



Los Angeles Office,
May 21, 2025.

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RUP: Giosafat Riganò

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EXPRESSION OF INTEREST

FRAMEWORK CONTRACT “GRAPHIC DESIGN, PRINTING SERVICES AND PROMOTIONAL MATERIALS” FOR THE ITALIAN TRADE AGENCY (ITA) – LOS ANGELES OFFICE 2 years (24 months)

The Italian Trade Agency (ITA)- Los Angeles Office, is inviting to submit your expression of interest for “GRAPHIC DESIGN, PRINTING SERVICES AND PROMOTIONAL MATERIALS” FOR THE ITALIAN TRADE AGENCY (ITA) – LOS ANGELES OFFICE 2 years (24 months) - to be assigned by direct negotiation pursuant to art. 7 paragraph 2 letter. b) of Ministerial Decree 32/2024.

1. INTRODUCTION

The Italian Trade Agency (hereinafter ITA) 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 worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and working closely with local authorities and businesses. In the U.S., the ITA's network operates in New York, Chicago, Los Angeles, Houston, and Miami.

For more information on the Italian Trade Agency and its presence in Italy and the world, please visit our website <https://www.ice.it/en/> (Italian/English).

The Italian Trade Agency - Los Angeles office (hereinafter ITA - Los Angeles office) is focused on the promotion of the following industries to the US Market: Innovation and Hi-tech, Entertainment, Life sciences, Mobility, Green (Renewables energy, Cleantech, etc.), through a soft-landing platform of services, connections, and promotional programs.

2. AWARDING ENTITY

The Italian Trade Agency ("ITA") – Los Angeles Office 12424 Wilshire Blvd, Suite 1400, 90025, Los Angeles, CA

Website: <https://www.ice.it/en/markets/usa/los-angeles>

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

E-mail: losangeles@ice.it, Tel: (323) 879 0950 - Fax: (310) 203 8335.

3. CONTENT OF THE REQUESTED SERVICES

The specifications of the services requested are as follows:

n.	ITEM	TECHNICAL SPECIFICATIONS
1	Graphic Creation	Unique Graphic Design concept, full color, for each promotional/advertisement campaign, for print and digital purposes. At least 3 different initial concepts and 3 revisions included.
2	Graphic adaptation	Adaptation of graphic design for digital and Web advertising (Digital Invite, Newsletter, Online Banners, Letterhead, Website Header, Leaderboard, email ads, social media, etc.) for three (3) different sizes, dimensions TBD (to be determined), including both animated and static formats, and hyperlinks. 3 revisions included.
3	Catalog	A) Design adaptation and printing of catalogs, full-color, self-cover glossy #100 lbs., dimension 8.5" x 5.5" - up to 16 pages , text saddle stitched. PDF version included. 3 revisions included. Nr. 300 copies per unit. Ground shipping included.
		B) Design adaptation and printing of catalogs, full-color, self-cover glossy #100 lbs., dimension 8.5" x 5.5" - up to 24 pages , text saddle stitched. PDF version included. 3 revisions included. Nr. 300 copies per unit. Ground shipping included.
		C) Design adaptation and printing of catalogs, full-color, self-cover glossy #100 lbs., dimension 8.5" x 5.5" - up to 48 pages , text saddle stitched. PDF version included. 3 revisions included. Nr. 300 copies per unit. Ground shipping included.
		D) Cost for each additional 4 pages for the catalogs above.
4	Digital catalog	Digital version of catalogs and leaflets, including social media links and websites. 3 revisions included.
5	Brochures and leaflets	A) Design adaptation and printing of brochures to be handed out. Full-color, self-cover glossy #100 lbs., dimension 8.5" x 14" size - 6 pages (tri-folded). 3 revisions included. Nr. 300 copies per unit. Ground shipping included.
		B) Design adaptation and printing of brochures to be handed out. Full-color, self-cover glossy #100 lbs., dimension 11" x 17" size - 6 pages (tri-folded). 3 revisions included. Nr. 300 copies per unit. Ground shipping included.
		C) Design adaptation and printing of brochures to be handed out. Full-color, self-cover glossy #100 lbs., dimension 11" x 17" size - 4 pages (bi-folded). 3 revisions included. Nr. 300 copies per unit, ground shipping included.
6	Presentations and Reports	A) Graphic Design and printing of reports (including digital version). Full color, letter size (8.5" x 11") #80lb., bound or saddle stitch - Up to 32 pages plus cover. 3 revisions included. Nr. 100 copies per unit. Ground shipping included.
		B) Graphic Design and printing of reports (including online version). Full color, letter size (8.5" x 11") #80lb., bound or saddle stitch - Up to 48 pages plus cover. 3 revisions included. Nr. 100 copies per unit. Ground shipping included.

