



Los Angeles Office

October 15, 2021  
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## MARKET SURVEY NOTICE

**PR and Media Outreach Campaign service to support the ITA's participation in CES (Las Vegas, 5-8 January 2022) from 15 November 2021 to 8 March 2022.**

### 1. INTRODUCTION

ITA - Italian Trade Agency (<https://www.ice.it/en/>) is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. ITA is headquartered in Rome and operates with a net of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses. In the US, ITA is present in the following cities: New York, Chicago, Los Angeles, Houston and Miami.

### 2. AWARDING ENTITY

The Italian Trade Agency (ITA) - Los Angeles Office – Trade Promotion Section of the Consulate General of Italy - is located at Avenue the Stars 1900, Suite 350 - 90067 Los Angeles (California), Mrs. Alessandra Rainaldi, Trade Commissioner - E-mail: [losangeles@ice.it](mailto:losangeles@ice.it), Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – [www.ice.it](http://www.ice.it).

### 3. BACKGROUND

ITA is organizing the Italian participation at CES – **Consumer Electronic Show - to be held from January 5th to 8th 2022**, with an extension to the following 60 days after the show. The show will be a hybrid experience – both in presence and digital - connecting exhibitors, customers, thought leaders and media from around the world in the consumer electronic sector.

The ITA participation will include:

- an exhibition space (Italian national Pavilion) inside the Eureka Park, where ITA will host up to 60 startups in close collaboration with some Italian partners including Area Science Park and I-Rim, plus an ITA Service Center (for press conference, institutional delegations or startup pitches)

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- an additional premium digital profile for the ITA and one standard digital profile for each Italian startup sponsored inside the Italian Pavilion. Profiles will be activated on few weeks before the show starts and will remain open for a few weeks after the show ends: the final dates will be provided by the CTA and will be shared right after.

#### 4. SCOPE OF WORK

ITA is looking for a specialized PR and marketing company to execute an PR and Media Outreach Campaign to support the "ITA participation at the CES" starting from Nov 15th 2021 to March 8th 2022.

The overall goals of the Campaign are as follows:

- create awareness and give visibility to
  - Italy - as a Country source of Innovation and Startups;
  - Italian Trade Agency - as the leader agency and reference point to connect international mentors, investors, and press to the Italian talents in the innovation and in the entrepreneurship field;
  - Italian Startups and Accelerators, as the pillars of the Italian innovation and entrepreneurship ecosystem;
- introduce the Italian startups exhibiting at the ITA national pavilion to the international media in the US and in Italy, generating positive coverage from the international media about the startups themselves and ITA;
- measure the results generated by all the activities, events, promotions, and other elements integrated in the proposal.

#### 5. TARGET AUDIENCE

The focus of "Italian participation at CES" campaign is to attract international press, bloggers and influencers, to be able to reach a readership of mentors, investors business partners and institutional stakeholders and consumers, in the field of innovation and entrepreneurship

#### 6. SERVICES REQUESTED

The PR and Media Service must include the following services:

##### 6.1 Strategy Definition:

Design a PR strategy able to achieve the ITA following objectives:

- a) Build brand awareness on Italy as a new international tech hub, committed to entrepreneurship and innovation;
- b) Highlight the long history of innovation in sectors like fashion, food and automotive and the show how Italy is carrying this legacy into the broader technology space;
- c) Promote the Government programs funded to foster innovation and internationalization for the tech Italian startups around the globe, also implemented through ITA;
- d) Enhance and expand the reputation of start-ups and high-tech Italian excellence in the United States;
- e) Attract international media professionals' interests
- f) Build credibility and trust with investors, mentors, and opinion leaders in the media

##### Deliverables:

- The strategic plan, with details about the participation positioning, the target media, the key branding messages and news items, the PR and marketing channels,

## 6.2 PR campaign execution

Deploy a PR and Media campaign able to achieve the ITA following objectives:

- a) Generate visibility for ITA, and the Italian accelerators/incubators and startups through top-tier media coverage in the United States and in Italy, focusing on the investor, technology, innovation, and business press,
- b) Generate scheduled visits by media professionals and interviews at the ITA pavilion and/or at the trade shows digital profiles for both ITA and the exhibiting startups;
- d) Support the development of business relationships between ITA and the startups and executives from the high-tech industry exhibiting and visiting the CES 2022.

### Deliverables:

- The campaign plan should be described with details, including – but not limited - to the following elements:
  1. The activities planned before, during and after the CES - both in presence and online - and the timeline, including at least a press conference and any other format (like a startup pitching competition, one or more round tables with journalists interviewing startups, ecc...) designed to address a specific audience using multimedia interactive content and involving the ITA executive and/or the Italian startups.
  2. The list of media involved and the digital PR plan;
  3. The personalized approach, in terms of target analysis and customized content delivery;
  4. The press office activities, in terms of producing and editing press releases, content distribution with targeted media, press review and media follow up plan.
  5. The expected results: the planned strategy to get online and offline visibility is expected to be measured in terms of articles, interviews, event attendance – in case the strategy proposed by the vendor includes events - or any other metrics the vendor will consider appropriate.
  6. Monitoring tools: a regular status updates (ex. a full detailed report) on the campaigns performances, should be provided to monitor the results on a weekly/or bimonthly basis, through the use of analysis instruments commonly used in the sector.

## 6.3 Written content production

Produce the written content needed for the ITA participation to the CES and for the PR activities plan, including the material and content provided by ITA's partners such as Area Science Park and I-Rim.

ITA will provide, as raw content: a set of presentations and reports, part of which will be in Italian; the ITA executives' s video interviews and other activities that can support the content production.

