward.

23.3 Notwithstanding the foregoing or any other provision in the Contract, (i) the following are not a force majeure event under the Contract: (a) shutdowns, disruptions or malfunctions in Supplier's system or any of Supplier's telecommunication or internet services other than as a result of general and widespread internet or telecommunications failures that are not limited to Supplier's systems or (b) the delay or failure of Supplier or subcontractor personnel to perform any obligation of Supplier hereunder unless such delay or failure to perform is itself by reason of a force majeure event and (ii) no force majeure event modifies or excuses Supplier's obligations related to confidentiality, indemnification, data security or breach notification obligations set forth herein.

24 Security of Property and Personnel

In connection with Supplier's performance under the Contract, Supplier may have

access to Customer personnel, premises, data, records, equipment and other property. Supplier shall use commercially reasonable best efforts to preserve the safety and security of such personnel, premises, data, records, equipment, and other property of Customer. Supplier shall be responsible for damage to such property to the extent such damage is caused by its employees or subcontractors and shall be responsible for loss of Customer property in its possession, regardless of cause. If Supplier fails to comply with Customer's security requirements, Supplier is subject to immediate suspension of work as well as termination of the associated purchase order or other payment mechanism.

25 Notices

All notices, approvals or requests allowed or required by the terms of any Contract document shall be in writing, reference the Contract with specificity and deemed delivered upon receipt or upon refusal of the intended party to accept receipt of the notice. In addition to other notice requirements in the Contract and the designated Supplier contact provided in a successful Bid, notices shall be sent to the State at the physical address set forth below. Notice information may be updated in writing to the other party as necessary. Notwithstanding any other provision of the Contract, confidentiality, breach and termination-related notices shall not be delivered solely via e-mail.

If sent to the State:

State Purchasing Director
2401 N. Lincoln Blvd., Second Floor
Oklahoma City, Oklahoma 73105

With a copy, which shall not constitute notice, to:

Purchasing Division Deputy General Counsel
2401 N. Lincoln Blvd., Second Floor
Oklahoma City, Oklahoma 73105

26 Miscellaneous

26.1 Choice of Law and Venue

Any claim, dispute, or litigation relating to the Contract documents, in the singular or in the aggregate, shall be governed by the laws of the State without regard to application of choice of law principles. Pursuant to 74 O.S. §85.7(F), where federal granted funds are involved, applicable federal laws, rules and regulations shall govern to the extent necessary to insure benefit of such federal funds to the State. Venue for any action, claim, dispute, or litigation relating in any way to the Contract documents, shall be in Oklahoma County, Oklahoma. The State expressly declines any terms that minimize its rights under Oklahoma

law, including but not limited to, Statutes of Limitations.

26.2 Employment Relationship

The Contract does not create an employment relationship. Individuals providing products or performing services pursuant to the Contract are not employees of the State or Customer and, accordingly are not eligible for any rights or benefits whatsoever accruing to such employees.

26.3 Transition Services

If transition services are needed at the time of Contract expiration or termination, Supplier shall provide such services on a month-to-month basis, at the contract rate or other mutually agreed rate. Supplier shall provide a proposed transition plan, upon request, and cooperate with any successor supplier and with establishing a mutually agreeable transition plan. Failure to cooperate may be documented as poor performance of Supplier.

26.4 Publicity

The existence of the Contract or any Acquisition is in no way an endorsement of Supplier, the products or services and shall not be so construed by Supplier in any advertising or publicity materials. Supplier agrees to submit to the State all advertising, sales, promotion, and other publicity matters relating to the Contract wherein the name of the State or any Customer is mentioned or language used from which, in the State's judgment, an endorsement may be inferred or implied. Supplier further agrees not to publish or use such advertising, sales promotion, or publicity matter or release any informational pamphlets, notices, press releases, research reports, or similar public notices concerning the Contract or any Acquisition hereunder without obtaining the prior written approval of the State.

