

## Katherine E Sirotin

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**From:** Brixius, James <JBrixius@cvent.com>  
**Sent:** Thursday, November 9, 2017 9:51 AM  
**To:** Katherine E Sirotin  
**Cc:** Joyce, EJ  
**Subject:** RE: Best and Final Offer Request (BAFO) - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)  
**Attachments:** EM\_GMU\_Pricing\_Sheet.pdf

Hi Katherine,

Thank you for the opportunity to submit a best and final offer. See attached. We decided to streamline the pricing a bit, based on which license type a department needs. To support our attached pricing model, see a feature matrix here: <http://bit.ly/1VAImIG>.

Let me know if you have any questions.

Thanks,

**James Brixius**

Regional Sales Manager, Event Solutions | [www.cvent.com](http://www.cvent.com)

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**From:** Brixius, James  
**Sent:** Friday, November 3, 2017 10:15 AM  
**To:** 'Katherine E Sirotin' <ksirotin@gmu.edu>  
**Cc:** Joyce, EJ <EJoyce@cvent.com>  
**Subject:** RE: Best and Final Offer Request (BAFO) - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Thank you, Katherine. I will respond to you prior to the below deadline.

Thanks,

**James Brixius**

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**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]  
**Sent:** Thursday, November 2, 2017 1:39 PM  
**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>  
**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>  
**Subject:** Best and Final Offer Request (BAFO) - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)  
**Importance:** High

Good afternoon James and EJ,

The committee has reviewed your negotiation response and is requesting that we move to Best and Final Offers (BAFO) at this time for RFP GMU-1404-17 for University Event & Registration Systems. They have requested that you provide your best possible pricing and offer at this time. Please respond with your BAFO and any additional information you would like to transmit to the committee before we close negotiations no later than **Thursday, November 9<sup>th</sup>, 2017 at 2:00PM.**

If you have any questions please let me know as soon as possible.

Thank you,

*Katherine E. Sirotin*

Last name formerly Mullins  
Assistant Director of Purchasing  
Purchasing Department | George Mason University  
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**From:** Brixius, James [<mailto:JBrixius@cvent.com>]

**Sent:** Monday, October 23, 2017 1:27 PM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi Katherine,

See our response attached.

Please let me know if you have any questions.

**James Brixius**

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**From:** Brixius, James

**Sent:** Friday, October 20, 2017 3:06 PM

**To:** 'Katherine E Sirotin' <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Thank you, Katherine.

Have a great weekend.

**James Brixius**

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**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]

**Sent:** Friday, October 20, 2017 2:46 PM

**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi James,

The extension is approved. Please have your response returned on October 23<sup>rd</sup>, 2017 at 2:00PM.

Thank you,

*Katherine E. Sirotin*

Last name formerly Mullins

Assistant Director of Purchasing

Purchasing Department | George Mason University

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**From:** Brixius, James [<mailto:JBrixius@cvent.com>]

**Sent:** Friday, October 20, 2017 2:18 PM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi Katherine,

I hate to do this, but I am emailing to request an extension until Monday, October 23 @ 2pm ET. Members of my leadership team who I need to consult with have been out of the office for two weeks at back to back conferences, and I am dealing with delayed response times.

Are you willing to accept my request?

Thank you in advance.

**James Brixius**

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**From:** Brixius, James

**Sent:** Thursday, October 19, 2017 5:03 PM

**To:** 'Katherine E Sirotin' <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Got it.

Thanks, Katherine.

**James Brixius**

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**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]

**Sent:** Thursday, October 19, 2017 4:29 PM

**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi James,

Yes, the intent of this process is to get a “base” contract in place and then, going forward, any departments within Mason who need an event and registration system will be able to reach out to the vendor/vendors who hold this contract and request a statement of work/pricing for their particular needs/requirements. They will not need to do separate competition or a separate solicitation (unless they want too). They will just be able to use this contract for any future requirements/need. So, yes, we definitely foresee end user growth (i.e. additional departments who did not participate in the initial RFP process) utilizing this contract in the coming months/years – especially once we start moving them off their current/non TouchNet partners.

Let me know if you have any other questions.

Thanks,

*Katherine E. Sirotin*

Last name formerly Mullins

Assistant Director of Purchasing

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**From:** Brixius, James [<mailto:JBrixius@cvent.com>]

**Sent:** Thursday, October 19, 2017 4:22 PM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi Katherine,

Thank you. That is helpful.

One more question on this topic. Can this contract vehicle be used by other GMU departments Cvent interacts with moving forward? In other words, can departments who are not involved in the RFP process, and do not currently have a contract with Cvent, take advantage of the negotiated terms and pricing if we were to be awarded?

