



Houston, 06/9/2023
CIG: 987866436C

MARKET SURVEY NOTICE

Selection of economic operators to be invited to tender for amounts below the European Community threshold (Euro 215,000.00) to be carried out pursuant to:

- art. 36, paragraph 2, lett. b) of Legislative Decree No. 50/2016, and subsequent amendments and additions
- article 7 and 10 of Ministerial Decree no. 199 of 21 November 2017

for “Creation, maintenance, and upgrading of multiple Web Events Landing Pages and activity of web media paid advertising for a period of 24 months” in favor of the Italian Trade Agency of Houston

Pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and subsequent amendments and additions, art. 10 of Ministerial Decree no. 199 of 21 November 2017, along with Guidelines No. 4, issued by ANAC, as stated by Legislative Decree 18 April 2016, n. 50, entitled "Procedures for the awarding of public contracts for amounts below EU thresholds, market surveys and training and management of lists of vendors" (Resolution No. 1097 of 26 October 2016), and with regard to Legislative Decree 19 April 2017, n.56, it is announced that ITA Houston intends to initiate a negotiated procedure for the acquisition of the service in question, proceeding with the preliminary identification of economic operators, interested in participating to the procedure that are in possession of the general requirements and professional skills, as per articles 80 and 83 of Legislative Decree 50/2016.

CONTENT OF THE REQUESTED SERVICES

The Italian Trade Agency (ITA) invites Graphic and Multimedia Solutions Providers to submit a bid for the **“Creation, maintenance, and upgrading of multiple Web Events Landing Pages and activity of web media paid advertising for a period of 24 months”**.

More in detail:

- #28 single and unique landing pages according to the existent style, coding, and platform (www.itahouston.com) on Wordpress (Theme: AVADA)
Each landing page must include:
 - # 2 revisions of each landing page (additional gallery to be added after the event, creation of RSVP’s modules, or again, uploading of catalogs or other materials)
 - SEO optimization for the full page

- Monthly upgrading of the Homepage of itahouston.com
- Occasional upgrading of the “There is a Lot of Space in Italy” page.
- Managing activities for #30 individual social media and web campaigns, (6th weeks long) on a given budget. Each campaign activity must include sponsored posts (on LinkedIn, Instagram and Twitter), retargeting (on LinkedIn, Instagram, and Twitter), and Google Ads. Your offer must refer to the managing activity only. The budget for the actual advertising will be assigned by ITA separately for every single campaign. ITA will also provide you with the content for each single campaign.

DURATION OF SERVICES

The duration of the agreement is two (2) years from June 20th, 2023, once the contract has been signed and all participation requirements have been verified and found to be satisfactory, or until the contractual amount is reached.

PRESENTATION OF APPLICATIONS FOR PARTICIPATION

This notice will remain published on the website of this office (the contracting authority) for a period of 14 days, starting from the day following the date of publication.

BUDGET

Considering the amount spent by ITA Houston in the last two years for the services herein, and ITA’s needs for the next two years, the total estimated amount for the above services during the life of the contract (24 months) will be **\$54,400.00 (Euro 50,463.82)**. Given that these are estimates ITA reserves the right to increase the contract amount by of 20% max, without any further obligation toward the awarded Contractor.

Our company is not bound to guarantee the level of expenditure indicated herein, which is a mere estimate because the services needed by our Office are subject to various factors that make it impossible to set a specific amount. Therefore, the actual level of expenditure may be higher or lower than the above amount, based on needs and the available budget.

Thus, there will be no monetary adjustments if the annual expenditure for services is below the amount set forth herein.

Given that these are estimates, ITA reserves the right to increase or decrease the contract amount by 20% max as needed, without any further obligation toward the awarded Contractor.

AWARD CRITERIA

The contract will be awarded based on a weighted analysis of price and overall quantity of services offered, pursuant to art. 11 of DM 192/2017.

Requests for participation for economic operators interested in the selection procedure in question must be signed by the legal representative of the company or his delegate and sent to the email address houston@ice.it no later than **4:00 pm on June 23th, 2023** clearly indicating in the subject of the email the following statement:

“Creation, maintenance, and upgrading of multiple Web Events Landing Pages and activity of web media paid advertising for a period of 24 months”

and must include the enclosed **Application form “A”** – duly fully filled out, dated, and signed by the legal representative or its delegate with power of representation.

