



FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES  
COMMISSIONER ADAM H. PUTNAM

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September 14, 2017

**ADDENDUM 4**

**TO:** Vendors  
**FROM:** Vianka Colin, Purchasing Director  
**RE: INVITATION TO NEGOTIATE NUMBER ITN/DM-17/18-12  
MARKETING, MEDIA PLANNING AND BUYING**

This addendum is to provide all potential bidders with changes to the "Calendar of Events" listed in Invitation to Negotiate ITN/DM-17/18-12. **Deletions are struck through, and additions are highlighted.**

a. Calendar of Events

Listed below are the important actions and dates/times by which the actions must be taken or completed. If the Department finds it necessary to change any of these fixed dates/times, an addendum will be issued.

Date/Time	Activity
<del>September 15, 2017</del> <b>September 21, 2017</b> <b>@ 2:00 p.m.</b>	Proposals must be received by the Department by this date and time.  Proposals will be opened at the Department's purchasing office, SB-8, Mayo Building, 407 South Calhoun Street, Tallahassee, Florida, 32399-0800.
<del>October 2, 2017</del> <b>October 9, 2017</b> (on or about)	Presentations in Tallahassee, Florida (if invited).
<del>October 9, 2017</del> <b>October 16, 2017</b> (on or about)	Expected date for posting award notice of Department's contract award recommendations at <a href="http://myflorida.com">http://myflorida.com</a> , click on Business, Doing Business with the State of Florida, Everything for Vendors and Customers, Vendor Bid System, Search Advertisements. Tabulations will remain posted for a period of seventy-two (72) hours.
October 2017	Anticipated contract start date.

**To the extent this addendum gives rise to a protest, failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. All other terms, conditions and specifications of this Invitation to Negotiate will remain the same. If you have any questions regarding this addendum, please feel free to contact this office at (850) 617-7181.**