

## **MARKET SURVEY NOTICE**

### **PR Services for the promotion of Salone del Mobile in the U.S**

(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)

#### **BACKGROUND**

The Italian Trade Agency (ITA) is the government organization that promotes the internationalization of Italian companies, in line with the strategies of the Ministry of Foreign Affairs and International Cooperation. The ITA provides information, support, and advice to Italian and foreign companies. In addition to its Rome headquarters, the ITA operates worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and works closely with local authorities and businesses.

The ITA provides a wide range of services overseas helping Italian and foreign businesses to connect with each other:

- Identification of possible business partners
- Bilateral trade meetings with Italian companies
- Trade delegation visits to Italy
- Official participation in local fairs and exhibitions
- Forums and seminars with Italian experts

In the US, the network operates offices 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: [www.ice.it/en](http://www.ice.it/en) (English), [www.ice.it](http://www.ice.it) (Italian).

This invitation for bid is published on the ITA Miami website also to increase the number of potential service providers in the Vendor Registration Portal. For more information, please consult <https://www.ice.it/en/markets/usa/miami/vendor-registration-procedure>

#### **INTRODUCTION**

This Market Survey Notice issued by the Italian Trade Agency, Miami Office (hereinafter referred to as the "ITA") summarizes here the background, scope objectives, process and timeline for the requested service aimed to promote the expansion of the Salone del Mobile in Milan (Italy), through various events in the US to spread awareness of the Italian Design Industry to local businesses and local press.

#### **SCOPE OF WORK**

The initiative aims to spread knowledge and raises awareness and appreciation for Italian products in the design industry and the promotion of the prestigious Salone del Mobile tradeshow in Milan, it will be conducted working closely with the ITA Miami's and Salone del Mobile's team.

- Advise for the invite letter.
- Advise for the digital marketing and social.
- Collaboration on management of the invitee's RSVP database for the event
- Distribution to specific targeted architectural and design firm of the invite with follow up.

- Scouting of new leads in US States' target.
- Share material of the event provided from the Press Office with specialized press in the United States
- Provide a moderator and /or VIP speakers upon request (tbc)
- Selection of VIP guests for the event selected from architects, designers and people related to design in Italy and USA (tbc)
- Presence of 1or 2 PR Agency representatives during the events
- Select Italian flagship for instore promotion and event in Miami during the week of Art Basel
- Propose a media plan to advertise the events in Miami.
- Organize and manage a reimbursement system for selected attendees from other US States outside from the events' cities.
- Present a final report of all the activities conducted for the single events.

**Below specific details of the event:**

**Briefing:** it is expected to organize 4 (four) press and trade presentations about The Salone del Mobile using videos, ppt presentation and speakers both from Italy and US.

- |                   |           |                  |
|-------------------|-----------|------------------|
| 1. Miami          | Place TBD | Date: 12/05/2023 |
| 2. Dallas         | Place TBD | Date: 01/23/2024 |
| 3. New York Place | Place TBD | Date 01/25/2024  |
| 4. Chicago        | Place TBD | Date 02/22/2024  |

**A detailed program will follow, probably there will be a reserved lunch and a cocktail reception in the evening.**

**BUDGET:**

**The budget for this project must be for a complete turnkey pricing and no greater than \$42,000 USD inclusive of all vendor fees, agency fees, usage rights, shipping, rentals, set up, transportation costs to/in Miami, Dallas, NY and Chicago for the crew and any related costs that are considered necessary.**

**A total of \$ 25,000.00 is the budget for the reimbursement based on relevant documentation for actual expenses and upon approval of ITA Miami. This budget is an addition as a fixed amount to the tender's budget mentioned above and if not used, it will be at ITA Miami's disposal. The fee for this activity is included in the above.**

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 "P.R Services for the promotion of Salone del Mobile in the U.S".**

**Deadline: quotes must be received by October 9<sup>th</sup>, 2023, providing a quotation in the candidate letterhead and a copy of this market survey notice duly signed (each pages).**

**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 complying with all the requests.**

If you have any questions, please feel free to contact our office at [miami@ice.it](mailto:miami@ice.it) or 305-461-3896 (k.a. Valentina Perrone). We look forward to receiving your offer.

Sincerely,

Carlo Angelo Bocchi / Trade Commissioner

A handwritten signature in black ink, appearing to read 'Carlo Bocchi', followed by a long horizontal flourish.