



ITALIAN TRADE AGENCY

November 1st, 2023

Prot. 0122686/23
CIG: A020FE852D

INVITATION FOR BIDS (IFB) – AWARD TO LOWEST PRICE - OPEN TO ANY COMPANY COMPLYING WITH THE REQUIREMENTS

RE: NEW GRAPHIC DESIGN, ADAPTATION, PRODUCTION AND PRINTING OF THE PROMOTIONAL MATERIAL FOR VARIOUS PROMOTIONAL INITIATIVES

NOTICE TO BIDDERS: The Italian Trade Commission in Canada is searching for a provider for the services described herein. If you are interested and possess the required qualifications, you are invited to submit an offer, taking the following information and criteria into account. This request for bids is issued in compliance with applicable Italian and Canadian laws.

Please read this IFB carefully and verify its requirements in advance. Incomplete submissions will not be accepted. Once a complete submission is received, you are deemed to have understood and agreed to the terms and conditions of this IFB.

A. AWARDING ENTITY

The Italian Trade Commission (ITC) - Toronto Office
480 University Avenue, Suite 800
Toronto, Ontario M5G 1V2

Mr. Marco Saladini
Trade Commissioner - ITC Canada
Official Representative of the Contracting Authority (Responsabile Unico del Procedimento)
Tel. 416 598 1566
toronto@ice.it

B. BACKGROUND

The Italian Trade Commission is the governmental entity which promotes the internationalization of Italian companies along with the policies of the Italian Ministry of Foreign Affairs and International Cooperation. ITC provides support to Italian and foreign companies. ITC 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.

ITC provides a wide range of services including the following ones.

- Selection of business partners
- Bilateral trade meetings with Italian companies
- Trade visits to Italy
- Participation to local fairs

TORONTO office

480 University Avenue, Suite 800
Toronto, Ontario, Canada M5G 1V2
T +1 416 598-1566 / F +1 416
598-1610
E-mail: toronto@ice.it
www.ice.it

MONTREAL office

1000 Rue Sherbrooke Ouest, bureau
1720
Montréal, Québec, Canada H3A 3G4
T +1 514 284-0265 / F +1 514
284-0362
E-mail: montreal@ice.it
www.ice.it

Certificate N. 38152/19/S

ISO 9001 / UNI EN ISO 9001:2015





ITALIAN TRADE AGENCY

- Seminars conducted by Italian advisers.

In Canada, ITC is present in Toronto, Montréal and Vancouver.

For more information on the ITC and its presence in Italy and the world, please visit our website www.ice.it (in Italian and English).

C. BUDGET AND TERMS OF EXECUTION

The total maximum budget allocated for the services requested in this IFB (including all fees, expenses, services, goods, products, shipping etc.) cannot exceed \$ 290,000.00 CAD (**two hundred ninety thousand**) excluding applicable taxes.

ITC will not consider claims for an increase of the total maximum contract value. Offers above this amount will be discarded.

Although your bid needs to include the services you are bidding for and a price for all products and services indicated in this IFB, the ITC reserves the right to change items, quantities or entire parts of this quotation when stipulating the service contract with the awarded bidder(s) and/or during the life of the contract.

The ITC is not bound to guarantee the level of expenditure indicated herein, which is a mere estimate, because the services needed by our personnel are subject to various factors that make it impossible to set a specific amount. Therefore, the actual level of expenditure at the end of the contract will be based on needs and available budget but will not exceed the above indicated amount. Thus, there will be no monetary adjustments if the expenditure for services is below the amount set forth herein.

ITC may cancel this IFB and reserves the right to reject in whole or in part any and all bids.

D. LIFE OF THE CONTRACT

The life of the framework contract will start after its execution and will end upon fulfillment of the total spending budget, or the final effective date of November 30, 2024, whichever comes sooner.

Services will be requested as described in section F below within specific timeframes, during the life of the contract.

There will be no tacit renewal of this contract..