7	Print Advertisement	Full color production for print advertisement, with or without bleeds, including all graphics for publication in magazines, catalogs, booklets, and other print outlets:
		A) Full page letter size 8.5" x 11", gloss cover;
		B) Horizontal half page, gloss cover;
		C) Quarter page 1/4, gloss cover.
8	Website design	A) Full design, set up, and hosting space for 1 year of a new website page.
9	Graphic design for Trade Shows and Events	Full-color graphic design of trade shows and events exhibit structures. Dimension TBD (to be defined) or based on tradeshow blueprints. Complete ready-to-print file. 3 revisions included. Ground shipping included. Itemized costs as follow:
		A) Nr. 1 WALL GRAPHIC included HEADERS
		B) Nr. 1 EXHIBIT BOOTH LAYOUT MAP
		C) Nr. 1 HANGING SIGN
10	Roll-up Banner	Graphic Design, full-color production of roll-up banners, including the base (W33" x H80"). Printing in full-color, soft Pvc matte, double-sided printed. Nr. 1 per unit. 3 revisions included, ground shipping included.
11	Posters	Design and printing, full-color poster with grommets on the top corners. 32" x 50" on 3/8" thick laminated foam core poster board. Nr. 1 per unit. 3 revisions included, ground shipping included.
12	Badges	Design and printing of badges 4" X 6", full color, two-sided, tear-resistant 10 mil reinforced direct thermal stock, double slots to accommodate double-clip lanyards. Nr. 200 pieces per unit, ground shipping included.
13	Lanyards	A) Polyester lanyards (or similar material) customized with the Italian Flag pattern (3 PMS colors: 341C, 485C, 447C), double-side printed (outside and inside). Attachment: double metal lobster claw clasp, sewing stitched. Size: 35" L x 3/4" W Nr. 500 pieces per unit, ground shipping included.
		B) Polyester lanyards (or similar material) customized with the ITA logo, double printed (outside and inside). Attachment: double metal lobster claw clasp, sewing stitched. Size: 35" L x 3/4" W Nr. 500 pieces per unit, ground shipping included.
14	Folders	Graphic Design and printing of full-color standard-size folder 12" L x 9" W, #120 lbs. matte cover, including ITA logos, Italian flag color design, and contact information. 4" tall 2 pockets, with card slits inside both pockets. 1/4" backbone. 3 revisions included. Nr. 300 copies per unit. Ground shipping included.
15	Business cards	Standard-sized business cards 3.5" x 2", full color (3 PMS colors: 341C, 485C, 447C), double-sided, classic linen cover / solar white, at least #120lbs paper. Nr. 200 copies per person, ground shipping included.
16	Desktop Flag Sets	Black plastic flag stands with 3 holes. Each set must contain 1 USA Flag, 1 European Flag, and 1 Italian Flag. Flag size 4"x6"x H 10.5" (average) double-side printed. Nr. 500 pieces per unit, ground shipping included.

