



VoX

VOICE OF EXPERIENCE



THE BEACHES OF
**FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM

RFP190199BAW

Lee County Visitor & Convention Bureau Tourism Representation in Canada



VoX International Inc.

Although we are Canada's largest full service independent representative marketing company, we provide our clients with individualized service.

Susan Webb, President

Susan@VoXinternational.com

O: 416-935-1896 Ext. 222 | M: 416-727-5468 | Fax: 416-935-0939

130 Queens Quay East, Suite 1200, West Tower

Toronto, Ontario, Canada M5A 0P6

TABLE OF CONTENT

TAB 1: VoX INTERNATIONAL – TOURISM INDUSTRY EXPERIENCE

TAB 2: COMPANY RELEVANT EXPERIENCE & REFERENCE

TAB 3: PLAN OF APPROACH

TAB 4: PERSONNEL

TAB 5: DETAILED PROPOSAL

TAB 6: REQUIRED FORMS

TAB 1

TOURISM INDUSTRY EXPERIENCE





EXPERTISE & COMPETITIVE STRENGTH

ABOUT VoX INTERNATIONAL

Incorporated in 2002, VoX International Inc. became a leader in Canada providing a wide range of sales, marketing, event and public relation solutions for all facets of the travel and tourism sector. By providing personal, innovative and results-driven solutions in a timely and cost-efficient manner, VoX continues to set the standard within the marketplace.

The established team of public relations wizards, sales and marketing gurus, and event veterans have decades of tourism experience among them and pride themselves on delivering beyond our clients' expectations. VoX pays attention to annual key performance indicators (KPIs) to ensure that VoX not only tracks the successes of strategic plans but, also delivers beyond them.

The overall VoX International team is comprised of more than 20 dedicated travel industry professionals with expertise in many related areas, providing VoX clients with the highest level of service and creativity. The VoX team has a global edge with multi-lingual staff providing services in many languages including, English, French, German, Portuguese, Spanish and Italian.

VoX offers full representation services, tailored to each individual client with the option of dedicated phone lines & email addresses plus, collateral storage and fulfillment. Services such as media buying, printing, creative design, etc. are also available.

The VoX head office is located on Toronto's beautiful harbor in a new state-of-the-art building, minutes to the heart of the business community and Billy Bishop Toronto Island Airport, is within easy access to Toronto's Lester B. Pearson International Airport, has public transportation at the door and parking on site. VoX's new address offers numerous types of meeting and event space within the building including an outdoor patio offering great views of the harbor.

HOW VoX KEEPS AHEAD OF THE REST

VoX understands the importance of staying ahead of the competition. The agency has executed several market research projects for clients, collecting quantitative and qualitative data via online and face-to-face techniques to develop benchmark reports. Through engaging directly with the industry, VoX helps clients to identify the strengths, weaknesses, opportunities and threats to their business, and delivers the statistics and anecdotal feedback to support it. These valuable projects give VoX the opportunity to reach out to either consumer, trade and/or media partners to uncover insights that will give clients the competitive edge.

VoX personnel are up to date on industry news and trends and recognize the importance of regular contact with key decision makers, attending seminars & industry events and monitoring on-line sources to keep tabs on the pulse of the industry.

VoX receives industry statistical information produced by Conference Board of Canada, CTO, TMAC, SATW, OTTI (Office of Travel and Tourism Industry, US Department of Commerce), Brand USA, Statistics Canada, MPI, CITC, PATA, ACTA, SITE International, Skifk, and financial institution reports. To keep current of travel trends and shifting consumer demographics VoX maintains a library of tourism reports & industry publications, regularly receives all national and regional travel trade publications, trends and research reports, statistical data, and market intelligence.

Now in the 17th year, there is no other destination marketing representative firm in Canada with the staff and the experience who can deliver an integrated market representation strategy for a tourism organization to the extent that VoX can.

PUBLIC RELATIONS APPROACH

VoX International's media approach is rooted in its relationships. It's not about short-term placements, but long-term media relationships. Media is evolving, and the media landscape is in a constant state of reinvention. At VoX, we're master storytellers and content creators, taking an "outside-in" approach to story and content creation.

RELATIONSHIPS

The VoX team speaks to dozens of media and influencers over the course of a week and the collaborative office environment allows VoX to maximize opportunities, ideas and creativity on the client's behalf. VoX maintains editorial calendars in order to capitalize on topics the media is already planning for and thoughtfully crafts proactive pitching strategies guided by themes of interest, as well as ensures that key events taking place in the destination receive advance coverage. Proactive pitching is also guided by the latest trends and unique experiences exclusive to the destination.

EXPERTISE & COMPETITIVE STRENGTH (cont.)

PRESS TOURS

To generate coverage with top-tier media, VoX coordinates a combination of group and individual press tours with highly customized itineraries. Each tour centers on a particular theme and/or surrounding an event. The VoX approach includes;

- Themed press tours focused on experiences
- Compelling itineraries exclusive to the destination
- Focusing on measurable goals that coincide with objectives and KPIs
- Conducting stringent evaluation to qualify and secure top-tier journalists
- Working with journalists to secure their story assignment ahead of time
- Confirming stories once published and obtaining press clips

PROACTIVE CONTACTS

Proactive contacts continue to be an effective tactic for educating media on tourism developments, generating print and broadcast pieces, social media coverage and promotional opportunities. We conduct proactive pitches with key consumer and travel trade media as well as key bloggers, vloggers and digital influencers on a continual basis throughout the fiscal year. VoX proactively pitch story angles, upcoming events/festivals, tourism news and schedule appointments with media when representatives are exhibiting at various trade shows.

TRAVEL TRADE APPROACH

TOUR OPERATIONS

VoX has experience developing hotel contracts, new destinations and gateways with Canadian tour operators (both national and smaller niche operators). VoX has relationships with senior management at all significant tour operators and in fact, the senior staff at VoX have all worked at tour operators so understand this business well. VoX also works with niche operators who focus on specialties such as culinary, outdoor adventure, romance, luxury, family, culture, solo travel, sports and incentive travel.

RETAIL AGENCY GROUPS

VoX possesses excellent relationships with major chains/consortiums/associations, at-home agencies and online travel agencies including FlightCentre, Expedia Cruise Ship Centers, WorldView Travel, TravelBrands Distribution, Merit Travel Group, Virtuoso, Maritime Travel, Ensemble, Vision Travel, Transat Distribution, TravelSavers, CAA, The Travel Agent Next Door, Carlson Wagonlit, Selloffvacations.com, Travel Nation, TPI, Uniglobe, Expedia.ca, Tripcentral.ca and TravelLeaders to name a few.

AIRLINES

VoX works with the airlines in Canada, assisting in developing new routes, planning inaugural flights, events, negotiating complimentary seats for fams, consumer and trade promotions, and executing co-operative advertising campaigns. We also have excellent relations with international airlines and carriers from around the world.

MEMBERSHIPS

VoX staff are long standing members and active in all relevant travel industry associations and organizations, such as TMAC, MPI, SKAL and SITE (Society of Incentive Travel Executives), PATA (Pacific Area Travel Association), CTO (Caribbean Tourism Organization), ACTA (Association of Canadian Travel Agents), TICO (Travel Industry Council of Ontario), CATO (Canadian Tour Operator Association), CLIA, and SATW. VoX staff are also active in Discover America (Canada), OMCA (Ontario Motor Coach Association of Canada), and MPI (Meetings Planners International).

EVENT PLANNING

VoX is a master at planning, sourcing venues, executing and providing a wrap-up report for all client events. VoX has 17+ years of experience in managing trade shows, product launches, press conferences, sales missions, on-site activations and more! VoX manages everything; invitation design, the guest list and RSVPs via an automated CRM system, the décor, the budget, audio visual needs, show set-up and tear-down, staffing, catering, entertainment and registration.

EXPERTISE & COMPETITIVE STRENGTH (cont.)

VoX INTERNATIONAL HEAD OFFICE

The VoX head office, located in downtown Toronto consists of:

- Meeting and boardroom space ideal for holding meetings and training functions. VoX also has access to larger on-premise entertaining and meeting facilities including an outdoor patio (equipped with BBQ and bar) offering sweeping views of the Toronto harbour, available at no additional cost to VoX clients.
- VoX has a propriety CRM tool used to house contact data for our accounts, handle email blasts and manage event RSVPs.
- Fully computerized office with back-end accounting system. The office has its own secure LAN (local area network).
- Staff are skilled in computer software programs; Word, Excel, PowerPoint, Adobe Cloud, CRM and accounting programs.
- VoX offers the convenience of a warehousing and fulfillment facility with locations in Toronto and Vancouver which handles shipping for trade shows, travel agencies, consumer direct, etc.
- Internal server security system managed remotely by a technical administrator.

