

**MASTER AGREEMENT #102325****CATEGORY: Public Safety Training and Simulation Equipment and Technology****SUPPLIER: Clarion Events, Inc.**

This Master Agreement (Agreement) is between Sourcewell, a Minnesota service cooperative located at 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 (Sourcewell) and Clarion Events, Inc., 110 S. Hartford Avenue, Suite 200, Tulsa, OK 74120 (Supplier).

Sourcewell is a local government and service cooperative created under the laws of the State of Minnesota (Minnesota Statutes Section 123A.21) offering a Cooperative Purchasing Program to eligible participating government entities.

Under this Master Agreement entered with Sourcewell, Supplier will provide Included Solutions to Participating Entities through Sourcewell's Cooperative Purchasing Program.

**Article 1:
General Terms**

The General Terms in this Article 1 control the operation of this Master Agreement between Sourcewell and Supplier and apply to all transactions entered by Supplier and Participating Entities. Subsequent Articles to this Master Agreement control the rights and obligations directly between Sourcewell and Supplier (Article 2), and between Supplier and Participating Entity (Article 3), respectively. These Article 1 General Terms control over any conflicting terms. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Purpose.** Pursuant to Minnesota law, the Sourcewell Board of Directors has authorized a Cooperative Purchasing Program designed to provide Participating Entities with access to competitively awarded cooperative purchasing agreements. To facilitate the Program, Sourcewell has awarded Supplier this cooperative purchasing Master Agreement following a competitive procurement process intended to meet compliance standards in accordance with Minnesota law and the requirements contained herein.
- 2) **Intent.** The intent of this Master Agreement is to define the roles of Sourcewell, Supplier, and Participating Entity as it relates to Sourcewell's Cooperative Purchasing Program.
- 3) **Participating Entity Access.** Sourcewell's Cooperative Purchasing Program Master Agreements are available to eligible public agencies (Participating Entities). A Participating Entity's authority to access Sourcewell's Cooperative Purchasing Program is determined through the laws of its respective jurisdiction.
- 4) **Supplier Access.** The Included Solutions offered under this Agreement may be made available to any Participating Entity. Supplier understands that a Participating Entity's use of this Agreement is at the Participating Entity's sole convenience. Supplier will educate its sales and service forces about Sourcewell eligibility requirements and required documentation. Supplier will be responsible for ensuring sales are with Participating Entities.

- 5) **Term.** This Agreement is effective upon the date of the final signature below. The term of this Agreement is four (4) years from the effective date. The Agreement expires at 11:59 P.M. Central Time on February 13, 2030, unless it is cancelled or extended as defined in this Agreement.
1. **Extensions.** Sourcewell and Supplier may agree to up to three (3) additional one-year extensions beyond the original four-year term. The total possible length of this Agreement will be seven (7) years from the effective date.
 2. **Exceptional Circumstances.** Sourcewell retains the right to consider additional extensions as required under exceptional circumstances.
- 6) **Survival of Terms.** Notwithstanding the termination of this Agreement, the obligations of this Agreement will continue through the performance period of any transaction entered between Supplier and any Participating Entity before the termination date.
- 7) **Scope.** Supplier is awarded a Master Agreement to provide the solutions identified in RFP #102325 to Participating Entities. In Scope solutions include:
1. Sourcewell is seeking proposals for Public Safety Training and Simulation Equipment and Technology, including but not limited to:
 - a. Facilities, structures (fixed or mobile);
 - b. Equipment, props, supplies, rentals, and consumables;
 - c. Augmented or virtual reality, interactive, and digital simulation technology and related software, hardware, and equipment;
 - d. Instructional, educational, training programs, incident-based training, and learning management systems with directly related materials and supplies; and,
 - e. Services, equipment, and software directly related to the offering of the solutions described in Sections 1. a. – d. above, including design, installation, maintenance, repair, training, integration, support, and customization.
- 8) **Included Solutions.** Supplier's Proposal to the above referenced RFP is incorporated into this Master Agreement. Only those Solutions included within Supplier's Proposal and within Scope (Included Solutions) are included within the Agreement and may be offered to Participating Entities.
- 9) **Indefinite Quantity.** This Master Agreement defines an indefinite quantity of sales to eligible Participating Entities.
- 10) **Pricing.** Pricing information (including Pricing and Delivery and Pricing Offered tables) for all Included Solutions within Supplier's Proposal is incorporated into this Master Agreement.
- 11) **Not to Exceed Pricing.** Suppliers may not exceed the prices listed in the current Pricing List on file with Sourcewell when offering Included Solutions to Participating Entities. Participating Entities may request adjustments to pricing directly from Supplier during the negotiation and execution of any transaction.
- 12) **Open Market.** Supplier's open market pricing process is included within its Proposal.

13) Supplier Representations:

- a. **Compliance.** Supplier represents and warrants it will provide all Included Solutions under this Agreement in full compliance with applicable federal, state, and local laws and regulations.
- b. **Licenses.** As applicable, Supplier will maintain a valid status on all required federal, state, and local licenses, bonds, and permits required for the operation of Supplier's business with Participating Entities. Participating Entities may request all relevant documentation directly from Supplier.
- c. **Supplier Warrants.** Supplier (1) are free from any known legal encumbrances or restrictions that would prevent Supplier from granting access or use to a Participating Entity; (2) will perform in a manner consistent with the ordinary purpose of online instructional and training platforms, including reasonable availability, functionality, and accessibility as described in Supplier's proposal; (3) will be delivered free from known defects that would materially impair a user's ability to access core training modules, assessments, or required functionality; and (4) will conform in all material respects to the specifications, descriptions, and service levels included in Supplier's proposal. Supplier does not provide any warranty beyond the performance and accessibility warranties stated above, and Participating Entities access the Included Solutions "as is" except as expressly provided in this Agreement.

14) Bankruptcy Notices. Supplier certifies and warrants it is not currently in a bankruptcy proceeding. Supplier has disclosed all current and completed bankruptcy proceedings within the past seven years within its Proposal. Supplier must provide notice in writing to Sourcewell if it enters a bankruptcy proceeding at any time during the term of this Agreement.

15) Debarment and Suspension. Supplier certifies and warrants that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota, the United States federal government, or any Participating Entity. Supplier certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this Agreement. Supplier further warrants that it will provide immediate written notice to Sourcewell if this certification changes at any time during the term of this Agreement.

16) Provisions for non-United States federal entity procurements under United States federal awards or other awards (Appendix II to 2 C.F.R § 200). Participating Entities that use United States federal grant or other federal funding to purchase solutions from this Agreement may be subject to additional requirements including the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 C.F.R. § 200. Participating Entities may have additional requirements based on specific funding source terms or conditions. Within this Section, all references to "federal" should be interpreted to mean the United States federal government. The following list applies when a Participating Entity accesses Supplier's Included Solutions with United States federal funds.

- a. **EQUAL EMPLOYMENT OPPORTUNITY.** Except as otherwise provided under 41 C.F.R. § 60, all agreements that meet the definition of "federally assisted construction contract" in 41 C.F.R. § 60-1.3 must include the equal opportunity clause provided under 41 C.F.R. § 60-1.4(b), in

accordance with Executive Order 11246, "Equal Employment Opportunity" (30 FR 12319, 12935, 3 C.F.R. §, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and implementing regulations at 41 C.F.R. § 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor." The equal opportunity clause is incorporated herein by reference.

- b. **DAVIS-BACON ACT, AS AMENDED (40 U.S.C. § 3141-3148).** When required by federal program legislation, all prime construction contracts in excess of \$2,000 awarded by non-federal entities must include a provision for compliance with the Davis-Bacon Act (40 U.S.C. § 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 C.F.R. § 5, "Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction"). In accordance with the statute, contractors must be required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor. In addition, contractors must be required to pay wages not less than once a week. The non-federal entity must place a copy of the current prevailing wage determination issued by the Department of Labor in each solicitation. The decision to award a contract or subcontract must be conditioned upon the acceptance of the wage determination. The non-federal entity must report all suspected or reported violations to the federal awarding agency. The contracts must also include a provision for compliance with the Copeland "Anti-Kickback" Act (40 U.S.C. § 3145), as supplemented by Department of Labor regulations (29 C.F.R. § 3, "Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States"). The Act provides that each contractor or subrecipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The non-federal entity must report all suspected or reported violations to the federal awarding agency. Supplier must comply with all applicable Davis-Bacon Act provisions.
- c. **CONTRACT WORK HOURS AND SAFETY STANDARDS ACT (40 U.S.C. § 3701-3708).** Where applicable, all contracts awarded by the non-federal entity in excess of \$100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. §§ 3702 and 3704, as supplemented by Department of Labor regulations (29 C.F.R. § 5). Under 40 U.S.C. § 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. § 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies, materials, or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence. This provision is hereby incorporated by reference into this Agreement. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

- d. **RIGHTS TO INVENTIONS MADE UNDER A CONTRACT OR AGREEMENT.** If the federal award meets the definition of “funding agreement” under 37 C.F.R. § 401.2(a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 C.F.R. § 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.
- e. **CLEAN AIR ACT (42 U.S.C. § 7401-7671Q.) AND THE FEDERAL WATER POLLUTION CONTROL ACT (33 U.S.C. § 1251-1387).** Contracts and subgrants of amounts in excess of \$150,000 require the non-federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. § 7401- 7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. § 1251- 1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA). Supplier certifies that during the term of this Agreement it will comply with applicable requirements as referenced above.
- f. **DEBARMENT AND SUSPENSION (EXECUTIVE ORDERS 12549 AND 12689).** A contract award (see 2 C.F.R. § 180.220) must not be made to parties listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 C.F.R. § 180 that implement Executive Orders 12549 (3 C.F.R. § 1986 Comp., p. 189) and 12689 (3 C.F.R. § 1989 Comp., p. 235), “Debarment and Suspension.” SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549. Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any federal department or agency.
- g. **BYRD ANTI-LOBBYING AMENDMENT, AS AMENDED (31 U.S.C. § 1352).** Suppliers must file any required certifications. Suppliers must not have used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Suppliers must disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the non-federal award. Suppliers must file all certifications and disclosures required by, and otherwise comply with, the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1352).
- h. **RECORD RETENTION REQUIREMENTS.** To the extent applicable, Supplier must comply with the record retention requirements detailed in 2 C.F.R. § 200.333. The Supplier further certifies that it will retain all records as required by 2 C.F.R. § 200.333 for a period of 3 years after grantees or subgrantees submit final expenditure reports or quarterly or annual financial reports, as applicable, and all other pending matters are closed.

- i. **ENERGY POLICY AND CONSERVATION ACT COMPLIANCE.** To the extent applicable, Supplier must comply with the mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.
- j. **BUY AMERICAN PROVISIONS COMPLIANCE.** To the extent applicable, Supplier must comply with all applicable provisions of the Buy American Act. Purchases made in accordance with the Buy American Act must follow the applicable procurement rules calling for free and open competition.
- k. **ACCESS TO RECORDS (2 C.F.R. § 200.336).** Supplier agrees that duly authorized representatives of a federal agency must have access to any books, documents, papers and records of Supplier that are directly pertinent to Supplier's discharge of its obligations under this Agreement for the purpose of making audits, examinations, excerpts, and transcriptions. The right also includes timely and reasonable access to Supplier's personnel for the purpose of interview and discussion relating to such documents.
- l. **PROCUREMENT OF RECOVERED MATERIALS (2 C.F.R. § 200.322).** A non-federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 C.F.R. § 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.
- m. **FEDERAL SEAL(S), LOGOS, AND FLAGS.** The Supplier cannot use the seal(s), logos, crests, or reproductions of flags or likenesses of Federal agency officials without specific pre-approval.
- n. **NO OBLIGATION BY FEDERAL GOVERNMENT.** The U.S. federal government is not a party to this Agreement or any purchase by a Participating Entity and is not subject to any obligations or liabilities to the Participating Entity, Supplier, or any other party pertaining to any matter resulting from the Agreement or any purchase by an authorized user.
- o. **PROGRAM FRAUD AND FALSE OR FRAUDULENT STATEMENTS OR RELATED ACTS.** The Contractor acknowledges that 31 U.S.C. § 38 (Administrative Remedies for False Claims and Statements) applies to the Supplier's actions pertaining to this Agreement or any purchase by a Participating Entity.
- p. **FEDERAL DEBT.** The Supplier certifies that it is non-delinquent in its repayment of any federal debt. Examples of relevant debt include delinquent payroll and other taxes, audit disallowance, and benefit overpayments.

- q. **CONFLICTS OF INTEREST.** The Supplier must notify the U.S. Office of General Services, Sourcewell, and Participating Entity as soon as possible if this Agreement or any aspect related to the anticipated work under this Agreement raises an actual or potential conflict of interest (as described in 2 C.F.R. Part 200). The Supplier must explain the actual or potential conflict in writing in sufficient detail so that the U.S. Office of General Services, Sourcewell, and Participating Entity are able to assess the actual or potential conflict; and provide any additional information as necessary or requested.
- r. **U.S. EXECUTIVE ORDER 13224.** The Supplier, and its subcontractors, must comply with U.S. Executive Order 13224 and U.S. Laws that prohibit transactions with and provision of resources and support to individuals and organizations associated with terrorism.
- s. **PROHIBITION ON CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT.** To the extent applicable, Supplier certifies that during the term of this Agreement it will comply with applicable requirements of 2 C.F.R. § 200.216.
- t. **DOMESTIC PREFERENCES FOR PROCUREMENTS.** To the extent applicable, Supplier certifies that during the term of this Agreement, Supplier will comply with applicable requirements of 2 C.F.R. § 200.322.

**Article 2:
Sourcewell and Supplier Obligations**

The Terms in this Article 2 relate specifically to Sourcewell and its administration of this Master Agreement with Supplier and Supplier's obligations thereunder.

