

Belgium-Putte: Advertising and marketing services

OJ S 53/2015 17/03/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: VZW Kempens Landschap

Postal address: Peredreef 5

Town: Putte

Postal code: 2580

Country: Belgium

For the attention of: Karolien Horckmans

E-mail: karolien.horckmans@kempenslandschap.be

Telephone: +32 15228234

Fax: +32 15228231

Internet address(es):General address of the contracting authority: <http://www.kempenslandschap.be>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Other: VZW

I.3. Main activity

Other: landschap

I.4. Contract award on behalf of other contracting authorities**Section II: Object of the contract**

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Ontwikkeling beeldmateriaal publiciteitscampagne voor de landloperskolonies van Wortel en Merksplas.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Wortel/Merksplas.

NUTS code BE213 Arr. Turnhout

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Met het uitschrijven van deze opdracht willen wij de kolonies van Wortel en Merksplas en hun toeristisch-recreatieve troeven krachtig op de toeristische kaart zetten. Concreet willen wij hierbij prijs vragen voor volgende diensten:

- creatie van een sterk publiciteitsbeeld voor de kolonies van Wortel en Merksplas. Dit beeld omvat een foto waaruit het typische/aantrekkelijke van de kolonies blijkt in combinatie met een slogan/baseline die bezoekers prikkelt om het landschap van de kolonies te komen verkennen en kennis te maken met de landlopersgeschiedenis. Als voorbeeld van het gevraagde verwijzen wij naar het marketingbeeld dat gebruikt werd in kader van de Unesco-nominatie van de Waddenzee (op te vragen);
- creatie van een aantrekkelijke naam voor het bezoekerscentrum/brasserie in Merksplas-kolonie.

Plaats van uitvoering: Kolonies van Wortel (Hoogstraten) en Merksplas — overlegmomenten zullen meestal gebeuren in de kantoren van Kempens Landschap, zijnde Peredreef 5, Putte.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

III.2. Conditions for participation

- III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**
- III.2.2. Economic and financial ability**
- III.2.3. Technical and professional ability**
- III.2.4. Information about reserved contracts**
- III.3. Conditions specific to services contracts**
- III.3.1. Information about a particular profession**
- III.3.2. Information about staff responsible for the performance of the contract**

Section IV: Procedure

- IV.1. Type of procedure**
- IV.1.1. Type of procedure**
 - Accelerated negotiated
 - Vereenvoudigde onderhandelingsprocedure met bekendmaking.
- IV.1.2. Information about the limits on the number of candidates to be invited**
- IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**
- IV.2. Award criteria**
- IV.2.1. Award criteria**
 - The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents
- IV.2.2. Information about electronic auction**
- IV.3. Administrative information**
- IV.3.1. File reference number attributed by the contracting authority**
- IV.3.2. Previous publication concerning this procedure**
 - no
- IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**
 - Payable documents: no
- IV.3.4. Time limit for receipt of tenders or requests to participate**
 - 7.4.2015 - 10:00
- IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**
- IV.3.6. Languages in which tenders or requests to participate may be submitted**
 - Dutch.
- IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

@Ref:01133223/2015004458

Lastenboek(en)/document(en) beschikbaar op dit internet adres:

<http://www.publicatiesonline.be/cscDownload.aspx?ViewID=00060F020C0D85>

- Bestek campagnebeeld kolonies.doc.

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

12.3.2015