Whether the contract expires on its original date or earlier, the Agency, at the request of ITC, agrees to guarantee the continuation of services for up to 60 days, at the same prices and conditions, in order to allow for the gradual transfer of services to a new Agency.

E. THE BID: DESCRIPTION OF SERVICES REQUESTED

The Italian Trade Commission (hereinafter "ITC") requires a variety of marketing-related services including both print and digital deliverables required for upcoming promotional initiatives.

The ITC is looking for one supplier - hereinafter "Supplier(s)" - able to provide the following specifications stipulated.



ITALIAN TRADE AGENCY

NEW GRAPHIC DESIGN, ADAPTATION, PRODUCTION AND PRINTING OF THE PROMOTIONAL MATERIAL FOR VARIOUS PROMOTIONAL INITIATIVES

SCOPE OF SERVICES

A list of services to be provided and included in your offer follows.

1. PRINT SERVICES

- **Flyers:** Full color production for flyer(s) to be handed out with all graphic/assets included
 - Size(s): 5.5" x 8.5", 8.5" x 11"
 - Weight(s): #80, gloss cover, 4 points
- **Brochures:** Full color production for brochures to be handed out. Multiple panel and/or multiple page brochures with all graphics/assets included.
 - Size(s): Half fold (bi-fold) 8.5" x 11", Tri-fold 8.5" x 11", Tri-fold 21" x 8.5"
 - Weight(s): #80, gloss cover, 5.5 points
- **Booklets:** Full color production for print and digital purpose. 16 pages self-cover. Bound or Saddle stitch.
 - Sizes(s): 5.5" x 8.5" Saddle Stitched small booklet, 8.5" x 6.5" Booklet (17" x 6.6" flat size), 8.5" x 11" Bound Letter-size book or manual, 6" x 6" Booklet (6" x 12" flat size)
 - Weight(s): Print 4/4, 100# glossy cover
- **Print advertisements:** Full color production, single magazine page
 - Size: 8.5" x 11"
 - Weight(s): 80#, gloss cover
 - **Invitations:** Full color double sided cardboard production
 - Size(s): 4" x 6"
 - Weight(s): 80#, stock paper
- **Folders:** Full color standard size folder production including logos on the front, inside and back sides
 - Size(s): 8.5" x 11" with ¼" Backbone & 4"(H) 2 pockets with card slits inside on both pockets
- **Company Letterhead:** Full production of the letterhead with ITA logo on the upper left hand portion of the header. ITA Toronto office address located on the footer respectively
 - Size(s): 8.5" x 11"
 - Weight: 60# matte paper, 3pts
- **Postcards:** Full color standard sized double-sided postcards
 - Size(s): 5" x 7". 6" x 9"
 - Weight(s): 100#, gloss cover, 10pts
- **Badges:** Full color production, double sided
 - Sizes(s): 4" x 6"
 - Weight(s): 100#, stock paper

- **Business cards:** Full color standard sized business cards, 3 PMS colors: 341C, 485C, 447C
 - Size(s): 3.5" x 2" single-sided, 3.5" x 2" double-sided
 - Weight(s): 110# classic linen cover / solar white
- **Trade show booth materials [Adaptations to be considered as a separate quotation]:** Full color production for trade show and/or booth graphics such as wall graphics, banners, posters, header and exhibit booth layout maps
 - **Wall graphic:** Full color production
 - Size(s): 5' x 7'
 - **Stand-up banners:** Full color production
 - Size(s): 33" x 80"
 - color 4/0
 - Retractable banner stand
 - Single side printing
 - Interlocking pole design
 - Swiveling foot for stability
 - Matte silver finish stand
 - Carry bag
 - **Hanging banners:** Full color production
 - Size(s): 96" X 185"
 - 2x Valances (96" X 185")
 - Window block out stickers
 - Support bar for banner and 2x valances
 - **Posters:** Full color productions for a foam core-laminated poster with grommets in the top corners
 - Size(s): 32" x 50" with 3/8" thick poster