- 1) **Authorized Sellers.** Supplier must provide Sourcewell a current means to validate or authenticate Supplier's authorized dealers, distributors, or resellers which may complete transactions of Included Solutions offered under this Agreement. Sourcewell may request updated information in its discretion, and Supplier agrees to provide requested information within a reasonable time.
- 2) **Product and Price Changes Requirements.** Supplier may request Included Solutions changes, additions, or deletions at any time. All requests must be made in writing by submitting a Sourcewell Price and Product Change Request Form to Sourcewell. At a minimum, the request must:
 - Identify the applicable Sourcewell Agreement number;
 - Clearly specify the requested change;
 - Provide sufficient detail to justify the requested change;
 - Individually list all Included Solutions affected by the requested change, along with the requested change (e.g., addition, deletion, price change); and
 - Include a complete restatement of Pricing List with the effective date of the modified pricing, or product addition or deletion. The new pricing restatement must include all Included Solutions offered, even for those items where pricing remains unchanged.

A fully executed Sourcewell Price and Product Change Request Form will become an amendment to this Agreement and will be incorporated by reference.

- 3) **Authorized Representative.** Supplier will assign an Authorized Representative to Sourcewell for this Agreement and must provide prompt notice to Sourcewell if that person is changed. The Authorized Representative will be responsible for:
- Maintenance and management of this Agreement;
 - Timely response to all Sourcewell and Participating Entity inquiries; and
 - Participation in reviews with Sourcewell.

Sourcewell's Authorized Representative is its Chief Procurement Officer.

- 4) **Performance Reviews.** Supplier will perform a minimum of one review with Sourcewell per agreement year. The review will cover transactions to Participating Entities, pricing and terms, administrative fees, sales data reports, performance issues, supply chain issues, customer issues, and any other necessary information.
- 5) **Sales Reporting Required.** Supplier is required as a material element to this Master Agreement to report all completed transactions with Participating Entities utilizing this Agreement. Failure to provide complete and accurate reports as defined herein will be a material breach of the Agreement and Sourcewell reserves the right to pursue all remedies available at law including cancellation of this Agreement.
- 6) **Reporting Requirements.** Supplier must provide Sourcewell an activity report of all transactions completed utilizing this Agreement. Reports are due at least once each calendar quarter (Reporting Period). Reports must be received no later than 45 calendar days after the end of each calendar quarter. Supplier may report on a more frequent basis in its discretion. Reports must be provided regardless of the amount of completed transactions during that quarter (i.e., if there are no sales, Supplier must submit a report indicating no sales were made).

The Report must contain the following fields:

- Participating Entity Name (e.g., City of Staples Highway Department);
- Participating Entity Physical Street Address;
- Participating Entity City;
- Participating Entity State/Province;
- Participating Entity Zip/Postal Code;
- Sourcewell Participating Entity Account Number;
- Transaction Description;
- Transaction Purchased Price;
- Sourcewell Administrative Fee Applied; and
- Date Transaction was invoiced/sale was recognized as revenue by Supplier.

If collected by Supplier, the Report may include the following fields as available:

- Participating Entity Contact Name;
- Participating Entity Contact Email Address;
- Participating Entity Contact Telephone Number;

- 7) **Administrative Fee.** In consideration for the support and services provided by Sourcewell, Supplier will pay an Administrative Fee to Sourcewell on all completed transactions to Participating Entities

utilizing this Agreement. Supplier will include its Administrative Fee within its proposed pricing. Supplier may not directly charge Participating Entities to offset the Administrative Fee.

- 8) **Fee Calculation.** Supplier's Administrative Fee payable to Sourcewell will be calculated as a stated percentage (listed in Supplier's Proposal) of all completed transactions utilizing this Master Agreement within the preceding Reporting Period. For certain categories, a flat fee may be proposed. The Administrative Fee will be stated in Supplier's Proposal.
- 9) **Fee Remittance.** Supplier will remit fee to Sourcewell no later than 45 calendar days after the close of the preceding calendar quarter in conjunction with Supplier's Reporting Period obligations defined herein. Payments should note the Supplier's name and Sourcewell-assigned Agreement number in the memo; and must be either mailed to Sourcewell above "Attn: Accounts Receivable" or remitted electronically to Sourcewell's banking institution per Sourcewell's Finance department instructions.
- 10) **Noncompliance.** Sourcewell reserves the right to seek all remedies available at law for unpaid or underpaid Administrative Fees due under this Agreement. Failure to remit payment, delinquent payments, underpayments, or other deviations from the requirements of this Agreement may be deemed a material breach and may result in cancellation of this Agreement and disbarment from future Agreements.
- 11) **Audit Requirements.** Pursuant to Minn. Stat. § 16C.05, subdivision 5, the books, records, documents, and accounting procedures and practices relevant to this Agreement are subject to examination by Sourcewell and the Minnesota State Auditor for a minimum of six years from the end of this Agreement. Supplier agrees to fully cooperate with Sourcewell in auditing transactions under this Agreement to ensure compliance with pricing terms, correct calculation and remittance of Administrative Fees, and verification of transactions as may be requested by a Participating Entity or Sourcewell.
- 12) **Assignment, Transfer, and Administrative Changes.** Supplier may not assign or otherwise transfer its rights or obligations under this Agreement without the prior written consent of Sourcewell. Such consent will not be unreasonably withheld. Sourcewell reserves the right to unilaterally assign all or portions of this Agreement within its sole discretion to address corporate restructurings, mergers, acquisitions, or other changes to the Responsible Party and named in the Agreement. Any prohibited assignment is invalid. Upon request Sourcewell may make administrative changes to agreement documentation such as name changes, address changes, and other non-material updates as determined within its sole discretion.
- 13) **Amendments.** Any material change to this Agreement must be executed in writing through an amendment and will not be effective until it has been duly executed by the parties.
- 14) **Waiver.** Failure by Sourcewell to enforce any right under this Agreement will not be deemed a waiver of such right in the event of the continuation or repetition of the circumstances giving rise to such right.
- 15) **Complete Agreement.** This Agreement represents the complete agreement between the parties for the scope as defined herein. Supplier and Sourcewell may enter into separate written agreements relating specifically to transactions outside of the scope of this Agreement.

- 16) **Relationship of Sourcewell and Supplier.** This Agreement does not create a partnership, joint venture, or any other relationship such as employee, independent contractor, master-servant, or principal-agent.
- 17) **Indemnification.** Supplier must indemnify, defend, save, and hold Sourcewell, including their agents and employees, harmless from any third party claims or causes of action, including attorneys' fees incurred by Sourcewell, arising out of any act or omission in the performance of this Agreement by the Supplier or its agents or employees. This indemnification includes claims arising from: (1) unauthorized use or infringement of intellectual property within the online training content or platform; (2) material security vulnerabilities or Supplier-controlled data handling practices that result in a third-party claim; and (3) failure of Supplier to provide the online training platform in accordance with the service levels, accessibility standards, or functional specifications described in Supplier's proposal. Sourcewell's responsibility will be governed by the State of Minnesota's Tort Liability Act (Minnesota Statutes Chapter 466) and other applicable law.
- 18) **Data Practices.** Supplier and Sourcewell acknowledge Sourcewell is subject to the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13. As it applies to all data created and maintained in performance of this Agreement, Supplier may be subject to the requirements of this chapter.
- 19) **Grant of License.**
- a) **During the term of this Agreement:**
 - i) **Supplier Promotion.** Sourcewell grants to Supplier a royalty-free, worldwide, non-exclusive right and license to use the trademark(s) provided to Supplier by Sourcewell in advertising, promotional materials, and informational sites for the purpose of marketing Sourcewell's Agreement with Supplier.
 - ii) **Sourcewell Promotion.** Supplier grants to Sourcewell a royalty-free, worldwide, non-exclusive right and license to use Supplier's trademarks in advertising, promotional materials, and informational sites for the purpose of marketing Supplier's Agreement with Sourcewell.
 - b) **Limited Right of Sublicense.** The right and license granted herein includes a limited right of each party to grant sublicenses to their respective subsidiaries, distributors, dealers, resellers, marketing representatives, partners, or agents (collectively "Permitted Sublicensees") in advertising, promotional, or informational materials for the purpose of marketing the Parties' relationship. Any sublicense granted will be subject to the terms and conditions of this Article. Each party will be responsible for any breach of this section by any of their respective sublicensees.
 - c) **Use; Quality Control.**
 - i) Neither party may alter the other party's trademarks from the form provided and must comply with removal requests as to specific uses of its trademarks or logos.
 - ii) Each party agrees to use, and to cause its Permitted Sublicensees to use, the other party's trademarks only in good faith and in a dignified manner consistent with such party's use of the trademarks. Each party may make written notice to the other regarding misuse under

this section. The offending party will have 30 days of the date of the written notice to cure the issue or the license/sublicense will be terminated.

- d) **Termination.** Upon the termination of this Agreement for any reason, each party, including Permitted Sublicensees, will have 30 days to remove all Trademarks from signage, websites, and the like bearing the other party's name or logo (excepting Sourcewell's pre-printed catalog of suppliers which may be used until the next printing). Supplier must return all marketing and promotional materials, including signage, provided by Sourcewell, or dispose of it according to Sourcewell's written directions.

20) **Venue and Governing law between Sourcewell and Supplier Only.** The substantive and procedural laws of the State of Minnesota will govern this Agreement between Sourcewell and Supplier. Venue for all legal proceedings arising out of this Agreement between Sourcewell and Supplier will be in court of competent jurisdiction within the State of Minnesota. This section does not apply to any dispute between Supplier and Participating Entity. This Agreement reserves the right for Supplier and Participating Entity to negotiate this term to within any transaction documents.

21) **Severability.** If any provision of this Agreement is found by a court of competent jurisdiction to be illegal, unenforceable, or void then both parties will be relieved from all obligations arising from that provision. If the remainder of this Agreement is capable of being performed, it will not be affected by such determination or finding and must be fully performed.

22) **Insurance Coverage.** At its own expense, Supplier must maintain valid insurance policy(ies) during the performance of this Agreement with insurance company(ies) licensed or authorized to do business in the State of Minnesota having an "AM BEST" rating of A- or better, with coverage and limits of insurance not less than the following:

- a) **Commercial General Liability Insurance.** Supplier will maintain insurance covering its operations, with coverage on an occurrence basis, and must be subject to terms no less broad than the Insurance Services Office ("ISO") Commercial General Liability Form CG0001 (2001 or newer edition), or equivalent. At a minimum, coverage must include liability arising from premises, operations, bodily injury and property damage, independent contractors, products-completed operations including construction defect, contractual liability, blanket contractual liability, and personal injury and advertising injury. All required limits, terms and conditions of coverage must be maintained during the term of this Agreement.
- \$1,500,000 each occurrence Bodily Injury and Property Damage
 - \$1,500,000 Personal and Advertising Injury
 - \$2,000,000 aggregate for products liability-completed operations
 - \$2,000,000 general aggregate
- b) **Certificates of Insurance.** Prior to execution of this Agreement, Supplier must furnish to Sourcewell a certificate of insurance, as evidence of the insurance required under this Agreement. Prior to expiration of the policy(ies), renewal certificates must be mailed to Sourcewell, 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 or provided to in an alternative manner as directed by Sourcewell. The certificates must be signed by a person authorized by the insurer(s) to bind coverage on their behalf. Failure of Supplier to maintain the required insurance and documentation may constitute a material breach.

- c) **Additional Insured Endorsement and Primary and Non-contributory Insurance Clause.** Supplier agrees to list Sourcewell, including its officers, agents, and employees, as an additional insured under the Supplier's commercial general liability insurance policy with respect to liability arising out of activities, "operations," or "work" performed by or on behalf of Supplier, and products and completed operations of Supplier. The policy provision(s) or endorsement(s) must further provide that coverage is primary and not excess over or contributory with any other valid, applicable, and collectible insurance or self-insurance in force for the additional insureds.
- d) **Waiver of Subrogation.** Supplier waives and must require (by endorsement or otherwise) all its insurers to waive subrogation rights against Sourcewell and other additional insureds for losses paid under the insurance policies required by this Agreement or other insurance applicable to the Supplier or its subcontractors. The waiver must apply to all deductibles and/or self-insured retentions applicable to the required or any other insurance maintained by the Supplier or its subcontractors. Where permitted by law, Supplier must require similar written express waivers of subrogation and insurance clauses from each of its subcontractors.
- e) **Umbrella/Excess Liability/SELF-INSURED RETENTION.** The limits and coverage required by this Agreement can be met by either providing a primary policy or in combination with umbrella/excess liability policy(ies), or self-insured retention.
- 23) **Termination for Convenience.** Sourcewell or Supplier may terminate this Agreement upon 60 calendar days' written notice to the other Party. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.
- 24) **Termination for Cause.** Either party may terminate this Agreement upon providing written notice of material breach to the breaching party. Notice must describe the breach in reasonable detail and state the intent to terminate the Agreement. Upon receipt of Notice, the breaching party will have 30 calendar days in which it must cure the breach. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.

Article 3: Supplier Obligations to Participating Entities

The Terms in this Article 3 relate specifically to Supplier and a Participating Entity when entering transactions utilizing the General Terms established in this Master Agreement. Article 1 General Terms control over any conflict with this Article 3. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Quotes to Participating Entities.** Suppliers are encouraged to provide all pricing information regarding the total cost of acquisition when quoting to a Participating Entity. Suppliers and Participating Entities are encouraged to include all cost specifically associated with or included within the Suppliers proposal and Included Solutions within transaction documents.

