



ITALIAN TRADE AGENCY

Ufficio di New York

REQUEST FOR PROPOSAL (RFP)

Selection of EDUCATOR/SPEAKER (individual or agency) FOR THE PROMOTION OF ITALIAN ALCOHOLIC BEVERAGES IN TRADE AND CONSUMERS EVENTS IN 2021

ITA is hereby asking for proposals (RFP) for the acquisition of the service in question from economic operators - **based in the US** - interested in providing the service.

The applicants must submit a price quotation for the services described in this Notice. The applicants will be carefully checked and vetted by ITA.

The present RFP does not engage ITA in any type of contract or negotiation with the applicants. ITA reserves its right to contact only the applicants the Agency deems fully qualified.

REQUIRED CONDITIONS FOR PARTICIPATION

ITA will accept proposals from **individual speakers or consulting agencies based in the US**. The speaker must prove the knowledge of Italian spirits, and the experience in presentations and public speaking: he/she must be able to work on the whole U.S. territory and be in possession of the general requirements and professional competence, as per articles 80 and 83 of Legislative Decree 50/2016.

In case of an agency, the company must provide with a coordinator with the function of speaker who must prove the same requirements as for the individuals mentioned above.

CONTENT OF THE REQUESTED SERVICES:

The service object of the RFP consists in the following:

- Content creation
 - Creation of a concepts for the various events
 - Outline
 - Some Power point slides if necessary to support in the presentation
 - Creation of new cocktails with Italian products
 - Related product tech sheets

- Presentation
 - The educator will present the various seminars
 - Total of 11 events (6 virtual with USBG, 1 in-person in NYC for the press, 2 in-person during the tradeshow BCB Brooklyn in August, 2 virtual during TOTC in September)
 - Presentations must be at least 45 minutes to 1 hour long
 - The educator is required to participate to a Q&A session after the seminar
 - The educator is required to be point of reference for the single events' organizations and, if necessary, to coordinate the logistic/delivery of the products

- Video Creation
 - The educator will record a minimum of 4 mini educational videos (length may vary, from 45 seconds up to 3-5 minutes)

- The educator will release the rights of the videos to ITA to be used on the ITA website or other channels online.

The service is meant to be representative of the different spirits/liqueurs categories and to present educational content and new cocktails, using a selection of 20 Italian brands (samples will be provided from ITA)

SERVICE DURATION

The Contractor must guarantee the service among the months of July and September 2021. The contractor is responsible to provide a substitute speaker in case of conflicts in the schedule or unforeseen difficulties: however, the contractor must perform at least 65% of the total project.

VALUE OF THE CONTRACT AND PRESENTATION OF APPLICATIONS

ITA will pay a compensation of **a total amount up to \$40,000.00**

The compensation paid is inclusive of all applicable taxes and charges, and no extra expenses will be allowed.

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

The selection criteria for this bid will be the offer from **an individual educator/speaker or a qualified agency/company with the lowest price that includes all the above and below requirements.**

We will assign the contract even if we receive just one suitable proposal.

The contract interested in submitting a proposal must e-mail it at newyork@ice.it no later than 12:00pm EST of June 25th 2021.

The proposal must include:

- **A quotation for the services requested above;**
- **Resume of the educator proving knowledge and experience in public speaking;**
- **IRS Form W-9 provided by the company or the individual speaker;**
- **Enclosed declaration Form "GOOD STANDING" duly completed, dated and signed by the legal representative or its delegate with power of representation accompanied by a valid photocopy of the ID**

Proposals received after the above deadline **will not** be considered. ITA is **not responsible** for proposals that do not arrive within the deadline or do not cover all the objectives stated in this RFP.

ALSO BE AWARE FOR ACCOUNTING PURPOSES:

1. Being a foreign government agency, we are tax-exempt. Please DO NOT insert the taxes in your quotation.
2. Please provide your payment policy. We usually are open to a first payment upon the signature of the contract (usually 20%) and other following payments to be scheduled. Specify which payment schedule and which percentages are required by your internal policy.
3. We will pay via ACH.

The payment to the winning contractor for the service will be made solely by ACH transfer and as follows:

- 20% of the contracted amount at the signing of the contract;
- the remaining balance at the conclusion of the service; ITA will determine if the service has been rendered in a satisfactory manner.

The data provided by the applicants will be processed in accordance with Regulation (EU) 679/2016 exclusively for the purposes related to the completion of the procedure in question.

Your personal data are processed by automated means for institutional, administrative and accounting purposes. The writing Agency is the data controller. For further information regarding your personal data processing, please visit the following page on ITA website: <https://www.ice.it/en/privacy>

**ITALIAN TRADE AGENCY (ITA)- NEW YORK OFFICE
CERTIFICATE OF GOOD STANDING FOR VENDORS REGISTERED
AND AWARDED A CONTRACT WITH ITA**

The undersigned _____, with office at _____, City _____, ZIP _____, Tel. _____, e-mail _____, (hereinafter the “**Company**”), under penalty of perjury under the Law of the United States and the Italian Law (Legislative Decree 50/2016 and its subsequent amendments and Ministerial Decree no. 192 of 2 November 2017;) **DECLARES THAT:**

- It has *applied* and obtained *registration* with ITA vendors’ database;
- It has *participated* to a bid and has been *awarded* a contract for providing goods and/or performing services (or is currently providing goods/services) – **(if applicable)**;
- It possesses the *license, permit and/or authorization in good standing* and they have not been revoked and/or suspended. In this respect, it attaches the following documents:

- It possesses *insurance coverage* (general liability coverage, worker compensation and that required by the law), and named ITA as an additional insured. Since the award and contract inception, it never lost proper insurance coverage and never revoked ITA as an additional insured;
- It has never been *condemned* in any court of law and is not aware of any criminal federal or state *investigation* against it even for tax purposes, nor is aware of any ongoing investigation after the contract award. Company never had a complaint filed by any enforcement agency (or tax authority) and have not engaged in any conduct that would give rise to sanctions and/or conviction under international, federal, state or local laws;
- It is in *compliance* with all laws, statutes, and regulations applicable to the services/goods provided hereunder and it is not in *bankruptcy* or similar proceedings;
- It possesses the skills and experience to provide the service/goods to ITA.
- Its *N.A.I.C.S.* (North American Industry Classification System) Number is: _____ For more info: <https://www.census.gov/eos/www/naics/index.html>
- **Company agrees to comply with the requirements stated in Legislative Decree 50/2016 and Ministerial Decree no. 192 of 2 November 2017;**
- By signing this statement, it shall communicate any *relevant change* in its status to ICE and hereby provides *irrevocable consent* to authorize ITA to a *background check*, to verify all information provided from the authorities that issued the documents the Company submitted and/or with the support of third-party providers.

Company shall indemnify ITA, its members, managers, directors, officers, employees, agents and insurers and hold each of them harmless from any and all suits, claims, demands, liabilities, damages, and expenses arising out, and/or in any way connected to a violation of US law and/or Italian law indicated above and caused by Company.

Company furthermore declares that all the information provided, and the accompanying documents are true and correct to the best of its knowledge and belief.

Date _____ Company name _____

Print name and position _____

e-mail _____ tel _____

Authorized Signature _____