



Los Angeles Office

February 09, 2024
Prot. N. 0016444/24

MARKET SURVEY NOTICE

**RE: PR AND MEDIA OUTREACH CAMPAIGN SERVICE
FOR ITA'S PARTICIPATION AT SXSW 2024 - SOUTH BY SOUTH WEST
Austin, 10-13 March 2024**

1. INTRODUCTION

ITA - Italian Trade Agency 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 net 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.

For more information on the Italian Trade Agency and its presence in Italy and the world, please visit our website [https://www.ice.it/en/\(Italian/English\)](https://www.ice.it/en/(Italian/English)).

2. AWARDING ENTITY

ITA - Los Angeles Office – Trade Promotion Section of the Consulate General of Italy - is located 12424 Wilshire Blvd, Suite 1400 - 90025 Los Angeles (California), Mrs. Alessandra Rainaldi, Trade Commissioner - Email: losangeles@ice.it, Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – www.ice.it.

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.

3. BACKGROUND

ITA is organizing the Italian Pavilion at SXSW inside the Creative Industries Expo, to be held from March 10th to 13th 2024. The show will be connecting exhibitors, customers, thought leaders and media from around the world in the innovation industry.

The ITA's participation will include:

- One exhibition space - approximately 800 sqft (20x40) - hosting up to 10 startups, from the following industries:
 1. Artificial Intelligence, Robotics & Voice
 2. Enterprise & Smart Data
 3. Entertainment, Media & Content
 4. Extended Reality & Immersive Technology
 5. Food, Nutrition, & Health

6. Future of Work
 7. Innovative World Technologies
 8. Metaverse & Web3
 9. Smart Cities, Transportation & Sustainability
- a Lounge/Arena for startup pitches, panels and networking.

 - One pitching session hosted outside the Convention Center, during the event “**Innovation and Sounds from Italy**”, scheduled on March 12th 2024, 6 pm, at the Intercontinental Hotel in Austin (event title, date, time and location might change) within a broader networking event that also featured Italian artists performing live.

4. **SCOPE OF WORK**

ITA is looking for a specialized **PR and marketing agency** to design, execute and coordinate an International PR and Media Outreach Campaign supporting the “Italian participation at the SXSW” before, during and after the show.

The overall goals of the “Italian Campaign at SXSW” is to create awareness and give visibility to:

- **Italy** - as a Country source of Innovation and Startups;
- **Italian Trade Agency** - as the leader governmental 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 SMEs**, as the pillars of the Italian innovation and entrepreneurship ecosystem;

The target audience to attract includes: US and international press, bloggers and influencers, along with mentors, investors, business partners and institutional stakeholders and consumers, in the field of innovation and entrepreneurship.

5. SERVICES REQUESTED and DELIVERABLES

The PR and Media Service will deliver the following services:

	Services	Deliverables
1	PR and Media Strategy	<p>Design and execution of <u>the strategic overall proposal</u>, before, after and during the event, with details, including – but not limited - to the following elements:</p> <ol style="list-style-type: none"> <u>Campaign plan</u> about the positioning, the concept, the target media (towards Italian and US press), the key branding messages and news items, the PR and marketing channels <u>Partners involved</u>, including <u>the list of investors</u> to be invited to the pitching event and <u>the list of media</u> involved and the <u>digital PR plan</u>; <u>Press office activities</u>, in terms of producing and editing press releases, content distribution with targeted media, press review and media follow up plan. <u>Expected results</u>: in terms of articles, interviews, pitching event attendance and any other metrics the vendor will consider appropriate. <u>Monitoring tools</u>: provide a regular status update (ex. a full detailed report) on the campaigns performances, on a weekly basis.
2	Content creation	<p>Produce written content in English and Italian for the PR campaign, on the basis of a raw content (presentations, reports, video interview, etc.) provided by ITA (in Italian or English).</p> <p>The vendor is required to cover:</p> <ol style="list-style-type: none"> the translation expenses that might be needed and to cover any proofreading to existing content sent by ITA; the activities of additional data gathering and research that might be needed to produce the written content. <p>The content, created by the vendor, will be tailored also for the use outside the SXSW platform, including websites, news outlets, online magazines, and social media platforms.</p> <p>Content to be provided:</p> <ul style="list-style-type: none"> up to 5 pieces of written content and collaterals such as, but not limited to brochure, flyers, one pages and more (in English and Italian) up to 5 press releases (in English and Italian) Guidelines for the Italian startup: how to produce the written content for the PR campaign activities. Video content production through short recorded interviews during the event (maximum 2 minutes each) to ITA executives and other stakeholders previously selected
3	Media relations	<ul style="list-style-type: none"> Dissemination of press releases in Italy and the US Clipping

4	Event "Innovation and Sounds from Italy"	<ul style="list-style-type: none"> ● Support in the Event design and schedule ● Implementation of guest lists, including the selection and engagement of testimonials ● Dissemination of Save the Date/invitation (graphics provided by ITA) to the above defined lists by email blast; ● Preparation and management of the Eventbrite Page, before and after the events; ● Recalls and RSVP updated on weekly bases; ● Final report of the activities carried out including a list of attendees RSVP.
5	Assistance	<p>a) Development of a training module on communication for startups and businesses selected by ITA</p> <p>b) Staff support on site during the event for <u>live footage, photo and assistance</u> (including the cost for travel expenses and full board accommodation).</p>
6	Coordination and Reporting	Prepare one final report for monitoring the performance at the end of the project.