- 2) **Shipping, Delivery, Acceptance, Rejection, and Warranty.** Supplier's proposal may include proposed terms relating to shipping, delivery, inspection, and acceptance/rejection and other relevant terms of tendered Solutions. Supplier and Participating Entity may negotiate final terms appropriate for the specific transaction relating to non-appropriation, shipping, delivery, inspection, acceptance/rejection of tendered Solutions, and warranty coverage for Included Solutions. Such terms may include, but are not limited to, costs, risk of loss, proper packaging, inspection rights and timelines, acceptance or rejection procedures, and remedies as mutually agreed include notice requirements, replacement, return or exchange procedures, and associated costs.
- 3) **Applicable Taxes.** Participating Entity is responsible for notifying supplier of its tax-exempt status and for providing Supplier with any valid tax-exemption certification(s) or related documentation.
- 4) **Ordering Process and Payment.** Supplier's ordering process and acceptable forms of payment are included within its Proposal. Participating Entities will be solely responsible for payment to Supplier and Sourcewell will have no liability for any unpaid invoice of any Participating Entity.
- 5) **Transaction Documents.** Participating Entity may require the use of its own forms to complete transactions directly with Supplier utilizing the terms established in this Agreement. Supplier's standard form agreements may be offered as part of its Proposal. Supplier and Participating Entity may complete and document transactions utilizing any type of transaction documents as mutually agreed. In any transaction document entered utilizing this Agreement, Supplier and Participating Entity must include specific reference to this Master Agreement by number and to Participating Entity's unique Sourcewell account number.
- 6) **Additional Terms and Conditions Permitted.** Participating Entity and Supplier may negotiate and include additional terms and conditions within transaction documentation as mutually agreed. Such terms may supplant or supersede this Master Agreement when necessary and as solely determined by Participating Entity. Sourcewell has expressly reserved the right for Supplier and Participating Entity to address any necessary provisions within transaction documents not expressly included within this Master Agreement, including but not limited to transaction cancellation, dispute resolution, governing law and venue, non-appropriation, insurance, defense and indemnity, force majeure, and other material terms as mutually agreed.
- 7) **Subsequent Agreements and Survival.** Supplier and Participating Entity may enter into a separate agreement to facilitate long-term performance obligations utilizing the terms of this Master Agreement as mutually agreed. Such agreements may provide for a performance period extending beyond the full term of this Master Agreement as determined in the discretion of Participating Entity.
- 8) **Participating Addendums.** Supplier and Participating Entity may enter a Participating Addendum or similar document extending and supplementing the terms of this Master Agreement to facilitate adoption as may be required by a Participating Entity.

Sourcewell

Clarion Events, Inc.

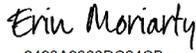
Signed by:

C0FD2A139D06489...

By: _____

Jeremy Schwartz
Title: Chief Procurement Officer

Date: 2/12/2026 | 4:06 PM CST

DocuSigned by:

9493A9060DC24CB...

By: _____

Erin Moriarty
Title: Vice President of Sales Clarion Fire &
Rescue Group

Date: 2/12/2026 | 8:40 PM GMT

RFP 102325 - Public Safety Training and Simulation Equipment and Technology

Vendor Details

Company Name: Clarion Events, Inc
Does your company conduct business under any other name? If yes, please state: Fire Engineering Training and JEMS Training
Address: 110 S. Hartford Suite #200 Tulsa, Oklahoma 74120
Contact: Erin Moriarty
Email: erin.moriarty@clarionevents.com
Phone: 208-309-2747
Fax: 973-251-5045
HST#: 73-0399210

Submission Details

Created On: Monday September 08, 2025 22:20:38
Submitted On: Wednesday October 22, 2025 11:16:59
Submitted By: Amanda Champion
Email: amanda.champion@clarionevents.com
Transaction #: 3df527eb-a9cd-4979-a9c2-420461c7d806
Submitter's IP Address: 147.243.183.49

Specifications

Table 1: Proposer Identity & Authorized Representatives (Not Scored)

General Instructions (applies to all Tables) Sourcewell prefers a brief but thorough response to each question. Do not merely attach additional documents to your response without also providing a substantive response. Do not leave answers blank; respond “N/A” if the question does not apply to you (preferably with an explanation).

Table 1 Specific Instructions. Sourcewell requires identification of all parties responsible for providing Solutions under a resulting master agreement(s) (Responsible Supplier). Proposers are strongly encouraged to include all potential Responsible Suppliers including any corporate affiliates, subsidiaries, D.B.A., and any other authorized entities within a singular proposal. All information required under this RFP must be included for each Responsible Supplier as instructed. Proposers with multiple Responsible Supplier options may choose to respond individually as distinct entities, however each response will be evaluated individually and only those proposals recommended for award may result in a master agreement award. Unawarded entities will not be permitted to later be added to an existing master agreement through operation of Proposer’s corporate organization affiliation.

Line Item	Question	Response *
1	Provide the legal name of the Proposer authorized to submit this Proposal.	Clarion Events, Inc.
2	In the event of award, is this entity the Responsible Supplier that will execute the master agreement with Sourcewell? Y or N.	Y
3	Identify all subsidiaries, D.B.A., authorized affiliates, and any other entity that will be responsible for offering and performing delivery of Solutions within this Proposal (i.e. Responsible Supplier(s) that will execute a master agreement with Sourcewell).	Clarion Events, Inc. d/b/a Fire Engineering Training Clarion Events, Inc. d/b/a JEMS Training
4	Provide your CAGE code or Unique Entity Identifier (SAM):	Dun & Bradstreet number: 00-722-2078
5	Provide your NAICS code applicable to Solutions proposed.	Our NAICS code for Clarion Events, Inc. (the entity that owns FET) is 511129.
6	Proposer Physical Address:	Clarion Events, Inc 110 S Hardford Avenue, Suite 200 Tulsa, OK 74120
7	Proposer website address (or addresses):	fireengineeringtraining.com jemstraining.com
8	Proposer’s Authorized Representative (name, title, address, email address & phone) (The representative must have authority to sign the “Proposer’s Assurance of Compliance” on behalf of the Proposer):	Erin Moriarty - Vice President of Sales, Clarion Fire & Rescue Group 110 S Hardford Avenue, Suite 200 Tulsa, OK 74120 208-309-2747
9	Proposer’s primary contact for this proposal (name, title, address, email address & phone):	Erin Moriarty - Vice President of Sales, Clarion Fire & Rescue Group 110 S Hardford Avenue, Suite 200 Tulsa, OK 74120 208-309-2747
10	Proposer’s other contacts for this proposal, if any (name, title, address, email address & phone):	Jonathan Davies - National Sales Manager 110 S Hardford Avenue, Suite 200 Tulsa, OK 74120 619-882-0648

Table 2A: Financial Viability and Marketplace Success (50 Points, applies to Table 2A and 2B)

Line Item	Question	Response *
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<p>11</p>	<p>Provide a brief history of your company, including your company's core values, business philosophy, and industry longevity related to the requested Solutions.</p>	<p>Clarion Events, Inc. is an international organization of which Clarion Events North America (the U.S. division of Clarion Events, UK), backed by The Blackstone Group, has become one of the fastest growing event and digital companies in the United States with aggressive growth through acquisition, launch and innovation. Excellence at Clarion North America is how we show up – with purpose, precision, and passion – for our customers, colleagues and communities. It's how we act, decide and deliver, grounded in our core values: passion, care, imagination, and trust. In 2018, Clarion Events, Inc acquired PennWell and with it their stellar line up of industry leading events and media in the fire and rescue industry.</p> <p>Clarion Events Fire & Rescue Group provides Fire and EMS leadership with the critical training and educational information they need to do their job as effectively and safely as possible. We've been training firefighters for nearly 150 years. Through our industry leading publications, digital media, and events Clarion Fire & Rescue Group covers the latest developments and standards in clinical breakthroughs, and training for firefighters, EMTs, paramedics, and those professionals serving in the Fire & EMS industries. It's an honor and a job we take very seriously. With brands the industry trusts, including the Fire Department Instructor's Conference (FDIC) International (North America's Leading Fire & Rescue Conference), Fire Engineering, FirefighterNation, and the Journal of Emergency Medical Services (JEMS), our product suite is now complete with a learning management system (LMS) and comprehensive library of more than 1500 online courses and videos to meet state and national EMS requirements and NFPA standards. We offer two versions of our LMS - Fire Engineering Training and JEMS Training.</p> <p>Clarion's premier event for Fire and Rescue is FDIC International. Since 1929 this international event has offered thousands of attendees' access to world-class instructors, cutting-edge classrooms and workshops. In 2025, we hosted over 190 classroom sessions focused on Airway, Cardiology & Resuscitation, Leadership Management, Fire Behavior, to only name a few of the topics in our instructor led tracks. Additionally, the event was attended by more than 37,000 fire industry professionals, representing 55 countries.</p> <p>The Clarion Events Fire & Rescue portfolio includes leading industry brands such as Fire Engineering, Fire Apparatus & Emergency Equipment, Journal of Emergency Medical Services, and Firefighter Nation, which serve as authoritative sources for training and pre-hospital care. Their digital presence spans over 861.6K average monthly site views across multiple platforms, while their print reach includes 80K qualified subscribers with a pass-along readership of nearly 280K fire service professionals. Subscribers of Fire Engineering Magazine and Fire Apparatus Magazine are highly engaged decision-makers, with over 90% focused on productivity, efficiency, and technology adoption. Social media extends their influence to 2.3M followers, supported by a robust email database of 287.5K prospects and 160K newsletter subscribers. FDIC International, their flagship live event, attracts over 37K attendees annually from 55 countries, offering hands-on training, education, and networking, with 42% first-time attendees and 36% holding EMS certifications.</p> <p>Since its inception in 2022, Fire Engineering Training (FET) has grown to be the learning management system (LMS) of choice for more than 500 departments across the country serving more than 30K firefighters and first responders. Fire Engineering Training was developed in direct response to challenges faced within the fire service, and we continue to monitor industry needs to ensure it delivers meaningful solutions. In our September 2025 survey, the top concern identified was low firefighter engagement, followed by issues such as manual tracking of training, incomplete records, lack of real-time data, and difficult-to-use interfaces—highlighting the critical need for streamlined, user-friendly training management tools.</p> <p>The above products round out our comprehensive portfolio in the fire and rescue services arena. We're incredibly proud to work with these public safety professionals and to help provide excellent training to help them go home safely.</p>
<p>12</p>	<p>What are your company's expectations in the event of an award?</p>	<p>It is our expectation to provide Fire Departments, EMS and Public Safety Organizations across North America with the opportunity to have access to the industry's most modern training platforms, Fire Engineering Training and JEMS Training platform solutions. Over the years, fire departments and EMS agencies of all sizes asked if we partnered with or were able to purchase via Soucewell. As a selected partner, we will work with these agencies to simplify their procurement process and increase sales throughout North America and Canada.</p> <p>If awarded this contract via Sourcewell, we believe it will be a force multiplier, enabling us to quickly scale the sales of our learning management system to participating entities. We are eager for this opportunity and are committed to providing white glove service to those that take advantage of the ability to purchase our platform through the cooperative agreement.</p>

13	<p>Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters. Upload supporting documents (as applicable) in the document upload section of your response. DO NOT PROVIDE ANY TAX INFORMATION OR PERSONALLY IDENTIFIABLE INFORMATION.</p>	<p>Clarion was founded in the UK in 1947 and is a rapidly growing and highly diversified trade show and media company. The Company was purchased by Blackstone, the largest private equity company in the world, in 2017 and has been growing rapidly through both organic means and acquisitions since that time. The US business of Clarion had more than \$175 million in revenue and over \$49 million in profits last year and expects that revenues will soar to over \$220 million in the current year with over \$65 million in profits. The Company's liquidity is very strong and through the backing of Blackstone we expect that the growth and profitability profile will continue for the foreseeable future.</p> <p>Please see attached files with our credit and bank statement and balance sheet.</p>	*
14	<p>What is your US market share for the Solutions that you are proposing?</p>	<p>Our Learning Management System (LMS) launched in March 2022 and we have since become a market disrupter. Our Market share for Fire Engineering Training is small, but growing, at 1.5%.</p>	*
15	<p>What is your Canadian market share for the Solutions that you are proposing?</p>	<p><1%</p>	*
16	<p>Disclose all current and completed bankruptcy proceedings for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcewell if it enters a bankruptcy proceeding at any time during the pendency of this RFP evaluation.</p>	<p>N/A</p>	*

<p>17</p>	<p>How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer the question that best applies to your organization, either a) or b).</p> <p>a) If your company is best described as a distributor/dealer/reseller (or similar entity), provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?</p> <p>b) If your company is best described as a manufacturer or service provider, describe your relationship with your sales and service force and with your dealer network in delivering the products and services proposed in this RFP. Are these individuals your employees, or the employees of a third party?</p>	<p>b) Clarion Fire & Rescue Group is best described as a service provider.</p> <p>Sales</p> <p>At Clarion Fire & Rescue Group d/b/a (s) Fire Engineering Training and JEMS Training solutions, we hold ourselves to the strictest standards in our commitment to serving first responders. Our internal sales team is dedicated to working with fire, EMS and public safety entities to provide them with a customized training management solution to meet their needs. This remote team of 11 is located nationwide to best support our clients across all regions. The dedicated sales team, with over 110 years of experience collectively, is comprised of former fire service personnel experienced in delivering training and highly skilled professional sales associates. The team is split, with three personnel in the Sales Development Representative position, and they collaborate with the Regional Sales Managers to address each region's unique needs, common/current challenges, and standards, in order to provide them with the best solution.</p> <p>As part of our customized solutions, we are uniquely positioned as an exclusive 'reseller', partnering with Incremental, an innovative asset and inventory management platform, to bring our customers a true all-in-one platform that tracks online, instructor-led and hands-on training right alongside of their apparatus and equipment.</p> <p>This team is led by our Vice President of Sales Clarion Fire & Rescue Group, Erin Moriarty</p> <p>Erin.Moriarty@clarionevents.com.</p> <p>Customer Service and Success</p> <p>The service team includes two Customer Success Managers and one Customer Support Representative who are remote, full-time employees of our organization. These teams work in tandem to ensure a seamless end-to-end experience for every organization.</p> <p>Our Customer Success team has extensive experience supporting Public Safety organizations across the country. Their focus is enablement by providing the tools, training, and strategies that organizations need to implement or evolve their training program. Post-onboarding, the Customer Success Team maintains the partnership with the customer and collaborates to continuously refine their programs by providing ongoing training, sharing of best practices, demonstrations of new features, and member-focused webinars.</p> <p>Our Customer Support Representatives act as the first line of response for end-users, providing timely answers to common questions, troubleshooting technical issues, and ensuring minimal disruption to their learning.</p> <p>We are customer-centric and will be growing this team rapidly as new customers purchase, maintaining our commitment to the highest levels of support.</p> <p>These teams are led by Julie Colson, Director of Customer Success, julie.colson@clarionevents.com.</p>
<p>18</p>	<p>If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.</p>	<p>Our online training program is guided by licensed professionals with extensive field experience, ensuring compliance, quality, and expertise in all training. Under the leadership of licensed medical directors Dr. Neal Richmond, MD, FACEP, FAEMS (NY, TX, FL), and Dr. Nagy, MD (SC, FL), both board-certified in Emergency Medicine, our courses meet the highest medical and regulatory standards. Supported by over 400+ licensed subject matter experts across EMS, nursing, fire service, technical rescue, HazMat, and instructor resources, we deliver content shaped by real-world leadership, national certifications, aligned with industry-specific standards (i.e. NFPA and NREMT), and decades of operational experience.</p>
<p>19</p>	<p>Disclose all current and past debarments or suspensions for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcwell if it enters a debarment or suspension status any time during the pendency of this RFP evaluation.</p>	<p>N/A</p>

20	Describe any relevant industry awards or recognition that your company has received in the past five years.	Clarion Events, FDIC International received the Trade Show Executive's Gold 100 Award in 2021, 2022, 2023, and 2024. This award salutes trade shows that set the Gold Standard and spotlights exceptional shows that are leaders for their industry. Best Use of Technology and Data in 2023: FDIC International (Fire Department Instructors Conference) (Clarion Events, Inc.) Finalist for 2025 Best Attendee Acquisition Model (Fire Department Instructors Conference) (Clarion Events, Inc.)	*
21	What percentage of your sales are to the governmental sector in the past three years?	Clarion Events, Inc operates in more than a dozen different industries for events and digital businesses. The Clarion Fire & Rescue Group represents 20% of Clarion Events, Inc overall sales. Of that, 100% of Fire Engineering Training sales are to the governmental sector.	*
22	What percentage of your sales are to the education sector in the past three years?	N/A	*
23	List all state, cooperative purchasing agreements that you hold. What is the annual sales volume for each of these agreement over the past three years?	N/A	*
24	List any GSA contracts or Standing Offers and Supply Arrangements (SOSA) that you hold. What is the annual sales volume for each of these contracts over the past three years?	N/A	*

Table 2B: References/Testimonials

Line Item 25. Supply reference information from three customers who are eligible to be Sourcewell participating entities.

