



REQUEST FOR PROPOSAL SALESFORCE SUPPORT SERVICES

July 20, 2026

PRESENTED BY

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via Strategico Consultants
On behalf of TEDCO

SUBMISSION DUE DATE

August 19, 2026

TABLE OF CONTENTS

Introduction.....	3
About TEDCO.....	3
Purpose of this RFP.....	3
Project Overview.....	5
Current Salesforce Environment.....	5
Historical Support Volume.....	6
Objective of the Engagement.....	6
Scope of Services.....	7
Operations Support Services.....	7
Enhancement and Project Services.....	7
General Expectations.....	8
Contract Term.....	9
Vendor Qualifications.....	10
Pricing Proposal.....	12
Evaluation Criteria.....	14
Submission Instructions.....	15
Submission Format and Structure.....	15
Designated Contact.....	15
Ethical Standards and Conduct.....	16
Assumptions and Constraints Documentation.....	16
RFP Timeline.....	17
Terms and Conditions.....	18



INTRODUCTION

About TEDCO

The Maryland Technology Development Corporation (**TEDCO**) is an independent organization created in the State of Maryland to support the growth and success of the state's innovation economy. TEDCO provides funding, resources, education, and strategic support to entrepreneurs, start-up companies, and technology-based businesses throughout Maryland, helping transform innovative ideas into successful ventures.

Through a diverse portfolio of programs and initiatives, TEDCO works with entrepreneurs, universities, federal laboratories, investors, and business leaders to accelerate technology commercialization, promote economic development, and strengthen Maryland's position as a national leader in innovation. TEDCO's services span the entire business lifecycle, from early-stage concept development to company growth and expansion.

To support its mission, TEDCO relies on Salesforce as a critical enterprise platform for managing business processes, stakeholder engagement, program administration, application management, reporting, and constituent services. The organization continually invests in improving its Salesforce environment to enhance operational efficiency, streamline business processes, and deliver an exceptional experience for staff, partners, and the entrepreneurial community it serves.

Through this Request for Proposal (**RFP**), TEDCO seeks to establish a partnership with a qualified Salesforce consulting firm capable of providing responsive operational support, technical expertise, and enhancement services that will ensure the continued stability, reliability, and evolution of its Salesforce platform.

Purpose of this RFP

The purpose of this RFP is to solicit proposals from qualified Salesforce consulting firms to provide ongoing support, maintenance, and enhancement services for TEDCO's Salesforce environment.

TEDCO is seeking to establish a professional services relationship with a qualified partner that can provide responsive technical support for day-to-day operational needs while also delivering project-based enhancements and new functionality as business requirements evolve. The selected vendor will serve as an extension of TEDCO's internal technology team, providing the expertise and resources necessary to maintain a secure, reliable, and high-performing Salesforce platform.

Services requested under this RFP include general operational support, system administration, bug resolution, quality assurance, sandbox management, Salesforce platform upgrades, reporting and dashboard development, and technical consulting. In addition, the selected vendor will support the planning, design, development, testing, deployment, documentation, project management, and knowledge transfer activities associated with enhancement projects and new feature requests.

TEDCO anticipates utilizing these services on an as-needed basis, with work authorized through individual requests and performed primarily on a time-and-materials basis using the vendor's proposed hourly rates. The resulting agreement is intended to provide TEDCO with a flexible and scalable support model that enables timely response to operational needs while supporting the organization's ongoing strategic initiatives.

PROJECT OVERVIEW

Current Salesforce Environment

TEDCO utilizes Salesforce Sales Cloud as its primary Customer Relationship Management (**CRM**) platform to support a broad range of organizational business processes, stakeholder engagement activities, program management functions, and operational reporting. The environment has been extensively configured to support TEDCO's business operations and includes numerous custom objects, fields, workflows, automations, and business processes developed specifically to meet the organization's unique requirements.

The current Salesforce licensing includes:

License Type	Quantity
Salesforce	50
Chatter Free	5,000
Chatter External	500
Salesforce Platform	3
Salesforce Integration	5
Customer Community Login	5,000
Customer Community	20
Analytics Cloud Integration	2
Sales Insights Integration	1

Salesforce license administration and license procurement are managed by TEDCO's Managed Services Provider (**MSP**) and are **not** within the scope of services requested under this RFP.