17	Bags	A) Basic tote bags with long shoulder strap in cotton fabric, with customized logo print, colors TBD. 300 count, ground shipping included.
		B) Backpacks with laptop compartment with customized logo print, colors TBD. 200 count, ground shipping included.
		C) Insulated tote bags with customized logo print. 300 count, ground shipping included.
		D) Gift paper bags 13" x 10" x 5" (average) with customized logo print, colors TBD. 500 count, ground shipping included.
	Aluminium Bottles	Stainless steel, double wall insulated, 20 oz to 26 oz water bottles, screwcap with handle, with ITA logo print. Nr. 500 copies per unit, ground shipping included.
	Cups	Small espresso cups with saucer, customized with ITA logo print. Nr. 500 count per unit, ground shipping included.
	Sweatshirts	Sweatshirts (style TBD), long sleeves, cotton/polyester blend fabric, with customized logo print. Sizes TBD. Nr. 100 count per unit, ground shipping included.
	Pens	customized pens with ITA logo print. Nr. 500 count per unit, ground shipping included.
	Notebooks	Memo notebooks with ITA logo print on the front cover, and map of ITA US Offices on the back cover. Measurements 8,5"H x 6"W (average). Nr. 300 count per unit, ground shipping included.
	Sticky Notepads	Sticky notes book, with different sizes post-it notes (100 4"x3" sheets, 25 3"x2" sheets, and 125 page marker flags in five neon colors). Hardbound cover, with ITA logo print. Total measurements 3 1/8" W x 4 1/8" H x 3/4" D (average). Nr. 500 count per unit, ground shipping included.
	Labels	A) Adhesive Labels for bags 2" x 4" (average) with ITA logo on both ends – full color printed on glossy white vinyl. Nr. 500 count per unit, ground shipping included.
		B) Adhesive Labels for bags 2" x 2" (average) with ITA logo – full color printed on glossy white vinyl. Nr. 500 count per unit, ground shipping included.
		C) Adhesive Labels for bags 5" x 8" (average) with customized logo – full color printed on transparent vinyl. Nr. 300 count per unit, ground shipping included.
	Magnets	Promotional magnets, rectangular shape, approximate measurements 2.5" x 3.5", with customized logo. Nr. 500 count per unit, ground shipping included.
	Magnetic Clips	customized magnetic clips, in plastic or metal, 2" H x 3" W x 1.5" L size (average), with ITA logo print. Nr. 500 count per unit, ground shipping included.
	Ribbon	Customized fabric satin ribbon roll, 100 yards, soft satin polyester, 1" to 2" W, double-sided printed with ITA logo. Nr. 1 count per unit, ground shipping included.
	Bracelets	Silicone debossed 1/2 inch (Green/White/Red segmented) wristband. Nr. 500 count per unit, ground shipping included.

	Converters	Universal Travel Adapter In Case; Color: White; Size: 2 1/2" L x 2 1/4" W x 1 7/8" H; Imprint: Green, Red, and Gray - 1" Wx 1" H; Top imprint area. Nr. 150 count per unit, ground shipping included.
	Stickers	Customized stickers 3x2, 4x3 or 2x2 with matte or glossy finish, square, rectangle or circle shape. Nr. 1000 count per unit, ground shipping included.

In case of a service request not included in the above list, a specific quote will be requested, and the proposal will be evaluated on a case-by-case basis.

The awarded bidder will also be requested to adjust their prices proportionally when offering a service for volumes or quantities that are different from the quotation sheet.

The content, assets, and materials should be delivered proofread for errors and omissions.

All the quoted prices must include ground shipping costs.

Only in case ITA requests a rush order, requiring overnight or second day delivery, the company can quote those additional shipping costs for approval.

4. **BUDGET**

The total estimated amount for the required services during the life of the contract (2 years) will not exceed **Euro 200,000.00 (Two hundred thousand and 00/100 Euro) all inclusive** (all taxes and duties, fees, and expenses as well as any associated costs or expenses to achieve the required deliverables).

All the quoted prices must include ground shipping costs. Only in case ITA requests a rush order, requiring overnight or second-day delivery, the company can quote those additional shipping costs for approval.

The amount above is purely indicative, as ITA reserves the right to avail itself of essential services only.