Thanks,

**James Brixius**

Regional Sales Manager, Event Solutions | [www.cvent.com](http://www.cvent.com)

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**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]

**Sent:** Thursday, October 19, 2017 11:12 AM

**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi James,

Yes, my understanding is, for the time being, those departments (who did not participate in the RFP process) are staying with their current providers/systems but will be required to switch off their current systems in the next year or two once the mandate for using a TouchNet Ready Partner (or the TouchNet Marketplace) is in place.

Thanks,

*Katherine E. Sirotin*

Last name formerly Mullins

Assistant Director of Purchasing

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**From:** Brixius, James [<mailto:JBrixius@cvent.com>]

**Sent:** Thursday, October 19, 2017 10:57 AM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi Katherine,

Understood; I was asking about the additional departments, beyond these three departments, who currently have contracts with either RegOnline or Cvent. These departments will continue with their existing contracts, correct?

Thanks,

**James Brixius**

Regional Sales Manager, Event Solutions | [www.cvent.com](http://www.cvent.com)

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**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]

**Sent:** Thursday, October 19, 2017 10:49 AM

**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi James,

No, the three departments I mentioned are actively pursuing a new vendor – hence the reason they participated in the RFP process. They are planning to move off of their current product in the near future and contract with one of the contract awardees for RFP GMU-1404-17.

Hope that helps.

Thank you,

*Katherine E. Sirotin*

Last name formerly Mullins

Assistant Director of Purchasing

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Main: 703-993-2580

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**From:** Brixius, James [<mailto:JBrixius@cvent.com>]

**Sent:** Thursday, October 19, 2017 10:34 AM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Thanks for the note, Katherine. So if I am understanding correctly, departments other than the 3 you mentioned will continue on with their existing Cvent/ROL contracts, for the time being?

Thanks,

James Brixius

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**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]

**Sent:** Thursday, October 19, 2017 10:16 AM

**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Good afternoon James,

Eventually, all departments who are not using a TouchNet Ready Partner system will be required to move to one. Unfortunately, we do not have a timeframe for this transition/requirement at this time but we are anticipating that sometime in the next year to two years this transition/requirement will be implemented.

Thanks,

*Katherine E. Sirotin*

Last name formerly Mullins

Assistant Director of Purchasing

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Main: 703-993-2580

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**From:** Brixius, James [<mailto:JBrixius@cvent.com>]

**Sent:** Wednesday, October 18, 2017 9:23 AM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Good morning, Katherine.

I am following up on my below note. This is an important detail as we work on our pricing proposal. Can you please confirm?

Thank you in advance. Give me a call if you have any questions.

**James Brixius**

Regional Sales Manager, Event Solutions | [www.cvent.com](http://www.cvent.com)

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**From:** Brixius, James

**Sent:** Friday, October 13, 2017 10:40 AM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi Katherine,

Thank you for clarifying.

Another question we have, is surrounding the departments currently contracted with both Cvent and RegOnline. Is the expectation that those departments also participate in this new contract? Or will they have the option to continue with their existing contract?

Thanks,

**James Brixius**

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---

**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]

**Sent:** Thursday, October 12, 2017 10:18 AM

**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>

**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Good afternoon James,

The departments who are expressing interest in the Cvent product at this time are the Smithsonian-Mason School of Conservation, the Mason Game and Technology Academy, and Admissions. Admissions currently uses Reg-Online. There are likely other departments who are utilizing Reg-Online but I am not sure who they are.

I have attached the data security agreement for your reference.

Thank you,

*Katherine E. Sirotin*

Last name formerly Mullins

Assistant Director of Purchasing

Purchasing Department | George Mason University

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Main: 703-993-2580

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**From:** Brixius, James [<mailto:JBrixius@cvent.com>]

**Sent:** Thursday, October 12, 2017 9:19 AM

**To:** Katherine E Sirotin <[ksirotin@gmu.edu](mailto:ksirotin@gmu.edu)>



**Cc:** Joyce, EJ <[EJoyce@cvent.com](mailto:EJoyce@cvent.com)>

**Subject:** RE: Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

Hi Katherine,

Thank you for the note. We are excited to take the next steps in negotiations.

After initial review, I have a couple questions:

- Can you confirm which 3 GMU departments are considering Cvent, and which of the 3 are currently using the RegOnline product?
- Please attach the data security addendum, so my team can review.

Thanks in advance.

