



ITALIAN TRADE AGENCY

REQUEST FOR PROPOSALS BEAUTY MADE IN ITALY IBC EVENT PRODUCTION February 2023

BACKGROUND

The Italian Trade Commission is the government organization which promotes the internationalization of Italian companies, in line with the strategies of the Ministry for Foreign Affairs. ITC provides information, support, and advice to Italian and foreign companies. In addition to its Rome headquarters, ITC operates worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and working closely with local authorities and businesses.

For more information on the Italian Trade Commission and its presence in Italy and the world, please visit our website: www.ice.gov.it (Italian & English).

BEAUTY MADE IN ITALY PROGRAM

A joint program of the Italian Trade Commission and Cosmetica Italia, Beauty Made in Italy aims to promote the excellence, awareness, and availability of Italian beauty products and brands to the US market and consumer.

This goal is realized by educating participating companies on the particularities of the US market, by hosting promotional events and initiatives, and by creating a shared, cohesive brand and message of Italian beauty to the American market.

Beauty Made in Italy serves as a launch pad for Italian brands entering the United States and is divided into three different tracks for companies based on their experience in the US market: a Business Incubator for companies who are not yet distributed in the US, designed to educate early-stage companies Brand Accelerator to guide larger, high-potential brands with existing US distribution and, an Italian Beauty Council made up of beauty industry leaders and heritage brands who want to help guide the conversation and narrative on Italian beauty.

Through these divisions, the Beauty Made in Italy program provides participating Italian companies with various platforms and support to learn the unique aspects required to enter and navigate the US market. To learn more about our work, please visit our website at www.beautymadeinitaly.com.

Italian Trade Commission - New York

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Certificate N. 38152/19/S
ISO 9001 / UNI EN ISO 9001:2015





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SCOPE OF WORK

Beauty Made in Italy seeks to engage a full-service event production agency with experience in corporate events, preferably in the beauty space. Beauty Made in Italy plans to host one panel discussion held at the event space at the Italian Trade Commission offices for our Italian Beauty Council program. **The date of the event will be Wednesday, March 1, 2023.**

Preferred bidders will possess the following:

1. A full service, experienced event production agency with a proven track record of building out and coordinating corporate events, preferably in the beauty space.
2. Full capability for vendor selection & management, layouts, production, and creative and technical services.
3. At least one dedicated staff member as account lead to which Beauty Made in Italy team will liaise with directly.
4. Flexibility in working with large institutions such as governmental agencies with various constraints, processes, and procedures.

Potential Run of Show:

SETUP WILL BE DAY BEFORE EVENT FROM NOON - 5PM

8.30 AM: Event space, rentals and all tech/AV must be set up and finalized

8.55 AM: Panelists arrive and run quick sound check

9:00-9:30 AM: Guest arrivals and breakfast

9:45 AM: Welcome, introduction of topic and panelists by moderator

9:50-10:30 AM: Panel discussion

10:30-11:00 AM: Q&A from audience

11:00 AM: Wrap event and distribute gift bags

Scope of Work:

1. Pre-production Management
 - a. Working with client on coordinating day-of event production and overall event management
 - b. Complete coordination & support for the client team
2. Event Planning & Coordination Services
 - a. Vendor Selection & Management (food/beverage/catering, floral, chairs, stage, photo/video, etc.)
 - b. Provide a dedicated production team
 - c. Negotiate all sub-vendor contracts including decor, AV, stage, F&B, rentals, etc.
 - d. Work closely with the client team on staffing needs



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- e. Creative Support - Run of Show Coordination with technical requirements from production/audio visual supplier
 - f. Technical Support - Pre-Planning, Edit, Negotiation - on site management of all A/V and technical aspects of the main event with production/audio visual supplier
3. Layouts
- a. Create & edit event site diagrams & revisions as necessary
 - b. Stylistic/creative recommendations on event design
 - c. Registration flow & layout
 - d. Staging (suggested dimensions: 8'X16'x16")
4. Catering
- a. Full service, standing breakfast for 60 people including:
 - i. 3-4 options of both sweet and savory finger foods such as pastries, toast points, mini frittata, etc.
 - ii. At least one gluten-free option, and one vegetarian option
 - iii. Espresso machine to make espresso, latte, cappuccino, macchiato, americano, etc. upon request
 - iv. A selection of hot teas
 - b. All rentals, linens, flatware, serving platters, etc. to included in bid
 - c. At least one barista and one server for set up, run of show, and breakdown
5. Decor
- a. Backdrop & signage
 - i. A background banner with title and logos to be created and included in cost of bid
 - b. Plants / Floral
 - i. (5) Centerpieces for Highboy Tables (low vases with flowers)
 - ii. Based on (4) plants varying in size
 - iii. Delivery and pick up must be included
 - c. Furniture
 - i. (5) Panel Chairs
 - ii. (1) Small side table
 - iii. (1) Coffee table
 - iv. (5) Highboy tables
6. Production
- a. All set up, run of show, and break down of event
 - b. Day Of Staffing
 - i. On-site event manager
 - c. Creative/Technical Services
 - i. Stage/event design
 - ii. Audio (individual hand-held mics or lapel mics, speakers, mixing board, etc.)



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7. Video
 - a. Professional videography
 - i. HD-camera
 - ii. Two highlight/sizzle reels with graphics - 30 second reel and 90 second reel
 1. 2 rounds of edits per reel
 - b. Professional Photography
 - i. Professional photographer with HD-camera
 - ii. Post production, edited images from event including atmosphere, speakers, attendees, and catering - 40 edited images post-production
 1. Images must be made available in less than 24 hours from event
8. Labor
 - a. On-site labor
 - i. (1) Audio Tech
 - ii. (1) Video Tech
 - iii. On-site event manager
 - iv. Setup/Breakdown

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)

LINKS TO LEARN MORE

1. [Beauty Made in Italy Program](#)
2. [Shared folder of past event images](#) - this event to have similar look, feel, and run of show

PROJECT TIMEFRAME

Project Start Date: Work will commence upon receipt of countersigned contract

Event Date: Wednesday, March 1, 2023

Project End Date: April 15, 2023



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BUDGET

There is a maximum budget of \$35,000 USD allocated for this project. This budget is inclusive of all fees and expenses and as well as any associated costs or expenses to achieve the aforementioned goals. **The selection criteria will be based on the lowest bid.**

Payment terms are as follows:

Payments are made via ACH, and the contractual amount may increase or decrease up to 20% at ITC's discretion based on changes to the scope of work.

- 20% upon contract signing
- 40% paid by February 28, 2023
- 40% paid upon successful completion of the contract and all deliverables, but no later than April 30, 2023

Quotations should be delivered via email to beautydeskusa@ice.it as either a PDF attachment or inline email and must include:

- Total contract bid price in USD
- Agency profile and overview demonstrating expertise in professional, corporate events, particularly in fashion or beauty sector
- Two case studies of similar past events, and two past client references to whom we will speak

Please send your best offer no later than Wednesday, February 8th, 2023 - 1 pm (EST)

Paola Guida
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Italian Trade Commission New York Office
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[SIGNED IN ORIGINAL]