

MARKET SURVEY NOTICE

Press Office 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 (English), 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.

- Creation and/or advise for the invite letter
- Creation and/or advise for the press release (ITA and ENG)
- Organization and management of the invitee's RSVP database for the event
- Organization of photograph and video services during and after the events

- Organization of interviews with general and specialized press in Italy and United States
- Share material of the event such as videos, interviews, and photos with main media press in Italy and the United States (Must provide proof of coverage after the event)
- Provide a moderator and /or VIP speakers upon request (tbc)
- Provide a photographer/cameraman and a coordinator for each events
- Selection of VIP guests for the event (tbc) selected from architects, designers and people related to design in Italy and USA
- Present a final report of all the media (tv and press) that published the press release and/or the videos and/or any coverage will be given to 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 City 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, New York and Chicago for the crew and any related costs that are considered necessary.

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

Deadline: quotes must be received by September 28th, 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 or 305-461-3896 (k.a. Valentina Perrone). We look forward to receiving your offer.

Sincerely,

Carlo Angelo Bocchi / Trade Commissioner