**James Brixius**

Regional Sales Manager, Event Solutions | [www.cvent.com](http://www.cvent.com)

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**From:** Katherine E Sirotin [<mailto:ksirotin@gmu.edu>]

**Sent:** Tuesday, October 10, 2017 12:12 PM

**To:** Brixius, James <[JBrixius@cvent.com](mailto:JBrixius@cvent.com)>

**Subject:** Request for Negotiations - RFP GMU-1404-17 - University Event & Registration Systems (TouchNet Ready Partners)

**Importance:** High

Good afternoon James,

The evaluation committee has completed the evaluation and scoring of all proposals received for RFP GMU-1407-17, for a University Event and Registration System, and have identified your firm as one of the finalists. We are prepared to move to round one negotiations and would appreciate your response to the items below. Please respond to the points contained within at your earliest convenience but no later than 2:00PM on Friday, October 20th, 2017 (you may respond via email or in a word document). Please make sure to provide detailed information as the evaluation committee will be reviewing your responses as part of your offer (note that Mason shall select the offeror which, in its sole discretion has made the best proposal, and shall award the contract to that offeror):

- Pricing: At this time, Mason cannot provide a firm/fixed number of Departments (internal end users) or an estimate of annual registrations. We currently have three departments who are considering CVENT's product and it is anticipated that any resulting contract will see growth during its period of performance but we cannot provide fixed registration volume at this time and we are not currently in a position to contract on an enterprise wide level (once a contract is awarded each department will contact CVENT separately to work on a Statement of Work/Pricing for their department's needs). With that information in mind, we request that CVENT provide their per participant and annual registration fees/tiers at this time (a pricing schedule will need to be included as part of any resulting contract award):
  - Please clarify your per participant price for Mason. If there are ranges/tiers we would appreciate seeing those tiers/ranges and that CVENT provide the best possible per participant price at these tiers/ranges.
  - It is likely that at some point, Mason's department or our Information Technology Services department may need to engage CVENT's implementation team. We are requesting that CVENT provide the best possible hourly rate for these implementation services. We would also appreciate it if CVENT could

clarify if any implementation or project assistance will be included in the beginning states of implementation if a department decides to move forward with implementing CVENT's solution?

- If possible, please provide a pricing breakdown of how much additional cost would be incurred, per account created, on the admin side of things and the costs associated with a data integration/how much data can be integrated. For our purposes, **at the very least**, we will need to pull over students first and last names, ages, contact information (phone numbers and email), and the courses they have taken with us previously.
- Requests for Clarification/Questions:
  - Please clarify if a waitlisted student is considered a registrant? Are we charged for students putting themselves on the waitlist? If so, can this fee be waived?
  - When a registrant is making payment, will the customer exit Cvent and enter Touchnet to make payment? If so, can the user log in to Touchnet again to make additional payments (payment plan)? To the customer, will the payment page look the same as Cvent registration system or will it be evident that they are using a different system?
  - After contract award, but prior to any department being allowed to release funding/start work with CVENT, Mason's Architectural Standard's Review Board (ASRB) will need to review CVENT's product for security/accessibility/PCI compliance/etc. Will CVENT be willing to participate in this review as part of the contract award requirements?
    - In order to expedite this process I would appreciate it if CVENT could provide a VPAT for our review.
    - During the ASRB review will CVENT be willing to provide a demo version/"sandbox" of their product for our Accessibility team to review?
    - I have attached a copy of our Data Security Addendum. CVENT will be expected to sign/accept this as part of any resulting contract award. Please review this addendum and let me know if you have any questions or concerns.
- Terms and Conditions (Red-Lines) – Mason has reviewed the red-lines of the terms and conditions CVENT and our comments are below:
  - H. Cancellation of Contract – as an entity of the Commonwealth of Virginia (government entity) Mason must reserve their right to Terminate for Convenience. This cannot be waived but if CVENT requires a longer written notice period you may request it in writing now. Please note that the Governing Law and Higher Ed. Manual allows the contractor to "Submit any termination claim 120 days after the receipt of notice of termination."
  - V. Insurance – Mason is open to considering adjusting our insurance minimums. Please let us know what coverage CVENT currently holds so we may submit it to our Risk Management Department for consideration.
  - Will CVENT require Mason to sign or accept any additional terms and conditions that are not currently outlined in CVENT's proposal? Such as an Master Software or Services Agreement (MSA), End User License Agreement (EULA), any Click Through Terms, Shrink Wraps, etc? If so, please provide a copy of any additional Ts&Cs that CVENT will expect Mason to accept if their product is selected/utilized.

If you have any questions please let me know.

Thank you,

*Katherine E. Sirotin*

Last name formerly Mullins  
Assistant Director of Purchasing  
Purchasing Department | George Mason University  
Direct: 703-993-2497 | Fax: 703-993-2589

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