

Germany-Esslingen am Neckar: Promotional services
OJ S 6/2020 09/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Hochschule Esslingen

Postal address: Kanalstr. 33

Town: Esslingen am Neckar

NUTS code: DE113 Esslingen

Postal code: 73728

Country: Germany

Contact person: Finanzabteilung

E-mail: ausschreibung@hs-esslingen.de

Telephone: +49 711397-3610

Fax: +49 711397-3133

Internet address(es):

Main address: www.hs-esslingen.de

Address of the buyer profile: www.hs-esslingen.de

I.4. Type of the contracting authority

Other type: Hochschule für Angewandte Wissenschaft

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationskampagne HE 2020

Reference number: HSE-2019-0001

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Kommunikationskampagne der Hochschule Esslingen.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 176 709,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE113 Esslingen

Main site or place of performance: Hochschule Esslingen Kanalstr. 33 73728 Esslingen am Neckar Deutschland

II.2.4. Description of the procurement

Erster Finanzrahmen: 180 000 EUR netto

Optionaler zweiter Finanzrahmen: 140 000 EUR netto

Die Agenturleistungen sind jeweils in beiden Finanzrahmen bereits enthalten.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 202-491613](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Kommunikationskampagne HE 2020

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/01/2020

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Sumner groh + compagnie Kommunikationsgesellschaft mbH & Co. KG

Postal address: Aulweg, 41b

Town: Gießen

NUTS code: DE721 Gießen, Landkreis

Postal code: 35392

Country: Germany

E-mail: sumner@sumnergroh.com

Telephone: +49 641495500

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 320 000,00 EUR

Total value of the contract/lot: 176 709,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Baden-Württemberg beim Regierungspräsidium Karlsruhe

Postal address: Durlacher Allee 100

Town: Karlsruhe

Postal code: 76137

Country: Germany

VI.5. Date of dispatch of this notice

08/01/2020