26.5 Open Records Act

Supplier acknowledges that all State agencies and certain other Customers are subject to the Oklahoma Open Records Act set forth at 51 O.S. §24A-1 *et seq.* Supplier also acknowledges that compliance with the Oklahoma Open Records Act and all opinions of the Oklahoma Attorney General concerning the Act is required. Nothing herein is intended to waive the State Purchasing Director's authority under OAC 260:115-3-9 in connection with Bid information requested to be held confidential by a Bidder. Notwithstanding the foregoing, Supplier Confidential Information shall not include information that: (i) is or becomes generally known or available by public disclosure, commercial use or otherwise and is not in contravention of this Contract; (ii) is known and has been reduced to tangible form by the receiving party before the time of disclosure for the first time under this Contract and without other obligations of

confidentiality; (iii) is independently developed without the use of any of Supplier Confidential Information; (iv) is lawfully obtained from a third party (without any confidentiality obligation) who has the right to make such disclosure or (v) pricing provided to the State. In addition, the obligations in this section shall not apply to the extent that the applicable law or regulation requires disclosure of Supplier Confidential Information, provided that the Customer provides reasonable written notice, pursuant to Contract notice provisions, to the Supplier so that the Supplier may promptly seek a protective order or other appropriate remedy.

26.6 Failure to Enforce

Failure by the State or a Customer at any time to enforce a provision of, or exercise a right under, the Contract shall not be construed as a waiver of any such provision. Such failure to enforce or exercise shall not affect the validity of any Contract document, or any part thereof, or the right of the State or a Customer to enforce any provision of, or exercise any right under, the Contract at any time in accordance with its terms. Likewise, a waiver of a breach of any provision of a Contract document shall not affect or waive a subsequent breach of the same provision or a breach of any other provision in the Contract.

26.7 Mutual Responsibilities

- A. No party to the Contract grants the other the right to use any trademarks, trade names, other designations in any promotion or publication without the express written consent by the other party.
- B. The Contract is a non-exclusive contract and each party is free to enter into similar agreements with others.
- C. The Customer and Supplier each grant the other only the licenses and rights specified in the Contract and all other rights and interests are expressly reserved.
- D. The Customer and Supplier shall reasonably cooperate with each other and any Supplier to which the provision of a product and/or service under the Contract may be transitioned after termination or expiration of the Contract.
- E. Except as otherwise set forth herein, where approval, acceptance, consent, or similar action by a party is required under the Contract, such action shall not be unreasonably delayed or withheld.

26.8 Invalid Term or Condition

To the extent any term or condition in the Contract conflicts with a compulsory

applicable State or United States law or regulation, such Contract term or condition is void and unenforceable. By executing any Contract document which contains a conflicting term or condition, no representation or warranty is made regarding the enforceability of such term or condition. Likewise, any applicable State or federal law or regulation which conflicts with the Contract or any non-conflicting applicable State or federal law or regulation is not waived.

26.9 Severability

If any provision of a Contract document, or the application of any term or condition to any party or circumstances, is held invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable and the application of such provision to other parties or circumstances shall remain valid and in full force and effect. If a court finds that any provision of this contract is invalid or unenforceable, but that by limiting such provision it would become valid and enforceable, then such provision shall be deemed to be written, construed, and enforced as so limited.

26.10 Section Headings

The headings used in any Contract document are for convenience only and do not constitute terms of the Contract.

26.11 Sovereign Immunity

Notwithstanding any provision in the Contract, the Contract is entered into subject to the State's Constitution, statutes, common law, regulations, and the doctrine of sovereign immunity, none of which are waived by the State nor any other right or defense available to the State.

26.12 Survival

As applicable, performance under all license, subscription, service agreements, statements of work, transition plans and other similar Contract documents entered into between the parties under the terms of the Contract shall survive Contract expiration. Additionally, rights and obligations under the Contract which by their nature should survive including, without limitation, certain payment obligations invoiced prior to expiration or termination; confidentiality obligations; security incident and data breach obligations and indemnification obligations, remain in effect after expiration or termination of the Contract.

26.13 Entire Agreement

The Contract documents taken together as a whole constitute the entire

agreement between the parties. No statement, promise, condition, understanding, inducement or representation, oral or written, expressed or implied, which is not contained in a Contract document shall be binding or valid. The Supplier's representations and certifications, including any completed electronically, are incorporated by reference into the Contract.

26.14 Gratuities

The Contract may be immediately terminated, in whole or in part, by written notice if it is determined that the Supplier, its employee, agent, or another representative violated any federal, State or local law, rule or ordinance by offering or giving a gratuity to any State employee directly involved in the Contract. In addition, Suspension or Debarment of the Supplier may result from such a violation.

26.15 Import/Export Controls

Neither party will use, distribute, transfer or transmit any equipment, services, software or technical information provided under the Contract (even if incorporated into other products) except in compliance with all applicable import and export laws, conventions and regulations.