6. **BUDGET**

The maximum total amount available for the abovementioned services will not exceed **USD 30,000,00 (thirty thousand dollars)** including production costs.

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

Please note that the ITA is a tax-exempt organization.

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 US
- d). It shall hold extreme expertise and understanding of the Innovation US market.
- e). It shall be registered in the ITA's Vendor list (see more details at the following link Business Vendor Registration).

The awarding of the contract will be subject to the verification of these general requirements.

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

8. **SUBMISSION PROCEDURE AND DEADLINE**

To submit your best quotation, your company is required to fill out and to send the following documentations, exclusively by email, **by February 23rd 2024, at 12:00 pm (noon) (PST)** to **losangeles@ice.it**;

- **Annex 1 - ECONOMIC OFFER**, with your best quotation (both in digits and letters).
- **Annex 2 - "Requirements for Direct Negotiation Under the European Union Threshold of Euro 40,000.00"** (Documento Unico), 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).
- Your company portfolio;

No offers shall be accepted if:

- Emails are received after the deadline or have been presented in a form other than that indicated above.
- They are conditional or do not clearly accept the conditions required, create misunderstandings as to the contractor's willingness to adhere fully to the said conditions or the indication of the cost.
- They are incomplete, even if emailed within the stated deadline. An offer is deemed to be incomplete if it does not accept all the term.

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

The contract will run from the date of signing **until March 31, 2024. There will be no tacit renewal of 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](#))

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

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, etc..) 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 submission does not get first approval, the awarded company shall revise the same based on the instructions provided by ITA until the submission is approved. Please note that approval of the submission 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. TERMS OF PAYMENT

Payments will be made by ITA in USD as follow:

- 20% of the total amount upon signing the contract and presentation of an original invoice;
- 80% balance after the conclusion of the contract and upon presentation of an original invoice and the final report.

Please note: prior to the payment of the final invoice, a “Certificate of Regular Execution” will be issued by ITA, to certify that the service was fully completed in accordance with the terms agreed. Payment will be made within thirty (30) days upon receipt of the original invoice, addressed to the attention of Director Alessandra Rainaldi - Italian Trade Commission - 12424 Wilshire Blvd, Suite 1400, 90025, Los Angeles, CA.

The ITA Los Angeles Office makes payments via ACH. The awarding Agency will be required to provide their ACH Routing number and account number so that our payments can be properly credited.

Please note that our office is part of the official Mission of Italy to the United States and is exempt from paying tax on purchases over \$ 325.00.

13. PENALTIES

For each day of delay in delivery or non-compliance with the Technical specifications contained herein, there will be a deduction from the contract’s total amount equal to 2% penalty up to ten percent (10%), calculated on the value of the individual service rendered, net of any claim for greater damages, shall be applied.



14. RULES OF CONDUCT OF THE AGENCY AND/OR STAFF OF THE AGENCY

In the execution of the contract, the Agency undertakes to fully respect the Code of Conduct adopted by ITA with respect to the provisions of Presidential Decree 62/2013 approved by the Board of Directors by resolution no. 619/23 on 01/27/2023.

The Code of Conduct is available on the website <https://www.ice.it/it> at the section "Amministrazione Trasparente" (Transparent Administration) — "Disposizioni generali" (General provisions) — "Atti generali" (Acts of general application) "Code of Conduct". For any breach of obligations under the code, if the same is considered serious, ITA will have the option to terminate the contract. By signing you agree to the terms outlined in this document and, to the best of your knowledge, affirm that you have not retained or engaged professionally anyone who has ceased his or her employment with the Italian Trade Agency within the last three years and whom had occupied a management role in said organization or had been delegated management powers to execute contracts or other commercial transactions on behalf of the said organization.

15. WHISTLEBLOWING

The Italian Trade Agency, in compliance with applicable legislation, is committed to taking all reasonable steps to protect whistleblowers who report or disclose information on breaches of the law observed in the context of their work-related activities. The reports, which are kept fully confidential, are managed through an IT application available on the Homepage of the Italian Trade Agency – ICE website - Whistleblowing section (<https://www.ice.it/it/whistleblowing>).

16. COMPETENT JURISDICTION

In case of a dispute between the Italian Trade Agency and the awarded company, the Court of Law of California, U.S.A., will be competent jurisdiction. In the event of a disagreement between the ITA and awarded company, the prevailing party shall be entitled to recover attorney's fees and costs from the non-prevailing party.

17. PRIVACY

The awarded Company is invited to read the Information on the processing of personal data pursuant to Regulation (EU) 2016/679 ("RGPD"), available on the institutional website of ITA-Agency at <https://www.ice.it/it/privacy>. Access to tender documents is governed by Law no. 241 of August 7, 1990.

18. CONTACT PERSON

For further information concerning this Market Survey, kindly contact Sebastiano Peluso - Italian Trade Agency – Los Angeles Office - Email: losangeles@ice.it, Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – www.ice.it.

Cordially

Alessandra Rainaldi
Trade Commissioner Los Angeles Office

SIGNED IN ORIGINAL