Entity Name *	Contact Name *	Phone Number *	
Memphis Fire Department (TN)	Chris Wilson, Deputy Chief of Information Technology chris.wilson@mephistn.gov	901-636-5451	*
Celina Fire Department (TX)	Justin Beamis, Division Chief-Training & Logistics Jbeamis@celina-tx.gov	940-331-9307	*
Telluride Fire Protection District (CO)	Chelsea Gardner, Battalion Chief - Training Cgardner@telluridefire.com	970-819-5007	*
Cobb County Fire & Emergency Service (GA)	Cory King, Training Lieutenant corey.king@cobbcounty.org	770-590-5518	
St Louis Fire Department (MO)	David Neighbors, Training Captain neighborsd@stlouis-mo.gov	314-602-1109	

Table 3: Ability to Sell and Deliver Solutions (150 Points)

Describe your company's capability to meet the needs of Sourcewell participating entities across the US and Canada, as applicable. Your response should address in detail at least the following areas: locations of your network of sales and service providers, the number of workers (full-time equivalents) involved in each sector, whether these workers are your direct employees (or employees of a third party), and any overlap between the sales and service functions.

Line Item	Question	Response *	
26	Sales force.	Sales - Clarion Fire & Rescue Group has an internal sales team dedicated to our Fire Engineering Training and JEMS Training solutions. This remote team of 11 is located nationwide to best support our clients across all regions. With over 110 years of experience collectively, the team is comprised of former fire service personnel experienced in delivering training and highly skilled professional sales associates. The team is split, with three personnel in the Sales Development Representative position, and they collaborate with the Regional Sales Managers to address each region's unique needs, common/current challenges, and standards, in order to provide them with the best solution. This team is led by our Vice President of Sales, Clarion Fire & Rescue Group, Erin Moriarty.	*

27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	<p>At present, the only official reseller of Fire Engineering Training and JEMS Training is Locality Media, Inc. dba First Due. Via a sophisticated integration, a tailored suite of our fire, EMS and compliance (OSHA) courses are streamed and delivered in their records management system through headless learning technology. Learners are authenticated across the two platforms and by launching a course in their training module they can deliver our accredited content to meet recertification requirements. This reseller partnership allows our high-quality training to be viewed and tracked in their all-in-one solution.</p>	*
28	Service force.	<p>The service team includes two Customer Success Managers and 1 Customer Support Representative who are remote, full-time employees of our organization. These teams work in tandem to ensure a seamless end-to-end experience for every organization.</p> <p>Our Customer Success team has extensive experience supporting Public Safety organizations across the country. Their focus is enablement by providing the tools, training, and strategies that organizations need to implement or evolve their training program. Post-onboarding, the Customer Success Team maintains the partnership with the customer and collaborates to continuously refine their programs by providing ongoing training, sharing of best practices, demonstrations of new features, and member-focused webinars.</p> <p>Our Customer Support Representatives act as the first line of response for end-users, providing timely answers to common questions, troubleshooting technical issues, and ensuring minimal disruption to their learning.</p> <p>We are customer-centric and will be growing this team rapidly as new customers purchase, maintaining our commitment to the highest levels of support.</p> <p>These teams are led by Julie Colson, Director of Customer Success, julie.colson@clarionevents.com.</p>	*
29	Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective roles of the Proposer and others.	<p>With the strong reputation of our long-standing media brands and the tradeshow, Fire Engineering Training has access to a powerful marketing engine that drives a steady stream of inbound inquiries into our sales team of interested fire departments and EMS agencies.</p> <p>Our Sales Development Representatives qualify our leads and set needs analysis meetings with prospects to understand their requirements. Thereafter, we provide a custom demo, speaking specifically to the key areas where we can help solve their training problems, highlighting our differentiators.</p> <p>An order form is provided, complete with standard terms and conditions for the use of the product. Once a contract is mutually executed, the new customer moves into our onboarding process workflow.</p> <p>Once they deliver their completed roster and credential templates, a series of onboarding meetings are then scheduled in a train-the-trainer meeting style.</p> <p>We also provide a direct-to-consumer package via our website for individual users who purchase for themselves and are not part of a department or agency.</p> <p>For our reseller relationship with First Due, we have a condensed onboarding process as we operate in the background, allowing our content to display in their platform and handling the reporting of their course completions for accreditation purposes. Their team provides customer service for those sales.</p>	*

<p>30</p>	<p>Describe in detail the process and procedure of your customer service program, if applicable. Include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.</p>	<p>When an organization chooses Fire Engineering Training or JEMS Training as their training partner of choice, the implementation and onboarding processes immediately kick off.</p> <p>Our Customer Support Representative configures each organization's account specific to the details of the sales contract, including features and continuing education content purchased by the organization.</p> <p>Each customer will have a dedicated Customer Success Manager to support their onboarding. Customer Success provides live, virtual training sessions for department administrators. Administrators will be provided with a Success Guide, a detailed tool which offers 205 pages of instructions and visuals for how to use the features in the system. This resource is updated with every product release, typically every two weeks. The Administrators and Users also have access to short video tutorials on how to use the system. These videos are typically less than 2 minutes each and easy to follow. The Customer Success Manager will provide an ongoing partnership with the customer as well as any post-launch training required as determined by the customer. Customer Success also provides exclusive member webinars which offer additional training, new product release information, and sharing of best practices.</p> <p>Customer Support Representatives act as the primary point of contact for end-users. We deliver timely care, resolve common technical or user questions, and provide immediate assistance.</p> <p>Our internal performance standards are developed through a combination of internal customer Service Level Agreements and industry benchmarks. Examples of these standards are:</p> <p>Platform uptime of 99% or greater</p> <p>Knowledge base and Success Guide content is added to regularly and reviewed monthly</p> <p>First response time for support tickets targeted at 4 hours or less</p> <p>We incorporate insights from onboarding, training, and support interactions to define performance expectations that reflect user satisfaction</p> <p>Please see our Success Guide and our most recent member webinar in the attachments.</p>
<p>31</p>	<p>Describe your ability and willingness to provide your products and services to Sourcewell participating entities.</p>	<p>Clarion's Fire & Rescue portfolio has proudly been serving fire and rescue organizations for nearly 150 years through our media brands, FDIC and now – Fire Engineering Training. Our company specializes in delivering Fire and EMS training through face-to-face events and digital products, and now through our cutting-edge cloud-based learning and training management platform, accessible to Sourcewell participating entities anywhere in North America and Canada. Fire Engineering Training offers Sourcewell participating entities relevant and up-to-date content by industry experts and features to schedule, deliver and execute hands-on training which reduce risk and limit liability.</p> <p>In our annual plan we identify programs, topics, pilot projects and launches that support the growing needs of our customers.</p> <p>We conduct annual surveys to solicit client feedback.</p> <p>We closely work with state and nationwide continuing education organizations to ensure our content library meets their requirements for accreditation and re-certification.</p> <p>Our platform development follows a customer-driven prioritization approach. By using customer feedback and quantitative data, we identify which features, tools, and integrations will deliver the most value.</p> <p>Feedback and data are analyzed, aligned with business objectives, and prioritized based on urgency, risk, and impact on the customer experience and business outcomes.</p> <p>If awarded this contract via Sourcewell, we believe it will be a force multiplier, enabling us to quickly scale the sales of our learning management system to participating entities. We are eager for this opportunity and are committed to providing white glove service to those that take advantage of the ability to purchase our platform through the cooperative agreement.</p>
<p>32</p>	<p>Describe your ability and willingness to provide your products and services to Sourcewell participating entities in Canada.</p>	<p>We've just recently expanded into Canada and the territories for our regional sales team include the Canadian Provinces. Fire Engineering Training is currently used by more than a dozen customers in the country. As stated in the above and like the U.S., our team works to address the unique and common needs for each area.</p>

33	Identify any geographic areas of the United States or Canada that you will NOT be fully serving through the proposed agreement.	N/A	*
34	Identify any account type of Participating Entity which will not have full access to your Solutions if awarded an agreement, and the reasoning for this.	N/A	*
35	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	N/A	*
36	Will Proposer extend terms of any awarded master agreement to nonprofit entities?	We do not have any specific terms for nonprofits, but it is possible we could work out some sort of payment plan.	*

Table 4: Marketing Plan (100 Points)

Line Item	Question	Response *
37	Describe your marketing strategy for promoting this opportunity. Upload representative samples of your marketing materials (if applicable) in the document upload section of your response.	<p>Earning the Sourcewell contract would be a key milestone for Fire Engineering Training.</p> <p>An announcement campaign will be key in highlighting that fire departments and EMS agencies can confidently select Fire Engineering Training as their training provider thanks to Sourcewell's thorough assessment. We will emphasize Sourcewell's longstanding reputation as a national cooperative purchasing organization that follows a strict competitive bidding process in which they evaluate vendors and how well they can meet critical needs provided by this product.</p> <p>We will also detail how it benefits fire and EMS organizations, including:</p> <ul style="list-style-type: none"> Providing a streamlined path for organizations to obtain a new training provider. Providing peace of mind that our product has been thoroughly vetted and can meet and exceed their needs and expectations, thus avoiding the risk of implementing an unverified solution. Saving key stakeholders time and money spent researching vendors themselves. Skipping a potentially long bidding process once a vendor has been selected. Ensuring a transparent, cost-effective contract, one with pre-negotiated terms and no hidden fees. Allowing for scalability and alignment in quality of training if multiple organizations from the same region leverage this opportunity. <p>All in all, the Sourcewell contract is a gamechanger for fire departments in selecting Fire Engineering Training and JEMS Training as a training provider through a trusted, seamless, and cost-effective procurement process.</p> <p>The initial announcement will be presented via a press release, in collaboration with Sourcewell. We will publish these across our own industry media sites and also submit for immediate release on other industry news sites. Furthermore, we will share the press release through our newsletters and social media accounts, boosting these posts for maximum reach. Our website FireEngineeringTraining.com will be updated with the Sourcewell logo and have an exclusive landing page including more information on this partnership. We will produce an FAQ sheet that our team can use and share as needed, which will be available for download on our site as well.</p> <p>Furthermore, we will make sure that our team is well-versed on Sourcewell agreement terms so every conversation becomes an opportunity to present this as a viable option for them.</p> <p>Evergreen Promotion</p> <p>Throughout the term of the contract, we will continue to market this opportunity to fire and rescue organizations through all the channels available to us, including:</p> <p>Case Studies & Testimonials: As we drive business through this opportunity, we will collect testimonials and develop case studies that showcase the ease with which fire departments can source their training provider through Sourcewell.</p> <p>Website: Our site will continue to drive traffic to our landing page housing all Sourcewell</p>

award details. This will be utilized as a lead generation destination for our sales team. On this page, we will also link directly to the Sourcewell page that will include all response and contract details that are publicly available for their review.

Email Marketing: We will email prospective clients with information on this opportunity and advertise in newsletters in our portfolio, as well as in other industry newsletters with reach to key decision makers.

Social Media Marketing: We will post about this partnership in our organic social media, boost it to maximize its reach, and create lead generation ads to build our pipeline.

Tradeshows: We will continue to attend and participate in industry events and aim to leverage our combined presence where possible.

Marketing Collaterals: We will update any marketing materials as needed to support this partnership. This will include inclusion of the Sourcewell opportunity in pitch decks, FAQ sheets, print materials, email templates, and other relevant materials.

As we continue to optimize our marketing strategy and explore new channels, Sourcewell will remain a key piece to our marketing and outreach strategy.

Our Unique Position in the Industry

Fire Engineering Training is uniquely and advantageously positioned in the fire service.

The Clarion Events Fire & Rescue Group provides critical cutting-edge firefighting and emergency medical service news, education, equipment and hands-on training. Through our industry-leading publications, digital media and events Clarion's Fire & Rescue Group covers the latest developments and standards in apparatus and equipment, clinical breakthroughs, and training for firefighters, EMTs, paramedics and those professionals serving in the Fire & EMS Industries. We at Clarion Fire & Rescue hold ourselves to the strictest of standards, ensuring that our service to the first responders equals the industry's tireless service to us all while maintaining our long-standing mission to "Train and Inform the Fire & EMS Industry."

