



ITALIAN TRADE AGENCY

Request for Quotation

Marketing services for the campaign: Italy@hotdocs 2023 digital brochure

THE PROJECT

The HOT DOCS Festival is taking place from April 27 to May 7, 2023. The Italian Trade Commission (ITC) is participating with an Italian delegation. Approximately 20 producers and filmmakers are likely to be part of it.

THE RFQ PROCESS AND TIMETABLE

The selected respondent will be requested to enter a contract for the provision of the deliverables on the terms and conditions as specified herein. It is ITC's intention to enter a contract with only one legal entity. The term of the contract is to be for the duration of the campaign as set out by ITC upon signing.

SUBMISSION DEADLINE	February 22, 2023
TENTATIVE TIMETABLE	March 1- May 7, 2023

RFQ SPECIFICATIONS

The Italian Trade Commission will need the creation of a digital brochure to highlight the Italian delegation participating at HOT DOCS 2023. The general assets requested are divided into two main deliverables, a digital brochure and an advertisement.

DELIVERABLES

A. DIGITAL BROCHURE

- Design and creation of a digital brochure with 3 different examples
Artistic design and creation of an hyper linked digital brochure introducing the Italian delegation to HOT DOCS 2023; the awarded agency shall submit 3 different examples to choose from, reserving at least one page to each participating company.

The proposed design can be different or similar to the example provided below, as long as all information is included, i.e. participants' full company profiles and intro pages compiled by ITC and its partners, which will be the same as in previous years. Please note that the length of the brochure was about 55 pages in its 2021 edition.

[BROCHURE 2021 LINK](#)

- Rounds of corrections until approval of ITC
The Italian Trade Commission will collect all data needed for the brochure from the delegates and share them with the agency.

B. ADVERTISEMENT

- Preparation of 3 ads, featuring an original artistic design with key text elements, provided by the ITC, and graphics, provided by the agency, about ITC's Italy @ HOTDOCS 2023: two for the HOT DOCS digital guides and the other one for ITC's posts on social media platforms

PRICING

Your quotation will have to highlight the cost per deliverable in terms of hours of work. Please use only the attached Annex 1 quotation table.

The maximum amount allocated for this service is \$10,000 cad, not including taxes; any offer bearing a higher price will automatically be rejected. Offers will be evaluated based on price. Offers shall be based on an estimated number of 20 participants. The ITC reserves the right to negotiate the price based on the actual number of participants.

NO EXCLUSIVITY OF CONTRACT

The contract with the selected respondent will not be an exclusive contract for the provision of the described Deliverables.

CONFIDENTIALITY OF INFORMATION

All information provided or obtained by ITC in any form in connection with this RFQ either before or after the issuance of this RFQ is the sole property of ITC and must be treated as confidential. The information is not to be used for any purpose other than replying to this RFQ and the performance of any subsequent contract for the Deliverables and must not be disclosed without prior

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written authorization from ITC. Furthermore, the respondent must return the information to ITC immediately upon the request of ITC.

INTELLECTUAL PROPERTY

The intellectual property and all copyright of all assets created for the purpose of implementing this contract shall be transferred to the ITC at its request and in any case before payment, together with modifiable versions of such assets.

CANCELLATION

ITC may cancel or amend the RFQ process without liability at any time.

RFQ CONTACT

For the purpose of this process, the contact person will be Benedetta Marassi, toronto@ice.it. The contracting manager will be Marco Saladini.

We look forward to receiving your quotation. Should you need additional information, please write to toronto@ice.it. Clarifications will only be provided in writing and anonymously circulated to all invited companies. Please do not call.

ANNEX 1				
ADAPTATION, PRODUCTION AND PRINTING OF THE PROMOTIONAL MATERIAL FOR THE EVENT: ITALY@HOTDOCS DIGITAL BROCHURE 2023				
	ECONOMIC /PRICE OFFER	HOURS OF WORK	UNIT PRICE	TOTAL PRICE
A	DIGITAL BROCHURE			
1	DESIGN OF A DIGITAL BROCHURE 3 DIFFERENT EXAMPLES		\$	
2	CREATION OF A DIGITAL BROCHURE		\$	
3	ROUNDS OF CORRECTIONS UNTIL APPROVAL OF ITC		\$	
B	ADVERTISEMENT		\$	
1	PREPARATION OF 2 FULL PAGE ADS WITH HOT DOCS SPECS		\$	
2	PREPARATION OF 1 AD FOR SOCIAL MEDIA		\$	
		TOTAL		

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