ATTACHMENT C

OKLAHOMA STATEWIDE CONTRACT TERMS

1. Statewide Contract Type

- 1.1** The Contract is a non-mandatory statewide contract for use by State agencies. Additionally, the Contract may be used by any governmental entity specified as a political subdivision of the State pursuant to the Governmental Tort Claims Act including any associated institution, instrumentality, board, commission, committee, department or other entity designated to act on behalf of the political subdivision; a state, county or local governmental entity in its state of origin; and entities authorized to utilize contracts by the State via a multistate or multigovernmental contract.
- 1.2** The Contract is a firm, fixed price contract for indefinite delivery and quantity for the Acquisitions available under the Contract.

2. Orders and Addendums

- 2.1** Unless mutually agreed in writing otherwise, orders shall be placed directly with the Supplier by issuance of written purchase orders or by Purchase Card by state agencies and other authorized entities. All orders are subject to the Contract terms and any order dated prior to Contract expiration shall be performed. Delivery to multiple destinations may be required.
- 2.2** Any ordering document shall be effective between Supplier and the Customer only and shall not be an Addendum to the Contract in its entirety or apply to any Acquisition by another Customer.
- 2.3** Additional terms added to a Contract Document by a Customer shall be effective if the additional terms do not conflict with the General Terms and are acceptable to Supplier. However, an Addendum to the Contract shall be signed by the State Purchasing Director or designee. Regarding information technology and telecommunications contracts, pursuant to 62 O.S., §34.11.1, the Chief Information Officer acts as the Information Technology and Telecommunications Purchasing Director.

3. Termination for Funding Insufficiency

In addition to Contract terms relating to termination due to insufficient funding, a Customer may terminate any purchase order or other payment mechanism if funds sufficient to pay obligations under the Contract are not appropriated or received from an intended third-party funding source. The determination by the Customer of insufficient funding shall be accepted by, and shall be final and binding on, the Supplier.

4. Termination for Cause

In addition to Contract terms relating to termination for cause, a customer may terminate its obligations, in whole or in part, to Supplier if it has provided Supplier with written notice of material breach and Supplier fails to cure such material breach within thirty (30) days of receipt of written notice. The Customer may also terminate a purchase order or other payment mechanism or Supplier's activities under the Contract immediately without a thirty (30) day written notice to Supplier, if Supplier fails to comply with confidentiality, privacy, security, environmental or safety requirements if such non-compliance relates or may relate to Supplier provision of products or services to the Customer or if Supplier's material breach is reasonably determined (i) to be an impediment to the function of the Customer and detrimental to the Customer, or (ii) when conditions preclude the thirty (30) day notice.

5. Termination for Convenience

In addition to any termination for convenience provisions in the Contract, a Customer may terminate a purchase order or other payment mechanism for convenience if it is determined that termination is in the Customer's best interest. Supplier will be provided at least thirty (30) days' written notice of termination.

6. Contract Management Fee and Usage Report

6.1 Pursuant to 74 O.S. § 85.33A, the State assesses a contract management fee on all transactions under a statewide contract. The payment of such fee will be calculated for all transactions, net of returns and the Supplier has no right of setoff against such fee regardless of the payment status of any Customer or any aggregate accounts receivable percentage. Supplier acknowledges and agrees that all prices quoted under any statewide contract shall include the contract management fee and the contract

management fee shall not be reflected as a separate line item in Supplier's billing. The State reserves the right to change this fee upward or downward upon sixty (60) calendar days' written notice to Supplier without further requirement for an Addendum.

6.2 While Supplier is the awardee of a statewide contract, transactions that occur under the terms of the statewide contract are subject to a one percent (1%) contract management fee to be paid by Supplier. Supplier shall submit a Contract Usage Report on a quarterly basis for each contract using a form provided by the State and such report shall include applicable information for each transaction. Reports shall include usage of the statewide contract by every Customer during the applicable quarter. A singular report provided late will not be considered a breach of the statewide contract; provided, however, repeated failure to submit accurate quarterly usage reports and submit timely payments may result in suspension or termination, in whole or in part, of the Contract.