The Salesforce environment contains a significant number of TEDCO-specific custom objects, configurations, automation, reports, dashboards, and integrations that support both internal business operations and external-facing services. In addition, Salesforce serves as a system of record for data consumed by multiple external applications through secure API integrations. As such, proposed changes and enhancements must be developed with consideration for downstream systems and integration dependencies.

The selected vendor will be expected to work within TEDCO's existing Salesforce architecture, follow established development and deployment practices, and ensure that all changes maintain the integrity, stability, performance, and security of the production environment while minimizing disruption to business operations.

Historical Support Volume

To assist vendors in preparing a realistic and comparable pricing proposal, TEDCO has provided the following historical support information for reference purposes.

During the previous twelve (12) months, approximately 170 Salesforce-related support tickets were submitted for general support and maintenance activities. These requests ranged from routine user support and configuration assistance to troubleshooting, minor enhancements, and issue resolution.

This historical volume is provided solely as a planning estimate and should not be interpreted as a guarantee of future workload or a commitment to any minimum or maximum level of services. Actual support demand may vary based on organizational priorities, ongoing initiatives, and future business needs.

Objective of the Engagement

The objective of this engagement is to establish a partnership with a qualified Salesforce consulting firm that can provide reliable, responsive, and high-quality support services for TEDCO's Salesforce environment. The selected vendor will serve as an extension of TEDCO's internal technology team, providing both operational support and technical expertise to ensure the continued stability, performance, and evolution of the platform.

TEDCO is seeking a partner capable of supporting day-to-day operational needs, including issue resolution, system administration, quality assurance, reporting, and platform maintenance, while also delivering enhancement projects ranging from small configuration changes to more complex feature development initiatives. The selected vendor should be able to provide business analysis, solution design, development, testing, project management, documentation, deployment support, and end-user knowledge transfer as part of these engagements.

The engagement is intended to provide TEDCO with flexible access to Salesforce expertise on an as-needed basis through a time-and-materials model. Work will be authorized through individual requests or projects, with the expectation that the selected vendor can efficiently scale services based on TEDCO's priorities and business needs.

TEDCO values a collaborative working relationship built on open communication, technical excellence, proactive recommendations, and adherence to Salesforce best practices. The selected vendor is expected not only to execute requested work, but also to provide strategic guidance that helps TEDCO maximize the value of its Salesforce investment while maintaining a secure, stable, and sustainable platform.

SCOPE OF SERVICES

TEDCO is seeking a qualified Salesforce consulting partner to provide ongoing operational support and project-based enhancement services for its Salesforce environment. Services will be performed on an as-needed basis and may range from routine maintenance activities to the design and implementation of new business capabilities.

The selected vendor will be expected to provide experienced Salesforce professionals capable of supporting the full lifecycle of Salesforce administration, configuration, customization, development, testing, deployment, documentation, and knowledge transfer. The scope of services includes, but is not limited to, the following:

Operational Support Services

Provide day-to-day Salesforce support services, including:

- Investigation, troubleshooting, and resolution of application defects and production issues.
- Bug fixes, configuration corrections, and technical problem resolution.
- Salesforce system administration activities, including user support, security configuration, permission management, and system configuration.
- Quality assurance and testing of new functionality, bug fixes, and configuration changes.
- Salesforce seasonal release review, impact assessment, testing, and deployment support.
- Sandbox management, including sandbox refreshes and post-refresh configuration activities.
- Development and modification of reports, dashboards, list views, and queries.
- Data management assistance, including imports, exports, data validation, and data quality support.
- Technical consulting and solution recommendations related to Salesforce capabilities and best practices.
- Production deployment support utilizing TEDCO's established release management processes.

Enhancement and Project Services

Provide project-based services supporting the continued evolution of TEDCO's Salesforce platform, including:

- Business requirements gathering and solution analysis.
- Solution architecture and technical design.
- Configuration and customization of Salesforce functionality.

- Apex development, Lightning Web Components (**LWC**), Flows, validation rules, and other Salesforce platform development.
- Development and enhancement of custom objects, fields, automation, integrations, reports, dashboards, and user interfaces.
- Implementation of new business capabilities and feature requests.
- Enhancements to existing functionality based on changing business requirements.
- Technical documentation for completed solutions.
- User acceptance testing support and defect remediation.
- Deployment planning and production implementation support.
- End-user and administrator knowledge transfer and training.
- Project management activities appropriate to the size and complexity of each engagement.