WE KNOW THE BEACHES OF FORT MYERS AND SANIBEL

VoX has spent the last seven years promoting The Beaches of Fort Myers & Sanibel, we have developed strong sales and marketing campaigns, worked with airlines, conducted webinars and trainings, sales missions, attended niche consumer shows, worked with key tour operators, online travel agencies to market the destination as well as generate millions of dollars worth of media coverage in top Canadian publications. Some of our incredible accomplishments include:

- New direct air service with WestJet from Ottawa
- Increased air service from Montreal with Air Canada
- New hotel product with Air Canada Vacations, WestJet Vacations, TravelBrands, Sunwing, Merit Golf Vacations
- Integrated campaigns with key tour operators, itravel2000/Marilyn Denis Show, Zoomer Media, Flight Network, TravelAlerts, travel trade publications (Baxter, Travelweek), radio campaigns with Chris Robinson Travel Show
- Successful sales missions with industry partners
- Individual FAM to the Sand Sculpting competition that generate more than 15 million impressions
- Individual FAM with Toronto Sun focusing on Island Hopper Songwriter Festival generated more than 12 million impressions
- Generated more than 34 million impressions during our fiscal year 2016-17

We know The Beaches of Fort Myers & Sanibel, it is a very unique, unspoiled part of Florida. With the year round direct non-stop service on Air Canada and WestJet into Southwest Florida International Airport (under three hour flight) and all of the unique features i.e 190-miles of kayaking on the Great Calusa Blueway, world's top shelling destination, more than 100 barrier islands, two baseball teams that spring train, nearly 100 golf courses, more canals than Venice Italy in Cape Coral, the highest concentration of bottle nose dolphins, home to the incredible Edison and Ford Winter Estates and the largest Banyon tree in North America, incredible artistry fishing village of Matlacha and so much more.. This destination has something to offer everyone and VoX continues to be passionate about promoting the area and letting consumers discover their **Islandology**!

TAB 2

RELEVANT COMPANY EXPERIENCE & REFERENCES



REFERENCES

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

136 Blackstone St, 5th Floor | Boston, MA 02109

Maria Speridakos , Director of International Public Relations

O: (617) 973-8516 | M: (617) 372-5700 | maria.speridakos@mass.gov

MOTT Earned media value 2018
\$ 1.7 million USD

Services provided by VoX

- Provide representation services for the Commonwealth of Massachusetts in Canada.
- Provide general marketing functions including promotions and event co-ordination
- Provide public relations support including media relations, press releases, media event planning, communications planning, program development & media sales mission planning
- Provide education and training for the travel trade, fam trips & product development
- Increase consumer awareness and demand for Massachusetts
- Provide French translation services for marketing and training programs

Target Market locations: Canada – Ontario, Québec & Maritimes

Total annual budget: \$98,000 USD

Contract start date: October 2012

TRAVEL TEXAS

1100 San Jacinto | Austin, TX 78701

Debra Bustos, Office of the Governor Economic Development and Tourism

O: (512) 936 – 0292 | Debra.Bustos@gov.texas.gov

Travel Texas – FY 2018
18,986,228 – Media Reach/Impressions
2,844,855 – Media Value
\$948,285 – Ad Value

Services provided by VoX

- Provide representation services for Texas Tourism
- Develop and implementation of all sales and marketing strategies for travel trade and consumer
- Develop and implantation of all public relations including media relations, press releases, media event planning & communications
- Provide education and training for the travel trade, including webinars
- Develop sales & media missions, co-op marketing & fam trips

Target market locations: Canada - Ontario, Alberta, British Columbia & Québec

Total annual budget: \$400,000 USD

Contract start date: April 2006

GERMAN NATIONAL TOURIST OFFICE

Beethovenstraße 69 | 60325 Frankfurt/Main

Julia Grundmann, Provisional Director International Market, SME & Tourism Industry Relations

O: +49-69-97 464-0 | julia.grundmann@germany.travel

Ricarda Lindner, Regional Manager Americas/Israel - Director USA

Phone +1-212-661-7858 | ricarda.lindner@germany.travel

Services provided by VoX

- Provide representation services for the German National Tourist Office.
- Provide general marketing functions including promotions, event co-ordination, sales mission, coop marketing, digital marketing & social media
- Provide public relations support including media relations, press releases, media event planning, communications planning, program development & press conferences
- Provide education and training for the travel trade & fam trips
- Grow Canadian visits to the destination through synergies with other travel related tourism industry.
- Provide product development strategy
- Provide French and German translation services for marketing and training programs.

Target market locations: Canada - Ontario, Québec, British Columbia & Alberta

Total annual budget: \$365,000 USD

Contract start date: January 2011

CURRENT VoX CLIENTS

Client	Services provided by VoX	Annual Budget USD
Hawai'i Tourism Canada (HTCAN)	Sales, Marketing, PR, Events, Training, Consumer, Shows, MICE sales, Digital marketing, Social Media, FAMs	\$ 2,300,000
Texas Tourism	Sales, Marketing, PR, Events, Training, Shows, FAMs	\$ 400,000
Germany National Tourist Office (GNTO)	Sales, Marketing, PR, Events, Training, FAMs	\$ 365,000
Tourism Australia	Sales, Marketing, PR, Events, Training, Consumer, Shows	\$ 250,000
Experience Kissimmee	Sales, Marketing, PR, Events, Training, FAMs	\$ 200,000
The Beaches Of Fort Myers And Sanibel	Sales, Marketing, PR, Events, Training, Consumer, Shows, FAMs	\$ 175,000
Visit Portugal	Road Shows, Training Projects	\$ 150,000
Massachusetts Office Of Travel And Tourism (MOTT)	PR, Events, Consumer, Shows, Trade	\$ 98,000
Costa Rica**	PR, Social media, Digital marketing	\$ 60,000
St. Vincent & The Grenadines**	PR, Social media, Digital marketing, Consumer promotions, Social media	\$ 60,000
Discover The Palm Beaches**	Sales, Marketing, PR, Events, Training, Consumer, Shows, MICE sales, Digital marketing, Social Media, FAMs	\$ 55,000

2018/19 budgets

** Other funds available on project basis rather than annual budget - fam trips, marketing, media promotions, advertising

VoX recognizes the County reserves the right to evaluate our past performance and prior dealings with Lee County as part of our experience criteria.

TAB 3

PLAN OF APPROACH



Canada Market Overview

Total Outbound Travel to the U.S. From Canada

Canadians took an estimated 21.0 million overnight trips to the U.S. in 2018, compared to 20.4 million in 2017. After recording year-over-year declines every month from August to November, cross-border auto traffic accounted for 52 per cent of activity throughout the year. Up until 2015, when more direct capacity was made available, and the loonie's value started to decline, the proportion was 60 per cent. In 2018, the Canadian dollar averaged 77.2 cents (US). This was the same exchange rate as in 2017; however all of the gains experienced at the beginning of the year were countered by a drop in value every month from June through December.

Canadians Visiting Florida

Reports just released for 2018 show that more than 3.5 million Canadians visited Florida in 2018, an increase of 1.7 per cent. Direct deplanements in various Florida destinations surpassed 2.0 million in 2018, an increase of 4.4 per cent compared to 2017.

Direct air arrivals into Fort Myers increased 6.6 per cent in 2018 vs. 2017. In comparison, Fort Lauderdale saw a 1.8 per cent increase, Miami 5.8 per cent, Orlando 6.3 per cent and Tampa 11.2 per cent. The following Florida destinations saw a decrease, Palm Beach (-7.2%), Sarasota (-26%) and St. Pete's/Clearwater (-3.8%).

The daily hotel rate in the U.S. averaged CAD \$168.59 in 2018, an increase of 2.3 per cent. The largest price increases in 2018 were Miami-Dade County and the Lake Buena Vista area of Florida.

The State of Florida alone accounts for 17.7 per cent of Canadian tourism to the U.S. with 40 per cent of visitors making their way to Florida in the first quarter. Numbers from 2017 show a Canadian market increase of 3.4 per cent from the previous year. Of this number, 56 per cent of Canadians are Ontarians who make for Florida's top-priority market.

Where 52 per cent of Canadian visitors are ages 55 and over, hotel and resort suppliers have noted a rise in millennial families between the past two to five years.

PLAN OF APPROACH – TRAVEL TRADE

Overall Marketing Objectives

VoX will implement a strategic plan that integrates the marketing disciplines of sales, marketing, and public relations and events to create brand awareness for Lee County (The Beaches of Fort Myers & Sanibel) to consumers and the travel trade in Canada.

VoX will develop and maintain strong trade relationships and partnerships with top wholesalers, retail travel agencies, airlines, and the meeting and incentive market, and will develop tactical campaigns to promote Lee County increasing the destinations' visibility.

VoX will execute agreed tactics on time and on budget, will report results on a monthly basis and will input traces & leads into the Lee County VCB CRM system Simpleview. The Account Director will inform Lee County of any new opportunities that arise throughout the year that align with promoting the destination and achieving the overall objective of the annual plan, which includes;

- Build brand awareness of Lee County's vast tourism product
- Facilitate and increase the number of leisure travelers to Lee County from Canada
- Increase the average length of stay of visitors to Lee County from Canada
- Grow shoulder and off-peak visitation from Canada
- Increase Canadian visitors staying in paid accommodations
- Develop strategic partnerships with key travel brands and distribution channels to deliver the Lee County message to our target demographics
- Increase visitation as a vacation/leisure destination among families and millennials
- Develop new tour operator product, airline service and MICE groups
- Drive awareness to the Canadian travel trade through training, webinars, key industry events and by belonging to relevant associations

Proactive Trade Outreach and Sales Calls

Timing & Frequency: VoX will execute a minimum of 3 pro-active sales calls per month to key trade partners.

