

UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS

The President, University of Hawaii, is in the process of reviewing the request from Office of the Chancellor, University of Hawai'i at Mānoa _____ (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods, services, or construction:

In-theater on-screen advertising in select Regal Theaters in Hawai'i to promote the advantages and numerous academic programs of the University of Hawai'i at Mānoa. The 30-second advertisements will be run prior to each movie in selected theaters beginning in 2013. The price includes between 420 to 630 spots per week on movie screens in select Regal Theaters on O'ahu, plus production/handling costs of the 30-second spots.

Vendor: National Cinemedia
(If known)
Address: 9110 East Nichols Avenue, Suite 200
Centennial, CO 80112

Term of Contract: (If known)	From:	To:	Cost: \$18,480 (est)
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Direct any inquiries to: Department: Office of Communications Contact Name/Title: Lisa Shirota, Director of Marketing Address: Office of Communications 2500 Campus Road, Hawai'i Hall 104 Honolulu, HI 96822	Phone Number: (808) 956-7352 Fax Number: (808) 956-6917
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Date Posted: March 1, 2013

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement and Real Property Management
1400 Lower Campus Road, Room 15
Honolulu, Hawai'i 96822

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: University of Hawaii at Manoa Chancellor's Office

(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:

In-theatre on-screen advertising in select Consolidated Theatres in Hawaii to promote the advantages and numerous academic programs of the University of Hawaii at Manoa. The 30-second spots will run prior to each movie in selected theatres starting in 2013. The price includes 28 weeks of advertising on 48 movie screens in select Consolidated Theatres on Oahu.

Estimated Cost: \$ 24,528.00

- (1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;

Screenvision Direct is the sole contracted company by Consolidated Theatres that offers on-screen advertising in Hawaii, and it would not be practical to request Superquote bids. Screenvision Direct is the only company that sells advertising in the Consolidated Theatres in Hawaii; there is no other supplier that provides 30-second commercial advertising in Consolidated Theatres.

The only other provider of on-screen in-theatre advertising is National Cinemedia which only represents Regal Theatres in Hawaii. We are also requesting an exemption for in-theater advertising with National Cinemedia.

- (2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;

Quotes were received from both National Cinemedia, sole provider of advertising in Regal Theatres, and Screenvision Direct, the sole provider of advertising in Consolidated Theatres. The prices for both companies were reasonable and comparable to each other. The UH Manoa strategic marketing plan for in-theater advertising is based on reaching the largest teen (incoming freshmen and younger) and adult (parents, community, etc.) markets possible in the most cost-efficient way. Attendance for the selected theaters exceeded 2 million in 2011.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and

Exemption from the standard methods and source selection pursuant to APM section A8.220 , Exemption No. 31, described as any "radio, television airtime, print or other media when selection is to be made by current audience/reader demographics" was used for previous purchases of in-theatre advertising as "other media" in 2011 and 2012. Screenvision Consolidated Theatres was selected in those years based on the requirements of A8.220, Exemption No. 31. Since the University reverted to the requirements of the State of Hawaii Public Procurement Code effective July 1, 2012, "other media" is no longer included in A8.220, Exemption No. 31.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:

Tom Apple, Chancellor University of Hawaii at Manoa
Kathleen Cutshaw, Vice Chancellor for Administration, Finance and Operations
Lori Inouye, Fiscal Authority
Diane Chang, Communications Director
Lisa Shiota, Marketing Director

Direct questions to: Lisa Shiota, Marketing Director Phone: 808-956-7352

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.

Diane Chang, Communications Director
Full Name of Principal Investigator, Department Head, or Administrator

Diane E. Chang
Signature

11/27/12
Date

Lori Inouye
Full Name of Fiscal Officer

Lori Inouye
Signature

11/27/12
Date

APPROVED:

Thomas Apple
Full Name of Vice President or Chancellor

Thomas Apple
Signature

11/29/12
Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED DENIED

Mac Seaward
PRESIDENT, UNIVERSITY OF HAWAII

3/20/13
DATE