



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

Call for Bid: PR agency to develop a communications campaign, marketing strategy, event production and related services to promote the Italian cosmetics industry in New York City May-October 2024

Protocol N., 0056053/24

Call for bid and request of quotation PR agency to develop a communications campaign, marketing strategy, event production and related services to promote the Italian cosmetics industry in New York City May-October 2024 to be completed by May 31st, 2024.

The Italian Trade Agency ("ICE Agency") intends to solicit proposals for a **communications campaign, marketing strategy, event production and related services for production and promotion of the event for the Italian cosmetics industry starting June 2024 and ending September 31st, 2024.**

ITA will own all the rights of the entire project, including creative concept and logo design.

CONTENT OF THE REQUESTED SERVICES:

The service object of the RFP consists of the following:

- **Event Planning and Coordination:** This involves overall event conceptualization, planning, and coordination, creating event timelines, managing vendors, securing permits, and overseeing logistics.
- **Venue Selection (Rental) and Setup: Securing an appropriate venue for the event, as well as setting up the space according to the event's theme and requirements.** follow up with venue vendors, handle communication and booking with the venue on behalf of the ITA (lighting, sound, staging, décor coat check, security, set up and dismantling)
- **Audio-Visual Services:** providing audio and visual equipment and services, such as sound systems, projectors, screens, lighting rigs, and technical support for presentations, performances, and other audio-visual elements of the event.
- **Creative visual design of the venue with the marketing proposal to be approved by ITA (including graphic assets such as invitation card, media assets, etc.)**
- **Production of the entire event date TBD** (lighting, A/V, music, buildouts, visual design production, printing, etc.) follow up, coordinate, and manage with each of the venue vendors.
- **Marketing and Promotion:** Developing and executing marketing and promotional strategies to attract attendees to the event. It may involve advertising, social media promotion, email marketing, press releases, and other promotional activities.
- **Media strategy program to be approved by ITA.**
- **Registration and Ticketing:** setting up registration and ticketing systems for attendees to RSVP for the event. It includes managing registrations and providing support to attendees with registration-related queries.

- **Mailing list invitation to assure** a successful rsvp curated by the bidder target is cosmetic/ beauty industry (150 people) including the check in at the event. (with tablet).
- **Photo and video service** to be provided by the bidder.
- **Influencer/models** to be provided by the bidder.
- **Provide Make -up and Hairstylist service (Italian names)**
- **Management of the goodie bags**
- **Coordinate the catering service, manage deliveries, set up etc.**
- **Event Staffing and Personnel:** hiring and managing event staff and personnel, including ushers, security personnel, technical crew, catering staff, and other support personnel needed to ensure the smooth operation of the event.
- **Post-Event Evaluation and Reporting:**
- **Emergency Planning and Risk Management to ensure the safety and security of event attendees.**

The goal of this initiative is to promote Italian cosmetic products and the Tradeshow Cosmoprof Bologna aiming to attract and educate consumers and customers to the authentic made in Italy.

It is understood that ITA will own all the rights of the entire project, including all current and new assets the logo design, trademarks, creative concepts, and all related intellectual property.

The maximum amount payable for the service/goods awarded is **\$120,000.00 and any bid in excess will be rejected.**

We would appreciate receiving an all-inclusive quotation for the mentioned items.

Only bids that discount off the max. ceiling of \$120,000.00 will be considered. Please be advised that any bid that is lower than 4/5th (80%) of the max ceiling will be considered "anomalous" and will subsequently require the bidding company to explain how they are able to achieve such pricing. Multiple bids will be cause for exclusion.

As part of Italy's diplomatic mission to the US we are tax exempt for all purchases over \$325.00
For further information and/or clarifications, please write to: newyork@ice.it.

The Responsible Party of the awarding procedure is Alessio Nanni: a.nanni@ice.it

REQUIRED DELIVERABLES:

A. Mid-Event Report (August 15):

- Brief overview of the event objectives and key activities planned.
- Activities Completed: Detail the activities that have been successfully executed so far.
- Activities in Progress: Outline any ongoing tasks and their status.

B. Event/Activation Recap Report:

- Recap the event objectives and provide context for the recap report.
- Attendee List/Contact Emails: Include a comprehensive list of attendees and their contact information, if consented.
- Itinerary and Agenda: Detail the schedule of events and activities that took place during the event.
- Participating Brands: Highlight the brands that were involved in the event and their contributions.
- Earned Media and Social Engagement: Summarize any media coverage obtained and engagement metrics from social media platforms.

- Editors Feedback and Recommendations: Gather feedback from editors or other key stakeholders and provide recommendations for future improvements.

C. Executive Summary:

- Overview: Provide a high-level summary of the event objectives, activities, and outcomes.
- Results: Present key metrics and achievements, such as attendance numbers, media coverage, and social media engagement.
- Shared Google Drive Folder: Share a link to the Google Drive folder containing all relevant materials, including images, videos, and other assets produced during the event.