Additionally, we require that you **register as a vendor** (even if you have already done so in the past) by following the instructions at the following link:

<https://www.ice.it/en/index.php/markets/usa/houston/vendor-registration-procedure>

Applications for participation received after the above deadline will not be considered.

The request for participation does not lead to the Administration having any specific obligation regarding the continuation of the negotiation.

GUARANTEE

Under Italian Law (D.Lgs. 50/2016, commonly referred to as “Codice Appalti”), ITA requires the awarded company to post a bond before signing the agreement to ensure the correct performance of the obligations under the contract. The awarded Company will provide a performance guarantee (in the form of a down payment or of an equally satisfactory instrument for the benefit of ITA) to ensure the proper performance of the service. **The amount of the performance guarantee will not exceed ten percent (10%) of the overall value of the contract.** The performance guarantee will be kept by ITA and returned upon termination of the contract.

REQUIREMENTS FOR PARTICIPATION IN THE TENDERING PROCEDURE

In the implementation of the principles of transparency, publicity, and impartiality pursuant to art. 4 of Legislative Decree 50/2016, amended by Legislative Decree 56/2017, the ITA will proceed to invite to the tender procedure a number not less than five operators, if applicable that have properly applied for participation. If the minimum number of candidates that meet the selection criteria is not reached ITA will proceed pursuant to art. 91, c. 2 of Legislative Decree 50/2016 and subsequent amendments and additions also in the presence of a number of candidates lower than



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the above-mentioned minimum.

Under Italian Law (D.Lgs. 50/2016, commonly referred to as “Codice Appalti”), ITA may require the awarded agency to post a bond to ensure the correct performance of the obligations under the contract.

This notice constitutes exclusively a call for expressions of interest to be invited to the tender that will be carried out and therefore does not imply any obligation for the ITA toward the interested parties.

The Office of reference for the selection procedure is the ITA-Houston Office (email: houston@ice.it).

The only subject in charge of the proceeding (Chief Procurement Officer/Responsabile Unico del Procedimento) is **Mr Fabrizio Giustarini – The Italian Trade Agency – Houston, Italian Trade Commissioner.**

Fabrizio Giustarini
Italian Trade Commissioner
Houston Office

Attachment A

TEMPLATE FOR THE FINANCIAL/ECONOMIC OFFER

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Item	Technical Specifications	Two years estimated quantity	Price per unit	Total Estimated Base Price	Economic offer per unit*	Total Economic offer*
LANDING PAGE creation	<p><i>single and unique landing pages according to the existent style, coding and platform (www.itahouston.com).</i></p> <p><i>Each landing page must include:</i></p> <ul style="list-style-type: none"> - # 2 revisions of each landing page (additional gallery to be added after the event, creation of RSVP's modules, or again, uploading of catalogs or other materials) - SEO optimization for the full page 	28	\$ 1,500.00	\$ 42,000.00	\$	\$
ITAHOUSTON.COM maintenance	<p><i>Monthly upgrading of the Homepage of itahouston.com</i></p>	24	\$ 100.00	\$ 2,400.00	\$	\$
"THERE IS A LOT OF ITALY" LANDING PAGE maintenance	<p><i>Occasional upgrading of the "There is a Lot of Space in Italy" page.</i></p>	10	\$ 100.00	\$ 1,000.00	\$	\$

Initials _____

Paid Advertising Managing Activity	<i>Managing activities for #30 individual social media and web campaigns, (6th weeks long) on a given budget. Each campaign activity must include sponsored posts (on LinkedIn, Instagram and Twitter), retargeting (on LinkedIn, Instagram, and Twitter), and Google Ads. <u>Your offer must refer to the managing activity only.</u> The budget for the actual advertising will be assigned by ITA separately for every single campaign. ITA will also provide you with the content for each single campaign.</i>	30	\$ 300,00	\$ 9,000.00	\$	\$
Total				\$ 54,400.00	\$	\$

***Contents, Single budget Campaign and Deadlines will be established and agreed upon on each project's order form.**

Signature _____

Company name _____

Name/Print _____

Title _____

Date _____

Initials _____