



Online Marketplace
Executive Summary

Lead Agency: State of Utah

Solicitation: TR24-8

RFP Issued: May 22, 2024

Pre-Proposal Date: June 10, 2024

Response Due Date: July 10, 2024

Proposals Received: #3

Awarded to: Amazon.com Services LLC dba Amazon Business, Bob Barker

The State of Utah Department of Procurement issued RFP TR24-8 on May 22, 2024, to establish a national cooperative contract for Online Marketplace.

The solicitation included cooperative purchasing language in Section 3 under Background of the Conducting Procurement Unit (Page 3) :

The State of Utah, as the Principal Procurement Agency, defined in ATTACHMENT E has partnered with OMNIA Partners, Public Sector, Inc., a Delaware corporation (“OMNIA Partners”) to make the resultant contract (also known as the “Master Agreement” in materials distributed by OMNIA Partners) from this solicitation available to other public agencies nationally, including state and local governmental entities, public and private primary, secondary and higher education entities, non-profit entities, and agencies for the public benefit (“Public Agencies”), through OMNIA Partners’ cooperative purchasing program. The State of Utah is acting as the contracting agency for any other Public Agency that elects to utilize the resulting Master Agreement. Use of the Master Agreement by any Public Agency is preceded by their registration with OMNIA Partners (a “Participating Public Agency”) and by using the Master Agreement, any such Participating Public Agency agrees that it is registered with OMNIA Partners, whether pursuant to the terms of a Master Intergovernmental Cooperative Purchasing Agreement, a form of which is attached hereto on ATTACHMENT E, or as otherwise agreed to. ATTACHMENT E contains additional information about OMNIA Partners and the cooperative purchasing program.

Notice of the solicitation was sent to potential offerors, as well as advertised in the following:

- State of Utah website
- OMNIA Partners website
- USA Today, nationwide
- Arizona Business Gazette, AZ
- San Bernardino County Sun, CA
- Honolulu Star-Advertiser, HI
- The Herald-News – Will County (IL)
- The Advocate – New Orleans, LA

- The New Jersey Herald, NJ
- Albany Times Union, NY
- Daily Journal of Commerce, OR
- The State, SC
- Deseret News, UT
- Richmond Times-Dispatch, VA
- Seattle Daily Journal of Commerce, WA
- Helena Independent Record, MT
- Las Vegas Review-Journal
- Kennebec Journal, ME

On July 10, 2024 proposals were received from the following offerors:

- Amazon.com Services LLC dba Amazon Business
- Bob Barker
- Lakeshore Learning Materials

The proposals were evaluated by an evaluation committee. Using the evaluation criteria established in the RFP, the committee elected to enter into negotiations with Amazon.com Services LLC dba Amazon Business and Bob Barker and proceeding with contract award(s) upon successful completion of negotiations.

Geographic Preferences: No geographic preferences were included in the evaluation of the responses

The State of Utah, OMNIA Partners and the following offerors successfully negotiated a contract: Amazon.com Services LLC dba Amazon Business and Bob Barker. The State of Utah executed the agreements, each with a contract effective date of May 6, 2025.

Contract includes:

Amazon Services, LLC – Education, IT, MRO, Office, Apparel, and Personal Care Online Marketplace services with dynamic pricing.

Bob Barker - Apparel and Personal Care Online Marketplace services with dynamic pricing

Term:

Five-year agreement from May 6, 2025 through May 5, 2030 with no renewal options

Pricing/Discount:

Dynamic Pricing: The contract pricing will be established by overall market trends to ensure that the end users and their entities are continually receiving the best value. This contract will not need to be amended when prices fluctuate. Under a dynamic pricing model, the State of Utah anticipates that the market establishes the best value and the State will not need to amend the contract when the market goes up or down.

The Contractor shall have the right to enter local “service” agreements with Participating Public Agencies accessing the contract through OMNIA Partners, so long as the effective date of such agreement is prior to the expiration of the Contract. All local agreements may have a full potential term (any combination of initial and renewal periods) not to exceed five years. Although the scope reflects the needs and requirements of the State

of Utah, OMNIA Partners Participating Public Agencies may have different requirements. Participants may elect to negotiate certain terms to conform to their purchasing and contracting requirements.