6.3 All Contract Usage Reports shall meet the following criteria:

- i.** Electronic submission in Microsoft Excel format to strategic.sourcing@omes.ok.gov;
- ii.** Quarterly submission regardless of whether there were transactions under the Contract during the applicable quarterly reporting period;
- iii.** Submission no later than forty-five (45) days following the end of each calendar quarter;
- iv.** Contract quarterly reporting periods shall be as follows:
 - a.** January 01 through March 31;
 - b.** April 01 through June 30;
 - c.** July 01 through September 30; and
 - d.** October 01 through December 31.
- v.** Reports must include the following information:

- a. Procuring entity;
- b. Order date;
- c. Purchase Order number or note that the transaction was paid by Purchase Card;
- d. City in which products or services were received or specific office or subdivision title;
- e. Product manufacturer or type of service;
- f. Manufacturer item number, if applicable;
- g. Product description;
- h. General product category, if applicable;
- i. Quantity;
- j. Unit list price or MSRP, as applicable;
- k. Unit price charged to the purchasing entity; and
- l. Other Contract usage information requested by the State.

6.4 Payment of the contract management fee shall be delivered to the following address within forty-five (45) calendar days after the end of each quarterly reporting period:

State of Oklahoma
Office of Management and Enterprise Services, Central Purchasing
2401 North Lincoln Boulevard, Suite 118
Oklahoma City, Oklahoma 73105

To ensure payment is properly accounted for, Supplier shall provide the following information with payment: (i) reference to the applicable Contract Usage Report and quarterly reporting period and (ii) the applicable statewide contract number(s) and the amount of the contract management fee being paid for each contract number.

ATTACHMENT D

Intentionally left blank.

**Attachment E1 to
STATE OF OKLAHOMA CONTRACT WITH 22ND CENTURY TECHNOLOGIES INC.
RESULTING FROM SOLICITATION NO. EV00000444**

Pricing (Will not be held Confidential) EXHIBIT 03: Rate Card Template							
Instructions Provide total cost or hourly "not-to-exceed" rates for each level and category as applicable. - If you are attaching a supplementary PDF with prices, please select YES on the "Attached File" Drop down Menu related to the category, and then provide the file name. It is acceptable to have an attached PDF file that covers multiple categories. *Pricing must include travel and delivery costs				-For each category, list the services titles you support.			
Categories	List Services Provided (Items in Red are meant as examples. Add more lines as needed or attach a .pdf)	Cost Per Hour/Month	Cost per Project	% Rate Increase 2nd year	% Rate Increase 3rd year	% Rate Increase 4th year	% Rate Increase 5th year
Category I Web-Based, Social & Emerging Media Services	Social Media Strategist	\$150/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Data Analyst	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Emerging Media Buyer	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					
Category II Client Services	Executive Sponsor	\$195/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Creative Director	\$170/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Client Service Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Data Analyst	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					
Category III Creative Services	Creative Director	\$170/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Graphic Designer	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Copywriter	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Production Specialist	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					
Category IV Advertising and Marketing Services	Marketing and Advertising Strategist	\$150/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Marketing Specialist	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Data Analyst	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					
Category V Integrated Marketing Services	Paid Media Channel Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Earned Media Channel Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Shared Media Channel Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Owned Media Channel Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					
Category VI Value Proposals	Creative Director	\$170/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Copywriter	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Data Analyst	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					
Category VII Direct Media Buys	Media Strategist	\$150/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Media Buying Specialist	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Data Analyst	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Marketing Ad Copywriter	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Graphic Designer	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					
Category VIII Outdoor Advertising	Creative Director	\$170/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Advertising Strategist	\$150/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Graphic Designer	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Copywriter	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
	Outdoor Ad Buyer	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate Inc	Anticipated Rate In	Anticipated Rate Inc
Attached File?	Name of File:	None					

**Attachment E2 to
STATE OF OKLAHOMA CONTRACT WITH 22ND CENTURY
TECHNOLOGIES INC.
RESULTING FROM SOLICITATION NO. EV00000444
Value Added Products and Services**

Any offer of Value-Add Services is optional at agency discretion and a separate price quote will need to be obtained.

Making Use of Social, Web-Based, and Emerging Media

By leveraging web-based, social, and emerging media to engage diverse audiences, Team TSCTI excels. We target audiences in relevant consumption channels, including connected TV, YouTube, Meta, SMS, In-App Programmatic, and sophisticated website and behavioral automations. Developing engaging and conversion-driving content that effectively connects with the intended audience is where our primary focus lies.

