



**Request For Information (RFI) Notice
For
Marketing/Advertising Agency for
NIPSCO Electric & Natural Gas
Energy Efficiency Programs in Indiana
Program Years 2019-2021**

Invitation to participate in the RFI issued by **Northern Indiana Public Service Company (NIPSCO)**, an affiliate of **NiSource Corporate Services Company**.

This is a notice to the public that NiSource Corporate Services Company on behalf of NIPSCO will release an RFI **on May 7, 2018** for the services described below. Full details of the RFI will be provided to all the interested participants once the RFI is published.

NIPSCO is conducting an RFI for a highly qualified advertising, marketing and/or integrated marketing agency to provide effective and engaging marketing for the company's suite of customer energy efficiency programs. The selected agency will be expected to maximize the available budget on media placement versus agency time/creative development. To leverage local expertise and contribute to economic development, additional consideration will be given to responses that include the use of in-state resources. The contract is for the program years of 2019-2021. The dates in the RFI are subject to change based on Indiana Utility Regulatory Commission action or direction.

If you are interested in responding to this RFI, please send an email to NIPSCORFI@nisource.com, and submit the following contact information of the appropriate recipient of the RFI:

- ✓ **Company Name (Legal Name):**
- ✓ **Contact Person Name (RFI Recipient):**
- ✓ **Email Address:**
- ✓ **Phone Number:**
- ✓ **ARIBA ID Number (If your company is already registered in ARIBA Sourcing Tool)**
- ✓ **Reference Interest in the "Marketing/Advertising RFI"**

Sending an email with your contact information will serve as your INTENT TO RESPOND.

Your **INTENT TO RESPOND** has to be received by **Monday, April 30, 2018.**

Upon receipt of your INTENT TO RESPOND and your contact information, NiSource will contact you to complete your registration for the RFI. Once registered, NiSource will submit the complete RFI to you via ARIBA Sourcing Tool on May 7, 2018.

If you have any questions regarding this notice, please send an email to NIPSCORFI@nisource.com.

Thank You,

NiSource Supply Chain