The produced content must be in English; the vendor is required to cover the translation expenses that might be needed and to cover any proofreading to existing content sent by ITA.

ITA requires that the content, created by the vendor, will be tailored also for the use outside the CES platform, including websites, news outlets, online magazines, and social media platforms.



#### Deliverables:

- up to 10 pieces of written content and collaterals such as, but not limited to brochure, flyers, one pages and more (in English)
- up to 10 press releases (in English)
- Guidelines for support the Italian startups in the production of the written content needed for both the CES participation in presence, the online participation and PR campaign activities planned.

#### **6.4 Multimedia content coordination and supervision:**

Support the ITA and its vendors that might be involved in the project (including - but not limited to – graphic design company, video production company, social media management, company, event organizers, training companies, other ITA stakeholders involved in the project, all the startups exhibiting at the ITA pavilion) in the execution of the PR strategy as defined at point 1.

#### Deliverables:

- Develop the creative brief for the video/graphic design/digital partners, to be sure the strategy is aligned across all the different channels and media.
- Provide advisory to ITA on the matters related to communication, including – but not limited to – the support in the evaluation among different options provided by the vendors or by the trade show organizer.
- Provide a communication brief to the participating startups, to be aligned with the overall strategy across the different channels and media (pitches, brochures, social media platforms and other).
- Supervise the lists of invited attendees to networking events, to avoid overlapping both on press, companies, investors, institutions and people with the list that might be provided by other vendors and by ITA it-self. The supervision should also include a list cross-check, in cooperation with other possible partners involved in the event organization.

#### **7. BUDGET**

The maximum total amount available for the abovementioned services will not exceed **USD 40,000,00 (forty thousand dollars)** including production costs.

ITA reserves the right to increase the contractual amount by a maximum of 20% as needed, without any further obligation toward the awarded Contractor.

#### **8. HOW TO SUBMIT**

Under penalty of exclusion, your detailed proposal and quotations must be delivered to our Los Angeles office, by email at [losangeles@ice.it](mailto:losangeles@ice.it), **within October 30th, 2021, at 12:00pm (PST)**.

#### **9. AWARD CRITERIA AND NOTIFICATION**

The contract will be awarded on the base of **the offer deemed appropriate by ITA**.

After identifying the best quotation, the Italian Trade Agency Los Angeles will award and execute the contract. No full or partial transfer of the contract will be allowed.

#### **10. CONTRACT DURATION**

The contract will run from the effective date of the contract **until March 8, 2022**

**There will be no tacit renewal of the contract.**



IMPORTANT: in case your Company is chosen to provide the service, it will be required to register in the ITA's Vendor list (see more details at the following link Business Vendor Registration) and to send the document "Requirements for Direct Negotiation Under the European Union Threshold of Euro 40,000.00" (Documento Unico), attached (**Annex 1**) duly filled in, dated, signed and notarized along with a photocopy of the signer's valid ID (State issued driver's license or ID or Passport).

It is expressly forbidden to resort to subcontracts, in consideration of the specific nature of the services, which need a trustworthy interlocutor.

The **ITA Los Angeles Chief Procurement Officer (CPO)**/ *Responsabile Unico del Procedimento* (the acronym is RUP in Italian) is **Alessandra Rainaldi**, the ITA Los Angeles Trade Commissioner.

## **11. COMPANY OBLIGATIONS**

In the execution of the contractual obligations, the awarded company is required to:

- carry out the service with the maximum care and diligence, in accordance with the provisions of this market survey;
- transfer all the produced material and its copyrights to ITA. The Company agrees to transfer to ITA the right to use and reproduce the provided materials (images, videos, contents, ecc..) for any purposes and without limitations, in addition to holding ITA harmless from all legal actions and/or claims by third parties alleging violation of rights, including, but not limited to, intellectual property rights, patents, copyrights, trademarks and similar industrial property rights, violation of privacy and damage to public image.
- designate at least one of their employees as the contact person in charge of providing the services attached herein. The contact person shall ensure the proper execution of services, acting promptly to solve any problem that may arise and answering in a timely manner to any request made by the ITA. The contact person shall not change during the life of the contract, unless rightfully justified by the supplier.
- comply with all applicable rules, regulations, and laws, be they general or specific provisions for the sector of the products at issue, in particular existing technical and safety provisions as well as the ones that may be issued after the execution of the contract.
- provide all the services set forth herein, using its own technical equipment and without charging ITA for additional costs in connection with the purchase, rental and maintenance of the devices used for design and printing of the materials.

**ITA reserves the right to:**

- request all the changes that they will deem appropriate before final delivery of the product. Therefore, if the proposed project does not get first approval, the awarded company shall revise the same based on the instructions provided by ITA until the project is approved. Please note that approval of the project by ITA is a prerequisite for the execution of activities and pertaining expenses. The awarded company, in the execution of the above services, shall adhere strictly to the specifications and instructions provided by ITA and shall not make any changes of their own volition. The awarded company shall guarantee that all services are rendered accurately and in full cooperation with the contact persons at the ITA.



- to request changes to the proposal after it has been accepted, without a rise in costs; it also reserves the right, at its sole discretion, to reject the proposals submitted and therefore the winning company agrees to waive all rights to compensation or indemnification of any type.

## 12. CONTACT PERSON

The service supplier, when submitting a quotation, agrees to designate at least one of their employees as a contact person in charge of providing the services that are the objective of the Specifications attached hereto.

Cordially

Alessandra Rainaldi  
Trade Commissioner  
Los Angeles Office