We utilize data-driven approaches to guarantee that each campaign is customized to address the distinct requirements of each mission we serve and people we reach, thereby optimizing its scope and influence. Because of our proficiency in these platforms, we are capable of anticipating developments and providing users with inventive experiences that captivate and sustain their interest.

Increased Awareness

We leverage the power of search, social media, and video platforms, including Google Search, Facebook, Instagram, YouTube, and emerging platforms like TikTok and Connected TV, to increase brand awareness through targeted advertisements, curated content, and behavior data analysis. By implementing SEO-focused web content, compelling pillar page content, and strategic email and SMS campaigns, each brand we serve maintains its visibility among the intended audience.

Aiming to Increase Engagement

Active audience response is fostered via the utilization of interactive materials and customized experiences. By optimizing social media and paid media channels, we create opportunities for real-time interaction via validated engagement behaviors, including comments, likes, shares, and direct messaging. In addition, we utilize web-based services to maintain audience interest, including interactive websites, live webinars, and virtual events. Our team employs emerging media channels, such as Connected TV, to distribute relevant video content to households via streaming platforms including Roku, AppleTV, Chromecast, and others.

Behavior-Based Action Conversion

In order to transform interest into practical action, we utilize advanced data analytics and behavioral automation. Individual preferences and behaviors can be incorporated into the development of content and offers by monitoring user activity across social and web platforms. Users are guided through the conversion funnel using customized landing pages, retargeting advertisements, and personalized email marketing, to name a few strategies. The objective of every campaign is to elicit actionable and measurable responses that have the potential to impact individuals' choices.

Event Management Alignment

Team TSCTI's staff possesses a wealth of knowledge and proficiency in the realm of event management, encompassing every facet from planning and financing to implementation and assessment. We

acknowledge the significance of thorough preparation and impeccable implementation in guaranteeing the success of events.

We offer all-encompassing event administration services, including coordination of logistics, venue selection, on-site supervision, and post-event evaluation. The objective is to produce unforgettable experiences that are in line with the goals of the Office of Management and Enterprise Services, guaranteeing that each occasion will have a profound impact on those in attendance.

Strategic Direction

Commencing with a comprehensive comprehension of your goals, we devise an exceptional event strategy that is in harmony with your brand and objectives. This requires thorough planning, audience research, and objective establishment to guarantee that each element of the occasion is strategically targeted.

Design and Conceptualization of an Event

Our creative team engages and captivates your audience with its innovative ideas. We guarantee that each component of your event, starting from theme development to visual design, accurately represents your brand identity and conveys your message.

Coordination and Logistics

We coordinate every aspect of the event, including venue selection, vendor administration, and logistical coordination. Every aspect, from invitations to on-site management, is meticulously planned and executed by our seasoned staff.

Promotion and Outreach

By employing an integrated marketing strategy, we guarantee optimal exposure and interaction. We employ a combination of conventional and digital marketing channels, such as email campaigns, public relations initiatives, and social media, to increase attendance and expand the reach of your event.

Management On-site and Implementation

Our team is present at the venue on the day of the event to oversee and coordinate every facet of its implementation. By coordinating with vendors, overseeing timelines, and ensuring smooth operations, we enable you to concentrate on your visitors and goals.

Post-Event Follow-Up and Analysis

We conduct a thorough analysis following the event in order to gauge its success and extract valuable insights. This consists of engagement metrics, attendee feedback, and a comprehensive report on the event's impact. Post-event follow-ups are also managed in order to sustain participation and capitalize on the success of the event.

Comprehensive Creative Solutions

To guarantee effective and successful marketing campaigns, Team TSCTI provides all-encompassing creative services, including strategic direction, design production, predictable workflows, and consultation. Creative strategy, branding, graphic design, video production, audio production, and copywriting are all included in our range of services.

Creative Methodology

Beginning with comprehensive research and analysis, we formulate a actionable creative strategy that is precisely designed to align with the objectives of each brand. Our methodical approach guarantees that every creative endeavor is in harmony with your organizational goals and effectively connects with your intended demographic.

Establishing Branding

As part of our branding services, a distinctive brand identity that embodies your mission, vision, and purpose is created. We produce distinctive brand experiences that are unified and memorable, emphasizing visual elements, verbal elements, and brand essence.

Visual Design

Our skilled design team generates visually captivating materials that effectively convey your message and captivate viewers' attention. Our experience spans designing promotional items and packaging in addition to digital assets and print materials. We understand and emphasize multi-platform design for use across various forms of media.

