

**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 Vice President for Community Colleges _____ (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 advertise the benefits and programs of UH Community Colleges. The 30-second spots will run prior to each movie in selected theaters starting from October 30, 2015 for 12 weeks through January 21, 2016, and from March 25, 2016 for 20 weeks through August 11, 2016. The price includes 32 weeks of advertising on 74 movie screens in select Regal Theaters on O'ahu, Maui and Hawai'i islands, plus production/handling costs of the 30-second spots.

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

Term of Contract: (If known)	From: 10/30/2015	To: 08/11/2016	Cost: \$24,628.00
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Direct any inquiries to: Department: UH Community College Marketing and Communications Contact Name/Title: Susan Lee, Director of Marketing and Communications Address: 2327 Dole Street Honolulu, HI 96822	Phone Number: 808-956-5852 Fax Number: 808-956-3763
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Date Posted: August 24, 2015

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: Office of the Vice President for Community Colleges
(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 Regal Theatres in Hawai'i to advertise the benefits and programs of UH Community Colleges. The 30-second spots will run prior to each movie in selected theatres starting from 10/30/2015 for 12 weeks, then again from 3/25/2015 for 20 weeks—a total of 32 weeks. The price includes advertising on 74 movie screens in select Regal Theatres on O'ahu, Maui and Hawai'i islands, plus production/handling costs of the 30-second spots.

Estimated Cost: \$ 24,628.00

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

Since the vendor, National CineMedia, is the sole contracted company by Regal Theatres to offer on-screen advertising in Hawaii, it would not be practicable to request superquote bids. National CineMedia is the only company that sells advertising in the Regal Theatres in Hawaii, there is no other supplier that provides 30-second commercial advertising in Regal Theatres. The only other provider of in-theatre advertising is Screenvision Direct, which only represents Consolidated Theatres in Hawaii.

(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 requested and 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 were fair and very comparable to each other. The price for advertising in Regal Theatres for a 32-week term remained low as we've received in 2010, 2011, 2012, 2013 and 2014. We plan to run the in theatre on-screen advertising in both Regal and Consolidated Theatres based on the demographic profiles of the viewer ship among young adults to working adults which are both target markets for the Community Colleges.

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

For previous purchases of in-theatre advertising in 2010 and 2011, we used an exemption from the standard methods and source selection pursuant to APM section A8.220, No. 31, described as as any "radio, television airtime, print or other media when selection is to be made by current audience/reader demographics." In-theatre, onscreen advertising is considered "other media" that was selected on the basis of audience demographics. However, as of July 1, 2012, the procurement requirements reverted back to the State of Hawai'i and "other media" is not included in A8.220, No. 31. Last year, our request for exemption was approved for theatre advertising for the academic year 2014-2015.

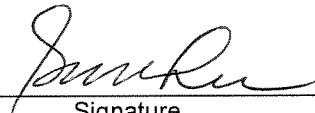
(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:

Lisa Tsuhako, Administrative Officer, Budget Specialist
Susan Lee, Director of Marketing and Communications

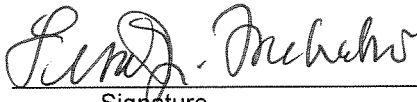
Direct questions to: Lisa Tsuhako Phone: 808-956-3861

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

Susan A. Lee
Full Name of Principal Investigator, Department Head, or Administrator


 8-11-15
Signature Date

Lisa Tsuhako
Full Name of Fiscal Officer

 8/11/15
Signature Date

APPROVED:

John Morton
Full Name of Vice President or Chancellor

 AUG 11 2015
Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED DENIED


PRESIDENT, UNIVERSITY OF HAWAII

OCT - 9 2015

DATE