ITA – Los Angeles Office is not bound to guarantee the level of expenditure indicated herein, which is a mere estimate, based on the provisional projects to be implemented during the life of the contract. The effective budget will be determined on single-financed projects based during the above-mentioned contractual period of 2 years.

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

5. **LIFE OF THE CONTRACT AND SIGNATURE**

The contract will last:

- a) **two (2) years** starting from the date of signature by both parties.
- b) until the date the estimated amount of **Euro 200,000.00** is reached (or such amount increased or decreased by 20% at ITA's discretion), whichever comes first.

The contract will automatically terminate on its expiration date or upon reaching the amount specified above (**Euro 200,000.00**), without any notification between the parties.

There will be no tacit renewal of this contract.

Whether the contract expires on its original date or earlier, the company, at the request of ITA, agrees to guarantee the continuation of the services for up to 90 days, at the same prices and conditions, to allow for the gradual transfer of services to a new company.

6. MINIMUM REQUIREMENTS FOR PARTICIPATION

To participate in this Market Survey, the company participating shall meet the following requirements referred to in Art. 9 of Ministerial Decree 32/2024:

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

7. PROCEDURE APPLICATION AND DEADLINE

Under penalty of exclusion, your company is required to:

- Register with our new supplier registry on TRASPARE platform: <https://ice.traspares.com/suppliers> (see more details at the following link [Business Vendor Registration](#)).
- Send by TRASPARE the expression of interest/selection of economic operators by **Monday June 5th, 2025, at 12:00 pm, (PST)**.
- Upload and sign the expression of interest on TRASPARE.

No expression of interest shall be accepted after the deadline.

8. AWARDING CRITERIA

Only after the expression of interest will the applicants be asked to submit their offer

The contract will be awarded to the company that has presented the **lowest price** in terms of company prices for the services, as resulting from the average of the quotations offered, pursuant to art. 11 of the *Ministerial Decree 32/2024*.

ITA – Los Angeles Office has the authority to award the contract even if only one bid has been submitted, provided it is deemed valid and worth accepting. Moreover, ITA has the authority **not to award** the contract, if it deems it appropriate to exercise the right of self-protection and if ITA finds that the bids received do not comply with the technical and financial contents set forth herein.

9. AWARD NOTIFICATION AND EXECUTION OF THE CONTRACT

After identifying the best offer, ITA– Los Angeles Office will award and execute the framework contract.

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

10. SECURITY DEPOSIT

Before signing the contract, applicable regulations prescribe the submission of a **performance surety bond or a non-transferable cashier's check by the awarded bidder**, that amounts to **5% of the estimated amount of the bid (EURO 10,000,00)**.

The deposit must be issued in favor of: **Italian Trade Agency, Los Angeles Office, 12424 Wilshire Blvd, Suite 1400, Los Angeles (CA) 90025.**

The expenses to obtain the performance surety bond shall be the responsibility of the bidder.

The performance surety bond or the non-transferable cashier's check will be returned to the Agency at the conclusion of the contract, after ITA has determined that all obligations and performance of the awarded

Agency have been properly performed in accordance with the Framework Contract, the individual service awards, and applicable laws of the State of California.

The final guarantee may be enforced by ITA in the event of fraud or default attributable to the performer.

11. SERVICE ORDERS

The above services will be requested with single “Service Orders” signed by the Trade Commissioner, for the services requested, that will be charged according to the awarded prices.

For the services is deemed to have been activated upon request dispatched by e-mail containing all the relevant data specification, services requested, length of the contract, and any other elements.

The company will reply by the same means, acknowledging the request and sending its quotation, according to the framework contract.

ITA does not bind or commit itself in any way to stipulate Service Orders for the above indicated budget, not even for a minimum amount of it. Each Service Order will be issued based on ITA’s specific needs regarding the services regulated in the Framework Contract.

