



Intent to Award

December 1, 2017

RFP: Travel Marketing Services in France and Benelux

RFP ISSUED: September 13, 2017

PROPOSALS REVIEWED/EVALUATED: October 10, 2017 to November 5, 2017

RE: Notice of Intent to Award Contract to Hills Balfour for Pan European Support

Hills Balfour to lead our representation across Brand USA's major target markets in Europe, working with Lieb Management and Interface Tourism, who will manage in-market activities from four offices based in France, Germany, Italy, and Spain as follows:

**Germany, Austria, Switzerland, and the Netherlands
(managed from the Lieb Management office in Munich)**

Team Leaders: Florian Renner, Director, and Christiane Surwald, Manager

**France, Belgium, and Luxemburg
(managed from the Interface Tourism office in Paris)**

Team Leader : Julie Geoffroy, Director

**Spain
(managed from the Interface Tourism office in Madrid)**

Team Leader: Javier Fernandez, Director

**Italy
(managed from the Interface Tourism office in Milan)**

Team Leader: Marcella Re, Director

As provided in the RFP issued September 13, 2017, the Notice of Intent to Award is subject to the execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between Brand USA and the apparent successful Bidder.

The Bidder shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to Brand USA is executed. If the apparent successful Bidder fails to negotiate and execute a contract with Brand USA, in its sole discretion, Brand USA may revoke the award and award the contract to another Bidder or withdraw the RFP. Brand USA further reserves the right to cancel this Notice of Intent to Award at any time prior to the execution of a written contract.

Thank you for participating in the competitive selection process.

Sincerely,
Cathleen Domanico
Vice President, Global Trade Development
Brand USA