



## MARKET SURVEY NOTICE

**Selection of economic operators to be invited to a Request For Proposal (RFP) for amounts below the European Union community threshold (Euro 221,000.00), to be carried out pursuant to:**

- art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and subsequent amendments and additions;
- art. 10 of Ministerial decree no. 192 of 21 November 2017;

### **FOR FULL SERVICE EVENT PRODUCTION AGENCY WITH EXPERIENCE IN CORPORATE EVENTS - 2019**

Pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and subsequent amendments, in conjunction with Guidelines n. 4, issued by the ANAC in implementation of Legislative Decree 18 April 2016, n. 50, containing "Procedures for the awarding of public contracts for amounts below the thresholds of Community relevance, market surveys and training and management of lists of economic operators" (Resolution No. 1097 of 26 October 2016), and as regards D.Lgs. 19 April 2017, n. 56, it is announced that the ITA-New York Agency intends to initiate a negotiated procedure for the acquisition of the services in question, proceeding with the preliminary identification of **full-service event production agency with experience in corporate events, preferably in the beauty space**. interested in participating to the procedure that are in possession of the general requirements and professional competence, as per articles 80 and 83 of Legislative Decree 50/2016.

### **CONTENT OF THE REQUESTED SERVICES:**

The service will consist in the following:

#### **Scope of Work (per event):**

- Pre-production Management
  - Working with client on coordinating day-of event production and overall event management
  - Complete coordination & support for the client team
- Event Planning & Coordination Services
  - Vendor Selection & Management (floral, chairs, stage, etc.)
  - Dedicated production team
  - Assistance and support in negotiating vendor contracts including decor, AV, etc.
- Layouts
  - Create & edit event site diagrams & revisions as necessary
  - Stylistic/creative recommendations on event design
  - Registration flow & layout
- Decor
  - Backdrop & signage (ITA has a 16' x 8' background banner which can be used for each event)
  - Chairs
  - Plants / Floral
  - High Top Tables
- Production

- All set up, run of show, and break down of event
- Day of Staffing
  - On-site event manager
- Creative/Technical Services
  - Stage/event design
  - Audio (hand-held mics, speakers, mixing board, etc.)
- Video
  - Professional videography
    - HD-camera
    - Highlight reels with graphics - 30 second reel and 90 second reel - 2 rounds of edits per reel
    - Full video of event recording - to be uploaded to social media channels and our website
  - Professional Photography
    - Post production, edited images from event including atmosphere, speakers, attendees, and catering - 40 edited images post-production, (images must be made available in less than 24 hours from event)

#### **Required Deliverables Per Event:**

1. 40 professional photos per event
2. 30-second highlight reel per event (2 rounds of edits per reel)
3. 90-second highlight reel per event (2 rounds of edits per reel)
4. Full recording of each panel discussion

#### **SERVICE DURATION**

3 events between completion of selection process via tender offer and December 31st 2019.

#### **BUDGET**

The expected level of spending for the contract will not exceed **\$ 60,000** total (net of statutory taxes) and will correspond to the total amount to be paid to the awarded Contractor.

ITA-Agency reserves the right to increase or decrease the contractual amount by 20% as needed, without any further obligation toward the awarded Contractor.

#### **PRESENTATION OF APPLICATIONS FOR PARTICIPATION**

This notice will remain published on the website of this office (contracting authority) for a period of 15 days starting from the day following the date of publication.

Requests for participation by 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 e-mail address [newyork@ice.it](mailto:newyork@ice.it) no later than 11:59 (EST) on March 2nd, 2019 clearly indicating in the subject of the e-mail the following statement:

- **Enclosed Application form “A” - dated and signed by the legal representative or its delegate with power of representation accompanied by a valid photocopy of the ID** (downloadable from the website);

**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/new-york/vendors-registration-procedure-vrp>

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.

## **REQUIREMENTS FOR PARTICIPATION IN THE RFP PROCEDURE**

In implementation of the principles of transparency, publicity, impartiality pursuant to art. 4 of Legislative Decree 50/2016, amended by Legislative Decree 56/2017, the ITA will proceed to invite to the RFP procedure a number not less than five operators 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 the above-mentioned minimum.

Companies, which will be invited to participate in the negotiated procedure to be carried out, will be required to meet the requirements of the enclosed declaration (form B).

The detailed procedures for evaluating offers will be indicated in the letter of invitation to the RFP.

The letter of invitation and the documents necessary for the participation in the RFP in question will be sent - to the selected operators - to the email address indicated in the application form A.

### **DISCLOSURE UNDER THE ART. 13 ET SEG. OF THE EU REGULATION 679/2016**

In compliance with the provisions of art. 13 and under the EU Regulation 679/2016 on the protection of personal data of physical persons, as referred in art. 4 of the aforementioned Regulation, we inform you that your personal data is collected, processed, used and disseminated solely for the institutional purposes of ICE-Agency, as required by art. 14, paragraph 20, D.L.98 / 11 converted into L.111 / 11 as replaced by art. 22 c. 6 D.L. 201/11 converted into L. 214/11 and for this purpose will be included in the Central Data Bank of ICE.

Your personal data, merged into the Central Data Bank of ICE, can be used to send proposals of participation in initiatives organized by ICE, such as fairs, workshops, seminars, training courses, etc., and used to carry out customer satisfaction and other surveys concerning the activity of ICE.

This process will take place by means of paper and / or computerized methods. The data will be communicated and disseminated to other public entities to fulfill specific legal obligations.

We also remind you that you may exercise, at any point of time, the rights referred to in articles 17 and the ones EU Regulation 679/2016. For any information it is possible to contact the handling in charge of ICE-Agency, [Via Liszt 21 00144 Rome](#) or the data control in charge at the office.

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

The Office of reference for the selection procedure is the ITA-New York Office (email: [newyork@ice.it](mailto:newyork@ice.it)).

The only subject in charge of the proceeding [Chief Procurement Officer (CPO)/Responsabile Unico del Procedimento (RUP)] is **Mr. Maurizio Forte – The Italian Trade Agency - New York, Italian Trade Commissioner.**

Signed by

Dr. Maurizio Forte  
Italian Trade Commissioner  
Executive Director for the USA

Signed in original