

**Airport Advertising Services RCS**  
**Business Information Meeting – Monday, January 26 at 1 p.m.**  
**Meeting Questions – See Video Recording for Staff Responses**

1. You're going to be counting participation, but there is no percentage that is set, is that correct?
2. The EO1 form says, "the company will have participation," but not necessarily who, but within 60 days you must come back with all that data to submit with your proposal, correct?
3. There are six (6) criteria that will be considered for the award, but are there going to be points assigned?
4. In our presentation, we talked about locations that the airport will set that we think are meaningful for the advertisement. But also as part of the solicitation, we're open to the proposers to tell us of other locations and we'll take that under consideration.
5. Will this be an exclusive or non-exclusive contract?
6. Do you have any passenger information on the Deer Valley and Goodyear – which are not traditionally passenger airports?
7. You said you are going to put out where you would want the areas to be covered, and proposers can then recommend what they believe. My question is, say you want 40 digital locations, somebody says "we can do 100," does that give more credence to someone that says, "I can do 50?"
8. Can I get the address and the time clarification for February 5<sup>th</sup>?
9. Is the Transparency Policy in play right now or is it in play once you release?

*(See video recording for staff responses)*