General Expectations

The selected vendor shall:

- Assign qualified Salesforce professionals with appropriate certifications and relevant experience.
- Follow Salesforce development best practices and TEDCO's established development, testing, and deployment processes.
- Coordinate closely with TEDCO staff and designated third-party vendors, as necessary.
- Communicate project status, risks, issues, and recommendations in a timely manner.
- Produce sufficient technical and functional documentation for all enhancement work.
- Perform work in a manner that minimizes disruption to production operations.
- Maintain the confidentiality, integrity, and security of TEDCO's information and Salesforce environment.
- Transfer knowledge to TEDCO personnel throughout the engagement to ensure long-term maintainability of implemented solutions.

TEDCO anticipates that work under this agreement will be authorized through individual requests for support or enhancement activities and performed on a time-and-materials basis using the hourly rates proposed by the selected vendor.

Contract Term

TEDCO anticipates awarding an agreement with an initial term of one (1) year, beginning upon execution of the contract.

At TEDCO's sole discretion and subject to satisfactory vendor performance, funding availability, and continued business need, the agreement may be renewed for up to four (4) additional one-year renewal terms without reissuing this Request for Proposal (RFP).

Vendors should structure their proposals and pricing with the understanding that TEDCO intends to establish a long-term relationship with the selected vendor, while reserving the right to exercise renewal options in accordance with organizational procurement policies.

VENDOR QUALIFICATIONS

TEDCO is seeking proposals from qualified Salesforce consulting firms with demonstrated experience providing ongoing Salesforce support, maintenance, and enhancement services for organizations of comparable size and complexity. Vendors should possess the technical expertise, organizational capabilities, and resources necessary to deliver responsive, high-quality services throughout the term of the agreement.

At a minimum, vendors should possess the following qualifications:

- Demonstrated experience providing ongoing Salesforce support services, including system administration, configuration, customization, development, testing, and production support.
- Proven experience delivering enhancement projects ranging from minor system improvements to larger feature development initiatives.
- A team of experienced Salesforce professionals with current Salesforce certifications appropriate to their proposed roles.
- Experience supporting organizations with custom Salesforce objects, automation, integrations, reporting, dashboards, and API-based interfaces.
- Knowledge of Salesforce development best practices, release management processes, and quality assurance methodologies.
- Experience working collaboratively with internal technology teams and third-party service providers.
- Demonstrated project management capabilities, including planning, communication, issue management, and delivery oversight.
- The ability to provide technical documentation, end-user knowledge transfer, and administrator training as part of project deliverables.
- Sufficient staffing capacity to provide timely support and accommodate varying workloads throughout the engagement.
- A minimum of five (5) years of experience providing Salesforce consulting and support services.
- A minimum of five (5) client references for organizations with similar Salesforce support engagements.

Preference may be given to vendors with experience supporting nonprofit organizations, economic development organizations, government-related entities, or organizations utilizing Salesforce as a mission-critical enterprise platform.

Small Business, Diversity, and Maryland Vendor Information

TEDCO is committed to promoting fair and open competition and making reasonable efforts to provide small businesses, minority-owned businesses (**MBEs**), women-owned businesses (**WBEs**), and Maryland-based businesses with an equal opportunity to compete for its business, consistent with TEDCO's procurement policies.

Vendors are encouraged to provide the information below. This information will be used for reporting and procurement planning purposes and may be considered as one factor in TEDCO's overall evaluation process, where appropriate and consistent with applicable procurement policies. Failure to qualify under any of these categories will not, by itself, disqualify a vendor from consideration.

Please indicate all that apply:

- Your organization is headquartered in the State of Maryland.
- Your organization maintains a significant business presence in Maryland.
- Your organization qualifies as a Small Business.
- Your organization is certified as a Minority Business Enterprise (**MBE**).
- Your organization is certified as a Women Business Enterprise (**WBE**).
- Your organization qualifies under another recognized diversity or disadvantaged business certification (please specify): _____

If applicable, please provide the following:

- Certifying Agency
- Certification Number
- Certification Expiration Date (if applicable)

PRICING PROPOSAL

TEDCO anticipates utilizing the selected vendor on an as-needed basis for both ongoing operational support and project-based enhancement services. Vendors shall propose pricing based on fully burdened hourly rates for the resources identified below. All rates shall include labor, overhead, administrative costs, and any other expenses necessary to perform the requested services, unless otherwise noted.

