

## 315736-2026 - Result

France – Event services – Prestations de régie événementielle

OJ S 89/2026 08/05/2026

Contract or concession award notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: TRANSITIONS PRO Île-de-France

Email: [r.masson@transitionspro-idf.fr](mailto:r.masson@transitionspro-idf.fr)

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Prestations de régie événementielle

Description: Le présent marché est composé de deux lots : Lot 1 - Régie événementielle :

Programmation événementielle de la Maison de la Reconversion (périmètre 1A) et

organisation des Trophées de la Reconversion (périmètre 1B) Lot 2 - Achat d'espace

publicitaire : Conseil, réservation et achat d'espaces publicitaires pour le Salon Générations

Reconversion et la notoriété de TRANSITIONS PRO IDF et de la Maison de la Reconversion

Procedure identifier: 887596de-1442-474e-a99b-95b6a3d1b56b

Previous notice: 0f1e3b28-5d9e-477e-a7aa-208f76e22f47-01

Internal identifier: 2026-02 MARCOM

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Procédure formalisée à 2 lots

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79952000 Event services

##### 2.1.2. Place of performance

Postal address: 2 ter boulevard Saint-Martin

Town: Paris

Postcode: 75498 Paris cedex 10

Country subdivision (NUTS): Paris (FR101)

Country: France

##### 2.1.3. Value

Estimated value excluding VAT: 355 100,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

### 5. Lot

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## 5.1. Lot: LOT-0001

Title: Lot 1 - Régie événementielle

Description: Programmation événementielle de la Maison de la Reconversion (périmètre 1A) et organisation des Trophées de la Reconversion (périmètre 1B)

Internal identifier: 1

### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79952000 Event services

#### Options:

Description of the options: Renouvellement par tacite reconduction

### 5.1.2. Place of performance

Postal address: 2 ter boulevard Saint-Martin

Town: Paris

Postcode: 75498 Paris cedex 10

Country subdivision (NUTS): Paris (FR101)

Country: France

### 5.1.3. Estimated duration

Start date: 27/04/2026

Duration end date: 26/04/2027

### 5.1.4. Renewal

Maximum renewals: 3

### 5.1.6. General information

Procurement Project not financed with EU Funds.

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

### 5.1.10. Award criteria

#### Criterion:

Type: Quality

Description: Critères Techniques

Description of the method to be used if weighting cannot be expressed by criteria: voir DCE

### 5.1.15. Techniques

#### Framework agreement:

No framework agreement

#### Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

### 5.1.16. Further information, mediation and review

Review organisation: TRANSITIONS PRO Île-de-France

Information about review deadlines: voir DCE

Organisation signing the contract: TRANSITIONS PRO Île-de-France

## 5.1. Lot: LOT-0002

Title: Lot 2 - Achat d'espace publicitaire

Description: Conseil, réservation et achat d'espaces publicitaires pour le Salon Générations Reconversion et la notoriété de TRANSITIONS PRO IDF et de la Maison de la Reconversion

Internal identifier: 2

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

##### Options:

Description of the options: Renouvellement par tacite reconduction

#### 5.1.2. Place of performance

Postal address: 2 ter boulevard Saint-Martin

Town: Paris

Postcode: 75498 Paris cedex 10

Country subdivision (NUTS): Paris (FR101)

Country: France

#### 5.1.3. Estimated duration

Start date: 27/04/2026

Duration end date: 26/04/2027

#### 5.1.4. Renewal

Maximum renewals: 3

#### 5.1.6. General information

Procurement Project not financed with EU Funds.

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

#### 5.1.10. Award criteria

##### Criterion:

Type: Price

Description: prix

Description of the method to be used if weighting cannot be expressed by criteria: voir DCE

#### 5.1.15. Techniques

##### Framework agreement:

No framework agreement

##### Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

#### 5.1.16. Further information, mediation and review

Review organisation: TRANSITIONS PRO Île-de-France

Information about review deadlines: Voir DCE

Organisation signing the contract: TRANSITIONS PRO Île-de-France

## 6. Results

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Value of all contracts awarded in this notice: 391 100,00 EUR

#### 6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

#### 6.1.2. Information about winners

##### Winner:

Official name: PRIME PROD

**Tender:**

Tender identifier: Offre Prime Prod Lot 1  
Identifier of lot or group of lots: LOT-0001  
Value of the tender: 175 100,00 EUR  
The tender was ranked: yes  
Rank in the list of winners: 1  
The tender is a variant: no  
Subcontracting: No

**Contract information:**

Identifier of the contract: Offre Prime Prod Lot 1 - Régie événementielle  
Date of the conclusion of the contract: 27/04/2026

**Information about European Union funds:**

Organisation signing the contract: TRANSITIONS PRO Île-de-France

**6.1.4. Statistical information****Received tenders or requests to participate:**

Type of received submissions: Tenders submitted electronically  
Number of tenders or requests to participate received: 2

**6.1. Result lot identifier: LOT-0002**

Winner selection status: At least one winner was chosen.

**6.1.2. Information about winners****Winner:**

Official name: PRIME PROD

**Tender:**

Tender identifier: Offre Prime Prod Lot 2  
Identifier of lot or group of lots: LOT-0002  
Value of the tender: 180 000,00 EUR  
The tender was ranked: yes  
Rank in the list of winners: 1  
The tender is a variant: no  
Subcontracting: No

**Contract information:**

Identifier of the contract: Offre Prime Prod Lot 2 - Achat d'espace publicitaire  
Date of the conclusion of the contract: 27/04/2026

**Information about European Union funds:**

Organisation signing the contract: TRANSITIONS PRO Île-de-France

**6.1.4. Statistical information****Received tenders or requests to participate:**

Type of received submissions: Tenders submitted electronically  
Number of tenders or requests to participate received: 1

## 8. Organisations

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**8.1. ORG-0001**

Official name: TRANSITIONS PRO Île-de-France  
Registration number: 32778741200052  
Postal address: 2 ter, boulevard Saint-Martin  
Town: Paris

Postcode: 75010

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Rodolphe Masson

Email: [r.masson@transitionspro-idf.fr](mailto:r.masson@transitionspro-idf.fr)

Telephone: 0144105852

Information exchange endpoint (URL): [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2026\\_AwpDYneovT](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_AwpDYneovT)

Buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

**Roles of this organisation:**

Buyer

Review organisation

Organisation signing the contract

**8.1. ORG-0002**

Official name: PRIME PROD

Size of the economic operator: Micro, small, or medium

Registration number: 43257044800048

Postal address: 26 avenue George V

Town: Paris

Postcode: 75008

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Jeremy Cerrone

Email: [jeremy@primeprod.net](mailto:jeremy@primeprod.net)

Telephone: 0145632015

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001, LOT-0002**

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## Notice information

Notice identifier/version: ff0fa96b-6559-4dba-9fd3-9aaca28718d5 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 06/05/2026 17:30:57 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 315736-2026

OJ S issue number: 89/2026

Publication date: 08/05/2026