2. DIGITAL SERVICES

● Graphic design

- **Logos:** Full color production for print and digital purposes
 - Size(s): Vary based on production, billed flat rate including 3 mockups and a round of revisions
- **Flyers:** Full color production for flyer(s) to be handed out with all graphic/assets included
 - Size(s): 5.5" x 8.5", 8.5" x 11"
 - Weight(s): #80, gloss cover, 4 points
- **Brochures:** Full color production for brochures to be handed out. Multiple panel and/or multiple page brochures with all graphics/assets included.
 - Size(s): Half fold (bi-fold) 8.5" x 11", Tri-fold 8.5" x 11", Tri-fold 21" x 8.5"
 - Weight(s): #80, gloss cover, 5.5 points
- **Booklets:** Full color production for print and digital purpose. 16 pages self-cover. Bound or Saddle stitch.

- Sizes(s): 5.5" x 8.5" Saddle Stitched small booklet, 8.5" x 6.5" Booklet (17" x 6.6" flat size), 8.5" x 11" Bound Letter-size book or manual, 6" x 6" Booklet (6" x 12" flat size)
 - Weight(s): Print 4/4, 100# glossy cover
- **Print advertisements:** Full color production, single magazine page
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- **Invitations:** Full color double sided cardboard production
 - Size(s): 4" x 6"
- **Folders:** Full color standard size folder production including logos on the front, inside and back sides
 - Size(s): 8.5" x 11" with ¼" Backbone & 4"(H) 2 pockets with card slits inside on both pockets
- **Company Letterhead:** Full production of the letterhead with ITA logo on the upper left hand portion of the header. ITA Chicago office address located on the footer respectively
 - Size(s): 8.5" x 11"
- **Postcards:** Full color standard sized double-sided postcards
 - Size(s): 5" x 7". 6" x 9"
 - Weight(s): 100#, gloss cover, 10pts
- **Business cards:** Full color standard sized business cards, 3 PMS colors: 341C, 485C, 447C
 - Size(s): 3.5" x 2" single-sided, 3.5" x 2" double-sided
 - Weight(s): 110# classic linen cover / solar white
- **Trade show booth materials**
 - **Wall graphic:** Full color production
 - Size(s): 5' x 7'
 - **Stand-up banners:** Full color production for print
 - Size(s): 33" x 80"
 - **Hanging banners:** Full color production for print
 - Size(s): display 96" X 185"
 - **Posters:** Full color production for print with room for grommets in the top corners
 - Size(s): 32" x 50" with ¾" thick poster
- **Artwork (Digital) [Adaptations to be considered as a separate quotation]**
 - **Digital banners:** Full color production for online advertisement configurations to include both animated and static formats. Items may not be limited to having dimensions for banner, skyscraper, popup, full page, mobile and email ads including standard banners used in major social media platforms such as Facebook, Instagram, LinkedIn, Google and Twitter
 - **Static:**
 - Size(s): Banner (non-HTML), leaderboard, square, skyscraper, email advertisement
 - **Animated:**

- Size(s): Banner (HTML5 format for animation), leaderboard, square, skyscraper, email advertisement (HTML5 format for animation)
- **Landing pages:** Full color production for converting registrations & contact lists including sign-up fields, call-to-actions and compelling copy
 - Includes: CMS, 5-7 frames, 3-4 sub-pages, billed per page
- **Digital flyers:** Full color production for digital flyers
 - Size(s): 2550 x 3300 pixels
- **E-brochures:** Full color production for digital brochures. Multiple pages with all graphics/assets included.
 - Size(s): 2550 x 3300 pixels per two full folded pages
- **Web Design**
 - **CMS:** Maintenance based on hourly rate
 - **Landing Pages:** Responsive pages with CTA positioned prominently, includes 3-4 sub-pages
- **Photography**
 - **On-site:** Billed per hour, per cameraperson
 - **Editing:** Billed based on basic editing package per photo
 - Re-sizing, file formatting, basic color correction
- **Videography**
 - **On-site:** Billed per hour, per cameraperson
 - **Editing:** Billed per 15 seconds of footage (advertisements), or billed per 15 minutes of footage (conferences) with titles included

Please also note the following.

