



**STATE PROCUREMENT OFFICE
NOTICE OF REQUEST FOR EXEMPTION
FROM HRS CHAPTER 103D**

12 SEP 21 A8:22

STATE PROCUREMENT OFFICE
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: DOH/TSP-HHI
Name of Requesting Department

Pursuant to HRS § 103D-102(b)(4) and HAR chapter 3-120, the Department requests a procurement exemption for the following:

1. Describe the goods, services or construction:
On-screen advertisement for obesity prevention messages in theaters targeting teenagers 12-18 years old.

2. Vendor/Contractor/Service Provider:	National Cinemedia, LLC	3. Amount of Request:
		\$ 15,870.00
4. Term of Contract From: 10/15/2012 To: 5/15/2013	5. Prior SPO-007, Procurement Exemption (PE): <i>Relatd 12-079B, 11-075B, 11-063K, 10-08</i>	

6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:
Vendor is the sole representative for Signature & Hollywood Theatres in Hawaii. The vendor was not selected by the requestor, but is contracted by the theatre to manage on-screen advertisement.

7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:
1) There are no other vendors for this service; 2) Program Manager identifies the target consumer and marketing modality; 3) Program Manager investigates the various sites' effectiveness in reaching the largest number of the target consumer; 4) Program Manager selects site(s) and works with the vendor (sole representative for a site) who contract advertisements; and 5) Contract is negotiated with vendor.

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8. Identify the primary individual(s) who is knowledgeable about this request, who will conduct and manage this process, and has 1) completed mandatory training; and 2) who may contact for follow up inquiry, if any.
 (Type over "example" and delete cells not used.)

Name of Department Personnel	Division/Agency	Phone Number	e-mail address
Lola Irvin	TSP	586-4488	lola.irvin@doh.hawaii.gov <i>LAI</i>

All requirements/approvals and internal controls for this expenditure is the responsibility of the department. I certify that the information provided above is, to the best of my knowledge, true and correct.

 Department Head Signature / Director of Health Date

9/20/12

For Chief Procurement Officer Use Only

Date Notice Posted: *9/28/12*

Submit written objection to this notice to issue an exempt contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

Approval is granted for the period 10/15/12 to 05/15/13, and is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply (i.e. vendor is required to be compliant on the Hawaii Compliance Express) and award is required to be posted on the Awards Reporting System.

If there are any questions, please contact Kevin Takaesu at 586-0568, or kevin.s.takaesu@hawaii.gov.

Approved Disapproved No Action Required

James J. [Signature] *9/28/2012*
 Chief Procurement Officer Signature Date