As the fastest digital branch in this portfolio, Fire Engineering Training has unmatched access to an engaged audience that has been trusting these brands since 1877. Furthermore, it has created an unparalleled Instructor Network that the fire & rescue industry has come to rely on for quality, vetted training to prepare for when it matters the most, when it comes to saving lives.

Our Reach by Numbers:

With the firepower of these brands, our promotion of the Sourcewell contract will reach:

Website Reach: 861.6K Aggregate Average Monthly Site Views across FDIC.com, FireEngineering.com, FireApparatusMagazine.com, FirefighterNation.com, JEMS.com, FireEngineeringTraining.com, and JEMS.com.

Print Reach: 80K qualified subscribers of Fire Engineering Magazine and Fire Apparatus Magazine, with a pass-along readership of 3x and 4x respectively, reaching nearly 280K+ fire service professionals.

Additional Stats:

Fire Engineering Magazine's subscribers are responsible for critical areas of management, including:

Maintaining responsibility for improving productivity (92%)

Improving efficiency (93%)

Budgeting/managing expenditures (73%)

91% of Fire Apparatus & Emergency Equipment Magazine subscribers place extreme importance on adoption and acquisition of new or improved technology. After seeing product information on the magazine, 76% do more research on a product and 55% discuss said product with a peer.

Social Media Reach: 2.3M followers (across Facebook, Instagram, YouTube, Twitter, LinkedIn, TikTok, and Threads) plus extended reach through paid advertising

Email Marketing Reach: 287.5K+ prospects in our database

Newsletter Marketing: 160K newsletter subscribers (across Fire Engineering Daily, Fire

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Engineering Product, Fire Engineering Books, Fire Apparatus Weekly, Fire Apparatus Product, The Rig, The Fire Station, Firefighter Nation Now, Wildland Firefighter, JEMS Now, and JEMS Product)

Live Event Reach: FDIC International gathers 37K attendees at the live event taking place every year in April in Indianapolis, IN. In 2025, FDIC International welcomed 37,081 registered fire & rescue industry professionals for hands-on training, classroom sessions, networking meetings, and exploring the show floor. 42% of those attendees were new this past year, and 36% held an EMS certification. 55 countries were in attendance, including Colombia, Ecuador, Mexico, China, the United Kingdom, Brazil, Japan, and Australia.

Fire Engineering Training's presence at FDIC International continues to grow. Our reach truly goes beyond our booth where attendees can stop for a demo and conversation with our team. We leverage all key advertising real estate, such as placing our product teaser video in the opening ceremony, the official kickoff to the week-long training event, as well as print materials advertising our product and how to connect with us at the event. We participate in Summits such as Metro Officers Briefing/JEMS Innovation Briefing – a gathering of leaders from Metro-sized departments (250 personnel or more) where sponsors get to present their latest, most innovative products and services, to Officers Club, a networking event for leaders at fire departments and EMS agencies (125 personnel or more) to have meaningful discussions. In addition, we hold our own events such as our annual User Session, where we invite prospective clients to join us for an overview of our platform, the latest advancements, tease upcoming product updates, and also highlight customer success stories. This would be a key event we would highlight our Sourcewell-awarded contract. We also participated in the "Live @ FDIC Podcast" where our Vice President, Amanda Champion, spoke to why today's fire service needs our training platform.

Live Demonstrations Reach: Fire Engineering Training has a growing presence as an exhibitor and sponsor at key fire chief shows across the United States, growing from 18 events attended in 2024 to 36 and counting in 2025.

Partnerships Reach: The Clarion Events Fire & Rescue portfolio has a number of strategic partnerships in the industry – allowing us to collaborate with key players across North America. Notable mentions include:

NAFTD: NAFTD trains over 940,000 firefighters annually across North America, setting standards and providing expert resources for fire service education. For more information, please visit: <https://naftd.org>.

NVFC: NVFC advocates for volunteer fire and EMS services nationwide, offering essential resources, education, and support. For more information, please visit: <https://www.nvfc.org>.

FEMSA: FEMSA supports 160+ fire service manufacturers with networking, advocacy, and marketing tools to strengthen the industry. For more information, please visit: <https://femsa.org>.

FAMA: FAMA promotes safety and innovation in fire apparatus manufacturing through industry standards and collaboration. For more information, please visit: <https://www.fama.org>.

ISFSI: ISFSI empowers fire instructors to improve firefighter safety and reduce injuries through education and training. For more information, please visit: <https://www.isfsi.org/home>.

Women in Fire: Women in Fire champions diversity and leadership in emergency services, with a global membership supporting inclusion and growth. For more information, please visit: <https://www.womeninfire.org>.

Marketing Samples (Attached)

For your reference, we've attached a number of marketing pieces that highlight the breadth of our marketing strategy. Please refer to this key list and accompanying file names:

Press Release: Recent press release announcing a new tool in the platform that allows anyone to create professional looking content easily with the use of AI tools, a feature that sets us apart from competitors and saves time for anyone at a fire department in charge of creating training materials in the platform without requiring them to be tech-savvy or a professional content creator.

File name:

ClarionEventsInc_Table4_Item37_PressRelease

Case Study: We develop case studies with key clients to showcase the effectiveness of our tools and how they've made an impact in their department's training program management.

File name:

ClarionEventsInc_Table4_Item37_CaseStudy

Digital Ads: We strategically place digital ads across all the sites in our portfolio, as well as include programmatic and remarketing paid advertising campaigns. Attached are two samples placed on FireApparatusMagazine.com and JEMS.com, for former driving awareness for Fire Engineering Training and the latter driving conversions for the EMS-branded product, JEMS Training.

File names:

ClarionEventsInc_Table4_Item37_DigitalAdFA

ClarionEventsInc_Table4_Item37_DigitalAdJEMS

FDIC International: This file provides a sneak peek at the different activations we had at FDIC International in 2025.

File name:

ClarionEventsInc_Table4_Item37_FDIC2025

Newsletter Advertising: We also strategically place ads in industry newsletters – both native ads (that blend in with the content and design of the newsletters) and medium rectangles (a more standard digital ad).

File names:

ClarionEventsInc_Table4_Item37_NewsletterAdvertising_MediumRectangleFAWeekly

ClarionEventsInc_Table4_Item37_NewsletterAdvertising_NativeAdFEProduct

Social Media: We use our social media channels to promote our announcements – such as attendance at tradeshow, course updates, feature updates and more.

File names:

ClarionEventsInc_Table4_Item37_SocialMedia_TikTokVideos

ClarionEventsInc_Table4_Item37_SocialMedia_TradeshowPromotion

Webinars: We host a number of webinars throughout the year that provide insightful information to the fire service, ranging from thought leadership and training resources, to highlighting partnerships and showcasing product updates.

File names:

ClarionEventsInc_Table4_Item37_Webinar_IndustryPartner

ClarionEventsInc_Table4_Item37_Webinar_ThoughtLeadership

ClarionEventsInc_Table4_Item37_Webinar_TrainingResources

<p>38</p>	<p>Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.</p>	<p>At Fire Engineering Training, we hold ourselves to a high standard and are constantly updating our marketing best practices with new tools and tactics, keeping our customers top of mind. We aim to better understand their needs, preferences, and behaviors to optimize our marketing effectiveness. To accomplish this, we utilize a number of different tools and tactics.</p> <p>We employ a multi-channel, funneled approach to our marketing strategy to meet our customers at the right stage of their decision-making journey. Our brand awareness campaigns are optimized to reach a large audience and establish trust. As their interest peaks and their interactions across multiple touchpoints increases, they enter a nurturing phase where we boost their interest in our product as a viable solution to their needs.</p> <p>Finally, they are targeted with personalized outreach to drive conversions. This cycle maximizes our reach and engagement and ensures that our prospects are receiving relevant information to guide them from their discovery phase through their decision-making process.</p> <p>We leverage a multitude of channels including emails, organic and paid social media, search engine optimization and paid search campaigns, webinars, print media and advertising, digital advertising, and in-person tradeshow participation. Each channel is measured on its own set of key performance indicators (KPIs) and optimized regularly to increase reach, engagement, and conversions.</p> <p>To manage this, we utilize our technology stack to capture relevant information so we can make data-driven decisions. The first piece of this is our main customer database, Omeda, where we store first party data and capture behaviors through their interactions with our products, websites, emails, and other channels. Through this comprehensive data collection, we're able to automate a lot of our processes and trigger campaigns meant to create brand awareness, nurture their interest, and ultimately result in conversions. We also use Salesforce for our sales and support teams and surface key marketing details through the lead to sales conversion process that enable them to understand where the prospect is coming from and why they may be interested in our products to drive a more meaningful conversation, and ultimately value, for the customer.</p> <p>Supplementing this, we also use tools such as Google Analytics and Hootsuite, which provide us with additional metadata for our website visitors and social media followers. With UTM tracking parameters, we're able to analyze the performance of our campaigns by channels and optimize them in real time.</p> <p>In short, our marketing strategy is rooted in a deep understanding of our audience and a commitment to continuous improvement. By leveraging data-driven insights and a robust mix of tools and channels, we ensure that every interaction is purposeful, timely, and aligned with our customers' journey from awareness to conversion.</p>
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39	<p>In your view, what is Sourcewell's role in promoting agreements arising out of this RFP? How will you integrate a Sourcewell-awarded agreement into your sales process?</p>	<p>Fire Engineering Training is fully committed to being responsible for the advertising and promotion of the Sourcewell-awarded agreement for training providers. This partnership will be a significant milestone as it bolsters our organization's credibility and trust among Sourcewell members. We understand that Sourcewell does a thorough review of our response to facilitate and streamline the procurement process for fire departments across North America. Sourcewell's endorsement alone will confirm that we have provided comprehensive, vetted documentation to demonstrate we are aligned with their member's procurement needs and can meet their rigorous standards.</p> <p>To maximize visibility around this opportunity, we will incorporate the Sourcewell-awarded agreement into our sales process by:</p> <p>Educating our Team: We will ensure our entire team (not limited to sales representatives) have a deep understanding of the scope of this opportunity, who constitutes an eligible buyer, and contract terms and conditions. They will also be guided on how to position this opportunity to expedite procurement without sacrificing value. Every staff member at Fire Engineering Training, and by extension our Clarion Events Fire & Rescue portfolio, is a representative of our brand and should be well versed in this topic.</p> <p>Update Marketing & Sales Collaterals: In addition to promoting this opportunity, all relevant marketing and sales materials will be updated to highlight Fire Engineering Training as a Sourcewell-approved training provider, particularly in any pitch decks and proposals.</p> <p>Lead Qualification: During discovery conversations, our team will identify co-op members to take advantage of their eligibility. If they're not members, this provides awareness to the co-op process as an added benefit.</p> <p>Pricing Proposal: Our quotes will already include the pre-negotiated pricing and terms to all eligible prospects.</p> <p>Order Tracking in Salesforce: Orders will be tracked in Salesforce with a specific Sourcewell campaign tag to report quarterly to Sourcewell.</p> <p>We will also include our approval as a training provider through our multi-channel marketing campaigns (which include but are not limited to, email, social media, live events, paid advertising, and more, as detailed in questions 37 and 38) to ensure that the Sourcewell-awarded agreement is actively leveraged in every relevant interaction, reinforcing the value and trust associated with it.</p> <p>We are enthusiastic about the extended success this opportunity will bring and are eager to explore additional ways to collaborate with Sourcewell. If there are further initiatives, co-marketing opportunities, or strategic alignments that could enhance our mutual impact, we would be happy to engage.</p>	*
40	<p>Are your Solutions available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.</p>	<p>Fire Engineering Training can be purchased online for individual members through our site at https://fireengineeringtraining.com/plans.</p> <p>To purchase a department plan, one must request a demo using our online forms (also found at https://fireengineeringtraining.com/plans), or reach out directly to our sales team via sales@fireengineeringtraining.com or 800-331-4463. Once the form has been submitted, our sales team gets in touch with more information, including a demo of the platform and temporary access for key stakeholders at the fire department.</p> <p>Our training platform customer base is currently 100% governmental and all have been onboarded through the white-glove service with our sales team, then transitioned to our customer success team, which set up the account for the client, conduct trainings with all key stakeholders at the fire department, and provide assistance and insightful recommendations throughout the length of their contract.</p>	*

Table 5A: Value-Added Attributes (100 Points, applies to Table 5A and 5B)

Line Item	Question	Response *
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<p>41</p>	<p>Describe any product, equipment, maintenance, or operator training programs that you offer to Sourcewell participating entities. Include details, such as whether training is standard or optional, who provides training, and any costs that apply.</p>	<p>Administrator training on the product is conducted by our Customer Success team. During onboarding, Customer Success will set up 2-3 virtual Administrator training sessions and walk through all functionality of the system. Post-onboarding, additional product training may be scheduled complimentary with the dedicated Customer Success Manager, along with training for any new administrators that join the organization.</p> <p>In addition to the 1:1 training sessions, customer webinars are offered bi-monthly to provide additional product training for existing features or training for newly released products and features.</p> <p>Our training tutorial library is available to administrators and users and is comprised of short, 2–3-minute videos explaining specific areas of the system.</p> <p>Our Success Guide is updated frequently with visual step-by-step written instructions on most areas of the platform and is available for download at any time.</p>
<p>42</p>	<p>Describe any technological advances that your proposed Solutions offer.</p>	<p>Fire Engineering Training (FET) and JEMS Training (JET) are full-feature Learning Management systems for the Fire and Rescue industry. Our AI-based, comprehensive software platform goes beyond basic course delivery and tracking to automate and manage the content development and learning process. Our technology stack leverages Docebo, a global, cloud-based LMS platform provider widely used by large enterprises such as Starbucks and Uber.</p> <p>FET offers all features expected in a modern LMS platform, such as:</p> <p>Administration features like course assignments and learning pathways (training plans), notifications, and certification renewal reminders to ensure compliance.</p> <p>Easy course creation from existing materials, like PowerPoint presentations, documents and PDFs, external links and videos.</p> <p>Support for instructor-led training (ILT) and blended learning, offering tools to coordinate and manage live training sessions, assign prerequisite courses, and track attendance and progress.</p> <p>Robust reports and dashboards to measure and improve your learning program.</p> <p>User management features and highly configurable permissions.</p> <p>Learner engagement features like gamification, social learning, communities, online courses, quizzes, surveys, etc.</p> <p>Mobile-friendly experience.</p> <p>FET is, however, more technologically advanced than its competitors in the industry because it centers its platform around artificial intelligence (AI) to accelerate content creation, automate administrative tasks, and create personalized learning experiences.</p> <p>Key technological advancements in FET include:</p> <p>AI-driven content creation and management.</p> <p>AI Creator: This tool allows any user to quickly generate high-quality learning content, such as structured courses and interactive assessments. It automates much of the instructional design process, significantly reducing the time and effort required to produce new learning materials.</p> <p>AI-Powered Translations: FET can automatically translate learning content into dozens of languages, streamlining the process of localizing materials for a global workforce and enhancing accessibility.</p> <p>Automated Tagging: The AI analyzes new training materials and automatically applies relevant tags. This improves search accuracy and helps categorize content, making it easier for both learners and administrators to find information.</p> <p>Automation & Administration</p> <p>Workflow Automation: AI automates repetitive and time-consuming tasks, such as sending notifications and enrolling users.</p> <p>Metadata Management: AI helps manage and organize learning content by automating the creation and maintenance of metadata, reducing the administrative burden on teams.</p> <p>Analytics & Insights</p> <p>Advanced Data Analysis: AI interprets vast amounts of data, including historical learning patterns and content performance, to provide key insights into learning effectiveness and its</p>

connection to business results.