Pro-active contacts continue to be an effective tactic for educating the travel industry. VoX will conduct mandated pro-active sales calls each month with key tour operators, wholesalers, OTA's, niche operators, travel agencies and airlines. This will be in addition to executing training seminars and participation in trade shows.

Consistent and regular contact with the travel trade is essential to increasing business and awareness of Lee County. The Account Director and Regional Account Managers will conduct these pro-active outreach activities with the trade partners who are qualified as being key to driving existing business to the destination (and those who are identified as having the potential to increase traffic will be a major focus).

Airline Partnerships

VoX works with the the airlines in Canada, assisting in developing new routes, planning inaugural events, negotiating complimentary seats for consumer and trade promotions & fam trips, and executing cooperative advertising campaigns. VoX will regularly engage with airlines who serve Lee County from Canada to gather market Information concerning load factors and flight frequency, will encourage route growth whenever possible and will engage new airlines who come to market.

Tour Operator Partnerships and Training

Timing & Frequency: VoX will execute 3 tour operator reservation trainings annually.

VoX will further develop partnerships with tour operators who have a focus on Lee County through activities such as reservation & sales rep training, joint seminars & webinars for agents, fam trips, and travel agent booking incentives. A power point presentation will be created in English and French. We will also continually recommend product as it becomes available such as new hotels, tours and attractions and any other items a tour operator might be able to offer as a pre-sale to clients traveling to the destination to increase their spend and also to increase their experience.

PLAN OF APPROACH – TRAVEL TRADE (cont.)

Familiarization Tour

Timing & Frequency: One fam trip will be planned during the fiscal year.

Familiarization tours are the leading way for trade partners (i.e. tour operators, travel agents, meeting & incentive planners) to gain valuable product knowledge resulting in increased sales. VoX would recommend planning a themed “experiential” fam tour to highlight the diversity of Lee County. VoX would initiate, develop the itinerary, obtain airline participation, qualify participants and escort the fam trip to ensure that objectives to increase visitation to paid accommodations are met.

Canada ‘In-Market’ Market Update

It's important that partners in Lee County are kept in tune with the Canadian market. In order to help maintain this rapport, VoX will conduct an ‘in market’ market update. VoX will invite one key representative from the Canadian travel industry (up to 5 in total) to travel to Lee County to present to invited partners from the Lee County tourism industry and will also appear in a panel discussion including a Q & A session.

VoX will invite a relevant representative from an FIT tour operator, an airline, the Conference Board of Canada, a travel agency chain or consortium's head office, and either a niche operator or an online travel agency (OTA).

Sample Itinerary

Day One

VoX and panel participants travel to Lee County.
Welcome dinner.

Day Two

Sample Workshop Agenda

- 9:30 – 10:00 Registration and continental breakfast
- 10:00 – 10:30 Welcome and introductions from Lee County and the Canadians on the panel (rep from Lee County).
- 10:30 – 10:50 Overview of recent VoX activity on behalf of Lee County (VoX)
- 10:50 – 11:10 Analysis of Canada arrivals into Florida and Lee County (Conference Board of Canada)
- 11:10 – 11:40 A brief overview from each of the other 4 panelists (5-10 min each) about their companies and in particular, their business into Lee County
- 11:40 – 12:30 Lunch break
- 12:30 – 2:00 Q & A conducted by VoX to the panel followed by open questions from the partners on the floor.
Closing comments (Lee County)

Days Three & Four

VoX and panel participants participate in a Lee County mini fam (excluding Conference Board of Canada).

Day Five

VoX and panel participants travel home.

The Beaches of Fort Myers & Sanibel Sales Mission in Canada

Timing & Frequency: One event to be planned to take place in the spring which will include Toronto, Ottawa and Montreal.

VoX will arrange and execute a sales mission that would include media, travel trade and MICE guests and the event will be themed to highlight key destination messages to strengthen the retail trade's product knowledge of the destination. Visiting partners such as hotels, attractions, etc. will participate in press conferences, seminars, workshops, presentations and other activities that can be arranged.

Consumer and Trade Travel Shows

Timing & Frequency: VoX will identify and participate in a minimum of 6 travel trade and consumer trade shows.

VoX will source and recommend participation in strategic trade and consumer events including tour operator product launches, Brand USA hosted events, Visit Florida hosted events, retail conferences, meeting and incentive trade shows and qualified consumer shows.

Travel Trade Meetings & Memberships

VoX staff are long standing members and active in all relevant travel industry associations and organizations, such as TMAC (Travel Media Association of Canada), MPI (Meeting Planners International), SKAL, SITE Canada (Society of Incentive Travel Executives), ACTA (Association of Canadian Travel Agents), TICO (Travel Industry Council of Ontario) and CATO (Canadian Tour Operator Association). VoX is also an active member in Discover America (Canada).

PLAN OF APPROACH – TRAVEL TRADE (cont.)

VoX will attend and represent Lee County at all relevant industry meetings.

Cooperative Marketing

VoX will develop, evaluate and recommend integrated cooperative marketing campaigns with qualified/key trade and consumer partners within budget parameters. We will assure that any tactical campaigns promoting Lee County will include the logo and link to website and all campaigns will feature a call to action for measurement.

Targeted co-op partners include airlines, online retailers and tour operators. Co-op campaigns could include direct to consumer and media promotions and contests, consumer educational travel nights, direct mail activities and educational events for top-selling retail agents. Promotions with key retailers to be developed in conjunction with our key tour operator partners. By sharing the cost of marketing and promotional activities with key tour operators we are able to maximize our budget.

Consumer Advertising

VoX will provide assistance and support to consumer advertising campaigns and social media initiatives in Canada that have been negotiated by head office and the advertising agency of record on a global scale (i.e. Expedia and Travelzoo). VoX will review creative and provide input on campaign timing, elements and messaging strategy to ensure it resonates with Canadians and is successful.

Trade and Consumer Fulfillment

VoX will maintain a supply of Lee County collateral materials and respond to requests from travel trade and consumers distributing print, image, video and display materials. VoX will also provide French translation of material for distribution when required.

Monthly & Annual Reporting

VoX will provide regular monthly reports of activities that include a general market summary and trend information along with economic conditions, competitor observations, trade and consumer shows conducted, tour operator/wholesale program development and a summary of contacts made, requests and inquiries handled.

PLAN OF APPROACH – PUBLIC RELATIONS

The VoX goal for Lee County is to ensure the numerous visions and passions of the destination are promoted to consumers and the leisure trade educating them on the near-limitless opportunities the destination has to offer, even to long-time visitors. Canadians are more adventurous and open to new destinations and experiences and we feel the “hidden gem” of the sunshine state is a perfect opportunity for Canadians to see a side of Florida they might not have considered previously including wellness, adventure, generational travel culture, culinary and not to mention an outdoor enthusiast’s dream destination.

Creation of PR Plan and Timeline

Focusing on content and itineraries detailing the limitless opportunities of Lee County, VoX will offer an effective combination of engaging content and targeted media for distributing the latest news and trends as well as bringing top-tier consumer and travel-trade media to the destination for fam trips. After establishing a strong base of media coverage, VoX will coordinate an outdoor consumer activation.

Implementation of Press Release Programs

Proactive pitching continues to be an effective tactic for educating media on tourism developments, generating print and broadcast publicity, social media coverage and promotional opportunities. VoX will create an ‘always on’ pitching content calendar focusing on the strategic plan including signature events, travel deals and updates from partners. Along with utilizing Lee County’s content, VoX will create original pitches that will appeal specifically to Canadian media.

VoX will write and send out pitches on a bi-monthly basis. Pitches will include releases, newsletters, roundups and/or highlight travel trends. The bi-monthly content creation will contain hooks with newsworthy stories and will be full of rich information. Media releases will typically have one theme such as an award or event, whereas newsletters and roundups could highlight multiple items including destination highlights, hotel openings, new flights/frequency, etc.

Preparation and Distribution of Resource Guides

VoX will store a variety of materials at our office including press kits guides, maps and brochures. Whether we’re meeting journalists at our office or for coffee, materials will be on hand and easily accessible. Ahead of fam trips and upon request, materials will be mailed out to media. Before media events and consumer activations, VoX will order additional materials to distribute.

E-mail Blasts Listing the Top Deals from Lee County Partners to Publications and Websites

VoX will distribute email blasts about top deals to travel trade and consumer media (periodically, not to overwhelm these outlets). If VoX receives multiple deals on a monthly basis, VoX will work with Lee County to determine the best ones for the Canadian market. VoX will manage a media database containing top-tier publications and outlets focused on travel trade and consumer media. Databases of each client are maintained through our proprietary CRM system, which is managed internally.

PR Training for Lee County and Partners

Ahead of any events, media interviews or crises, VoX would like to train partners to be relaxed and comfortable when speaking to media. VoX believes the best approach to media training is in a face-to-face setting. VoX will run partners through a number of scenarios and practice various types of interviews, including over the phone and in front of a camera.