Pricing shall remain valid for a minimum of one hundred eighty (180) days following the proposal submission deadline.

Vendors shall provide the following information as part of their pricing proposal:

Hourly Rates

Provide the standard hourly billing rate for each of the following resource types. If additional resource categories are proposed, they should be included separately.

Resource Role	Hourly Rate
Project Manager	
Solution Architect	
Business Analyst	
Salesforce Administrator	
Salesforce Developer	
Quality Assurance / Test Engineer	
Trainer / Knowledge Transfer Specialist	
Other (Specify)	

Rate Information

As part of the pricing proposal, vendors shall also identify:

- Standard business hours during which the proposed rates apply.
- Any after-hours, weekend, or emergency support rates, if applicable.
- Any minimum billing increments or minimum engagement requirements.
- Any additional fees or expenses not included in the hourly rates.
- Any proposed annual rate adjustment methodology for contract renewals.
- Any volume discounts or preferred pricing available based on annual utilization.

Project Estimates

TEDCO anticipates authorizing work through individual support requests or enhancement projects. Prior to the commencement of project-based work, the selected vendor may be requested to provide:

- An estimated level of effort (hours) by resource role.
- A project schedule or estimated completion timeline.
- Key assumptions, dependencies, and risks.
- A not-to-exceed estimate, when requested by TEDCO.

Pricing Assumptions

Vendors shall clearly identify any assumptions, exclusions, limitations, or conditions associated with their proposed pricing. Failure to disclose pricing assumptions may result in additional clarification requests during the evaluation process.

TEDCO reserves the right to negotiate pricing, staffing, and contract terms with the selected vendor prior to execution of a final agreement.

EVALUATION CRITERIA

TEDCO will evaluate all proposals received in response to this RFP using a best-value approach. The evaluation will consider each vendor's qualifications, proposed approach, technical capabilities, experience, pricing, and overall ability to meet TEDCO's requirements.

TEDCO reserves the right to request additional information, conduct interviews or demonstrations, negotiate with one or more vendors, and request best and final offers, if deemed necessary as part of the evaluation process.

Proposals will be evaluated using the following criteria:

- Relevant Salesforce Experience and Qualifications
- Technical Approach and Understanding of Requirements
- Proposed Team and Resource Qualifications
- Support Methodology and Project Delivery Approach
- Client Reference

Evaluation factors may include, but are not limited to:

- Demonstrated experience supporting Salesforce environments of similar size and complexity.
- Experience with Salesforce administration, development, integrations, reporting, and platform enhancements.
- Qualifications, certifications, and experience of the proposed project team.
- Ability to provide responsive operational support and successfully deliver enhancement projects.
- Quality and completeness of the proposed approach and methodology.
- Ability to effectively communicate, collaborate, and transfer knowledge to TEDCO staff.
- Competitiveness and reasonableness of the proposed pricing.
- Quality of references and demonstrated client satisfaction.
- Overall value and ability to establish a long-term strategic partnership with TEDCO.

TEDCO reserves the right to consider any additional information obtained through proposal reviews, reference checks, interviews, demonstrations, or other evaluation activities when making its final selection. The award will not necessarily be made to the vendor submitting the lowest-priced proposal but rather to the vendor whose proposal is determined to provide the best overall value to TEDCO.

SUBMISSION INSTRUCTIONS

To ensure a consistent, fair, and efficient evaluation process, vendors must adhere strictly to the following proposal submission guidelines. Responses should be complete, well-organized, and aligned with the structure and expectations outlined in this RFP.

Submission Format and Structure

Vendors must structure their proposal responses as follows:

- **RFP Alignment:**
All response content must be presented in the same order and structure as outlined in this RFP. Each section should clearly reference the corresponding RFP section for ease of review and evaluation
- **Document Format:**
 - All response documents (excluding the Capabilities Matrix) must be submitted in PDF format
 - Submitted PDFs must not be locked and must allow for printing and standard review functionality
 - Supporting materials may be included as appendices but should be clearly labeled and referenced
- **Completeness of Response:**
 - Vendors are expected to provide responses to all requested information within this RFP
 - If a specific item or request is not applicable or information is not available, vendors must clearly indicate this within their response
 - Incomplete responses may negatively impact evaluation and may result in disqualification from further consideration