Video Production

We provide comprehensive video production services, which consist of ideation, pre-production, post-production, scriptwriting, and editing. Each video serves to effectively captivate viewers and communicate your narrative in a dynamic and influential fashion.

Audio Production

Our services in audio production guarantee that your message is clear and relevant. We produce top-quality audio content, which includes podcasts, voiceovers, jingles, and recordings, in order to augment your multimedia content.

Copywriting

Our proficient copywriters create compelling and persuasive content that stimulates readers to take action. We ensure that every aspect of your communication—from blog posts and web copy to advertising scripts and social media content—is distinct, consistent, and persuasive.

Oversight

We oversee the implementation of every creative asset, guaranteeing its punctual delivery and proper optimization for every platform. Cooperating with stakeholders and media partners, our group maximizes our audience's exposure and influence.

Services for Large-Scale Advertising and Marketing

Team TSCTI possesses more than two decades of experience in effectively managing and organizing extensive advertising and marketing initiatives. Our group possesses expertise in crafting strategic campaigns with quantifiable objectives.

A combination of conventional and digital marketing strategies is employed to efficiently engage the intended demographic. Our proficiency in media planning, market research, and campaign execution guarantees that each initiative is strategically designed to achieve optimal results. Our company is dedicated to assisting our clients in attaining their marketing objectives by implementing focused and effective advertising strategies.

Marketing Methodology

The initial step in our marketing strategy is to discern and comprehend the requirements of the intended demographic. Utilizing market research and data analytics, we formulate individualized marketing strategies that are in line with the goals of your organization. Our methodology combines conventional and digital marketing channels to optimize outreach and efficacy.

Promotional Services

A critical element of our marketing strategy is advertising. To promote your brand and products, we employ a variety of paid media channels, including search engine marketing, social media ads, and display ads, among others. Our advertising strategies are strategically crafted to effectively educate, persuade, and convert prospective customers.

Integrated Methodology

We guarantee a cohesive integration of marketing and advertising endeavors, augmenting the visibility of your brand through the amalgamation of paid, owned, and earned media. Our comprehensive methodology

guarantees uniformity in communication across all digital channels, thereby augmenting brand awareness and fostering customer allegiance.

Optimization and Implementation

Continually monitoring and optimizing campaigns for maximum return on investment is the responsibility of our team. By utilizing sophisticated analytics and performance monitoring, we implement data-driven modifications to enhance the efficacy of our campaigns and attain the intended results.

Our Dedication

Our team is dedicated to delivering advertising and marketing services that are both effective and scalable. Through the integration of targeted advertising, strategic planning, and continuous optimization, we assist organizations in attaining their marketing objectives and stimulating expansion.

Integrated Marketing Strategy

A comprehensive integrated marketing strategy is provided by Team TSCTI. This strategy utilizes a holistic approach across paid, earned, shared, and owned (PESO) media channels. By employing this approach, one can guarantee unified communication, optimized audience penetration, and heightened brand involvement.

Paid Media

Search engine marketing (SEM), display ads, social media advertising, and direct media buys are all components of our paid media strategy. By employing data-driven insights, we can effectively target the appropriate audience, optimize advertising expenditures, and attain quantifiable outcomes. Our marketing initiatives are strategically crafted to efficiently increase awareness, foster engagement, and convert visitors into customers.

Earned Media

Earned media is generated through the implementation of public relations, influencer partnerships, and organic social media strategies. Through the development of engaging content and the cultivation of connections with influential figures in your industry and media organizations, we enhance the prominence and reliability of your brand. Our objective is to generate positive media coverage and organic chatter that enhances the reputation of your brand.

Shared Media

We interact with your audience via social media platforms, community management, social monitoring, and interactive content as part of our shared media strategy. We encourage user-generated content and word-of-mouth promotion by cultivating a thriving online community, thereby increasing customer engagement and loyalty.

Owned Media

We develop and oversee an assortment of owned media assets on your behalf, such as your website, blog, email newsletters, and branded content. Our team guarantees that these channels deliver pertinent, consistent, and valuable content that fortifies your brand's reputation and fosters connections with your target demographic.

Execution and Integration

Our unified strategy guarantees that every PESO channel operates in perfect unison. We construct unified marketing campaigns that feature consistent messaging, customized to capitalize on the unique attributes of each platform. All channels are continuously monitored and optimized by our team to ensure maximum ROI and impact.