Skill Gap Analysis: AI can identify skill gaps by analyzing content and learner performance, helping organizations develop targeted content to address specific learning needs.

Immersive and personalized learning experiences.

AI Neural Search: This search engine uses advanced language models to understand the context and intent of a user's query, delivering more accurate and relevant results than traditional keyword searches. It can also turn unstructured knowledge, such as documents and conversations, into structured learning assets.

Personalized Content Recommendations: The platform uses machine learning to suggest relevant courses and informal content to learners, personalizing the learning journey based on their history and needs.

For more information, see FAQs on Docebo artificial intelligence features

Fire Engineering Training and JEMS Training mobile apps

FET was the first LMS in the Fire and Rescue industry to offer a mobile app. The app's layout is adapted for smaller screens, ensuring content is easily accessible and viewable on smartphones and tablets. Our mobile app allows learners to:

Find and complete eLearning courses.

Automatically mark attendance to in-person training sessions by scanning a QR code. Instructors can generate the QR code in the FET platform and enable geolocation as an added security measure to ensure the learner is present.

Complete evaluation checklists.

Document in-person and hands-on training activities.

Ask questions and share knowledge in a content channel (app supports social learning).

Receive push notifications for updates and new training opportunities.

Integration Ecosystem

FET's API can be leveraged to integrate with a wide range of other business systems, including HRIS platforms, analytics tools, records management systems, and productivity software.

Immersive Learning

Our tenured content and instructional design team has embraced immersive learning. Immersive learning harnesses VR, AR, and interactive simulations to place learners in realistic scenarios, boosting engagement, retention, and practical skills within a safe, controlled environment. We've integrated Cenario VR into our curriculum to simulate lifelike clinical and emergency situations—beginning with a Pit Crew CPR module that builds confidence, teamwork, and critical decision-making before students transition to hands-on practice. These courses will debut on our training platform in Q4 2025.

Inqremental

As an asset and inventory tool built by firefighters, for firefighters, the strategy to the platform took a wildly different approach. Where competitive products typically utilize a list-based view, users and administrators will find that all modules (stations, vehicles, people, shopping cart) have a highly visual interface to make the system firefighter-friendly.

Using a "card" style display, each module includes realistic images for the feature. For example, the vehicles module uses simple graphics to make it easy to determine which truck to select when personnel log a daily check or which rig to click on in order to take it out of service.

See attached images of the home page, shopping cart, gear, and narcotics modules as examples.

Data quickly becomes actionable with a color-coded display to indicate if daily checks are

		<p>completed or if a fix ticket has been submitted. And, all fix ticket communication stays in-app – eliminating the need to manually track responses or back and forth email communication, even with vendors and partners.</p> <p>Workflow automations can be implemented in various parts of the platform, using triggers for emails and notifications to specific users or administrators based on rules and logic. If inventory hits certain thresholds, reminders to those in procurement or management can alert them to place an order and restock necessary narcotics or basic items like t-shirts assigned to personnel.</p> <p>Finally, Inqremental was the first to market to use QR codes when tracking and managing assets and inventory. This tagging method is less expensive and more reliable from a data perspective for departments versus RFID.</p>	
43	<p>Describe any “green” initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.</p>	<p>Although we do not carry any certified “green” process and we don’t produce any physical goods via Fire Engineering Training, we do meaningfully contribute to sustainability and environmental responsibility. As an AI-powered, online training management system, we are inherently “green” in that the platform allows departments to reduce the need for personnel to travel to face-to-face classes to meet their various recertification and training requirements and to eliminate paper-based processes by tracking their training records digitally.</p> <p>From an infrastructure perspective, we are consistently improving our code efficiency to reduce server load, bandwidth and storage use.</p> <p>Further, the majority of the organization is remote, reducing commuting.</p> <p>Finally, our digital-first approach as an organization supports paperless operations company-wide at Clarion Events North America in the form of multiple cloud collaboration tools (i.e. Monday.com) and e-signature solutions (DocuSign).</p>	*
44	<p>Identify any third-party issued eco-labels, ratings or certifications that your company has received for the Solutions included in your Proposal related to energy efficiency or conservation, life-cycle design (cradle-to-cradle), or other green/sustainability factors.</p>	<p>N/A</p>	*
45	<p>What unique attributes does your company, your products, or your services offer to Sourcewell participating entities? What makes your proposed solutions unique in your industry as it applies to Sourcewell participating entities?</p>	<p>Our Company:</p> <p>Clarion Events Inc. - Clarion Events Fire & Rescue Group provides fire and rescue professionals with the critical training and educational information they need to do their jobs. Our mission is to create and strengthen powerful relationships among key players in the Fire & EMS industry. We are the only company in the industry that runs a major media division specific, a large industry-specific tradeshow, a publishing business, and a learning management system. This product portfolio is our superpower and our connectedness to first responders is unlike any other.</p> <p>Our Products:</p> <p>Events: We annually host the industry’s leading event for more than 37,000 fire and rescue professionals – FDIC International (Fire Departments Instructor’s Conference)</p> <p>Media: Our media brands reach an enormous audience of Fire & Rescue Professionals with News, Information, Training, Innovations, and Products & Services.</p> <p>Books: Fire Engineering Books provide fire and rescue professionals with essential training and educational resources, publishing texts on key topics such as Company Officer, Firefighter I & II, Hazmat, Fire Apparatus & Hydraulics, Leadership, and Instructor resources. Backed by Clarion Events Fire & Rescue Group’s unmatched industry connections, they deliver trusted, real-world education for the Fire & EMS community.</p> <p>Our Training Solutions -Content & Platform:</p> <p>Fire Engineering Training (FET) and JEMS Training (JET) are full-feature Learning Management systems for the Fire and Rescue industry. Our AI-based, comprehensive software platform goes beyond basic course delivery and tracking to automate and manage the content development and learning process. Our technology stack leverages Docebo, a global, cloud-based LMS platform provider widely used by large enterprises such as Starbucks and Uber.</p> <p>Our content library provides interactive simulations of real-world fireground challenges, augmented reality learning for safe and cost-effective practice, and integrated assessments with analytics for tracking compliance and competency. We regularly review content to ensure alignment with evolving standards and best practices. Customizable content, real-time progress tracking, multi-language support, 24/7 assistance, and seamless cooperative purchasing make it a flexible, expert-driven solution for Sourcewell entities.</p>	

		<p>FET offers all features expected in a modern LMS platform, such as:</p> <p>Administration features like course assignments and learning pathways, notifications, and certification renewal reminders to ensure compliance.</p> <p>Easy course creation from existing materials, like PowerPoint presentations, documents and PDFs, external links and videos.</p> <p>Support for in-person training and blended learning, offering tools to coordinate and manage live training sessions, assign prerequisite courses, and track attendance and progress.</p> <p>Robust reports and dashboards to measure and improve your learning program.</p> <p>User management features and highly configurable permissions.</p> <p>Learner engagement features like gamification, social learning, communities, online courses, quizzes, surveys, etc.</p> <p>Mobile-friendly experience.</p> <p>FET is, however, more technologically advanced than its competitors in the industry because it centers its platform around artificial intelligence (AI) to accelerate content creation, automate administrative tasks, and create personalized learning experiences.</p> <p>As noted in item 42, key technological advancements in FET include:</p> <ul style="list-style-type: none"> AI-driven content creation and management Automation & Administration Analytics & Insights Immersive and personalized learning experiences FET and JET mobile apps Integration Ecosystem Asset and Inventory Management (via Incremental)
46	Explain your licensing process and service agreements with end users.	<p>All Fire Engineering Training (FET) customers execute our standard Terms and Conditions (see section 6a, item 60 attachments) and more than half are in a multi-year term of at least 24 months. Licenses are assigned per department based on active users and include software updates, support and reporting tools. The Terms and Conditions outline scope, term, subscription fee/invoicing, data privacy, ownership of materials, and support expectations.</p> <p>Upon execution of the contract, subscription licenses are provisioned within 30 days (or sooner, if the user details are provided via roster), providing departments secure access to the training platform, content library that they've selected, and asset manager system (if applicable).</p> <p>FET provides U.S.-based customer support, and our Customer Success team is continuously in touch with customers throughout their subscription to drive value and usage. Renewal notice is provided at least 30 days in advance, with supporting usage data to ensure seamless continuity. This process ensures compliance, clarity, and reliable service for every administrator and end user.</p>

47	<p>Describe your offering's compliance to applicable national standards such as: National Fire Protection Association (NFPA), Occupational Safety and Health Administration (OSHA), and American National Standards Institute (ANSI), Canadian Safety Association (CSA), and Technical Standards and Safety Association (TSSA)</p>	<p>Fire Engineering Training offers a large, off-the-shelf suite of more than 1500 courses and videos across fire, EMS and compliance (OSHA). Our fire library is comprised of NFPA-aligned training (NFPA 1001, 1021, 1403) developed by certified fire and rescue professionals and instructors. Courses also integrate OSHA-compliant practices for safety, hazardous materials, and PPE.</p> <p>Our organization is fully accredited and adheres to the rigorous standards set by Commission on Accreditation for Pre-hospital Continuing Education (CAPCE) and the National Registry. We deliver high-quality continuing education that aligns with all National Registry categories, enabling learners to complete all required CE with us. We partner with top industry SMEs to ensure our content remains current and relevant. Quality is reflected in learner feedback; over 50% of our courses are rated between 4.0 and 5.0 on a 5-point scale. Each course includes a post-course survey for continuous improvement. Courses are gated to prevent learners from skipping key content, and they must achieve a minimum score of 80% to pass. We maintain strong partnerships with the Virginia and New Jersey Offices of EMS and support real-time reporting through an API for compliance and tracking. Our proven quality, accreditation, and state partnerships ensure full compliance and exceptional educational outcomes.</p> <p>The platform meets WCAG 2.1 accessibility guidelines for inclusive learning and provides audit-ready documentation so departments can easily export records to verify compliance and certifications</p> <p>Our asset and inventory management partner, Inqremetal, offers compliance to NFPA standards within various workflows and modules of the platform:</p> <p>Vehicles – NFPA 1911 (the standard for the Inspection, Maintenance, Testing, and Retirement of In-Service Emergency Vehicles) and NFPA 1917 (the standard for Automotive Ambulances which defines the minimum requirements for the design, performance, and testing of new automotive ambulances intended for use under emergency conditions to provide medical treatment and transportation of sick or injured people to appropriate medical facilities).</p> <p>Narcotics – Drug Enforcement Administration (DEA) compliance via detailed record keeping, including an audit trail on the chain of custody, inventory tracking, accounting, and reporting.</p> <p>Narcotics - NFPA 1582/NFPA 1500 - Section on EMS operations which implies proper handling, storage, and documentation of medications for safety and compliance.</p> <p>A current platform enhancement is underway for a new 'Tasks' module. With the addition of this feature, the platform will then be compliant with several other NFPA standards outlined below:</p> <p>Gear washing - NFPA 1851 (the standard for the selection, care, and maintenance of structural and proximity firefighting protective ensembles, including helmets, coats, pants, and gloves).</p> <p>Ground ladders - NFPA 1932 (the standard for the use, maintenance, and service testing of in-service fire department ground ladders to ensure firefighter and public safety).</p> <p>Hose testing - NFPA 1962 (standard for the care, use, inspection, service testing, and replacement of fire hose, couplings, nozzles, and appliances).</p> <p>SCBA - NFPA 1852 (standard for the care, use, inspection, service testing, and replacement of fire hose, couplings, nozzles, and appliances).</p>	*
48	<p>Explain and provide information about any design services you offer.</p>	<p>N/A</p>	*

Table 5B: Value-Added Attributes

Line Item	Question	Certification	Offered	Comment
49	Select any Women or Minority Business Entity (WMBE), Small Business Entity (SBE), or veteran owned business certifications that your company or hub partners have obtained. Upload documentation and a listing of dealerships, HUB partners or resellers if available. Select all that apply.		<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
50		Minority Business Enterprise (MBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
51		Women Business Enterprise (WBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
52		Disabled-Owned Business Enterprise (DOBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
53		Veteran-Owned Business Enterprise (VBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
54		Service-Disabled Veteran-Owned Business (SDVOB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
55		Small Business Enterprise (SBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
56		Small Disadvantaged Business (SDB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
57		Women-Owned Small Business (WOSB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A

Table 6A: Pricing (400 Points, applies to Table 6A and 6B)

Provide detailed pricing information in the questions that follow below.