- The copyright of all updated materials shall be assigned to the ITC who reserves the right to utilize the material produced by the awarded bidder for other purposes than those listed in this request for proposal
- Please indicate processing times in business days (Monday to Friday) needed for the delivery to by ITC of the final draft in high resolution format of each item to be supplied, from the time all necessary inputs, such as copy, images or other materials, are supplied to you by the ITC
- Should ITC request artwork of a different size than quoted will be billed at a rate not higher than quoted if its size is equivalent to the one quoted. Bigger or smaller items will be billed in proportion to their size.
- All the artwork (source files) provided by the Italian Trade Commission is subject to adaptation upon request. This may require modifications in terms of size, color, design or materials.

F. HOW THE SERVICE IS ACTIVATED

Within the framework service contract, one or more of the above services will be requested with a “Purchase Order (PO)” by the Trade Commissioner referring to either ITC’s Toronto, Montreal, or Vancouver office. A service will be deemed activated upon request dispatched by email or fax containing all relevant data necessary to identify the essential conditions of each service.

G. THE EVALUATION PROCESS

In consideration of the repetitive nature and of the standard kind of services required (adaptation, digital production and printing of promotional material, based on source files provided by ICE),

each compliant bid will be evaluated based first and foremost on its price. Non compliant bids will not be evaluated.

H. FINANCIAL/ECONOMIC OFFER AND CONDITIONS

The total price before taxes should be indicated in the Financial/Economic Offer (Annex 2). Detailed prices before taxes should be indicated on the enclosed spreadsheets (Annex 3), together with the lead times anticipated for the delivery to the Supplier/s of the copy, graphic art or other material which may be necessary to produce the deliverables. Bidders who will provide their quote in other formats might be disqualified.

All offered prices must remain firm throughout the contract term, November 30, 2024.

I. REQUIREMENTS FOR THE SUBMISSION OF OFFERS

According to Italian law and under penalty of exclusion, all parts of an offer shall be submitted in one single closed and sealed envelope indicating on the outer surface “**CONFIDENTIAL - Do Not Open. Bid Documents: NEW GRAPHIC DESIGN, ADAPTATION, PRODUCTION AND PRINTING OF THE PROMOTIONAL MATERIAL FOR VARIOUS PROMOTIONAL INITIATIVES**”

The envelope shall clearly indicate the complete name of the sender and the complete address (telephone and email) where all subsequent notices shall be sent.

Furthermore, the envelope shall contain:

Two (2) envelopes, closed and sealed, indicating on the outer surface the following:

ENVELOPE “A” - [indicate NAME of the COMPANY] “Administrative Documentation”

This envelope **must** contain:

1. This IFB initialed on each page and duly signed as follows:
2. ANNEX 1 - Awarding of the Contract, where the bidder states that it is eligible and possesses the necessary qualifications, filled out and duly signed. Please indicate which Lot(s) you are participating in.
3. A company profile detailing all potential services provided,
4. Profile of the pivotal team member overseeing the assigned project and all communication between parties.
5. Portfolio showcasing key clients, along with project summaries and, if available, project value.
6. A copy of a government issued identification document(s) of the bid’s signee(s).
7. ANNEX 4 - Supplier registration form, filled out and duly signed.

Failure to include all the above items may disqualify your bid.

ENVELOPE “B” - [indicate NAME of the COMPANY] “Financial/Economic Offer”, if applicable

The Financial/Economic Offer shall be made in accordance with the terms indicated in this IFB. It shall be expressed clearly in numbers and letters and signed by a legal or authorized representative of the bidding Agency. Multiple offers will not be considered.

