



ITALIAN TRADE AGENCY

Chicago Office

November 21, 2023
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REQUEST FOR PROPOSAL
Graphic Design and Printing Services
INTERNATIONAL TILE SURFACE EVENT (TISE) / STONEXPO 2024
January 24-26, 2024

The Italian Trade Agency - Chicago office (hereafter "ITA") is pleased to confirm its participation in the **INTERNATIONAL TILE SURFACE EVENT (TISE) / STONEXPO 2024** trade show, taking place January 24-26, 2024 in Las Vegas-Nevada. The ITA will organize an Italian STONE TECHNOLOGY with **17 Italian companies and 1 ITA/Association booth**.

In order to promote the Italian presence at the show, our office is seeking graphic design and printing services with the following specifications, terms and conditions:

DESCRIPTION OF SERVICES REQUESTED

A.

Development of Ad concepts:

Development of 2-3 initial ad concepts for each brochure and refinement of final selected concept for the **INTERNATIONAL TILE SURFACE EVENT (TISE) / STONEXPO 2024** trade show, <https://www.intlsurfaceevent.com/en/home.html>, including ideas on theme lines and concept/design ideas for the layout of this year's brochure and print advertisement. The ITA will choose 1 concept to be developed for the brochure and advertising.

B.

Graphic Design services:

1)

Printed and Digital Catalog:

Create and print a **tri-fold (3 inner panel)** brochure. To be included in the brochure:

- Description of six (6) Italian companies with logos, website, contacts, and brief description
- 1-2 product photos per company

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- ITA, Italian Association of Marble, Machines Italia, Ministry of Foreign Affairs (Maeci), and MadeInItaly logos
- ITA and Association description
- Market sector information and or trade show map

To be included in the digital version are **interactive links, including index page, all interactive social media icons on each company**, (17 company profiles, ITA, Association, Machines Italia and Market sector information- TBC). Produce final electronic artwork and any necessary color proofs.

All logos, company photos, and text descriptions of companies, associations and programs will be provided by the ITA Chicago office.

2)

One (1) Eblast invitation

Creation of an email invite (html format) to visit the ITA pavilion with the participating companies listing and links, according to advertiser specifications (to be confirmed).

3) One (1) digital web banner ad

Creation of digital web banner for placement on various sector publication websites promoting the ITA pavilion with links, according to advertiser specifications

4)

One (1) wall graphic

Creation of graphic for ITA booth poster with pavilion map and company logos (size to be confirmed).

5)

One (1) logo strip graphic

Creation of graphic for wall graphic containing logos ITA, Maeci, MadeInItaly, Association for the ITA trade show booth

**Sizes and deadlines are subject to change and will be confirmed at a later time; all images must include the appropriate logos (ITA, Assomarmomacchine, Machines Italia, Maeci - "Ministry of Foreign Affairs and International Cooperation", MadeInItaly logo).*



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C.

Printing services and delivery: Brochure

Qty. 300

- o 6 page (3 inner panels) tri-fold
- o Size: **15cm W x 23cm H (45 cm W x 27 cm H, open size) - TBC**
- o Material to be confirmed
- o Ink: 4/4 + overall UV coating - TBC
- o Delivery to the ITA Chicago Office (401 N. Michigan Ave., Ste. 1720, Chicago, IL 60611) no later than January 16, 2024
- o Finishing: folding, bulk carton packing

Price quotation should include **itemized** costs for each service above separately.

PERIOD / SERVICE DURATION

The selected company must guarantee the continuity of the service for the pre-show period of TISE/STONEXPO 2024 (January 24-26, 2024). All the services described above will be commissioned to the selected company with a letter of order signed by the Trade Commissioner of the ITA's Chicago Office.

PROFESSIONAL REQUIREMENTS

Established graphic design firm also offering printing services, with sample of work provided upon the ITA request.

VENDOR REQUIREMENTS

Interested companies should also be qualified in the ITA's Vendor List. If not, they should apply to the ITA's Vendor Registration Portal at the following link:

<https://www.ice.it/en/markets/usa/chicago/vendor-registration-procedure-vrp>

VENDOR SELECTION CRITERIA

Services will be assigned for the company who will submit the offer with the lowest price while meeting all the above requirements.

SUBMITTAL OF PROPOSAL

Companies participating in this RFP must provide to the ITA Chicago office a detailed quotation to cover all the products and services rendered. The compensation paid should be ALL inclusive (no out-of-pocket budget will be allowed).

As we are a foreign government agency, we are tax-exempt. Please DO NOT insert the taxes in your quotation (we will provide proper tax-exempt documentation).



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The ITA reserves the right to increase or decrease the contractual amount by 20% as needed, without any further obligation toward the selected Italian restaurant.

Please submit your proposal to chicago@ice.it no later than November 28th, 2023. The proposal must include written confirmation of abiding by the requirements listed in this email.

Please note that:

1. The total estimated amount for the **required services will not exceed \$6,000.00 (equal to Euro 5.490,48)** at the official exchange rate published by Bank of Italy in November 2023).
2. Please provide your payment policy. We are open to a first payment upon the signature of the contract (usually 20%) and following payments to be scheduled. Kindly specify which payment schedule and which percentages are required by your restaurant policy.
3. The ITA will submit payment to the selected Italian restaurant via ACH upon receipt of invoice.

For any questions, please contact Brigitte Auteri, Marketing and Promotion Manager of this office at 312-670-4360 or reply to this email.

Thank you for your interest and we look forward to receiving your proposal.

Kind regards,

Marco Verna
Trade Commissioner