Providing Updates to Editors & Writers of Travel Guidebooks

The VoX comprehensive public relations plan will create new interest and continued passions for Lee County. By educating media on all the enticing and exciting vacation options and fascinating story angles, we will differentiate Lee County from the competition by drawing attention to the guidebooks, highlighting the destination’s unique travel offerings. VoX will distribute guidebooks to target media in both top-tier consumer and travel-trade publications. VoX will do a product drop at the start of the contract which will contain a press kit, guidebooks, maps, and eye-catching Lee County swag to key media.

Providing Media Contacts Lists

VoX manages its media database through a proprietary CRM system. A database will be kept for Lee County and will be maintained on an ongoing basis, managed internally. Contents of the media database can be made available upon request. In addition, VoX will update Lee County’s Simpleview with media contacts and pertinent information.

PLAN OF APPROACH – PUBLIC RELATIONS (cont.)

Implementing a Program of Media Outreach

Each month VoX will engage with media through a variety of channels, including regular face-to-face meetings, sharing pitches and keeping media updated on upcoming fam trips. Pitches will be sent out on a bi-monthly basis, and the team will engage in follow-up activities to provide additional information and images. Each month, VoX will include its media outreach efforts in the report. Bi-weekly calls with Lee County team will ensure the plan is on track with regular progress updates.

Implementing a Visiting Journalist Program and Organizing Familiarization Trips

To generate media coverage with top-tier media, including desired messaging and visuals, VoX recommends hosting a combination of group and individual press trips with the option of customized itineraries. Each trip would center on a key theme and/or surrounding a timely newsworthy event.

To ensure that group press trips and individual media visits result in a strong return on investment, VoX identifies potential participants based upon a number of criteria including, but not limited to;

- reach and quality of media outlets
- journalist interests and areas of expertise
- relevancy of media outlets in relation to Lee County's business objectives
- social media influence
- past experience with journalist

Reporting Monthly on Media Outreach Effectiveness

VoX will provide monthly status reports and can easily adapt a version to suit the needs of Lee County. Examples of content will include a detailed breakdown of each media clipping (reach/audience, date published), as well as a detailed summary of in-market and upcoming activities, notable market trends and a clipping of each publication. In addition, the report will include details on media contacted including name, publication, type of inquiry, and status of request/project. Through daily media monitoring using a number of industry leading monitoring, social listening and evaluation tools including Google Analytics, Meltwater, Cision, MRP, and PressReader, VoX ensures that all coverage is captured and shared with clients. This includes print clips, broadcast segments, social coverage and online hits.

VoX works closely with content creators across Canada to execute many influencer press tours and events throughout each year. Canadians are huge consumers of social media and the rise of influencer marketing has presented a massive opportunity to reach consumers and inspire travel decisions and VoX strongly believes in integrating influencer activity into our Lee County PR plans.

The VoX process for launching influencer efforts includes starting with a thorough vetting process to ensure that each influencer we work with has an authentic and largely Canadian audience along with strong engagement rates, whether it's a niche travel blogger or mega-influencer. Once an influencer is selected for a fam or influencer partnership, VoX works to create a tailored influencer contract to ensure all desired content is commissioned from YouTube videos, Instagram IGTV vlogs, Instagram posts, blog posts and more ahead of the trip. The contracts are also put in place to ensure that all Lee County partners involved in the trip are properly tagged in content. Given the immediate nature of influencer content, VoX also integrates influencer efforts into media events to generate local buzz and promotes various news through creative story telling at events including cooking demonstrations, instagrammable photo opportunities and more.

The VoX PR team attends monthly Travel Massive events (Association of Influencers) and has hosted a recent successful exclusive event for Lee County.

Discover America Canada Committee

As the only Canadian based organization sanctioned by the U.S. Travel Association, Discover America Canada offer a variety of initiatives that connect travel and tourism stakeholders on both sides of the border and provide members with the latest statistics, trends and news for travel and tourism to the United States from Canada. Discover America Canada's mission is to provide a networking forum for the exchange and collaboration of marketing strategies in order to increase awareness of and to build Canadian tourism to the United States. Showcasing more than 30 exhibitors from the U.S., the annual Discover America Day is a premiere event for the Canadian travel industry and top-tier travel media. VoX strongly recommends having representation at the September 2020 Discover America Day event for Lee County.

TAB 4 PERSONNEL



THE VoX LEE COUNTY ACCOUNT TEAM

CORE TEAM

Account Director, Susan Webb will assist in developing strategic and effective public relations initiatives in the Canadian market and overseeing all financials and reporting.

Account Manager, Jeanette Faria will oversee the Lee County account and all related activities plus will manage the budget and reporting process.

VP Client Services, Gerlinde Perera will assure support staff within VoX are available for reporting, general administration, event planning, CRM management, distribution and management of the account. The accounting team reporting to Gerlinde have an in-depth understanding of the requirements of budgeting, financial reporting, invoicing, cost approval process and expense authorizations.

Public Relations Account Manager, Kerry Sharpe will provide pro-active outreach to media, bloggers and other travel influencers for media promotions and events to be developed for effective public relations and for the destination. Kerry will also will provide Canadian content for social media platforms on an ongoing basis.

SUPPORT TEAM*

Western Canada Representative, Lea-Ann Goltz (based in Vancouver) will provide support for Lee County, attending appropriate trade & consumer events etc.

Québec Representative, Renee Wilson will provide support for Lee County, attending appropriate trade & consumer events etc.

Marketing Production Manager, Rita Spizzirri will assist with co-op programs, creative projects, invitation development, newsletter development, social media trade campaigns, partnership program implementation, print and collateral purchasing.

Sales & Marketing Coordinator, Stephanie Lauber manages CRM database , warehousing, assists with event planning and execution.

*The VoX administrative team supports multiple company client projects

VoX understands that the project management team/key team members assigned to the Lee County contract, as described above, shall not be substituted without the expressed permission of Lee County.

SUSAN WEBB

ACCOUNT DIRECTOR



Susan is the founding owner of VoX International. Sue is recognized within the industry as the absolute authority on destination marketing. She has previously held executive management positions with American Express Travel, Signature Vacations, Canada 3000 Airlines and Holidays and opened the Carnival Cruise Lines office in Canada.

Sue's involvement in the travel industry is well recognized by all key players and she is currently the President of Skat Toronto (her 4th term in office), the Past President of SKAL Canada (a global association of Tourism and Hospitality executives) as well as previously holding board positions within associations such as PATA, ACTA, IATA, TICO, CATO and SITE.

Susan is also a member of TMAC, SITE and President of Discover America Canada and was previously a marketing board member of CTO (Caribbean Tourism Organization). An Honors Graduate from Sheridan College for Travel & Tourism Management, Susan has also completed courses at George Washington University and many other business courses throughout her career.

Sue is also on the advisory board of the tourism and hospitality programs at George Brown College and Conestoga College and has helped develop sponsorships for the Baxter Student Ambassador Program which rewards students in hospitality and tourism programs across Canada.

Susan has been nominated for the RBC Women Entrepreneur of the Year Award every year since 2011 and was just nominated as Travel Personality of the Year by TravelPulse Readers' Choice Awards. Sue is very honored to be named as the inductee of the Sheridan Pilon School of Business Hall of Fame in May 2019.

Susan will oversee all strategy, in-market activities and budget reconciliation for the Lee County CVB account. Susan is fluent in English.

Susan travel to Lee County at least twice a year and loves the diversity, beach and uniqueness of the destination.

JEANETTE FARIA ACCOUNT MANAGER



An energetic and hardworking account representative with 16 years of successful marketing experience, demonstrating a high-level of creativity and exceptional relationship-building skills. Jeanette's key strengths include developing marketing plans, research and execute strategic partnerships, budget management and administration, increasing tour operator product, event planning, effective negotiation skills, building client relationships and online marketing initiatives.

PROFESSIONAL EXPERIENCE

VoX International, Account Director | January 2012 – Present

Managing the Lee County Visitor & Convention Bureau account in Canada

Vision|Co, Sales & Marketing Manager | Sept 2010 – March 2011

Continued to lead the North Carolina Division of Tourism account in Canada

Melaine Communications Group Inc. / The TravMark Group Inc.

Travel Trade Sales Manager

Managed the annual marketing plan and budget for the North Carolina Division of Tourism and the U.S. Virgin Islands Department of Tourism. Researched and executed consumer online marketing opportunities, developed strategic cooperative marketing plans, increased tour operator product, executed sales missions, created a web seminar/training, planned and escorted fam trips for travel trade and MICE, and exhibited at trade and consumer shows.

Assisted on the Pennsylvania, Texas, St. Maarten, Colorado and Vermont tourism accounts. Also managed the Nemacolin Woodlands Resort in Pennsylvania, Inn at Christie's Mill in Ontario, Madame Tussauds in New York and Travel South USA.

Member of SITE (Society of Incentive Travel Executives) Canada since 2002 and sat on the Board of Directors in 2006 and 2007.

Fluent in English.

GERLINDE PERERA VP CLIENT SERVICES



Gerlinde is the Vice President Client Services for VoX International and has been with the firm since its inception in 2002. Born in Germany, Gerlinde manages all of the client events including media missions, road shows, press conferences, media fam trips and oversees the budgeting and reporting for VoX clients.

