



ITALIAN TRADE AGENCY

Los Angeles Office

October 14, 2022

**P. 0119098/22**

**COAN U184C079D1**

**SMART CIG Z0E382BAB0**

## MARKET SURVEY NOTICE

### PR AND MEDIA OUTREACH CAMPAIGN SERVICE FOR ITA'S PARTICIPATION AT CES 2023 (Las Vegas, 5-8 January 2023) November 15, 2022 to February 8, 2023

**CIG Z0E382BAB0**

#### 1. INTRODUCTION

ITA - Italian Trade Agency (<https://www.ice.it/en/>) is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. ITA is headquartered in Rome and operates with a network of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses.

In the US, ITA is present in the following cities: New York, Chicago, Los Angeles, Houston and Miami

#### 2. AWARDING ENTITY

The Italian Trade Agency (ITA) - Los Angeles Office – Trade Promotion Section of the Consulate General of Italy - is located at 1900 Avenue of the Stars, Suite 350 - 90067 Los Angeles (California), and it is directed by Mrs. Alessandra Rainaldi, Trade Commissioner - E-mail: [losangeles@ice.it](mailto:losangeles@ice.it), Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – [www.ice.it](http://www.ice.it).

#### 3. BACKGROUND

ITA is organizing the Italian participation at CES – Consumer Electronic Show - to be held from January 5th to 8th 2023, with an extension to the following 30 days after the show. The

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show will be connecting exhibitors, customers, thought leaders and media from around the world in the consumer electronic sector.

The ITA's participation will include:

- Three exhibition spaces (Italian National Pavilion, Sardinia Regional Pavilion, Marche Regional Pavilion ) inside the Eureka Park, where ITA will host up to 50 startups, in close collaboration with some Italian partners;
- a Lounge/Arena for startup pitches, panels and networking;
- an additional digital profile for the ITA and for each Italian startup admitted to the show and sponsored by the ITA. Profiles will be activated a few weeks before the show starts and will remain open for a few weeks after the show ends: the final dates will be provided by the CTA and will be shared right after.

#### **4. SCOPE OF WORK**

ITA is looking for a specialized **PR and marketing agency** to coordinate and execute an International PR and Media Outreach Campaign during "ITA's participation at the CES" starting from November 15th 2022 to February 8th 2023.

The overall goals of the Campaign are as follows:

- to create awareness and give visibility to
  - **Italy** - as a Country source of Innovation and Startups;
  - **Italian Trade Agency** - as the leader agency and reference point to connect international mentors, investors, and press to the Italian talents in the innovation and in the entrepreneurship field;
  - **Italian Startups and Accelerators**, as the pillars of the Italian innovation and entrepreneurship ecosystem;
  - **Sardegna and Marche regions** - as new Italian hubs for innovation and technology
- to introduce the Italian startups exhibiting at the ITA national pavilion, and the two regional pavilions (Sardegna and Marche) to the international media in the USA and in the Italian Market, generating positive coverage from the international media about the startups themselves and ITA;
- to measure the results generated by all the activities, events, promotions, and other elements integrated in the proposal.

The target audience of the "Italian's campaign at CES" is to attract international press, bloggers and influencers, to be able to reach a readership of mentors, investors, business partners and institutional stakeholders and consumers, in the field of innovation and entrepreneurship.

#### **5. SERVICES REQUESTED**

The PR and Media Service will include the following services:

##### **5.1 Strategy Definition:**



Design a PR strategy able to achieve the ITA following objectives:

- a) Build brand awareness on Italy, Sardegna and Marche as new international tech hubs, committed to entrepreneurship and innovation;
- b) Highlight the long history of innovation in sectors like fashion, food and automotive and the show how Italy is carrying this legacy into the broader technology space;
- c) Promote the Government programs funded to foster innovation and internationalization for the tech Italian startups around the globe, also implemented through ITA;
- d) Enhance and expand the reputation of start-ups and high-tech Italian excellence in the United States;
- e) Attract international media professionals' interests
- f) Build credibility and trust with investors, mentors, and opinion leaders in the media

