



ITALIAN TRADE AGENCY

Los Angeles Office

November 8, 2023
Prot. N. 0125709/23

MARKET SURVEY NOTICE

PR AND MEDIA OUTREACH CAMPAIGN SERVICE FOR ITA'S OFFICIAL PARTICIPATION AT CES 2024

Las Vegas, 9-12 January 2024

CIG Z3E3D30181

1. INTRODUCTION

ITA - Italian Trade Agency (<https://www.ice.it/en/>) is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. ITA is headquartered in Rome and operates with a network of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses.

In the US, ITA is present in the following cities: New York, Chicago, Los Angeles, Houston and Miami

2. AWARDING ENTITY

The Italian Trade Agency (ITA) - Los Angeles Office – Trade Promotion Section of the Consulate General of Italy - is located at 12424 Wilshire Boulevard, Suite 1400 - 90025 Los Angeles (California), and it is directed by Mrs. Alessandra Rainaldi, Trade Commissioner - E-mail: losangeles@ice.it, Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – www.ice.it.

3. **BACKGROUND**

ITA is organizing the Italian official Pavilion for start-up at CES – Consumer Electronic Show - Eureka Park to be held from January 9th to 12th 2024, with an extension to the following 30 days after the show. The show will be connecting exhibitors, customers, thought leaders and media from around the world in the consumer electronic sector.

The ITA's participation will include:

- the official Pavillion inside the Eureka Park, where ITA will host 50 startups and up to 4 regional delegations, in close collaboration with some Italian partners;
- a Lounge/Arena for startup pitches, panels and networking;
- an additional digital profile for the ITA and for each Italian startup admitted to the show and sponsored by the ITA. Profiles will be activated a few weeks before the show starts and will remain open for a few weeks after the show ends: the final dates will be provided by the CTA and will be shared right after.

4. **SCOPE OF WORK**

ITA is looking for a specialized **PR and marketing agency** who can support a PR and Media relationship strategy and campaign to support the Italian official participation of start up at the CES 2024, starting from the effective date of the contract to February 12th 2024.

The overall goals of the campaign will include:

- create awareness and generate visibility to
 - **Italy** - as a Country source of Innovation and Startups;
 - **Italian Trade Agency** - as the leader agency and reference point to connect international mentors, investors, and press to the Italian talents in the innovation and in the entrepreneurship field;
 - **Italian Startups and Accelerators/incubators**, as the pillars of the Italian innovation and entrepreneurship ecosystem, expanding their reputation in the US;
- introduce the Italian startups exhibiting at the ITA pavilion to the target audience, generating positive interest and trust through top-tier media coverage in the United States and in Italy.



The target audience includes international and US media, bloggers and influencers and also mentors, investors, business partners and institutional stakeholders, in the field of innovation and entrepreneurship.

5. SERVICES REQUESTED

The PR and Media Service will include the following services:

5.1 Strategy Definition and execution:

Design a PR strategy and execution plan according to the above mentioned overall goals (art.4 - Scope of Work).

Deliverables:

- a) Strategic overall proposal, with details about positioning, concept and key branding messages, target media, PR and marketing channels;
- b) Execution plan and campaign with details, including – but not limited - to the following elements:
 - Events (start-up pitch competition, panels, round tables, or other proposals) and the timeline (before, during and after the CES) involving the ITA executives and/or the Italian startups founder, region representative or others;
 - List of media involved, target analysis and customized content delivery, digital PR plan;
 - Scheduled visits-interview with media professionals at the ITA pavilion and/or at the trade shows digital profiles for both ITA and the exhibiting startups;
 - Support business relationships with executives from the high-tech industry exhibiting and visiting the CES 2024.
 - Press office activities in terms of press releases, content distribution with targeted media, press review and media follow up plan;
 - PR staff support on site during the event (Las Vegas, January 9-12th, 2024) including panels moderation;
 - Expected results in terms of articles, interviews, event attendance or any other metrics the vendor will consider appropriate.
 - Monitoring reports on the campaigns performances, on a weekly/or bimonthly basis, measuring the results generated by all the activities, events, promotions, and other elements integrated in the proposal.

5.2 Written content production

Produce written content in English for the PR campaign, on the basis of a raw content (presentations, reports, video interview, etc.) provided by ITA (in Italian or English).

The vendor is required to cover the translation expenses that might be needed and to cover any proofreading to existing content sent by ITA.

The content, created by the vendor, will be tailored also for the use outside the CES platform, including websites, news outlets, online magazines, and social media platforms.

Deliverables:

- a) up to 10 pieces of written content and collaterals such as, but not limited to brochure, flyers, one pages and more (in English)
- b) up to 10 press releases (in English)
- c) Guidelines for the Italian startup: how to produce the written content for the PR campaign activities.

5.3 Coordination and supervision:

Support ITA in sharing the PR strategy with the other collaborating vendors involved in the project (including - but not limited to – video production companies, social media management companies, events organizers, training companies, graphic design companies, all the startups exhibiting at the ITA pavilions).