She has been responsible for the most effective trade, media and PR events including Portugal road shows, MOTT media mission, ExpoPeru, Kenya Tourist Board road shows, annual Las Vegas sales and media missions, Minister of Tourism of Kenya Visit to Canada, Palm Springs Sales Mission, German Tourist Board FIFA World Cup Soccer event and annual (CTO) Caribbean Tourism Organization Caribbean Week in Canada events. Through her experience Gerlinde is very familiar in working with government organizations and has in-depth understanding of protocol of political visitations to Canada.

Gerlinde was the Account Manager in Canada for LTU Int'l Airlines from 2003 to 2008 and organized media fam trips, developed and distributed press releases as well as organized effective sponsorship opportunities for the airline in the consumer, media and trade segments. She was instrumental in planning effective inaugural flight media events with the German Consul General and the GNTB.

Prior to joining the VoX team Gerlinde worked with Canada 3000 Airlines/Holidays and Canadian Airlines. She is fluent in German and English and has extensive travel experience.

She has traveled to Fort Myers & Sanibel island for both business and pleasure and loves the destination including the outlet shopping, great restaurants and wonderful resorts for family getaways.

KERRY SHARPE PUBLIC RELATIONS MANAGER



Kerry is a communications professional with 17 years of progressive experience in corporate communications, media relations, social media and travel media.

Prior to VoX International, she worked as a freelance writer for the Open Jaw Network, where she managed their various social feeds, covered industry events, wrote news stories, and acted as editor. She was also Editor-in-Chief for PAX magazine, PAXnews.com, and PAXnewsWest.com as well as oversaw the company's social media channels, and worked closely with the marketing and sales teams for all of Logimonde Media's products and services.

Kerry was also the Director of Communications at itravel2000 where she reported directly to the CEO and VP Marketing and Strategic Partnerships. She worked closely with the Marketing, Digital and Business Development teams, to create compelling and engaging copy for various email marketing campaigns, internal and external newsletters and blogs, radio scripts, print ads and corporate presentations.

Kerry was Director of Corporate Communications at Thomas Cook and then TravelBrands Inc, where she was responsible for all Public and Media Relations, Internal Communications and Content Creation for all lines of business under the TravelBrands umbrella (B2C and B2B). She worked closely with the senior leadership team and other key business leads to respond to media queries develop and implement strategic communications plans (internal and external), provide corporate updates to staff and to liaise with internal and external stakeholders on issues management and crisis communications.

She has experience in working closely with trade, consumer and business media in pitching and developing stories, organizing press conferences, fielding interview requests and coordinating launch events. Internally, works directly with the executive team and other key stakeholders in formulating communications strategies for all M&A announcements, restructuring projects and crisis communications.

- Bachelor of Journalism, Major in Magazine – Ryerson University, Toronto, ON (graduated 2001)
- Bachelor of Arts, Major in English Literature – Dalhousie University, Halifax, NS (graduated 1998)

Kerry has traveled extensively and is fluent in English.

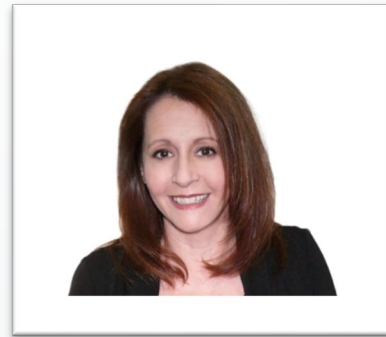
**RENÉE WILSON
ACCOUNT EXECUTIVE
QUÉBEC**



Canada has two official languages and a strong representation in the important French speaking province of Québec is essential for any business looking to reach the national market. Renée Wilson offers industry relevant cultural and linguistic services to ensure our clients are represented as authentically in Québec as they are in English speaking Canada. Renée has a long history in the travel industry, holds MPI, CSAE and SITE memberships, and has previously worked at Vacances Tours Mont-Royal as a Product Manager.

Renée has excellent communication skills and is multi-lingual (literate in French, English, Spanish and German).

**LEA-ANN GOLTZ
ACCOUNT EXECUTIVE
WESTERN CANADA**



Lea-Ann is well known in Western Canada and has developed excellent relationships with travel trade publications, journalists, travel agents, tour operators, airlines and MCI accounts. She has worked for an airline, a hotel chain, a retail agency group (Expedia CruiseShip Centres) and a tour operator and has also worked on board a cruise ship for four years conducting training programs.

Lea-Ann is based in Vancouver, manages the VoX team in Western Canada and is fluent in English.

TAB 5

DETAILED PROPOSAL





VOICE OF EXPERIENCE

PROPOSED MARKETING PLAN BUDGET

October 1 – September 30

ACTIVITY	DETAILS/LOCATION	MONTH	LEE COUNTY VCB COST	CONTRACTOR REIMBURSABLES
Trade Pro-actives (36)	Pro-active outreach to trade Minimum 3 per month	Monthly		\$500
Trainings (3)	Training sessions for tour operator staff and agents from high producing retail chains.	Quarterly		\$3000
Travel Trade Training/Integrated campaigns	Webinars with key consortium partners	Annually		\$3,500
Media Familiarization Trips	Individual media FAM trips	Annually		\$4,500
International Tourism & Travel Show (SITV)	Largest three-day consumer travel show in Montreal	October	\$3,000	\$1,500
Maritime Travel Staff Conference	Mandatory conference for all Maritime staff across Canada. Includes trade show and trainings	November	\$3,000	\$1500
Media Familiarization Trip	Group media FAM	Fall	\$3,000	\$4,500
Trade FAM - Agent	Top producing travel agents from key operator and consortium partners	November	\$3,000	\$5,000
Outdoor Adventure Show	Toronto's largest outdoor adventure consumer show	February	\$2,000	\$300
Travel & Vacation Show	Ottawa's premier consumer show	March	\$1,600	\$1,200
Outdoor Adventure Show	Montreal's largest outdoor consumer adventure show	April	\$2,000	\$1,400
WestJet Travel Expos	WestJet Vacations product launch in Toronto and surrounding area	Spring	\$5,000	\$1,000
TravelBrands Appreciation Events	TravelBrands agent trade show in Toronto, Ottawa, Montreal	Spring	\$3,500	\$1,500
Sunwing Product Launch	Sunwing Toronto product launch to support the land product	Spring	\$1,500	\$100
Trade FAM / Market Update	Key tour operator and airline partners to Lee County for a FAM and Canadian market update to industry partners	Spring	\$3,000	\$5,000
Discover America Day	Appointments with top-tier media travel media	September		\$750



1-416-935-1896
1-888-297-9472



voxinternational.com



130 Queens Quay East, Suite 1200
Toronto, Ontario Canada M5A 0P6



VOICE OF EXPERIENCE

PROPOSED MARKETING PLAN BUDGET

October 1 – September 30

ACTIVITY	DETAILS/LOCATION	MONTH	LEE COUNTY VCB COST	CONTRACTOR REIMBURSABLES
Media & Trade Sales Mission	Organize a media event and sales calls for the VCB and partners to highlight the destination in Toronto and Calgary	Spring 2020		\$15,000
Bloggers Events	Bloggers lunch event in Toronto	Fall		\$1,500
Society of Travel Executives (SITE) Canada	Meetings & Membership Fee	Monthly		\$1,500
Travel Media Association of Canada (TMAC)	Meetings & Membership Fee	Monthly		\$1,500
Discover America Canada Committee	Meetings & Membership Fee	Monthly		\$1,500
Media Promotion	Integrated consumer media promotion	TBD		\$7,750
Cooperative Partnership Opportunities	Research and develop integrated co-op marketing campaigns with key tour operators and travel trade partners	Annually to promote travel in off-peak and shoulder season	\$75,000	
Media & Trade Fulfilment	Storage and distribution of collateral	Annually		\$3,600
Newsletters/Press Releases	Create newsletters and/or edit existing releases for the Canadian market and distribute to media and travel trade database. Each release is translated and distributed to French media contacts as well.	As required		
Media Monitoring Service	Ongoing media monitoring and clipping service provided by Meltwater	Annually		\$8,400
Reporting and Administration	Monthly sales and PR report	Monthly		
Retainer – Staff/Admin Fee/Office	Ongoing representation and execution of proposed Tactical Plan FY 2019-20 based on the scope of work outlined.	Monthly		\$ 8,250



1-416-935-1896
1-888-297-9472



voxinternational.com



130 Queens Quay East, Suite 1200
Toronto, Ontario Canada M5A 0P6



VOICE OF EXPERIENCE

BUDGET OVERVIEW

OCTOBER 1, 2019 – SEPTEMBER 30, 2020	LEE COUNTY VCB COSTS	CONTRACTOR REIMBURSABLE
SALES	\$27,600	\$45,600
PUBLIC RELATIONS	\$3,000	\$30,400
MARKETING	\$75,000	
RETAINER		\$99,000
	TOTAL USD	\$175,000

ASSUMPTIONS

ACTIVITY	ASSUMPTIONS & ESTIMATIONS (USD)
Reimbursable Supplier Costs: include, but not limited to couriers, shipping, mailing of collateral, storage, creative design, digital distribution, printing, media, prizing, digital marketing,	Actual costs will be billed on approved items and projects
Travel Expenses: Include travel for consumer shows, sales calls, and sales mission and fam trips. These include airport transfers, transfers in Canada for sales mission delegates, meals and required tips.	Based on approved work plan. Actual costs will be billed.
Translation Fees	\$0.30 per word. Based on approved projects where translation services are required.
Mileage Expenses	\$0.55 per km for approved activities.
Cooperative Partnership Opportunities	These monies are the Lee County VCB cost as part of their marketing and advertising budget
National Women's Show Ottawa	Although the RFP does request the proposer include the National Women's Show in Ottawa, VoX recommends that this show be considered every other year and it is out knowledge that it was done in 2018. Therefore we recommend attending in 2020