Line Item	Question	Response *
58	Describe your payment terms and accepted payment methods.	Our terms are generally net 30 – as soon as the contract is signed by the customer, an invoice is automatically created and emailed to the customer, and it will be due in 30 days. We except payment via P-card, all major credit cards, wire transfer, ACH and check.
59	Describe any leasing or financing options available for use by educational or governmental entities.	We do not have any financing or leasing programs.
60	Describe any standard transaction documents that you propose to use in connection with an awarded agreement (order forms, terms and conditions, service level agreements, etc.). Upload all template agreements or transaction documents which may be proposed to Participating Entities.	We use one standard document when contracting with a new customer – an order form which includes a link to our terms and conditions. Please find attached an example order form. For convenience, we're also including our current terms and conditions as a Word document as well.
61	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcwell participating entities for using this process?	Yes, we accept P-cards just like we do any credit or debit card. We have no additional cost and do not charge our customers any differently for using a P-card.

62	<p>Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the Sourcewell discounted price) on all of the items that you want Sourcewell to consider as part of your RFP response. If applicable, provide a SKU for each item in your proposal. Upload your pricing materials (if applicable) in the document upload section of your response.</p>	<p>Fire Engineering Training offers a straightforward, tiered pricing model designed to be transparent and equitable for organizations of all sizes. Our pricing is based on two primary considerations: the type of content and features selected, and the size of the organization.</p> <p>Package Options</p> <p>Content Only: Access to Fire Engineering Training's full catalog of courses.</p> <p>Available in three versions:</p> <p>EMS Only Fire Only Fire + EMS</p> <p>All content packages include compliance training (OSHA).</p> <p>Content + LMS Features: Includes all content options listed above plus additional learning management system capabilities such as integrations with third-party platforms.</p> <p>Optional Add-On: Through our partnership with an asset management and inventory tool provider, customers may add this solution to the Content + LMS Features package.</p> <p>Pricing Tiers</p> <p>Metro-Sized Organizations: Tailored pricing to accommodate larger departments and municipalities.</p> <p>All Other Organizations: Pricing scaled appropriately for small-to-mid-sized organizations.</p> <p>This two-tier model keeps pricing fair, predictable, and easy to follow.</p> <p>Discount Structure</p> <p>Fire Engineering Training provides Sourcewell members with discounted pricing off our standard list rates.</p> <p>Discounts are applied consistently by package type and organization tier, rather than by line-item or product category, to ensure clarity and equity across all proposals.</p> <p>Pricing Materials</p> <p>Detailed pricing, including standard/list prices, and Sourcewell-discounted pricing are included in the attached pricing sheet in the document upload section of this response.</p>	
63	<p>Quantify the pricing discount represented by the pricing proposal in this response. For example, if the pricing in your response represents a percentage discount from MSRP or list, state the percentage or percentage range.</p>	<p>If awarded the Sourcewell contract, we will offer a 5% discount on Fire Engineering Training and JEMS Training solutions, as well as our asset and inventory manager provided via our reseller partnership with Inqremental. This discount will apply to all line items, including subscription fees, implementation fees, and annual maintenance fees.</p>	*
64	<p>Describe any quantity or volume discounts or rebate programs that you offer.</p>	<p>Our pricing model is simple and broken into only two tiers, metro-sized departments and all other organizations.</p> <p>This two-tier model keeps pricing fair, predictable, and easy to follow.</p>	*
65	<p>Propose a method of facilitating "sourced" products or related services, which may be referred to as "open market" items or "non-contracted items". For example, you may supply such items "at cost" or "at cost plus a percentage," or you may supply a quote for each such request.</p>	<p>N/A</p>	*
66	<p>Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.</p>	<p>N/A</p>	*

67	If freight, delivery, or shipping is an additional cost to the Sourcewell participating entity, describe in detail the complete freight, shipping, and delivery program.	N/A	*
68	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	N/A	*
69	Describe any unique distribution and/or delivery methods or options offered in your proposal.	N/A	*
70	Specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed agreement with Sourcewell. This process includes ensuring that Sourcewell participating entities obtain the proper pricing.	<p>We use Salesforce as our Customer Relationship Management (CRM) tool for sales orders and communication with customers. Within Salesforce we will use annual campaigns to document and track any business won through the Sourcewell RFP. Additionally, we will be able to understand what marketing channels those sales are coming from, optimizing our spend to drive more into the funnel for our team.</p> <p>Within our price book in Salesforce, we will track products at the Sourcewell rate to ensure the proper pricing is provided. This data will flow through to the required quarterly reports we will generate and share.</p>	*
71	If you are awarded an agreement, provide a few examples of internal metrics that will be tracked to measure whether you are having success with the agreement.	<p>As a data-driven organization, we currently evaluate a variety of metrics which we'll use to ensure success of the Sourcewell agreement with departments that contract with us as a result of the award.</p> <p>Pre-sale we'll be looking at key indicators such as sales cycle length and number of RFP responses – both of which we expect to decrease because of becoming a part of the Sourcewell network.</p> <p>Throughout the term of a customer's contract, we regularly evaluate member engagement via number of courses assigned, training plans built (for recertification requirements or professional development), completed courses, CEU awarded, custom content built, checklists created, and more. These metrics indicate the department's level of usage of our various features and content library to which they have access.</p> <p>Additionally, we conduct a breadth of surveys throughout the year to indicate customer satisfaction (CSAT), net promoter score (NPS), as well as ask for feedback on the upcoming year's course development.</p>	*
72	Provide a proposed Administration Fee payable to Sourcewell. The Fee is in consideration for the support and services provided by Sourcewell. The proposed Administrative Fee will be payable to Sourcewell on all completed transactions to Participating Entities utilizing this Agreement. The Administrative Fee will be calculated as a stated percentage, or flat fee as may be applicable, of all completed transactions utilizing this Master Agreement within the preceding Reporting Period defined in the agreement.	We agree to offer Sourcewell a 2% Administration Fee for all completed transactions to Participating Entities utilizing this agreement.	*

Table 6B: Pricing Offered

Line Item	The Pricing Offered in this Proposal is: *	Comments
73	The pricing offered is as good as or better than pricing typically offered through existing cooperative contracts, state contracts, or agencies.	Any organization purchasing through Sourcewell will be offered a 5% discount from the then-current list price (inclusive of annual subscription costs for the LMS and/or asset management platform, set-up and maintenance fees) and apply to both metro and non-metro tiers.

Table 7A: Depth and Breadth of Offered Solutions (200 Points, applies to Table 7A and 7B)

Line Item	Question	Response *
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<p>74</p>	<p>Provide a detailed description of all the Solutions offered, offered in the proposal.</p>	<p>Clarion Fire & Rescue Group's Learning Management System (LMS), Fire Engineering Training is focused on using the power of learning to drive performance engagement and growth. Through a flexible set of intuitive tools, department administrators can easily build a scalable program that is personalized to the needs of their personnel.</p> <p>Below represents a list of key features within the Fire Engineering Training system but is not an exhaustive list of all available functionality. As enhancements are made and new capabilities are released, they are made available to departments and users within the system.</p> <p>Training Content</p> <p>Our off the shelf content library features nearly 1,200 Fire courses and videos, nearly 400 EMS courses, and almost 70 OSHA compliance courses, all meeting state and national accreditation standards, offering flexible, ready-to-use training.</p> <p>Below are other notable differentiators for our content:</p> <p>Access to industry-known instructors and speakers (including Anthony Aвило, Mike Ciampo, Dave Dodson, Bill Gustin, Phil Jose, and more) in an off-the-shelf library of courses and videos.</p> <p>Short videos featuring key takeaways and the latest trends in training as seen at the Fire Department Instructors Conference (FDIC).</p> <p>Suite of up-to-date EMS courses that meet state recertification requirements.</p> <p>General OSHA compliance courses (including sexual harassment and bloodborne pathogens).</p> <p>Artificially intelligent catalog that suggests similar courses to take when viewing certain courses or topics.</p> <p>Ability to take courses via a mobile app.</p> <p>User Management and Groups</p> <p>The Fire Engineering Training platform includes features for user management and group creation. Users can be added one at a time or in bulk, and mass edits can be made easily. Groups can be manually created and managed. Or they can be automated based on data points in user profiles, saving administrators an extra step and streamlining this process. There are two levels of access: users and power users (administrators). Power users can be configured at a granular level with access to specific features, users, content, and more.</p> <p>Assignments – standard features to assign training courses and videos with the ability to set due dates. Reports can then be pulled based on assignment status, and the in-platform view provides a color-coded view of status and scores.</p> <p>Activities Builder to Create and Assign Custom Training - Within eLearning courses, administrators can:</p> <ul style="list-style-type: none"> Create department specific training courses. Upload video files and modify configurable settings for playback (including the ability to fast-forward or adjust playback speeds). Upload and track department-issued policies and protocols and capture electronic signatures by requiring an OTP (one time password) received via email. Add YouTube or Vimeo links to video content that streams seamlessly in the platform. Upload PowerPoint documents or Adobe PDFs and convert them into trackable learning objects with bookmarking. Add SCORM, AICC or xAPI files. Create tests and quizzes with question types for list associations and matching to drive user engagement.
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Use test and quiz tools with fill in the blank question type that allows for administrators to include a list of possible correct answer choices.

Use test and quiz tools with the ability to determine if correct answers are displayed or not at the time of the test or if they can be seen after a certain date.

Our instructor-led training provides:

Ability to schedule and track face-to-face or hands-on training.

Option to determine the method for ILT completion (manual, test-based, attendance-based).

Features to create one class with multiple sessions and events for the training.

Ability to create a waitlist and automatically add users from the waitlist as slots open.

Training Plans – this feature includes the ability to group training requirements into a single assignment with the option to allow for course prerequisites. Power users can set courses as required or optional. Training plans can then be reused as needed. This feature is often used for new hire onboarding or various recertification needs to track compliance.

Enrollment Rules - Using the Enrollment Rules feature, power users can streamline their workflow by triggering the assignment of courses or training plans to users or groups that meet certain criteria. For example, if a user's rank is changed, it can automatically add them to a group for that level and trigger a training plan required for anyone at that rank.

Observation Checklists:

The observation Checklists feature allows organizations to assess and track on-the-job performance in a structured, consistent way. Managers, supervisors, or peers can observe personnel as they perform tasks and complete checklists directly in the platform - whether on desktop or mobile.

This feature bridges the gap between formal learning and real-world application, helping verify that skills taught in courses are being demonstrated on the job. Observations can include comments, scoring, and sign-offs to document competency, making it useful for compliance, certification, and skill validation.

Power users can create customizable checklist templates for different job functions or skills.

Recent enhancements to the feature enables multi-reviewer validation, adding consistency and fairness to performance assessments, as well as the addition of videos files added to any item to support the documentation of successful skill demonstration.

In short, Observation Checklists turn real-world skill verification into a measurable, trackable part of the learning experience.

Catalogs – easily create custom catalogs that include courses and/or training plans. Visibility on catalogs can then be limited to certain users or groups which creates a dynamic experience in the course catalog per user. For example, if a catalog for 'Officer Development' is created and a group for 'Officers' exists, only the officers at the department will see that catalog.

Our External Training tool:

The External training app allows you to track training activities performed outside of the LMS, including at the station, on-shift, a class from the local community college, or even a conference. Then, users or their managers can submit training completed for approval based on configuration settings, permissions, and templates. This tool was designed with ISO in mind and has a simple way to tag and report training with ISO codes to be used during the audit process.

Credentials Management

Fire Engineering Training is organizationally accredited by Commission on Accreditation for Pre-hospital Continuing Education (CAPCE). CAPCE is the accrediting body charged with the review and accreditation of EMS continuing education. During the customer onboarding process, we request all credentials and licenses that the department would like to track. If they are taking EMS courses, their EMS licenses are required to be provided. If there are users who possess both a state and National Registry of Emergency Medical Technicians (NREMT) license, those can be provided for seamless processing of EMS course completions via CAPCE to NREMT.

Our License Manager tool can:

Easy-to-use tool to track various EMS and fire-based credentials, including National Registry.

Easy export feature to pull credentials into Excel.

Notifications and reminders for both users and administrators of upcoming credential renewals.

Skills Management

Our Skills feature allows the department to identify their emerging leaders by analyzing everyone's strengths and growth areas and provides personalized content recommendations via AI to further develop their skills. Both user and manager dashboards are available for this feature.

Reports/Dashboards

Fire Engineering Training offers the the most comprehensive suite of reporting tools with easy-to-use, visual dashboards that provide actionable data in a single click or two, pre-built reports, and an ad hoc custom report builder tool.

These features can show administrators:

Visual dashboards to show progress at a glance by course or for all training assigned by user or for the entire agency.

Standard report templates for users, courses, learning plans, external training and more.

Semi ad hoc report tool that allows administrators to create custom reports (segmented by users, groups or courses) and the ability to schedule and send reports to users in or outside the department.

Personalized ISO dashboards to keep personnel on track with requirements by area (facilities, company, officer, driver),

Custom administrator reports for ISO compliance – a summary level report and a detailed report,

All pre-built and ad hoc reports can be exported from the system.

File Center

Fire Engineering Training offers several features that allow the department to track and manage files and links for the organization. Our platform offers a feature called Channels. The visibility of each Channel can be set for their entire organization or can be set to specific users or groups. Channels can contain the training materials from courses, so it can be just the video or just the PPT, etc. Or it can be an entire course. Or it can be PDFs like policies or procedures. The Channel with policies can be set to be viewed by the entire organization while another Channel with just assets for Officer Development could be limited to those that are in an Officer group or an ad hoc set of users. There are lots of great options and flexibility here.

Additionally, we offer a Central Repository feature which is available to administrators and keeps all of your Training Material files and resources organized in a central location in a customizable folder structure. The central repository has two primary uses: 1) to store materials you'll use to build courses that you assign to personnel, and 2) gives you the ability to version assets that you change out in your courses. The main benefit of the second use case is that you can maintain one course that you update as needed and track compliance with over the years. The system will track all of your versions and when you update them.