12. COMPANY’S OBLIGATIONS

The awarded company is required to carry out the service with the maximum care and diligence, in accordance with the provisions of these specifications and in accordance with the procedures described below. The contracted company undertakes to:

- a) Execute** all services under the conditions set forth in this notice.
- b) 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.
- c) Transfer** all the printed material and its copyrights to the awarding entity. The winning company agrees to transfer to ITA the right to use and reproduce said images, 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. For further specifications of the designs, the Company must refer to the indications reported in the **ITA Graphic Guidelines** at the following [link](#).
- d) Submit** for each service requested at least (3) three options and agree with ITA rights to request all the changes that ITA will deem appropriate before final delivery of the product. Therefore, if the proposed project does not get first approval, the contracted company shall revise the same based on the instructions provided by the awarding entity 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 contracted 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 contracted company shall guarantee that all services are rendered accurately and in full cooperation with the contact persons at the ITA. In addition, the contracted company agrees that ITA may reserve the right 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.
- e) 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.

- f) **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 the design and printing of the materials.

ITA's obligations

ITA undertakes to pay the Company, the agreed compensation, according to the agreed rates, which is therefore understood to be fixed and invariable for the entire duration of the contract.

13. PAYMENTS TERMS

Italian law does not allow advance payments for public contracts.

Therefore, invoices will be settled based on the services rendered and addressed to: ITA - Italian Trade Agency — Los Angeles Office, 12424 Wilshire Blvd, Suite 1400, Los Angeles (CA) 90025, to the attention of the Trade Commissioner Giosafat Rigano'.

All the necessary information to execute ACH transfers must be included in each invoice and/or communicated to ITA.

Payments will be issued by ITA in USD by direct deposit within 30 days of receipt of an invoice issued by the awarded service provider.

14. PENALTIES

Penalty will apply in case the above-mentioned services are rendered:

- a) not in conformity with the terms of reference up to 10% of the entire value of the contract will be charged.
- b) For each day of delay with respect to the delivery terms contained herein, from 0.5% to 1,5% of penalty, calculated on the value of the delayed service rendered, not including claim for larger damages.

15. RULES OF CONDUCT OF THE COMPANY

In the execution of the contract, the awarded company undertakes to fully respect the Code of Conduct adopted by ITA with respect to the provisions of Presidential Decree 62/2013 approved by the Board of Directors by resolution no. 619/23 on 01/27/2023.

The Code of Conduct is available on the website <https://www.ice.it/it> in the section "Amministrazione Trasparente" (Transparent Administration) — "Disposizioni generali" (General provisions) — "Atti generali" (Acts of general application) - "Code of Conduct".

16. REFERRAL RULES

For all other terms and conditions not regulated herein, please refer to the provisions of Ministerial Decree 32/2024; the civil law governing the conclusion of the contract and the execution phase shall be determined in accordance with the applicable rules of private international law.

17. COMPETENT JURISDICTION



In case of dispute between the Italian Trade Agency and the Appointed Contractor, the Court of Law of California will be the competent jurisdiction.

18. PRIVACY AND DATA TREATMENT

The awarded company is invited to read the Information on the processing of personal data pursuant to Regulation (EU) 2016/679 ("RGPD"), available on the institutional website of ICE-Agenzia at <https://www.ice.it/it/privacy>.

Contractor agrees, where required by law, that its corporate data and information will be stored and published on ITA website among which, Contractor name; address; amount of consideration.

19. WHISTLEBLOWING

The Italian Trade Agency, in compliance with applicable legislation, is committed to taking all reasonable steps to protect whistleblowers who report or disclose information on breaches of the law observed in the context of their work-related activities. The reports, which are kept fully confidential, are managed through an IT application available on the Homepage of the Italian Trade Agency – ICE website - Whistleblowing section (<https://www.ice.it/it/whistleblowing>).

20. CONTACT INFO

If you have any questions regarding this expression of interest, please submit the enquiry on Traspare.

Cordially,

Giosafat Rigano'
Trade Commissioner
Italian Trade Agency – Los Angeles Office