PERSONNEL HOURLY RATE

PERSONNEL	DOMESTIC RATE	INTERNATIONAL RATE
Account Director	\$150	\$150
Account Manager	\$100	\$100
VP Client Services	\$100	\$100
Public Relations Manager	\$100	\$100
Administrative Support	\$75	\$75



1-416-935-1896
1-888-297-9472



voxinternational.com



130 Queens Quay East, Suite 1200
Toronto, Ontario Canada M5A 0P6

TAB 6

REQUIRED FORMS



Form 1 – Solicitation Response Form



LEE COUNTY PROCUREMENT MANAGEMENT SOLICITATION RESPONSE FORM

Date Submitted: _____ Deadline Date: 4/24/2019

SOLICITATION IDENTIFICATION: RFP190199BAW

SOLICITATION NAME: Lee County Visitor & Convention Bureau Tourism Representation in Canada

COMPANY NAME: VOX INTERNATIONAL INC

NAME & TITLE: (TYPED OR PRINTED) SUSAN WEBB, PRESIDENT

BUSINESS ADDRESS: (PHYSICAL) 130 QUEENS QUAY EAST,

CORPORATE OR MAILING ADDRESS: SUITE 1200, TORONTO, ONTARIO

☒ SAME AS PHYSICAL

CANADA M5A 0P6
ADDRESS MUST MATCH SUNBIZ.ORG

E-MAIL ADDRESS: Susan@voxinternational.com

PHONE NUMBER: (416) 935 1896 FAX NUMBER: (416) 935-0939

NOTE REQUIREMENT: IT IS THE SOLE RESPONSIBILITY OF THE VENDOR TO CHECK LEE COUNTY PROCUREMENT MANAGEMENT WEB SITE FOR ANY ADDENDA ISSUED FOR THIS PROJECT. THE COUNTY WILL POST ADDENDA TO THIS WEB PAGE, BUT WILL NOT NOTIFY.

In submitting this proposal, Proposer makes all representations required by the instructions to Proposer and further warrants and represents that: Proposer has examined copies of all the solicitation documents and the following addenda:

No. 1 Dated: March 29 No. _____ Dated: _____ No. _____ Dated: _____

No. 2 Dated: April 18 No. _____ Dated: _____ No. _____ Dated: _____

Tax Payer Identification Number: 98-1331062

(1) Employer Identification Number -OR- (2) Social Security Number:

**** Lee County collects your social security number for tax reporting purposes only**

* Please submit a copy of your registration from the website www.sunbiz.org establishing the Proposer/firm as authorized (including authorized representatives) to conduct business in the State of Florida, as provided by the Florida Department of State, Division of Corporations. *** NOT APPLICABLE TO CANADA BASED FIRM**

1 **Collusion Statement:** Lee County, Florida The undersigned, as Proposer, hereby declares that no person or other persons, other than the undersigned, are interested in this solicitation as Principal, and that this solicitation is submitted without collusion with others; and that we have carefully read and examined the specifications or scope of work, and with full knowledge of all conditions under which the services herein is contemplated must be furnished, hereby propose and agree to furnish this service according to the requirements set out in the solicitation documents, specifications or scope of work for said service for the prices as listed on the county provided price sheet or (CCNA) agree to negotiate prices in good faith if a contract is awarded.

2 **Scrutinized Companies Certification:**

Section 287.135, FL § , prohibits agencies from contracting with companies, for goods or services over \$1,000,000, that are on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. Both lists are created pursuant to section 215.473, FL§.

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. I understand that pursuant to section 287.135, FL§, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs.

Form#1 – Solicitation Form, Page 2

- 3 **Business Relationship Disclosure Requirement:** Sections 112.313(3) and 112.313(7), FL§, prohibit certain business relationships on the part of public officers and employees, their spouses, and their children. See Part III, Chapter 112, FL § and/or the brochure entitled "A Guide to the Sunshine Amendment and Code of Ethics for Public Officers, Candidates and Employees" for more details on these prohibitions. However, Section 112.313(12), FL § (1983), provides certain limited exemptions to the above-referenced prohibitions, including one where the business is awarded under a system of sealed, competitive bidding; the public official has exerted no influence on bid negotiations or specifications; and where disclosure is made, prior to or at the time of the submission of the bid, of the official's or his spouse's or child's interest and the nature of the intended business. The Commission on Ethics has promulgated this form for such disclosure, if and when applicable to a public officer or employee.
- If this disclosure is applicable request form "INTEREST IN COMPETITIVE BID FOR PUBLIC BUSINESS" (Required by 112.313(12)(b), Florida Statute (1983)) to be completed and returned with solicitation response. It is the proposer's responsibility to disclose this relationship, failure to do so could result in being declared non-responsive.**

☐ **Business Relationship Applicable (request form)**
☒ **Business Relationship NOT Applicable**

- 4 Disadvantaged Business Enterprise (DBE) proposer? If yes, please attach a current certificate. ☐ Yes ☒ No

ALL PROPOSALS MUST BE EXECUTED BY AN AUTHORIZED AUTHORITY OF THE PROPOSER.
WITNESSED AND SEALED (IF APPLICABLE)

VOX INTERNATIONAL INC.

Company Name (Name printed or typed)

SUSAN WEBB

Authorized Representative Name (printed or typed)

PRESIDENT

Authorized Representative's Title (printed or typed)

Susan Webb

Authorized Representative's Signature



(Affix Corporate Seal, if applicable)

GERLINDE PERERA

Witnessed/Attested by:

(Witness/Secretary name and title printed or typed)

[Signature]

Witness/Secretary Signature

Any blank spaces on the form(s), qualifying notes or exceptions, counter offers, lack of required submittals, or signatures, on County's Form may result in the submission being declared non-responsive by the County.



Procurement Management Department
1500 Monroe Street 4th Floor
Fort Myers, FL 33901
Main Line: (239) 533-8881
Fax Line: (239) 485-8383
www.leegov.com/procurement

Posted Date: March 29, 2019

Solicitation No.: B190199BAW

Solicitation Name: VCB Tourism Representation in Canada

Subject: Addendum Number 1

The following represents clarification, additions, deletions, and/or modifications to the above referenced bid. This addendum shall hereafter be regarded as part of the solicitation. Items not referenced herein remain unchanged, including the response date. Words, phrases or sentences with a strikethrough represent deletions to the original solicitation. Underlined words and bolded, phrases or sentences represent additions to the original solicitation.

NOTE: FAILURE TO USE AN ADDENDUMS REVISED BID/PROPOSAL FORM SHALL DEEM BIDDER NON-RESPONSIVE.

1.	Whether companies from Outside USA can apply for this? (like,from India or Canada)
Answer	Firms outside the USA can submit a Proposal for this solicitation. Since we are looking for an in market representation in Canada, in this RFP, the company representing us in all Sales, Marketing and PR efforts should be located in this market so that we can get best market knowledge and the assigned representative can best engage in all trade and PR related activities within that market. So for a Canada representation, the company/account manager needs to be located in Canada.
2.	Whether we need to come over there for meetings?
Answer	No, Firms are not required to travel to Lee County, FL USA to complete regularly held meetings.
3.	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer	See response to question 1
4.	Can we submit the proposals via email?
Answer	Proposals submitted via email are not accepted at this time.

BIDDER/PROPOSER IS ADVISED, YOU ARE REQUIRED TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM WHEN SUBMITTING A BID/PROPOSAL. FAILURE TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN THE BIDDER/PROPOSER BEING CONSIDERED NON-RESPONSIVE.

ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION DOCUMENTS ARE AND SHALL REMAIN THE SAME.



Procurement Analyst

Lee County Procurement Management



Procurement Management Department
1500 Monroe Street 4th Floor
Fort Myers, FL 33901
Main Line: (239) 533-8881
Fax Line: (239) 485-8383
www.leegov.com/procurement

Posted Date: April 18, 2019

Solicitation No.: RFP190199BAW

Solicitation Name: VCB Tourism Representation in Canada

Subject: Addendum Number 2

The following represents clarification, additions, deletions, and/or modifications to the above referenced bid. This addendum shall hereafter be regarded as part of the solicitation. Items not referenced herein remain unchanged, including the response date. Words, phrases or sentences with a strikethrough represent deletions to the original solicitation. Underlined words and bolded, phrases or sentences represent additions to the original solicitation.

1. **ATTACHMENT: NONE**

2. **QUESTIONS/ANSWERS**

1.	Form 1 – Solicitation Response Form. We are a Canadian company and therefore not registered at www.sunbiz.org I received the email (below) from Lee County Bids & Contracts Registration Submission. Can you please advise next steps to register / complete Form 1 as a Canadian company?
Answer	This is not applicable to Canadian companies.