This envelope **must** contain:

1. **Financial /Economic Offer as per Annex 2 (Page 12).**
2. **spreadsheets included with this IFB (Annex 3).**

Please indicate **price information ONLY in your FINANCIAL/ECONOMIC OFFER** and not in your ADMINISTRATIVE DOCUMENTS, so as not to invalidate your proposal.

J. TENDER PROCEDURES

The opening of Envelopes A and B will take place during an open public session. The date and time of the public session shall be published on the same web page as this request for offers, at least 24 hours before. Only one (1) delegated representative per bidder, can participate in the public session. After evaluation, the awarded bidder will be asked to sign a contract including some clauses introduced in this request for bids in addition to a few other minor clauses.

K. DEADLINE

The envelope containing the offers must be received by ITC, under penalty of exclusion from the tender, by November 16, 2023.

Offers need to be mailed to **ITALIAN TRADE COMMISSION Toronto, 480 University Avenue Suite 800, Toronto, ON M5G 1V2.**

No offer shall be accepted after the deadline. Incomplete offers, even if mailed within the stated deadline, might be excluded. An offer is deemed to be incomplete if a bidder does not accept all the terms of this IFB or submits an unclear or formally non compliant offer.

Receipt of the bid documents does not imply satisfaction of the bidding requirements.

L. PAYMENT TERMS

Italian law does not allow advance payments for public contracts.

Invoices must be issued on a bimonthly or monthly basis and amounts relating to each purchase order must be clearly identifiable. Payment will be issued by EFT-Direct Deposit in CAD within 30 days of receipt of original invoice addressed to the ITC office indicated in the Purchase Order (PO):

Consulate General of Italy – Italian Trade Commission
480 University Avenue Suite 800
Toronto ON M5G 1V2

M. PENALTIES AND TERMINATION CLAUSE

For each one-day delay with respect to the agreed-upon timeline, a 2% (two percent) penalty may apply, calculated on the value of the delayed service rendered.

In the event that the Supplier's self-declaration / certified requirements, including the documents submitted for enrollment in the ITC Suppliers' Registry, are found to be in defect following a subsequent verification, the ITC will proceed with the termination of the contract. In this case, in addition to termination, the ITC will pay the agreed outstanding payment exclusively for services already rendered and will apply a penalty of not less than 10% of the contract value.

ITC reserves the right to cancel any of the above-mentioned requested provisions based on a need basis, with a consequent adjustment of the contract consideration.

N. SECURITY DEPOSIT

The winner bidding **must** submit a performance surety bond or a letter of credit or a non-transferable cashier's cheque that amounts to **10% of the total contract value before signing the agreement**. The expenses to obtain the performance surety bond or a letter of credit shall be the responsibility of the bidder.

O. NO EXCLUSIVITY

The ITC recognizes the awarded Supplier/s as the regular but not exclusive service provider: therefore, it does not grant exclusive rights to receive the services described herein.

P. OBLIGATION OF CONFIDENTIALITY AND PROTECTION OF PRIVACY – ARTICLES ET SEG. OF THE EU REGULATION 679/2016

In compliance with the provisions of art. 13 and under the EU Regulation 679/2016 on the protection of personal data of physical persons, as referred in art. 4 of the aforementioned Regulation we inform you that your personal data is collected, processed, used and disseminated solely for the institutional purposes of ITA-Agency (ITC), as required by art. 14, paragraph 20, D.L.98/11 converted into L.11/11 as replaced by art. 22 c. 6 D.L. 201/11 converted into L. 214/11 and for this purpose will be included in the Central Data Bank of ITA.

This process will take place by means of paper and/or computerized methods. The data will be communicated and disseminated to other public entities to fulfill specific legal obligations.

We also remind you that you may exercise, at any point of time, the rights referred to in articles 17 and the ones EU Regulation 679/2016.

The winning Supplier/s agrees to consider all information, concepts, ideas, procedures, methods and/or technical data that the employees will learn during the execution of the services herein as confidential and covered by the obligation of professional secrecy. In this regard, the winning Supplier/s, together with its employees and consultants, agrees to adopt the necessary caution to protect the confidentiality of said information and/or documentation.