Designated Contact

All proposal responses must be submitted exclusively to the designated TEDCO contacts listed below:

Christopher E. Maynard
Interim Deputy Chief Technology Officer
via Strategico Consultants (on behalf of TEDCO)
E: chris@strategico-consultants.com

Vendors must adhere to the following communication guidelines:

- All communications related to this RFP must be directed solely to the designated contact

- Any direct or indirect communication with TEDCO staff, leadership, or stakeholders outside of the designated contact may result in disqualification
- Vendors are prohibited from attempting to influence the evaluation process through informal channels or unauthorized interactions

Ethical Standards and Conduct

TEDCO expects the highest standards of professionalism and integrity throughout the RFP process.

- Any attempt to provide gifts, merchandise, incentives, or other items of value to TEDCO staff, leadership, or representatives during this process will result in immediate disqualification
- Vendors must conduct themselves in a manner that upholds fairness, transparency, and ethical business practices

Assumptions and Constraints Documentation

Vendors must clearly document all assumptions and constraints associated with their proposal, including but not limited to:

- Assumptions related to scope, timeline, and resource availability
- Dependencies on TEDCO resources, systems, or third parties
- Any limitations or conditions that may impact delivery, functionality, or pricing
- Constraints related to data migration, integrations, or configuration

This information should be clearly articulated within the proposal to ensure transparency and to support accurate evaluation and planning.

Adherence to these instructions is essential to ensure a fair and consistent evaluation process. TEDCO reserves the right to request clarification or additional information as needed during the review process. Failure to comply with these submission requirements may result in the proposal being deemed non-responsive. TEDCO reserves the right to waive minor informalities, request clarifications, or reject any proposal that does not substantially comply with the requirements of this RFP.

RFP TIMELINE

TEDCO has established the following anticipated timeline for the RFP process. Vendors are expected to adhere to the deadlines outlined below. TEDCO reserves the right to modify this timeline at its discretion; any changes will be communicated to all participating vendors.

Key Milestones

- RFP Release Date..... July 20, 2026
- Deadline for Vendor Questions..... July 24, 2026
- Responses to Vendor Questions Distributed..... July 31, 2026
- Proposal Submission Deadline..... August 19, 2026
- Vendor Meetings..... August 20 – 25, 2026
- Vendor Selection and Notification..... August 26, 2026
- Contract Negotiation and Finalization..... Late Aug – Early Sept 2026
- New Contract Effective..... September 10, 2026

Additional Notes

- All proposal submissions must be received by the stated Proposal Submission Deadline. Late submissions may not be considered.
- Vendors should be prepared to participate in follow-up discussions, demonstrations, and clarification sessions as part of the evaluation process.
- TEDCO may request additional information or revised proposals during the evaluation period.
- TEDCO reserves the right to modify this timeline as needed.

TERMS AND CONDITIONS

This section outlines the general terms and conditions governing this RFP process. By submitting a proposal, vendors agree to comply with the requirements and conditions set forth herein.

Confidentiality: All information contained within this RFP, including any supplemental information, documentation, demonstrations, discussions, or materials provided by TEDCO during the procurement process, shall be considered confidential and used solely for the purpose of preparing a proposal.

Vendors agree to:

- Treat all TEDCO information as confidential and not disclose it to any third party without prior written consent from TEDCO
- Use the information solely for the purpose of responding to this RFP and not for any other purpose
- Limit access to such information to employees, agents, or subcontractors who are directly involved in the preparation of the proposal and who are bound by confidentiality obligations

Similarly, TEDCO will treat vendor proposals as confidential and will use them solely for evaluation purposes. However, vendors should clearly identify any proprietary or confidential information within their submissions.

Proposal Validity: Proposals must remain valid for a minimum period of 180 days from the submission deadline. Pricing, terms, and conditions provided in the proposal should remain firm during this period unless otherwise noted.

Right to Reject or Modify: TEDCO reserves the right to:

- Reject any or all proposals, in whole or in part, for any reason
- Waive any informalities or irregularities in proposals received
- Request clarification or additional information from any vendor
- Modify, suspend, or terminate the RFP process at any time without obligation or liability

Issuance of this RFP does not obligate TEDCO to award a contract or to pay any costs incurred in the preparation or submission of proposals.