2.	Form # 1 requests that we submit a copy of the listing of our company on Sunbiz.com (Detail by Name example form) but we are not a Florida or USA based company as we are incorporated in Canada and are not able to register on www.sunbiz.org . Is this Not Applicable to Canadian companies submitting proposals for this RFP?
Answer	Please refer to question 1.

3.	Tab 2 requests we outline 3 recent clients/projects with details of contact information, budget and description etc. Is this in addition to Form #3 which are references of 3 clients' projects submitted by our client references?
Answer	Form 3 submission is in addition to Tab 2 requirements

BIDDER/PROPOSER IS ADVISED, YOU ARE REQUIRED TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM WHEN SUBMITTING A BID/PROPOSAL. FAILURE

**TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN THE BIDDER/PROPOSER
BEING CONSIDERED NON-RESPONSIVE.**

**ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION DOCUMENTS ARE
AND SHALL REMAIN THE SAME.**

A handwritten signature in blue ink, appearing to be "B. J. De", is written over a horizontal line.

Procurement Analyst
Lee County Procurement Management

Form 1a – Proposal Form (not applicable for CCNA solicitations)



Lee County Procurement Management
PROPOSAL FORM

Company Name: VoX International Inc.
Solicitation # RFP190199BAW Solicitation Name Lee County Visitor & Convention Bureau Tourism Representation in Canada

Detailed Proposal to be provided as part of and as described in project Submittal Requirements.



LEE COUNTY
SOUTHWEST FLORIDA

AFFIDAVIT CERTIFICATION IMMIGRATION LAWS

SOLICITATION NO.: RFP190199BAW SOLICITATION NAME: Lee County Visitor & Convention Bureau Tourism Representation in Canada

LEE COUNTY WILL NOT INTENTIONALLY AWARD COUNTY CONTRACTS TO ANY CONTRACTOR WHO KNOWINGLY EMPLOYS UNAUTHORIZED ALIEN WORKERS, CONSTITUTING A VIOLATION OF THE EMPLOYMENT PROVISIONS CONTAINED IN 8 U.S.C. SECTION 1324 a(e) {SECTION 274A(e) OF THE IMMIGRATION AND NATIONALITY ACT ("INA").

LEE COUNTY MAY CONSIDER THE EMPLOYMENT BY ANY CONTRACTOR OF UNAUTHORIZED ALIENS A VIOLATION OF SECTION 274A(e) OF THE INA. **SUCH VIOLATION BY THE RECIPIENT OF THE EMPLOYMENT PROVISIONS CONTAINED IN SECTION 274A(e) OF THE INA SHALL BE GROUNDS FOR UNILATERAL CANCELLATION OF THE CONTRACT BY LEE COUNTY.**

PROPOSER ATTESTS THAT THEY ARE FULLY COMPLIANT WITH ALL APPLICABLE IMMIGRATION LAWS (SPECIFICALLY TO THE 1986 IMMIGRATION ACT AND SUBSEQUENT AMENDMENTS).

Company Name: VOX INTERNATIONAL INC.

Susan Webb PRESIDENT 27 MARCH 2019

Signature

Title

Date

PROVINCE ONTARIO
STATE OF ONTARIO
COUNTY OF CANADA
COUNTRY

The foregoing instrument was signed and acknowledged before me this 27th day of March, 2019, by SUSAN WEBB who has produced
(Print or Type Name)

D.L. W2068-72735-5501 as identification.
(Type of Identification and Number) ONTARIO D.L.

Notary Public Signature

Printed Name of Notary Public

Notary Commission Number/Expiration

The signee of this Affidavit guarantee, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.**

**Lee County Procurement Management
Reference Survey**


Reference surveys submitted can be a maximum of twelve (12) months old. If using a previous reference, Proposers must clearly identify the project name and number the reference is being submitted for.

Project Name & Number: RFP190199BAW Lee County Visitor & Convention Bureau Tourism Representation in Canada

Section 1		Reference Respondent Information		Please return completed form to:	
FROM:		Laci Goshi		Bidder/Proposer: VoX International Inc.	
COMPANY:		Hawai'i Tourism Authority		Due Date: Wednesday April 24, 2019	
PHONE #:		808-973-2268		Total # Pages: 1	
FAX #:		808-973-2253		Phone #: 416-935-1896 Ext. 222 Fax #: 416-935-.939	
EMAIL:		Laci@gohta.net		Bidder/Proposer E-Mail: susan@voxinternational.com	
Section 2		Enter Bidder/Proposer Information, if applicable Similar Performed Project (Bidder/Proposer to enter details of a project performed for above reference respondent)			
Proposer Name:		VoX International Inc			
Reference Project Name:		Project Address:		Project Cost:	
Aloha Canada 2018		Toronto Congress Centre (Oct 23), Rosewood Hotel Georgia Vancouver (Oct 24), Shaw Conference Centre Edmonton (Oct 25)		\$66,000USD	
Summarize		Educate, entertain, and inspire Canadian Travel Agents in order for them to present Hawai'i to their clients with confidence and enthusiasm. Visitor Bureau representatives from Maui, O'ahu, the Island of Hawai'i, and Kaua'i presented their incredible Islands. Key Hawai'i hotel and resort properties and selected attractions were in attendance for a trade show and brief presentations providing Agents with the latest information.			
Scope:		Travel Trade Owners/Managers/Consultants, Travel Trade Media, Meeting & Incentive Planners			
<p>You as an individual or your company has been given as a reference on the project identified above. Please provide your responses in section 3 below.</p>					
Section 3					Indicate: "Yes" or "No"
1. Did this company have the proper resources and personnel by which to get the job done?					Yes
2. Were any problems encountered with the company's work performance?					No
3. Were any change orders or contract amendments issued, other than owner initiated?					No
4. Was the job completed on time?					Yes
5. Was the job completed within budget?					Yes
6. On a scale of one to ten, ten being best, how would you rate the overall work performance, considering professionalism; final product; personnel; resources. Rate from 1 to 10. (10 being highest)					9
7. If the opportunity were to present itself, would you rehire this company?					Yes
8. Please provide any additional comments pertinent to this company and the work performed for you: The overall Aloha Canada trade mission went very well as VoX staff were professional and the final product was great. The events continue to grow and become more ambitious each year.					

Section 4 Please submit non-Lee County employees as references

Laci Goshi
Reference Name (Print Name)


Reference Signature

**Lee County Procurement Management
Reference Survey**

Reference surveys submitted can be a maximum of twelve (12) months old. If using a previous reference, Proposers must clearly identify the project name and number the reference is being submitted for.

Project Name & Number: RFP190199BAW Lee County Visitor & Convention Bureau Tourism Representation in Canada

Section 1	Reference Respondent Information	Please return completed form to:	
FROM:	Shelly John	Bidder/Proposer:	VoX International Inc.
COMPANY:	St. Vincent and The Grenadines Tourism Office	Due Date:	Wednesday April 24, 2019
PHONE #:	416-630-9292	Total # Pages:	1
FAX #:	416-630-9291	Phone #:	416-935-1896 Ext. 222
EMAIL:	sjohn@discoversvg.com	Fax #:	416-935-.939
		Bidder/Proposer E-Mail:	susan@voxinternational.com

Section 2	Enter Bidder/Proposer Information, if applicable Similar Performed Project (Bidder/Proposer to enter details of a project performed for above reference respondent)		
Proposer Name:	VoX International Inc		
Reference Project Name:	Project Address:	Project Cost:	
Media Fam Tour - June 2018	St. Vincent & The Grenadines	\$25,000USD	
Summarize	This media FAM took place from June 20 - 27, 2018 and hosted the following 5 top tier media: Kael Rebeck (Influencer/Canadian Geographic), Kim Pemberton (Sun Media), Carla Bragagnolo (Notable Life), Julie Catherine Rekal Rickerd (Dreamscapes), and Waheeda Harris (TravelWeek). The itinerary showcased the newly opened airport and covered 7 islands, including a stay at Bequia Beach Hotel, a visit to Dark Falls Waterfalls and snorkeling in the Tobago Cays.		
Scope:	VoX developed an e-invite, guest list, pitched and secured journalists for this fam along with escorting it and media monitoring for all coverage and compiling a wrap report on the results.		

You as an individual or your company has been given as a reference on the project identified above. Please provide your responses in section 3 below.

Section 3	Indicate: "Yes" or "No"
1. Did this company have the proper resources and personnel by which to get the job done?	Yes
2. Were any problems encountered with the company's work performance?	No
3. Were any change orders or contract amendments issued, other than owner initiated?	No
4. Was the job completed on time?	YES
5. Was the job completed within budget?	YES
6. On a scale of one to ten, ten being best, how would you rate the overall work performance, considering professionalism; final product; personnel; resources. Rate from 1 to 10. (10 being highest)	10
7. If the opportunity were to present itself, would you rehire this company?	YES
8. Please provide any additional comments pertinent to this company and the work performed for you: VoX has always demonstrated professionalism and efficiency when required to do special tasks or as per contract.	

Section 4	Please submit non-Lee County employees as references
Reference Name (Print Name)	SHELLEY JOHN, DIRECTOR OF SALES - ST. VINCENT AND THE GRENADINES TOURISM

Reference Signature

Form 3 Reference Survey

Lee County Procurement Management
Reference Survey

Reference surveys submitted can be a maximum of twelve (12) months old. If using a previous reference, Proposers must clearly identify the project name and number the reference is being submitted for.

