



Sacramento County Airport System
G. Hardy Acree, Director of Airports

County Executive
Terry Schutten

County of Sacramento

October 13, 2009

To: Potential Respondents

From: Cheryl Marcell, Deputy Director of Marketing and Public Relations
Sacramento County Airport System

Subject: Questions Posed by Potential Respondents to the Sacramento County Airport System
Advertising and Creative Services Consultant Request for Qualifications

1. Is the maximum page limit for single-sided or double-sided pages?
 - a. The page limit stated is for pages of printed copy. You are welcome to print on both sides of the sheets of paper but each printed page counts towards the maximum. The restriction is important to ensure that each respondent concisely covers the material in the RFQ in a manner that allows the panel to review each submission thoroughly yet quickly.
2. Is there any additional information besides the 27-page document?
 - a. The 27-page document is supplemented by the addenda and documents posted to the RFQ on the Business and Leasing Opportunities page on the Sacramento County Airport System Web site.
3. Is this related to the new airport expansion or existing?
 - a. The RFQ and related contract is related to future and ongoing operations at Sacramento International Airport and the other three airports in the Sacramento Airport System.
4. When would project work begin?
 - a. Please see the RFQ for the contract terms.
5. Who are the concessionaires that will be getting promotion? I understand not car rentals, but type of concessionaires and what would be the heart of that message?
 - a. Concessionaires include retail and restaurant tenants at Sacramento International Airport.
6. Will all advertising be in English? Anything directed to the Hispanic community where bi-lingual, bi-culturalism would be helpful?
 - a. Most advertising will be placed in English media. However, International and ethnic marketing is possible, when appropriate.
7. I would like to come out and visit the airport this Thursday and take some casual photos. Is that possible? Can you assist me in obtaining permission to do so?
 - a. Due to staffing constraints and in the interest of ensuring that all respondents are treated equally, potential respondents interested in taking snapshots should do so as any member of the public would. Access to secure areas and personal escorts cannot be offered for this process.