



ITALIAN TRADE AGENCY

Chicago Office

CIG: Z5D2C4F043

## MARKET SURVEY NOTICE

### INTRODUCTION

The Italian Trade Agency (ITA) Chicago office is launching a request for quotation to select a provider for the graphic design and printing services for the year of 2020. If you are interested, kindly submit a proposal, taking into account the instructions set forth in the specifications attached hereto. Company must provide **both** graphic design and printing services.

For more information on the Italian Trade Agency and its presence in Italy and the world, please visit our website: [www.ice.it](http://www.ice.it). Please note that the ITA – Chicago office organizes, on average, 10 to 15 promotional events per year.

### AWARDING ENTITY

Italian Trade Agency – Chicago office is located at 401 N. Michigan Ave., Suite #1720, Chicago, IL 60611 – [www.ice.it](http://www.ice.it) Mr. Marco Saladini, Trade Commissioner, E-mail: [chicago@ice.it](mailto:chicago@ice.it), Tel (312) 670-4360, Fax (312) 670-5147.

### SERVICES REQUESTED

#### GRAPHIC DESIGN AND PRINTING SERVICES

Your quotation should include a price per unit for each of the following items, at each quantity requested. Please input the price per individual unit for only the quantities requested.

- A. Brochures:** Full color production for brochures to be handed out. Multiple panel and/or multiple page brochures with all graphics/assets included.
  - a. Half fold (bi-fold) 8.5" x 11"; #80, gloss cover, 5.5 pts
  - b. Tri-fold 8.5" x 11"; #80, gloss cover, 5.5 pts
  
- B. Flyer(s):** Full color production for flyer(s) to be handed out with all graphics/assets included.
  - a. 5.5" x 8.5" 80#; gloss cover, 4 pts.
  - b. 8.5" x 11" 80#; gloss cover, 4 pts.
  
- C. Print Advertisement:** Full color production for print advertisement with or without bleeds including all graphics/assets for publication in magazines, catalogs, booklets, and other print outlets/mediums.
  - a. Full page letter-sized; 80#, gloss cover
  - b. Horizontal half page; 80#, gloss cover
  - c. Quarter page 1/4; 80#, gloss cover



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- D. Invitations:** Full color double sided production.
  - a. 4" x 6", 80#, stock paper
  
- E. Postcards:** Full color standard sized double-sided postcards.
  - a. 5" x 7"; 100#, gloss cover, 10 pts.
  - b. 6" x 9"; 100#, gloss cover, 10 pts.
  
- F. Business Cards:** Full color standard sized business cards. 3 PMS colors: 341C PMS 485C, PMS 447C.
  - a. 3.5" x 2" single-sided; 110# classic linen cover / solar white
  - b. 3.5" x 2" double-sided; 110# classic linen cover / solar white
  
- G. Folders:** Full color standard size folder production including logos on the front, inside and back sides.
  - a. 9"(W) x 12"(L) with 1/4" Backbone with 4"(H) 2 Pockets with Card Slits Inside on Both Pockets; 120#, 16 pt. matte cover
  - b. 9"(W) x 12"(L) with 1/4" Backbone 2 Pockets Without Card Slits; 120#, 16 pt. matte cover.
  
- H. Company Letterhead:** Full color production of the letterhead with ITA logo on the upper left hand portion of the header. ITA Chicago office address located on the footer respectively Additional instructions will be provided by the ITA.
  - a. Letter 8½" x 11"; 60#, matte paper, 3 pts.
  
- I. Non-Windowed Envelopes:** 4 color production with ITA logo and return address on the upper left hand portion of the letter envelope.
  - a. 4 1/8 x 9 1/2" non-windowed (plain) letter envelopes; 70#, 3.5 pts.
  
- J. Large or Catalog Envelopes:** Full color production with ITA logo and address on the upper left hand portion of the envelope.
  - a. White 12" x 15½" peel & seal; 70#, 3.5 pts.
  
- K. Booklets, Presentations, Reports:** Full color production for print and digital purpose. 12 pages self-cover. Bound or Saddle stitch.
  - a. 5.5" x 8.5" Saddle Stitched Small Booklet; print 4/4, 100# glossy cover
  - b. 8.5" x 6.5" Booklet (17" x 6.6" flat size); print 4/4, 100# glossy cover
  - c. 8.5" x 11" Bound Letter-size Book or Manual; print 4/4, 100# glossy cover
  - d. 6" x 6" Booklet ( 6" x 12" flat size); print 4/4, 100# glossy cover
  
- L. Trade Show Graphics/Booth Graphics:** Full color production for trade show and/or booth graphics such as wall graphics, banners, posters, headers, and exhibit booth layout maps.
  - a. Wall graphic 5'(L) x 7'(W) displaying a map of the pavilion with ten (10) company logos.
  - b. Banner design 7'(L) x 2'(W) with logos and text
  - c. Roll Up Banner 7'(L) x 4'(W) single-sided



