

### **MARKET SURVEY NOTICE**

(for an amount below Eur 40,000, as per the selection procedure of the Italian Legislative Decree 50/2006, art. 36, paragraph 2, letter a, and the Italian Ministerial Decree 192/2017 art. 7, paragraph 2, letter a)

#### **Re: ADVERTISING/PROMOTIONAL SERVICES for the Italian Trade Commission's pavilions at Coverings 2021 at the Orange County Convention Center – Orlando, FL - July 7 - 9, 2021**

The Italian Trade Commission (ICE) – Miami Office is searching for quotation for advertising/promotional services for the above-mentioned trade show:

#### **CATALOGS (DESIGN & PRINTING)**

- Unique design concepts for the front and back cover of the catalogs (please provide at least 3 design concepts to choose from)
- Design/Printing/Delivery of 200 catalogs, we will provide the information of the 15 companies participating, and the Italian Trade Agency (description, picture, logo).
  - 8.5" x 5.5"
  - 24 pages each (please provide pricing per each additional 4 pages)
  - 4 colors, aqueous coating
  - Self cover with 100# gloss text
  - Saddle stitched

#### **ADVERTISING**

- Design/Adaptation of the front cover graphic for digital advertising

*All materials must be delivered to Orlando, FL (address provided at later date) by July 6, 2021*

#### **Duties:**

- Creating and providing 3 design concepts to choose from
- Available to work directly and coordinate with the participating Italian companies

#### **Qualifications:**

- Must fluently speak, read and write Italian and English
- Prior experience in a similar setting is a plus

#### **Budget:**

The maximum budget for this service is \$4,500.

#### **Offer:**

All candidates must comply with the Vendor Registration Procedure and, if they haven't already done so, submit the Application for Vendor Registration found on our website.

Upon completion of the application and receipt of all related documents, candidates may express their interest by sending an offer via e-mail to [miami@ice.it](mailto:miami@ice.it) with the subject "**ADVERTISING/PROMOTIONAL SERVICES FOR COVERINGS ORLANDO**".

**Deadline:**

Quotes must be received by 5pm on June 4, 2021. Quotes received after the deadline will not be taken into consideration.

**Selection:**

The contract will be awarded to the most qualified candidates who offer the lowest price.

If you have any questions, please feel free to contact our office at [miami@ice.it](mailto:miami@ice.it) or 305-461-3896.

We look forward to receiving your offer.

Sincerely,

Andrea Ferrari

Trade Commissioner