



ITALIAN TRADE AGENCY

Los Angeles Office

### Annex 3 (three pages)



To be inserted only inside the ENVELOPE "C" – "ECONOMIC OFFER" do not insert any other documents inside of envelope "C".

#### DIGITAL MEDIA MARKETING AND SOCIAL MEDIA STRATEGY EXECUTION

CIG 9491173BB9

\_\_\_\_\_ The total score of the individual operator's economic offer will be calculated as the sum of the scores obtained for each individual service  
- Multiple bids will be cause for exclusion.

Enter your bids in the box below (in number and letters)

The offered bid price, all-inclusive for the  <b>3.1 EVENT MARKETING - Full package -</b> (For each specific event)	Numbers _____
	Letters _____

The offered bid price, all-inclusive for the  <b>3.2 DIGITAL MARKETING AND SOCIAL MEDIA CAMPAIGN</b> (For each specific event)	Numbers _____
	Letters _____

#### 3.3 OTHER SERVICES

The offered bid price for <u>one unit</u> of  <b>3.3.1 Email Newsletter with copywriting and graphic design</b>	Numbers _____
	Letters _____



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<b>The offered bid price for <u>one unit</u> of</b>  <b>3.3.2 A Video catalog, approx. duration: 20 minutes with editing of videos provided by ITA.</b>	<b>Numbers</b> _____
	<b>Letters</b> _____

<b>The offered bid price for <u>one unit</u> of</b>  <b>3.3.3 A 3-minute video to advertise the event with stock footage and voiceover</b>	<b>Numbers</b> _____
	<b>Letters</b> _____

<b>The offered bid price for <u>one unit</u> of</b>  <b>3.3.4 A 1-minute video to promote one event on social medias with stock footage and voiceover, before the event</b>	<b>Numbers</b> _____
	<b>Letters</b> _____

<b>The offered bid price for <u>one unit</u> of</b>  <b>3.3.5 A 2-minute video for to summarize the activities of one day at the show with live footage provided by ITA</b>	<b>Numbers</b> _____
	<b>Letters</b> _____

<b>The offered bid price for <u>one unit</u> of</b>  <b>3.6.6 Presence of professionals during the event for live footage and assistance (please include all the travel expenses such as transportation, accommodations, insurance, meals, other), for the event duration up to 4 days and for events that can be located in every state of the US</b>	<b>Numbers</b> _____
	<b>Letters</b> _____





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The offered bid price for <u>one unit of</u>  3.3.7 Landing Page (1-2 pages)	Numbers _____
	Letters _____

Signature \_\_\_\_\_

Company \_\_\_\_\_

First and last name (legible) \_\_\_\_\_

Location \_\_\_\_\_

Date \_\_\_\_\_

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<https://www.ice.it/en/privacy>.

