

**Netherlands-Almere: Advertising and marketing services**

OJ S 35/2021 19/02/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Floriade Almere 2022 bv

Town: Almere

NUTS code: NL23 Flevoland

Country: Netherlands

Contact person: Pauline Bos

E-mail: [pauline.bos@floriade.com](mailto:pauline.bos@floriade.com)**Internet address(es):**Main address: <https://floriade.com/nl/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://portal.negometrix.com/index.cfm?action=sourcing:\\_requestform.subscribe&document=6CF83E7A-C3FB-9295-0C6887A802547F23](https://portal.negometrix.com/index.cfm?action=sourcing:_requestform.subscribe&document=6CF83E7A-C3FB-9295-0C6887A802547F23)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Media bureau('s) voor traditionele en digitale/nieuwe media

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het adviseren, uitwerken en inkopen van media ten behoeve van Floriade Expo 2022 campagnes. Daarnaast valt ook onder de opdracht de coördinatie van materialen, het

monitoren, het bijsturen waar relevant en het rapporteren van de behaalde resultaten, inclusief bewijsmateriaal van de plaatsingen. Voor de opdracht is een splitsing gemaakt in twee percelen:

1. traditionele media inkoop (TV, radio, print, outdoor en cross mediaal);
2. digitale en nieuw media inkoop (Display en video advertising, paid search, social media en overige nieuwe media).

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

### **II.2. Description**

#### **II.2.1. Title**

Media inkoop; 1. Traditionele media inkoop (TV, radio, print, outdoor en cross mediaal)

Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

#### **II.2.3. Place of performance**

NUTS code: NL23 Flevoland

Main site or place of performance: Almere.

#### **II.2.4. Description of the procurement**

De aanbesteding is voor het leveren van diensten welke verbonden zijn aan het inkopen van mediaruimte, hierna te noemen Media-inkoop.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

End: 31/12/2022

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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**

### **II.2. Description**

#### **II.2.1. Title**

Media Inkoop: 2. Digitale en nieuw media inkoop (Display en video advertising, paid search, social media en overige nieuwe media)

Lot No: 2

**II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.2.3. Place of performance**

NUTS code: NL230 Flevoland

Main site or place of performance: Almere.

**II.2.4. Description of the procurement**

Aanbesteding voor het leveren van diensten welke verbonden zijn aan het inkopen van mediaruimte, hierna te noemen Media-inkoop.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

End: 31/12/2022

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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 III: Legal, economic, financial and technical information**

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**III.1. Conditions for participation**

**III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

**III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

**Section IV: Procedure**

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**IV.1. Description**

**IV.1.1. Type of procedure**

Open procedure

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

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

**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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 29/03/2021 Local time: 12:00

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Dutch

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7. Conditions for opening of tenders**

Date: 29/03/2021 Local time: 12:00

Place:

Almere.

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Rechtbank Almere

Town: Almere

Country: Netherlands

**VI.5. Date of dispatch of this notice**

16/02/2021