

265840-2026 - Competition

Spain – Advertising services – Servicio de desarrollo y ejecución de las estrategias de redes sociales y gestión de la publicidad digital para la Societat Valenciana Fira València S.A

OJ S 76/2026 20/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consejo de Administración de la Societat Valenciana FIRA València S.A.

Email: compras@feriavalencia.com

Legal type of the buyer: Public undertaking, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de desarrollo y ejecución de las estrategias de redes sociales y gestión de la publicidad digital para la Societat Valenciana Fira València S.A

Description: Servicio de desarrollo y ejecución de las estrategias de redes sociales y gestión de la publicidad digital para la Societat Valenciana Fira València S.A

Procedure identifier: ccdee889-6fac-4d39-903c-92e753dd3e92

Internal identifier: CMAYOR/2026/FIRAV/0007

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341400

Advertising campaign services, 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 567 837,80 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations in the fields of labour law: El licitador tendrá que estar al corriente con sus obligaciones con la Seguridad Social y con la Agencia Tributaria. Además de cumplir con el marco legal laboral vigente.

Breaching of obligations in the fields of social law: El contratista debe estar al corriente con sus obligaciones en materia de legislación social y laboral.

5. Lot

5.1. Lot: LOT-0001

Title: Servicio de desarrollo y ejecución de las estrategias de redes sociales (general) y de la gestión de la publicidad digital para Societat Valenciana Fira València

Description: El Lote 1 está destinado a la planificación, ejecución y supervisión integral de la estrategia de las redes sociales de los productos de la cartera de Feria Valencia. Este servicio requiere una visión integral y continua de la presencia digital en varias plataformas sociales, abordando todos los eventos de la cartera a lo largo del año.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Posibilidad de una prórroga anual

5.1.5. Value

Estimated value excluding VAT: 525 837,80 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Experiencia demostrable del equipo asignado en trabajos similares. . Memoria: propuesta estratégica y acciones de comunicación y difusión.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

Category of award weight criterion: Weight (points, exact)

Award criterion number: 40

Criterion:

Type: Price

Description: Oferta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 35

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=ySR0jDKclUzkY6rls5tG9A%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=ySR0jDKclUzkY6rls5tG9A%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 21/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 25/05/2026 15:51:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Opening date: 15/06/2026 15:50:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Av. de les Fires, s/n, Pobles de l'Oest, 46035 València

Opening date: 03/06/2026 15:51:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Consejo de Administración de la Societat Valenciana FIRA València S.A.
- Consejo de Administración de la Societat Valenciana FIRA València S.A.

Information about review deadlines: hasta 2026-05-14+02:00

Organisation providing more information on the review procedures: Consejo de Administración de la Societat Valenciana FIRA València S.A. - Consejo de Administración de la Societat Valenciana FIRA Valencia S.A

5.1. Lot: LOT-0002

Title: Servicio de desarrollo y ejecución de las estrategias de redes sociales y de la gestión de la publicidad digital para el certamen "Gastrónoma 2026" de Societat Valenciana Fira València

Description: El Lote 2 se enfoca específicamente en la estrategia y cobertura de redes sociales del certamen Gastrónoma 2026, un evento puntual que necesita un enfoque más intensivo y especializado durante sus fases de ejecución (previa, durante y posterior al certamen). Además, este lote requiere una gestión y presencia continua de la marca Gastrónoma durante todo el año 2026, lo cual es más demandante en términos de recursos y estrategia

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Posibilidad de una prórroga anual

5.1.5. Value

Estimated value excluding VAT: 42 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Experiencia demostrable del equipo asignado en trabajos similares. . Propuesta redes sociales y ejemplos de copy Gastronomía.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Oferta económica. . Resumen ejecutivo Gastronomía.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 35

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=ySR0jDKclUzkY6rls5tG9A%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=ySR0jDKclUzkY6rls5tG9A%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 21/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 25/05/2026 15:51:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Opening date: 15/06/2026 15:50:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Av. de les Fires, s/n, Pobles de l'Oest, 46035 València

Opening date: 03/06/2026 15:51:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Consejo de Administración de la Societat Valenciana FIRA València S.A.
- Consejo de Administración de la Societat Valenciana FIRA València S.A.
Information about review deadlines: hasta 2026-05-14+02:00
Organisation providing more information on the review procedures: Consejo de Administración de la Societat Valenciana FIRA València S.A. - Consejo de Administración de la Societat Valenciana FIRA Valencia S.A

8. Organisations

8.1. ORG-0001

Official name: Consejo de Administración de la Societat Valenciana FIRA València S.A.
Registration number: 101659090209669
Registration number: A72668536
Town: Valencia
Postcode: 46035
Country subdivision (NUTS): Valencia / València (ES523)
Country: Spain
Contact point: Consejo de Administración de la Societat Valenciana FIRA València S.A.
Email: compras@feriavalencia.com
Telephone: 962505000
Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=PufTASIQM7cl5NjINci%2BtA%3D%3D>

Other contact points:

Official name: Consejo de Administración de la Societat Valenciana FIRA Valencia S.A
Town: Valencia
Postcode: 46035
Country subdivision (NUTS): Madrid (ES300)
Country: Spain

Other contact points:

Official name: Consejo de Administración de la Societat Valenciana FIRA València S.A.
Town: Valencia
Postcode: 46035
Country subdivision (NUTS): Valencia / València (ES523)
Country: Spain

Roles of this organisation:

Buyer
Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: a914c305-82ce-49e8-9167-1931b779d0af - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 16/04/2026 15:52:36 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish

Notice publication number: 265840-2026

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