Improving Outcomes

Team TSCTI is committed to implementing a comprehensive integrated marketing strategy that effectively generates outcomes. Through the strategic utilization of paid, earned, shared, and owned media channels,

we establish a cohesive and potent brand presence that effectively connects with your target audience while successfully accomplishing your marketing goals.

Value Proposals and Proposition

The foundation of Team TSCTI's marketing strategy lies in a precisely delineated value proposition. With great attention to detail, we construct messages that prioritize the audience, foster trust, and provide substantial value, thereby guaranteeing that our marketing initiatives profoundly connect with our intended demographic.

Value Proposition Methodology

Our method begins with a comprehensive analysis of the requirements, inclinations, and challenges faced by our target audience. We undertake comprehensive market research in order to ascertain their genuine concerns. This enables us to construct a value proposition that is not only persuasive but also specifically customized to tackle these requirements.

Developing Messages with the Audience in Mind

Our messaging strategy prioritizes authenticity, clarity, and pertinence. We take great care in ensuring that all content we produce, including advertisements and social media posts, addresses the specific interests and challenges of our target audience. By establishing our brand as a reliable source of guidance and resolution for challenges, we cultivate an enduring bond with our target demographic.

Building Trust

Trust constitutes an indispensable element of our value proposition. We are dedicated to maintaining consistent and transparent communication practices. Through upholding our commitments and adopting a customer-centric strategy, we cultivate confidence and allegiance within our target demographic.

Motivating Value

Our ultimate objective is to provide our audience with tangible value. We endeavor to surpass expectations and provide significant benefits, whether it be by means of informative content, innovative solutions, or exceptional customer service. Adopting a value-driven approach not only serves to augment customer satisfaction but also serves as a catalyst for business expansion and achievement.

Priority the Audience

By leveraging a clearly defined value proposition, Team TSCTI generates messages that prioritize the audience, thereby fostering trust and generating value. By strategically identifying and attending to the requirements of our target audience, we guarantee that our marketing endeavors will have a significant and lasting impact. We eagerly anticipate working with you in partnership to execute this audience-centric strategy and help you accomplish your marketing goals.

Direct Media Buys

In its media purchasing strategy, Team TSCTI excels at integrating intelligence, strategy, and effective execution. Our method guarantees optimal ad placement, a maximized return on investment, and effective campaign outcomes. By utilizing insights derived from data analysis and implementing a strategic framework, we are able to provide effective media purchases that positively impact the intended audiences.

Insights-Based Methodology

We commence by amassing exhaustive data pertaining to our target demographics, preferences, and behaviors. By employing a data-driven methodology, it becomes possible to ascertain the optimal advertising channels and timeslots. By comprehending the intricacies of our target audience, we are able to construct customized communications that captivate and result in conversions.

Data-Informed Strategy

Our media purchasing strategy is founded upon well-defined objectives and aims. We collaborate closely with our clients to ascertain their campaign objectives, be they conversion of leads, brand awareness, or

sales. In pursuit of these objectives, we formulate an elaborate media strategy that delineates the most effective advertising formats, channels, and financial distribution to guarantee the most favorable outcomes.

- **Determine Target Market:** We conduct market research to determine the age, gender, income, location, and interests of our target audience, thereby ensuring that our advertisements reach the appropriate individuals.
- **Define Campaign Objectives:** We establish measurable KPIs to monitor success and establish distinct objectives, such as increasing brand awareness or sales.
- **Channel Selection:** To effectively reach our audience, we select media channels that have the greatest impact through a combination of OTT/CTV, social media, and digital platforms.

Effective Implementation

During the execution phase, we employ rigorous planning and real-time optimization in order to guarantee optimal efficiency and efficacy. Essential components consist of:

- **Real-Time Optimization:** We alter bids, targeting, and creatives in real-time to optimize return on investment (ROI) across all advertisements. By utilizing this iterative procedure, we are able to enhance our methodology and attain optimal results.
- **Partnerships:** By leveraging our solid relationships with media vendors and platforms, we are able to secure competitively priced premium ad placements. By virtue of our alliances, we have access to exclusive inventory and sophisticated targeting options.

Optimization and Evaluation

We monitor the performance of our campaigns with sophisticated analytics and reporting tools to ensure their continued success. Vigilant monitoring is conducted of key performance indicators (KPIs), including conversions, click-through rates, and impressions. By providing our clients with transparent reporting, they are able to observe the results of their media expenditures and make well-informed decisions.