Requirements for Bid submission:

You are invited to submit your bid to this office in person, by postal mail, by courier services or by email newyork@ice.it no later than **12:00 PM on May31st, 2024**. Your bid must contain the following documents listed below:

1. Cost Estimate (quote)

Please take note: refer to this email for any dates/deadline.

Additionally, you should register as a vendor prior to submitting your bid. Instructions can be found

At <https://www.ice.it/en/markets/usa/new-york/vendor-registration-portal>

ICE Agency reserves the right to request additional documentation at any time should it be deemed essential for the type of goods and services requested.

WRITTEN AGREEMENT

A written agreement with the following terms and conditions shall be entered between ICE Agency and the service/goods provider. As per Section 11 of DM 192/2017 and as modified by DM 32/2024 of 17 January 2024, ICE Agency shall award a contract to a firm that offers the **lowest price**.

The agreement will be subject to verification of the requirements of compliance with applicable U.S. federal, state, and local regulations.

Once the bid is awarded a Contract letter will be issued by this office.

TERMS OF PAYMENT

Payments will be made via ACH after 30 days of invoice issuance. Therefore, the payment schedule, in 3 instalments, must comply with the following specific criteria:

- 20% will be paid upon receipt of invoice and within 30 days from contract signing.
 - 30% on or after August 15th, 2024, and receipt of an invoice supported by a report detailing the activities completed or currently in progress.
 - 50% balance after the conclusion of the event, upon presentation of an original invoice and final report.
- **Extension:** An extension of service is provided for a time strictly necessary for proper execution of the contract (D.Lgs.n.36/2023, art.120, comma 11).
 - **Increase or decrease:** ITA reserves the right, in its sole and absolute discretion, to increase or decrease up to 20% of the service as reflected in the final contract and on the same terms and conditions.

Provider invoices must include the following information that can be found in our Purchase Order / Contract letter:

TERMINATION

Performance delays expressly authorized by ICE Agency and not due to the service provider fault will not be grounds for the application of liquidated damages.

In case of breach, ICE Agency reserves the right to terminate this agreement and require repayment of any damages caused by the breach.

For additional terms and conditions, refer to the appropriate section of the ITA Contract letter.

RULE OF CONDUCT FOR EMPLOYEES OF THE AWARDED FIRM

The awarded firm must comply with the Code of Conduct as adopted by ICE Agency as per Presidential Decree 62/2013 and approved by the Board of Directors with resolution n. 619/23 dated 01/27/2023. The Code of Conduct of ICE Agency is available on the website www.ice.it, section "Transparent Administration" - "General Provisions" - "General Activity".

Any breach of the Code of Conduct will result in the termination of the agreement.

DISPUTE RESOLUTION – EXCUSIVE MEDIATION AND ARBITRATION

This Agreement and all matters relating hereto are governed by, and construed in accordance with, the laws of the State of New York, without regard to the conflict of law's provisions of such State. In the event of any dispute arising out of or in connection with this Agreement, the parties shall first refer the dispute exclusively to a mediation under the American Arbitration Association (AAA) Mediation Rules. If the dispute has not been settled pursuant to the said Rules within forty five (45) days following the filing of a request for mediation or within such other period as the parties may agree in writing, such dispute shall thereafter be exclusively and finally settled under the Rules of Arbitration of the AAA by one or more arbitrators appointed in accordance with the said Rules. Venue of the Mediation and/or Arbitration shall be New York City. Language of Mediation and/or Arbitration shall be English. In the event that any party hereto institutes any legal suit, action or proceeding, including arbitration, against another party in respect of a matter arising out of or relating to this Agreement, the prevailing party in the suit, action or proceeding shall be entitled to receive, in addition to all other damages to which it may be entitled, the costs incurred by such party in conducting the suit, action or proceeding, including reasonable attorneys' fees and expenses and court costs. This entire provision is material to this Agreement.

CONFIDENTIALITY

You are invited to read the Notice on the treatment of personal data pursuant to Regulation (EU) 2016/679 ("RGPD"), available on the ICE Agency website at <https://www.ice.it/it/privacy>

WHISTLEBLOWING PROCEDURE

Pursuant to Section 54-bis, paragraph 2 of Legislative Decree 165/2001 (amended by Law no. 179/2017) "Provisions for the protection of the informant of a crime in the context of a public or private employment relationship", providers supplying goods or services to ICE Agency may report any "illegal conduct" of which they have become aware in the context of the contractual relationship. The reports are strictly confidential and managed through an anonymous application at: <https://www.ice.it/en/whistleblowing>

Best Regards,

Alessio Nanni

Head of Fashion and Beauty Division

New York