Deliverables: the strategic overall proposal, with details about the positioning, the target media, the key branding messages and news items, the PR and marketing channels

## 5.2 PR campaign execution

Deploy a PR and Media campaign able to achieve the ITA following objectives:

- a) Generate visibility for ITA, and the Italian accelerators/incubators and startups through top-tier media coverage in the United States, focusing on the investor, technology, innovation, and business press;
- b) Generate visibility for ITA and the Italian accelerators/incubators and startups through media coverage in Italy;
- c) Generate scheduled visits by media professionals and interviews at the ITA pavilion and/or at the trade shows digital profiles for both ITA and the exhibiting startups;
- d) Support the development of business relationships between ITA and the startups and executives from the high-tech industry exhibiting and visiting the CES 2023.

Deliverables: a description of the campaign plan with details, including – but not limited to the following elements:

- The activities planned before, during and after the CES and the timeline, including the list of media involved and the digital PR plan; please specify if the strategy proposed also includes events, like a startup pitching competition, one or more round tables with journalists interviewing startups, or any other format designed to address a specific audience using multimedia interactive content and involving the ITA executive and/or the Italian startups founders
- The personalized approach, in terms of target analysis and customized content delivery;
- The press office activities, in terms of producing and editing press releases, content distribution with targeted media, press review and media follow up plan.
- The expected results: in terms of articles, interviews, event attendance - in case the strategy proposed by the vendor includes events - or any other metrics the vendor will consider appropriate.



- Monitoring tools: provide a regular status update (ex. a full detailed report) on the campaigns performances, on a weekly/or bimonthly basis, to monitor the results through the use of analysis instruments commonly used in the sector.

### 5.3 Written content production

Produce the written content needed for the PR campaign, on the basis of a raw content (presentations, reports, etc.) provided by ITA, part of which will be in Italian; also the ITA executives will be available for video interviews and other activities that can support the content production.

The produced content must be in English; the vendor is required to cover the translation expenses that might be needed and to cover any proofreading to existing content sent by ITA.

ITA requires that the content, created by the vendor, will be tailored also for the use outside the CES platform, including websites, news outlets, online magazines, and social media platforms.

#### Deliverables:

- Support to ITA in the production of the written content for the PR campaign:
  - up to 10 pieces of written content and collaterals such as, but not limited to brochure, flyers, one pages and more (in English)
  - up to 10 press releases (in English)
- Support to the Italian startups: preparation of Guidelines - how to produce the written content for the PR campaign activities.

### 5.4 Multimedia content coordination and supervision:

Support ITA in following the strategic guidelines defined at point 1, by sharing the strategy with the other vendors that might be involved in the project (including - but not limited to – video production companies, social media management companies, events organizers, training companies, graphic design companies, other ITA stakeholders involved in the project, all the startups exhibiting at the ITA pavilions).

#### Deliverables:

- Develop the creative brief for the video/design/graphic/digital partners, to be sure the strategy is aligned across all the different channels and media
- Provide advisory to ITA on the matters related to communication, including – but not limited to – the support in the evaluation among different options provided by the vendors or by the trade show organizer
- Provide a communication brief for the participating startups, with guidelines on how to be aligned with the overall strategy across the different channels and media (pitches, brochures, social media platforms and other)
- Support ITA in the creation of the potential attendees (including press, companies, investors, institutions) to invite at the “Italian Investor Night” and cross-check with other lists of other partners to avoid potential overlapping.

## **6. BUDGET**

The maximum total amount available for the abovementioned services will not exceed **USD 38,000,00 (thirty-eight thousand dollars)** including production costs.

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

## **7. MINIMUM REQUIREMENTS FOR PARTICIPATION**

In order to participate in this Market Survey, the company participating shall meet the following requirements referred to in art. 9 of Ministerial Decree 192/2017:

- A. It shall be eligible and possess the necessary qualifications, in full compliance with local law.
- B. It shall be authorized and licensed to do business in the company's state of residence and in the state of California.
- C. It shall be located in the USA.