Deliverables:

- Develop the creative brief for the video/design/graphic/digital partners, to be sure the strategy is aligned across all the different channels and media
- Provide advisory to ITA in the evaluation of the different options provided by the collaborating vendors.

6. BUDGET

The maximum total amount available for the abovementioned services will not exceed **USD 38,000,00 (thirty-eight thousand dollars)** including production costs.

ITA reserves the right to increase the contractual amount by a maximum of 20% as needed, without any further obligation toward the awarded Contractor.



7. MINIMUM REQUIREMENTS FOR PARTICIPATION

In order to participate in this Market Survey, the company participating shall meet the following requirements referred to in art. 9 of Ministerial Decree 192/2017:

- A. It shall be eligible and possess the necessary qualifications, in full compliance with local law.
- B. It shall be authorized and licensed to do business in the United States.
- C. It shall be located in the USA.

If the company should fail to meet these requirements for the duration of the contract, ITA reserves the right to cancel the contract.

IMPORTANT: in case your company is chosen to provide the service, it will be required to register in the ITA's Vendor list (see more details at the following link [Business Vendor Registration](#)) and to send the document "Requirements for Direct Negotiation Under the European Union Threshold of Euro 40,000.00" (Documento Unico), attached (Annex 1) duly filled in, dated, signed and notarized along with a photocopy of the signer's valid ID (State issued driver's license or ID or Passport).

8. SUBMISSION PROCEDURE AND DEADLINE

Under penalty of exclusion, your company is required to send by email to losangeles@ice.it, within November 27th, 2023, at 12:00pm (PST):

- a technical proposal detailed according to art. 5 - Service requested
- your best quotation (in number and letters) by filling the Annex 2;

No offer shall be accepted after the deadline. Incomplete offers shall be excluded.

9. AWARD CRITERIA AND NOTIFICATION

The contract will be awarded based **on the lowest price**, pursuant to art. 11 of DM 192/2017.

After identifying the best quotation, the Italian Trade Agency Los Angeles will award and execute the contract. The award will take place even in the presence of a single quotation, as long as it is deemed valid.



10. CONTRACT DURATION AND SIGNATURE

The contract will run from the effective date of the contract **until February 12th,2024. There will be no tacit renewal of the contract.**

It is expressly forbidden to resort to subcontracts, in consideration of the specific nature of the services, which need a trustworthy interlocutor.

ITA and the awarded Company shall enter a Contract based on the price offered by the bid awarded company.

The **ITA Los Angeles Chief Procurement Officer (CPO)**/ *Responsabile Unico del Procedimento* (the acronym is RUP in Italian) is **Alessandra Rainaldi**, the ITA Los Angeles Trade Commissioner.

11. COMPANY OBLIGATIONS

In the execution of the contractual obligations, the awarded company is required to:

- carry out the service with the maximum care and diligence, in accordance with the provisions of this market survey;
- transfer all the produced material and its copyrights to ITA. The Company agrees to transfer to ITA the right to use and reproduce the provided materials (images, videos, contents, ecc..) for any purposes and without limitations, in addition to holding ITA harmless from all legal actions and/or claims by third parties alleging violation of rights, including, but not limited to, intellectual property rights, patents, copyrights, trademarks and similar industrial property rights, violation of privacy and damage to public image.
- designate at least one of their employees as the contact person in charge of providing the services attached herein. The contact person shall ensure the proper execution of services, acting promptly to solve any problem that may arise and answering in a timely manner to any request made by the ITA. The contact person shall not change during the life of the contract, unless rightfully justified by the supplier.
- comply with all applicable rules, regulations, and laws, be they general or specific provisions for the sector of the products at issue, in particular existing technical and



safety provisions as well as the ones that may be issued after the execution of the contract.

- provide all the services set forth herein, using its own technical equipment and without charging ITA for additional costs in connection with the purchase, rental and maintenance of the devices used for design and printing of the materials.

ITA reserves the right to:

- request all the changes that they will deem appropriate before final delivery of the product. Therefore, if the proposed project does not get first approval, the awarded company shall revise the same based on the instructions provided by ITA until the project is approved. Please note that approval of the project by ITA is a prerequisite for the execution of activities and pertaining expenses. The awarded company, in the execution of the above services, shall adhere strictly to the specifications and instructions provided by ITA and shall not make any changes of their own volition. The awarded company shall guarantee that all services are rendered accurately and in full cooperation with the contact persons at the ITA.
- to request changes to the proposal after it has been accepted, without a rise in costs; it also reserves the right, at its sole discretion, to reject the proposals submitted and therefore the winning company agrees to waive all rights to compensation or indemnification of any type.

12. CONTACT PERSON

If you have any questions regarding the Market Survey, please send an email to: losangeles@ice.it

Cordially,

Alessandra Rainaldi
Trade Commissioner Los Angeles Office