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- M. Mounted Posters:** Full color production for a foam core-laminated poster with grommets on the top corners.
  - a. 32" x 50" inches with 3/8" thick Poster; 3/8 thick foam core-laminated, 120#
- N. Outdoor Rigid Stand Signs:** Full color production for print 4/4 color. Include heavy base for wind resistance.
  - a. 78 "x 31" poster/sign; 120#, 14pts.
- O. Name Cards/Badges:** Full color production.
  - a. 5" x 3" Conference Badge;100#, 10pts.
  - b. 2-1/8" x 3-3/8" Event Badge;100#, 10pts.
- P. Copies:**
  - a. Standard 8½" x 11" sheet paper, full color, single sided; 50#
  - b. Standard 8½" x 11" sheet paper, full color, two-sides, 50#
- Q. Online Banners:** Full color production for online advertisement configurations to include both animated and static formats. Items may not be limited to having dimensions for banner, skyscraper, popup, full page, mobile, and email ads including standard banners used in major Social Media outlets such as Facebook, Instagram, LinkedIn, Google, and Twitter. Please quote the work needed for:
  - a. Banner (non-html)
  - b. Banner (including HTML 5 format for animation)
  - c. Leaderboard
  - d. Square
  - e. Skyscraper
  - f. Email advertisement (non-HTML)
  - g. Email advertisement (including HTML 5 format for animation)
- R. Logo Design:** Full color production for print and digital purposes.

All the material/assets and its copyrights shall be transferred to the awarding entity. The winning company agrees to transfer to the Italian Trade Agency the right to use and reproduce said images, for any purposes and without limitations, in addition to holding the Italian Trade Agency harmless from any and 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.

The Italian Trade Agency reserves the right to request all the changes that it will deem appropriate before final delivery of the end product. Therefore, if the executive project does not get first approval, the winning company shall revise the same based on the instructions provided by the awarding entity until the project is approved.

The Italian Trade Agency reserves the right to request changes to the art work proposed after it has been accepted, without a rise in costs; it also reserves the right, at its sole discretion, to reject



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the proposals submitted and therefore the winning company agrees to waive any and all rights to compensation or indemnification of any type.

The quotation is to include cost of: finishing: folding, bulk carton packing. A sample of printed materials, brochures and handouts will first be delivered to the Italian Trade Agency Chicago Office for final approval.

Services, products and relating services and in general all contractual performances shall adhere to the specifications and technical features set forth in the Specifications. In any event, while executing the contractual obligations, the winning company agrees to 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.

#### **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.

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 Italian Trade Agency. The contact person shall not change during the life of the contract, barring justified hindrances duly explained by the supplier.

#### **LIFE OF THE CONTRACT**

The contract, effective as of the execution date, will automatically end twelve (12) months after execution without any notification between the parties. There will be no tacit renewal of this contract.

A quotation will be requested and agreed upon in writing each time a service is needed. Should the job conform to those listed in this quotation, it is understood that the price will be as quoted and a PO will be sent out for signature. Otherwise the quotation for the work will be assessed on a case by case basis.

The ITA will be under no obligation to purchase a minimum guaranteed amount at any time and the contract will not, by any means, guarantee any minimum expenditure. The maximum total amount will not exceed **\$28,000.00** during the life of the contract

Please note the ITA is a tax-exempt organization.

#### **AWARD CRITERIA**

The contract will be awarded based on the lowest price.



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## PROCEDURES AND DEADLINE

Attached to this request is graphic design and printing services quotation sheet and declaration form. Please fill out

ALL of these forms:

**Attachment A – Graphic Design & Printing Service Quotation Sheet**

**Attachment B – Printing Services For ITA Chicago Declaration Form**

Fill out each line item with your company's price quotation for each service rendered, and include a total at the bottom of the sheet.

In addition to the aforementioned forms, please provide your company's Employee Identification Number (EIN) other known as **W-9 form**.

## HOW TO SUBMIT

Under penalty of exclusion, all quotations must be delivered to our Chicago office, either by email ([chicago@ice.it](mailto:chicago@ice.it)) or in a closed, sealed envelope to the 401 North Michigan Avenue, Suite 1720, Chicago, IL 60611.

Delivery of the envelope is at the sender's sole risk and the Italian Trade Agency does not take any responsibility in the event said envelope is delivered after the above deadline or is not intact. The submission of quotations will not entitle the companies to any compensation or reimbursement of costs.

The deadline to receive your quotation is **Monday, March 16, 2020 by 5:00 PM** CST (Central Standard Time).

## AWARD NOTIFICATION AND EXECUTION OF THE CONTRACT

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

## SUPPLIER'S OBLIGATIONS AND RESPONSIBILITIES

The winning company shall execute all services under the conditions set forth in this letter, in the sole interest of the Italian Trade Agency, abiding by the instructions and requests that the Italian Trade Agency will provide.

The winning company is required to ensure the feasibility of its proposals at every stage. The winning company is not authorized to sign documents that may bind the Italian Trade Agency. The winning company shall observe professional secrecy and show diligence in the execution of services.

A quotation submission is not considered a binding nor exclusive agreement.



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For further information concerning this request for quotation and the required specifications, kindly contact the Italian Trade Agency – Chicago Office Ms. Brigitte Auteri or Mr. Ghannam El Dika at (312) 670-4360 or via email at [chicago@ice.it](mailto:chicago@ice.it)

Thank you for your interest and we look forward to receiving your quotation.

Sincerely,

Marco Saladini  
Trade Commissioner