Project Name & Number: RFP190199BAW Lee County Visitor & Convention Bureau Tourism Representation in Canada

Section 1	Reference Respondent Information	Please return completed form to:
FROM:	Ana Gonzalez / <i>Edith Ferguson</i>	Bidder/Proposer: VoX International Inc.
COMPANY:	Experience Kissimmee	Due Date: Wednesday April 24, 2019
PHONE #:	1-407-742-8244	Total # Pages: 1
FAX #:		Phone #: 416-935-1896 Ext. 222 Fax #: 416-935- 939
EMAIL:	agonzalez@experiencekissimmee.com	Bidder/Proposer E-Mail: susan@voxinternational.com

Section 2	Enter Bidder/Proposer Information, if applicable Similar Performed Project (Bidder/Proposer to enter details of a project performed for above reference respondent)		
Proposer Name:	VoX International Inc		
Reference Project Name:	Project Address:	Project Cost:	
Air Canada Race Kissimmee 2018	Kissimmee Florida	\$150,000USD	
Summarize	Experience Kissimmee recently partnered with Air Canada for the 8th edition of the Air Canada Race, a highly anticipated national travel agent competition. This was the first time the race was held in North America and it hosted 45 travel professionals competing across five adventure filled days for a chance to win amazing prizes, including air seats for two to Orlando (MCO), a vacation home rental courtesy of Global Homes along with theme parks tickets for the winner and one traveling companion.		
Scope:	VoX developed an e-invite, guest list secured qualified travel agents for this event along with escorting it and media monitoring for all coverage and compiling a wrap report on the results		

You as an individual or your company has been given as a reference on the project identified above. Please provide your responses in section 3 below.

Section 3		Indicate: "Yes" or "No"
1. Did this company have the proper resources and personnel by which to get the job done?		Yes
2. Were any problems encountered with the company's work performance?		No
3. Were any change orders or contract amendments issued, other than owner initiated?		No
4. Was the job completed on time?		Yes
5. Was the job completed within budget?		Yes
6. On a scale of one to ten, ten being best, how would you rate the overall work performance, considering professionalism; final product; personnel; resources.		10
	Rate from 1 to 10. (10 being highest)	
7. If the opportunity were to present itself, would you rehire this company?		Yes
8. Please provide any additional comments pertinent to this company and the work performed for you: The Air Canada Race in August 2018 was a great event and produced through media a combined reach over 1 million. Experience Kissimmee was "the talk of the town".		

Section 4	Please submit non-Lee County employees as references
Edith Rocio Ferguson, Sales Manager - North America	
Reference Name (Print Name)	

Edith Rocio Ferguson

Reference Signature

Please fill in the form below. Provide each incident in regard to alleged negligence or breach of contract that has occurred over the past 10 years. Please compete in chronological order with the most recent incident on starting on page 1. Please do not modify this form (expansion of spacing allowed) or submit your own variation.

[illegible]

Page Number: _____ Of _____ Total pages

37



LEE COUNTY

SOUTHWEST FLORIDA

AFFIDAVIT PRINCIPAL PLACE OF BUSINESS

Instructions: Please complete all information that is applicable to your firm

Company Name: VOX INTERNATIONAL INC.

SUSAN WEBB

Printed name of authorized signer

PRESIDENT

Title

Susan Webb

Authorized Signature

March 27, 2019

Date

The signee of this Affidavit guarantee, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.**

Notary:

State of

ONTARIO

County of

CANADA

The foregoing instrument was signed and acknowledged before me this

27th day of March

2019

by Susan Webb

who has produced

ONTARIO D.L. W706872735 55401

as identification (or personally known)

Type of ID and number

⇒

Notary Public Signature

N/A Notary of Ontario

Notary Commission Number and expiration

1. Principal place of business is located within the boundaries of:

Lee County

Collier County

☒ Non-Local

Local Business Tax License #

2. Address of Principal Place of Business:

130 QUEENS EASY EAT

#1200 TELONTO ONTARIO

3. Number of years at this location

3 months years

4. Have you provided goods or services to Lee County on a regular basis within the past 3 consecutive years

☒ Yes*

☐ No

*If yes, attach contractual history for past 3 consecutive years

5. Number of available employees for this contract

6. Does your company have a Drug Free Workplace Policy

☒ Yes

☐ No



LEE COUNTY
SOUTHWEST FLORIDA

SUB-CONTRACTOR LIST

[illegible]

Please include sub-contractors name, area of work (i.e. mechanical, electrical, etc.) and a **valid** phone number and email. Also include the dollar value or percentage that the sub-contractor will be performing. If sub-contractors qualify as Disadvantaged Business Enterprise (**DBE**) contractors, please attach a current certificate.

This form must be signed and sworn to in the presence of a notary public or other officer authorized to administer oaths.

1. This sworn statement is submitted to NEIL GILL
 (Print name of the public entity)
 by SUSAN NEBS PRESIDENT
 (Print individual's name and title)
 for VOX INTERNATIONAL INC
 (Print name of entity submitting sworn statement)
 whose business address is 130 QUEENS QUAY EAST #120
 (If applicable) its Federal Employer Identification Number (FEIN) is _____

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: On the attached sheet.) Required as per IRS Form W-9.

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1) (g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, and bid or contract for goods or services to be provided to any public entity or agency or political subdivision or any other state or of the United States, and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1) (b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
1. A predecessor or successor of a person convicted of a public entity crime:
or:
 2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those offices, directors, executives, partners, shareholders, employees, members and agents who are active in the management of the affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not fair market value under an arm's length agreement, shall be a facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
5. I understand that a "person" as defined in Paragraph 287.133(1) (c), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of the entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting those sworn statement. (Please indicate which statement applies.)
- ☒ Neither the entity submitted this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, member, or agents who are active in management of the entity, or an affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, member, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearing and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attach a copy of the final order)

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR CATEGORY TWO OR ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

Susan Webb

(Signature)

March 27, 2019

(Date)


Province Ontario
STATE OF ONTARIO
COUNTY OF CANADA

PERSONALLY APPEARED BEFORE ME, the undersigned authority, Susan Webb
(Name of individual signing)

who, after first being sworn by me, affixed his/her signature in the space provided above on this 27th day of March, 2019.

[Signature]
(NOTARY PUBLIC)

My Commission Expires: No expiry

 Ministry of
Government Services

Ontario
CERTIFICATE

This is to certify that those articles
are effective on

Ministère des
Services gouvernementaux

CERTIFICAT

Ceci certifie que les présents statuts
entrent en vigueur le

Ontario Corporation Number:
Numéro de la société en Ontario

1569135

SEPTEMBER 1 5 SEPTEMBRE 2011

K. [Signature]
Director, [illegible]

Director, Electricity
Business Corporations Act / Ley de las sociedades por acciones

**ARTICLES OF AMENDMENT
STATUTS DE MODIFICATION**

- 1 The name of the corporation is: (Set out in BLOCK CAPITAL LETTERS)**
Dénomination sociale actuelle de la société (écrire en LETTRES MAJUSCULES SEULEMENT)

V	O	X	I	N	T	E	R	N	A	T	I	O	N	A	L	I	N	C
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

[illegible]

2. The name of the corporation is changed to (if applicable): (Set out in BLOCK CAPITAL LETTERS)
Nouvelle dénomination sociale de la société (s'il y a lieu) (écrire en LETTRES MAJUSCULES SEULEMENT)

[illegible][illegible]

3. Date of incorporation/amalgamation:
Date de la constitution ou de la fusion :

2003 - April - II

(Year, Month, Day)
(année, mois, jour)

4. Complete only if there is a change in the number of directors or the minimum / maximum number of directors.
Il faut remplir cette partie seulement si le nombre d'administrateurs ou si le nombre minimal ou maximal d'administrateurs a changé.

Number of directors is/are:
Nombre d'administrateurs

Number
Nombre

minimum and maximum number of directors is/are:
nombre minimum et maximum d'administrateurs :

~~minimum and maximum~~
minimum at maximum

or
ou

3. The articles of the corporation are amended as follows:
Les statuts de la société sont modifiés de la façon suivante

See page 1A

6. The amendment has been duly authorized as required by sections 168 and 170 (as applicable) of the *Business Corporations Act*.
La modification a été dûment autorisée conformément aux articles 168 et 170 (selon le cas) de la *Loi sur les sociétés par actions*.
7. The resolution authorizing the amendment was approved by the shareholders/directors (as applicable) of the corporation on
Les actionnaires ou les administrateurs (selon le cas) de la société ont approuvé la résolution autorisant la modification la

2011 - September - 13

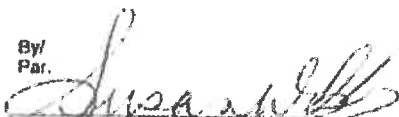
(Year, Month, Day)
(année, mois, jour)

These articles are signed in duplicate.
Les présents statuts sont signés en double exemplaire.

VOX INTERNATIONAL INC.

(Print name of corporation from Article 1 on page 1)
(Veuillez écrire le nom de la société de l'article un à la page une)

By/
Par.



(Signature)
(Signature)

Susan Webb

Director

(Description of Office)
(Fonction)