**If the company should fail to meet these requirements for the duration of the contract, ITA reserves the right to cancel the contract.**

**IMPORTANT: in case your company is chosen to provide the service, it will be required to register in the ITA's Vendor list (see more details at the following link [Business Vendor Registration](#)) and to send the document "Requirements for Direct Negotiation Under the European Union Threshold of Euro 40,000.00" (Documento Unico), attached (Annex 1) duly filled in, dated, signed and notarized along with a photocopy of the signer's valid ID (State issued driver's license or ID or Passport).**

## **8. SUBMISSION PROCEDURE AND DEADLINE**

Under penalty of exclusion, your company is required to send by email to [losangeles@ice.it](mailto:losangeles@ice.it), **within October 31st, 2022, at 12:00pm (PST):**

- the detailed proposal according to art. 6 - Service requested of the current market notice
- your best quotation (in number and letters) **by filling the Annex 2;**

**No offer shall be accepted after the deadline. Incomplete offers shall be excluded.**

## **9. AWARD CRITERIA AND NOTIFICATION**

The contract will be awarded based **on the lowest price**, pursuant to art. 11 of DM 192/2017.

After identifying the best quotation, the Italian Trade Agency Los Angeles will award and execute the contract. The award will take place even in the presence of a single quotation, as long as it is deemed valid.

## **10. CONTRACT DURATION AND SIGNATURE**

The contract will run from the effective date of the contract **until February 8th, 2023. There will be no tacit renewal of the contract.**

It is expressly forbidden to resort to subcontracts, in consideration of the specific nature of the services, which need a trustworthy interlocutor.

ITA and the awarded Company shall enter a Contract based on the price offered by the bid awarded company.

The **ITA Los Angeles Chief Procurement Officer (CPO)** / *Responsabile Unico del Procedimento* (the acronym is RUP in Italian) is **Alessandra Rainaldi**, the ITA Los Angeles Trade Commissioner.

## **11. COMPANY OBLIGATIONS**

In the execution of the contractual obligations, the awarded company is required to:

- carry out the service with the maximum care and diligence, in accordance with the provisions of this market survey;
- transfer all the produced material and its copyrights to ITA. The Company agrees to transfer to ITA the right to use and reproduce the provided materials (images, videos, contents, ecc..) for any purposes and without limitations, in addition to holding ITA harmless from all legal actions and/or claims by third parties alleging violation of rights, including, but not limited to, intellectual property rights, patents, copyrights, trademarks and similar industrial property rights, violation of privacy and damage to public image.
- designate at least one of their employees as the contact person in charge of providing the services attached herein. The contact person shall ensure the proper execution of services, acting promptly to solve any problem that may arise and answering in a timely manner to any request made by the ITA. The contact person shall not change during the life of the contract, unless rightfully justified by the supplier.
- comply with all applicable rules, regulations, and laws, be they general or specific provisions for the sector of the products at issue, in particular existing technical and safety provisions as well as the ones that may be issued after the execution of the contract.
- provide all the services set forth herein, using its own technical equipment and without charging ITA for additional costs in connection with the purchase, rental and maintenance of the devices used for design and printing of the materials.

**ITA reserves the right to:**

- request all the changes that they will deem appropriate before final delivery of the product. Therefore, if the proposed project does not get first approval, the awarded company shall revise the same based on the instructions provided by ITA until the project is approved. Please note that approval of the project by ITA is a prerequisite for the execution of activities and pertaining expenses. The awarded company, in



the execution of the above services, shall adhere strictly to the specifications and instructions provided by ITA and shall not make any changes of their own volition. The awarded company shall guarantee that all services are rendered accurately and in full cooperation with the contact persons at the ITA.

- to request changes to the proposal after it has been accepted, without a rise in costs; it also reserves the right, at its sole discretion, to reject the proposals submitted and therefore the winning company agrees to waive all rights to compensation or indemnification of any type.

## **12. CONTACT PERSON**

If you have any questions regarding the Market Survey, please send an email to: [losangeles@ice.it](mailto:losangeles@ice.it)

Cordially

Alessandra Rainaldi  
Trade Commissioner Los Angeles Office

(signed in original)

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