No Obligation to Award: This RFP is issued for informational and evaluation purposes only. TEDCO is under no obligation to select any vendor or enter into any agreement as a result of this process.

Costs of Proposal Preparation: All costs incurred by vendors in the preparation and submission of proposals, including participation in demonstrations onsite or follow-up discussions, are the sole responsibility of the vendor. TEDCO will not reimburse any such costs.

Federal Funding Compliance: TEDCO reserves the right to fund all or a portion of any resulting contract with federal grant or award funds. If federal funds are used, the selected vendor shall comply with all applicable federal laws, regulations, and requirements governing the use of such funds, including, but not limited to, the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR Part 200), as applicable.

The selected vendor shall not be suspended, debarred, or otherwise excluded from participating in federally funded contracts. TEDCO may verify the vendor's eligibility through the System for Award Management (SAM) or require the vendor to provide certifications or documentation demonstrating compliance prior to contract award or during the term of the agreement.

The selected vendor shall cooperate with TEDCO in providing any additional certifications, representations, or documentation necessary to satisfy applicable federal funding requirements if federal funds are used for this engagement.

Accuracy of Information: Vendors are responsible for ensuring the accuracy and completeness of all information provided in their proposal. Any misrepresentation or omission of material information may result in disqualification from the process.

Subcontracting and Third-Party Involvement: Vendors must disclose any use of subcontractors or third-party partners as part of their proposed solution or implementation. The vendor will remain fully responsible for all work performed by any subcontractors.

Contract Negotiation: The selected vendor will be required to enter into a formal agreement with TEDCO. The terms of the final agreement will be subject to negotiation and may include, but are not limited to:

- Scope of services
- Pricing and payment terms
- Service level agreements (SLAs)
- Data ownership and usage rights
- Security and compliance requirements
- Termination provisions

Following the completion of proposal evaluations, finalist discussions, and vendor selection, TEDCO intends to enter into contract negotiations with the selected vendor. The purpose of these negotiations is to finalize the scope of services, project schedule, pricing,

contractual terms and conditions, and any other items necessary to execute a mutually acceptable agreement.

Any resulting agreement will be subject to TEDCO's internal review and approval processes, including legal review, prior to execution. Contract award shall not be considered final until all required approvals have been obtained and the agreement has been fully executed by both parties.

Submission of a proposal does not constitute acceptance of TEDCO's contractual terms, and TEDCO reserves the right to negotiate terms with the selected vendor.

Compliance with Laws and Regulations: Vendors must comply with all applicable federal, state, and local laws, regulations, and industry standards in the performance of their services.

Data Ownership: All data provided by TEDCO, as well as data generated through the use of the proposed solution, shall remain the sole property of TEDCO. Vendors must not use TEDCO data for any purpose other than delivering contracted services without explicit written consent. Vendors shall not access, copy, disclose, retain, sell, or otherwise use TEDCO data except as necessary to perform services under the resulting agreement and only with TEDCO's authorization.

Work Product Ownership: All configurations, customizations, code, documentation, reports, training materials, and other deliverables developed specifically for TEDCO under the resulting agreement shall become the property of TEDCO upon payment, unless otherwise agreed to in writing.

Conflict of Interest: Vendors must disclose any actual or potential conflicts of interest that may arise in connection with this RFP or the proposed engagement. Failure to disclose such conflicts may result in disqualification.

Insurance: The selected vendor may be required to provide evidence of appropriate business insurance, including general liability and professional liability (Errors and Omissions) coverage, prior to contract execution.

Information Security: The selected vendor shall comply with TEDCO's applicable security policies and procedures and implement reasonable administrative, technical, and physical safeguards to protect TEDCO information and systems. TEDCO reserves the right to request documentation regarding the vendor's security practices as part of the evaluation or contracting process.

Independent Contractor: The selected vendor shall act as an independent contractor and not as an employee, agent, or representative of TEDCO.

Non-Collusion: By submitting a proposal, vendors certify that their submission is made independently and without collusion, consultation, or agreement with any other vendor.

Reservation of Rights: TEDCO reserves all rights not specifically addressed within this RFP. Nothing in this RFP shall be construed as a commitment or binding agreement by TEDCO.

Submission of a proposal constitutes the vendor's acknowledgment that it has read, understands, and agrees to comply with the requirements, terms, and conditions contained within this RFP.