From the central repository, you can see all the courses that item resides in. Additionally, it has two-way transferability of training materials so that you can easily push training material to a course from the central repository. Similarly, if you are building a course, you can push it to the specific central repository folder from the course builder. Lastly, when you update training material in the central repository, it updates in all locations automatically. So, if a video is in five different courses and you upload a new version, you can seamlessly update all five courses at once. Personnel that have finished the existing material can have their completions archived and they can be re-enrolled if they need to take the new material. For those personnel that are in the "enrolled" (also known as "not started") or "in progress" statuses, they will be required to start the training material over in the new version.

Upload and Import Functionality

The ability to import web-based video, YouTube, SCORM, web address

As noted above in the first item related to the Activities Builder requirement, Fire Engineering Training allows the department to upload training materials and assets through various features. In our Course Manager, you can upload web-based video, YouTube, SCORM files and web addresses to eLearning or Instructor-Led Training courses.

You can also add attachments as back-up materials to External Training courses.

These types of materials can also be added to Channels or the Central Repository as noted above.

Application Program Interfacing (API)

Fire Engineering Training has an exposed API and currently leverages that API to both connect with key partners and allows key partners to access our endpoints. We currently have integrations with Emergency Reporting, First Due, and First Arriving.

Gamification

Another unique feature within Fire Engineering Training is gamification. Our platform includes the ability to award personnel with badges when they successfully complete tasks like completing a single course, a set of courses, or a learning plan for credential requirements. There is also leaderboard functionality to drive user engagement.

Incremental (Asset and Inventory Manager) Modules and Features:

From equipment checks to narc logs, keeping track of your resources is only a few clicks away with our inventory management tool, powered by Incremental. Through this reseller partnership, we offer customers a seamless solution to tracks online, instructor-led and hands-on training right alongside their apparatus and equipment.

Stations: Track and maintain station infrastructure.

Vehicles: Track, inspect, maintain, and retire fire apparatus.

SCBA: Ensure SCBA units are inspected, maintained, tested, and compliant.

People: Manage personnel, assignment information, important dates, tasks, assigned pieces, and history of individual activity.

Fire Gear: Manage firefighter protective gear lifecycle – including washing, inspections, and repair - from purchase to retirement.

Shopping Cart: Simplify ordering, replacement, and inventory management of assets.

Assets: Central inventory and lifecycle management of all department assets.

Narcotics: Track EMS medications and controlled substances including two-person verification. Audit-ready logs for compliance with state/DEA regulations.

Fix Tickets: Track maintenance, repairs, and corrective actions for all assets.

Tasks: Assign, schedule, and track operational and compliance-related tasks.

Reports: Generate audit-ready reports for compliance, operations, and budget

		planning. Training: Links back to Fire Engineering Training platform.	
75	Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.	Online training Learning management system Asset and Inventory management	*
76	Describe your products/services interoperability and integration with other public safety equipment, software and systems, if applicable.	<p>FET's API can be leveraged to integrate with a wide range of other business systems.</p> <p>Existing integrations/ data connections:</p> <ul style="list-style-type: none"> -First Due - Records Management System. We send completions from the LMS so that the data can be analyzed/reported with other department data in the RMS. Additionally, we have a content partnership that allows First Due to offer FET courses on the platform via our Embedded Learning solution. -Emergency Reporting – Records Management System. We send completions from the LMS so that the data can be analyzed/reported with other department data in the RMS. -First Arriving Dashboards (Beta). We send assignments and completions from the LMS so that departments can visualize key information and take action. -Automatic completions reporting via API to CAPCE, Virginia Office of EMS, and CE-Broker Florida EMS. -Single Sign-On (SSO) from multiple fire department platforms to the LMS. <p>Planned integrations:</p> <ul style="list-style-type: none"> -TeleStaff - scheduling system widely used in the public sector. FET user information would be constantly updated based on attendance during a specific shift: who is available for a training session, who the manager is, who would receive an assignment, etc. <p>Other integrations to the following systems are in the analysis phase and are being considered as well: EPR Fireworks, ESO, Essential Personnel, ImageTrend, and Stationwise.</p>	*

Table 7B: Depth and Breadth of Offered Solutions

Indicate below if the listed types or classes of Solutions are offered within your proposal. Provide additional comments in the text box provided, as necessary.

Line Item	Category or Type	Offered *	Comments
77	Facilities, structures (fixed or mobile)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
78	Equipment, props, supplies, rentals, and consumables	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
79	Augmented or virtual reality, interactive, and digital simulation technology and related software, hardware, and equipment	<input checked="" type="radio"/> Yes <input type="radio"/> No	Our content and platform provide interactive simulations of real-world fireground challenges, augmented reality learning for safe and cost-effective practice, and integrated assessments with analytics for tracking compliance and competency. We regularly review content to ensure alignment with evolving standards and best practices. Customizable content, real-time progress tracking, multi-language support, 24/7 assistance, and seamless cooperative purchasing make it a flexible, expert-driven solution for Sourcewell entities.

<p>80</p>	<p>Instructional, educational, training programs, incident-based training, and learning management systems with directly related materials and supplies</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>	<p>We provide comprehensive instructional and educational training programs based on an incident-based training approach, utilizing real-world or simulated incidents as the foundation for learning. Instead of just presenting theory, it places learners in a scenario that mirrors situations they may encounter on the job. This learning allows for learners to use critical thinking skills and is supported by a user-friendly Learning Management System (LMS) with a robust set of features as outlined in item 74 which allow for eLearning, the scheduling and execution of instructor-led training and documentation of hands-on training, including skills checklists and job performance requirements (JPR's).</p> <p>Our platform and courses are available 24/7, allowing participants to train at their convenience. Programs are designed to accommodate all learning styles, including visual, auditory, and kinesthetic, and incorporate narration, videos, and interactive activities to maintain engagement. All courses are developed by our network of over 400 subject matter experts, ensuring high-quality, relevant, and field-tested content.</p>
<p>81</p>	<p>Services, equipment, and software directly related to the offering of the solutions described in #76 - 79 above, including design, installation, maintenance, repair, training, integration, support, and customization</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>	<p>Service: Our Customer Support Representative configures each organization's account specific to the details of the sales contract, including features and continuing education content purchased by the organization.</p> <p>Each customer will have a dedicated Customer Success Manager to support their onboarding. Customer Success provides live, virtual training sessions for department administrators. Administrators will be provided with a Success Guide, a detailed tool which offers 205 pages of instructions and visuals for how to use the features in the system. This resource is updated with every product release, typically every two weeks. The Administrators and Users also have access to short video tutorials on how to use the system. These videos are typically less than 2 minutes each and easy to follow. The Customer Success Manager will provide an ongoing partnership with the customer as well as any post-launch training required as determined by the customer. Customer Success also provides exclusive member webinars which offer additional training, new product release information, and sharing best practices.</p> <p>Training: Administrator training on the product is conducted by our Customer Success team. During onboarding, Customer Success will</p>

set up 2-3 virtual Administrator training sessions and walk through all functionality of the system. Post-onboarding, additional product training may be scheduled complimentary with the dedicated Customer Success Manager, along with training for any new administrators that join the organization.

In addition to the 1:1 training sessions, customer webinars are offered bi-monthly to provide additional product training for existing features or training for newly released products and features.

Our training tutorial library is available to administrators and users and is comprised of short, 2–3-minute videos explaining specific areas of the system. Our Success Guide is updated frequently with visual step-by-step written instructions on most areas of the platform and is available for download at any time.

Asset and Inventory Management: We resell Inqremental, an asset management platform purpose-built for fire and EMS agencies to give teams real-time visibility and control over their most critical resources. Designed “by firefighters, for firefighters,” the system centralizes the tracking of vehicles, equipment, SCBA, narcotics, personnel, and budgetary data—eliminating the need for scattered spreadsheets or manual processes.

With intuitive daily checks, fix-ticket tracking, and automated reporting, Inqremental helps departments stay compliant, operationally ready, and financially accountable. Its simple, modern interface makes it easy to onboard and use, ensuring crews spend less time on paperwork and more time focused on their mission.

Integration: Our goal is to be the most connected platform. Our focus is on training the fire service and providing excellent content in our training platform with features to document all other training taking place at the department. For other needs, we have a partner network and connect to those systems via custom integration or via API for data sharing for mutual customers. This can be seen in action today through relationships with First Arriving, First Due, and connections to various reporting and accrediting entities. As noted in item 75 above, several other integrations are planned, such as Telestaff, and other connections are being considered to ESO, Essential Personnel, Stationwise, ImageTrend and more.

			<p>Support: Customer Support Representatives act as the primary point of contact for end-users. We deliver timely care, resolve common technical or user questions, and provide immediate assistance.</p> <p>Our internal performance standards are developed through a combination of internal customer Service Level Agreements and industry benchmarks. Examples of these standards are:</p> <p>Platform uptime of 99% or greater</p> <p>Knowledge base and Success Guide content is added to regularly and reviewed monthly</p> <p>First response time for support tickets targeted at 4 hours or less</p> <p>We incorporate insights from onboarding, training, and support interactions to define performance expectations that reflect user satisfaction</p>
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Exceptions to Terms, Conditions, or Specifications Form

Only those Proposer Exceptions to Terms, Conditions, or Specifications that have been accepted by Sourcewell have been incorporated into the contract text.

Documents

Ensure your submission document(s) conforms to the following:

1. Documents in PDF format are preferred. Documents in Word, Excel, or compatible formats may also be provided.
2. Documents should NOT have a security password, as Sourcewell may not be able to open the file. It is your sole responsibility to ensure that the uploaded document(s) are not either defective, corrupted or blank and that the documents can be opened and viewed by Sourcewell.
3. Sourcewell may reject any response where any document(s) cannot be opened and viewed by Sourcewell.
4. If you need to upload more than one (1) document for a single item, you should combine the documents into one zipped file. If the zipped file contains more than one (1) document, ensure each document is named, in relation to the submission format item responding to. For example, if responding to the Marketing Plan category save the document as "Marketing Plan."
 - [Pricing](#) - Pricing.zip - Monday October 20, 2025 13:39:12
 - [Financial Strength and Stability](#) - Financial Strength and Stability.zip - Monday October 20, 2025 13:39:26
 - [Marketing Plan/Samples](#) - Marketing Plan and Samples Final.zip - Monday October 20, 2025 13:46:59
 - WMBE/MBE/SBE or Related Certificates (optional)
 - [Standard Transaction Document Samples](#) - Standard Transaction Document Samples.zip - Monday October 20, 2025 13:40:03
 - [Requested Exceptions](#) - Requested Exceptions.zip - Monday October 20, 2025 13:40:11
 - [Upload Additional Document](#) - Upload Additional Document.zip - Monday October 20, 2025 13:40:20

Addenda, Terms and Conditions

PROPOSER AFFIDAVIT OF COMPLIANCE

I certify that I am an authorized representative of Proposer and have authority to submit the foregoing Proposal:

1. The Proposer is submitting this Proposal under its full and complete legal name, and the Proposer legally exists in good standing in the jurisdiction of its residence.

2. The Proposer warrants that the information provided in this Proposal is true, correct, and reliable for purposes of evaluation for award.

3. The Proposer certifies that:

(1) The prices in this Proposal have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other Proposer or competitor relating to-

(i) Those prices;

(ii) The intention to submit an offer; or

(iii) The methods or factors used to calculate the prices offered.

(2) The prices in this Proposal have not been and will not be knowingly disclosed by the Proposer, directly or indirectly, to any other Proposer or competitor before award unless otherwise required by law; and

(3) No attempt has been made or will be made by Proposer to induce any other concern to submit or not to submit a Proposal for the purpose of restricting competition.

4. To the best of its knowledge and belief, and except as otherwise disclosed in the Proposal, there are no relevant facts or circumstances which could give rise to an organizational conflict of interest. An organizational conflict of interest is created when a current or prospective supplier is unable to render impartial service to Sourcewell due to the supplier's: a. creation of evaluation criteria during performance of a prior agreement which potentially influences future competitive opportunities to its favor; b. access to nonpublic and material information that may provide for a competitive advantage in a later procurement competition; c. impaired objectivity in providing advice to Sourcewell.

5. Proposer will provide to Sourcewell Participating Entities Solutions in accordance with the terms, conditions, and scope of a resulting master agreement.

6. The Proposer possesses, or will possess all applicable licenses or certifications necessary to deliver Solutions under any resulting master agreement.

7. The Proposer will comply with all applicable provisions of federal, state, and local laws, regulations, rules, and orders.

8. Proposer its employees, agents, and subcontractors are not:

1. Included on the "Specially Designated Nationals and Blocked Persons" list maintained by the Office of Foreign Assets Control of the United States Department of the Treasury found at: <https://www.treasury.gov/ofac/downloads/sdnlist.pdf>;

2. Included on the government-wide exclusions lists in the United States System for Award Management found at: <https://sam.gov/SAM/>; or

3. Presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota; the United States federal government, as applicable; or any Participating Entity. Vendor certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this solicitation.

By checking this box I acknowledge that I am bound by the terms of the Proposer's Affidavit, have the legal authority to submit this Proposal on behalf of the Proposer, and that this electronic acknowledgment has the same legal effect, validity, and enforceability as if I had hand signed the Proposal. This signature will not be denied such legal effect, validity, or enforceability solely because an electronic signature or electronic record was used in its formation. - Erin Moriarty, Vice President of Sales, Clarion Fire & Rescue Group, Clarion Events Inc

The Proposer declares that there is an actual or potential Conflict of Interest relating to the preparation of its submission, and/or the Proposer foresees an actual or potential Conflict of Interest in performing the obligations contemplated in the solicitation proposal.

Yes No

The Bidder acknowledges and agrees that the addendum/addenda below form part of the Bid Document.

Check the box in the column "I have reviewed this addendum" below to acknowledge each of the addenda.

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
Addendum_4_Public_Safety_Training_RFP_102325 Thu October 16 2025 04:26 PM	<input checked="" type="checkbox"/>	5
Addendum_3_Public_Safety_Training_RFP_102325 Fri October 10 2025 03:34 PM	<input checked="" type="checkbox"/>	2
Addendum_2_Public_Safety_Training_RFP_102325 Mon September 15 2025 04:09 PM	<input checked="" type="checkbox"/>	4
Addendum_1_Public_Safety_Training_RFP_102325 Mon September 8 2025 04:03 PM	<input checked="" type="checkbox"/>	2