The winning Supplier/s must adopt all measures that ensure the safe processing of personal data, as well as the protection of the rights of natural and legal persons.

The only permissible use is the one provided and governed by the Call for Bids and the contractual documents.

At the same time, ITC, too, guarantees the confidentiality and secrecy of the data, information and commercial know-how contained in the documentation furnished by all bidding agencies.

Q. ADDITIONAL CLAUSES

As required by the applicable Italian Law, by submitting its offer the Supplier/s agrees to sign the following (as specified in the clauses under the signature):

- Anti-pantouflage clause
- Code of Conduct clause



ITALIAN TRADE AGENCY

By signing you agree to the terms outlined in this document and affirm that you have not retained or engaged professionally anyone who has ceased his or her employment with the Italian Trade Commission within the last three years and whom had occupied a management role in said organization or had been delegated management powers to execute contracts or other commercial transactions on behalf of the said organization.

The failure to include all the items requested by this IFB may disqualify your bid. Please be sure to follow all instructions carefully to avoid disqualification.

R. CONTACT INFORMATION

If you have any questions regarding this tender, please send an email to: toronto@ice.it **CIG A020FE852D**. Answers will be provided in writing to all bidders without revealing who asked. Please place no calls or send any personal e-mail messages as we will not be able to heed them.

S. SUPPLIER REGISTRATION

As part of new procedures for all of the ITA branches worldwide, it is mandatory that all suppliers of services and goods, Individuals or Companies that work with our office need to register in our suppliers roster.

If you would like to register at the bidding stage, to be considered for certain kinds of selective procurement procedures, please use the forms available from this link <https://www.ice.it/en/index.php/markets/canada/supplier-register> and sign and return the "Application Form", "Declaration Statement" and the "Terms and Conditions" forms to us at your earliest convenience.

Cordially,

For acceptance

Marco Saladini
Trade Commissioner - ITC Canada

Seal and signature of the legal
representative

ANNEX 1

CIG: A020FE852D

To be duly signed and inserted only inside the ENVELOPE marked “A [NAME of the COMPANY] - ADMINISTRATIVE DOCUMENTATION”

AWARDING OF THE CONTRACT

NEW GRAPHIC DESIGN, ADAPTATION, PRODUCTION AND PRINTING OF THE PROMOTIONAL MATERIAL FOR VARIOUS PROMOTIONAL INITIATIVES

The proposed bid must include all the materials and services in accordance with the attached specifications. Also included will be a visual portfolio pertaining to the aforementioned materials and services to be provided in order to help distinguish the best qualified vendor.

The undersigned firm engages itself to perform the work in compliance with the clauses, charges, conditions, and descriptions provided in this IFB.

The contract will be awarded to the lowest price offer.

I have received, read and understood all the material pertaining to the IFB for the

NEW GRAPHIC DESIGN, ADAPTATION, PRODUCTION AND PRINTING OF THE PROMOTIONAL MATERIAL FOR VARIOUS PROMOTIONAL INITIATIVES - CIG A020FE852D

(Company name)

(Print & Sign name)

ANNEX 2

CIG: A020FE852D

To be inserted only inside the envelope ENVELOPE B – “Economical/Financial Bid” with ANNEX 3 - do not insert any other documents inside of envelope "B" then ANNEX 2, ANNEX 3

NEW GRAPHIC DESIGN, ADAPTATION, PRODUCTION AND PRINTING OF THE PROMOTIONAL MATERIAL FOR VARIOUS PROMOTIONAL INITIATIVES

ECONOMIC/PRICE OFFER

(In number and letters)

<p>TOTAL ECONOMIC/PRICE OFFER (AS PER ANNEX 3)</p>	<p><i>Numbers:</i> \$ (.....)</p> <p><i>Letters:</i> \$ (.....)</p>
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Signature _____

Name/Print _____

Company name _____

Title _____

Date _____