- **Ongoing Learning:** We employ performance data analysis to discern effective and ineffective strategies, subsequently implementing this knowledge in subsequent campaigns.
- **Sophisticated Tools:** Programmatic platforms and Google Analytics are among the advanced tools we employ to gain profound insights into campaign performance and audience behavior.

Driving Return on Investment

Team TSCTI is dedicated to providing an effective media purchasing strategy that integrates strategic thinking, effective implementation, and informed decision-making. Through comprehensive audience analysis, precise goal establishment, and real-time optimization, we guarantee that our clients successfully accomplish their marketing objectives while realizing a substantial return on their investment.

Integrated Outdoor Advertisements

Our integrated marketing strategy unifies in-home (indoor) and out-of-home (outdoor) in order to saturate each campaign with content that reaches and engages audiences through experiences from seats in their home to the streets that guide them to work.

Team TSCTI specializes in developing comprehensive outdoor advertising programs that effectively combine traditional and digital channels. We have extensive knowledge and experience in several forms of advertising, including billboards, bus wraps, digital signage, social media, YouTube, Google Search, display adverts, SMS, direct mail, and linked TV. This all-encompassing strategy guarantees the highest level of exposure and interaction, leading to substantial outcomes for our clients.

Proficiency in Outdoor Advertising

Our range of outdoor advertising options includes:

- **Billboards:** Our company specializes in creating and positioning attention-grabbing billboards in strategic areas to attract a large number of viewers and ensure maximum visibility.
- **Bus Wraps:** Our innovative bus wrap designs convert public transportation into mobile advertisements that effectively target a wide range of customers.

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- **Digital Signage:** We utilize dynamic digital displays to transmit timely and pertinent messages to consumers in heavily frequented locations.

Integration with Digital Channels

To increase the impact of our out-of-home (outdoor) advertising, we integrate each campaign across digital channels. In order to enhance the effectiveness of our outdoor advertising, we incorporate it with a range of digital platforms:

- **Social Media:** We enhance the exposure of outdoor advertisements by implementing focused social media campaigns on sites such as Facebook, Instagram, and Twitter.
- **YouTube:** Through the creation of captivating video material, we effectively captivate viewers and strengthen our outdoor messages among YouTube's vast audience.
- **Google Search:** Our team employs Google Search and Display Ads to guarantee that our clients' messages are visible at the precise time and location where potential customers are actively seeking similar items or services.
- **SMS:** Our strategy involves integrating outdoor advertisements with customized SMS messages that reach the same audience in a geo-targeted radius as the out-of-home advertisements.
- **Direct Mail:** Our team overlaps each outdoor advertisement with relevant content delivered to the homes of audiences who are more likely to see the outdoor advertisements.
- **Connected TV:** Connected TV advertising allows us to target cord-cutters and digital-native consumers, ensuring that our customers' messages are effectively delivered to the intended demographic.

Strategic planning and implementation

Every outdoor campaign incorporates both planning and implementation that consist of:

- **Market Research:** Our initial step involves conducting extensive market research to determine the optimal locations and timings for outdoor advertisements, guaranteeing optimal visibility and reach.
- **Creative Development:** Our creative team crafts aesthetically captivating advertisements that captivate attention and effectively communicate the brand's message.
- **Seamless Integration:** Our approach involves creating a unified plan that combines outdoor advertisements with digital platforms, guaranteeing a harmonious flow of messaging and branding.
- **Real-Time Monitoring:** We utilize sophisticated analytics to continuously analyze the performance of our campaigns in real-time, enabling us to make data-driven modifications for optimal outcomes.

Evaluation and Optimization

We employ advanced measurement methods to monitor the efficacy of our integrated campaigns. Key performance indicators (KPIs) including as impressions, engagement rates, and conversions are closely tracked. By employing a data-driven strategy, we are able to constantly improve our methods, thereby guaranteeing that our clients successfully accomplish their marketing goals.

**Attachment F to
STATE OF OKLAHOMA CONTRACT WITH 22ND CENTURY TECHNOLOGIES INC.
RESULTING FROM SOLICITATION NO. EV00000444
Negotiated Exceptions and Additional Terms to the Contract**

Supplier has not taken any Exceptions to the State's terms and conditions. As such, there are no changes to the language of the Solicitation.