

Germany-Potsdam: Advertising and marketing services

OJ S 206/2014 25/10/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: rbb Rundfunk Berlin-Brandenburg

Postal address: Marlene-Dietrich-Allee 20

Town: Potsdam

Postal code: 14482

Country: Germany

Contact person: Sekretariat Einkauf

For the attention of: Ute Richter

E-mail: einkauf@rbb-online.de

Fax: +49 3319799343519

Internet address(es):

General address of the contracting authority: www.rbb-online.de

Electronic access to information: www.vergabepattform-rundfunkanstalten.de

Electronic submission of tenders and requests to participate: www.rbb-online.de

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

Body governed by public law

I.3. Main activity

Other: Rundfunkanstalt

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Promotionaktivitäten sowie Lagerhaltung.

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

Services

Service category No 27: Other services

Main site or place of performance: Berlin und Brandenburg.

NUTS code DE3 Berlin,DE4 Brandenburg

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)

Rahmenvereinbarung Konzeption und Durchführung von Promotionaktivitäten sowie Lagerhaltung.

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: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Der Rundfunk Berlin-Brandenburg beabsichtigt mit mehreren Dienstleistern Rahmenverträge zur Erbringung von Promotiondienstleistungen und Lagerhaltung abzuschließen.

II.2.2. Information about options

Options: yes

Description of options: Vertragsverlängerung 3 mal um je 1 Jahr.

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 3

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

Start 1.3.2015. Completion 29.2.2016

Information about lots

Lot No: 1

Lot title: rbb Fernsehen und die Landeswellen Antenne Brandenburg und radioBERLIN 88,8

1) Short description

Rahmenvereinbarung Konzeption und Durchführung von Promotionaktivitäten sowie Lagerhaltung

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: radioeins und Fritz

1) Short description

Rahmenvereinbarung Konzeption und Durchführung von Promotionaktivitäten sowie Lagerhaltung

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: rbb Unternehmen, multimediale Events, kulturradio, Inforadio

1) Short description

Rahmenvereinbarung Konzeption und Durchführung von Promotionaktivitäten sowie Lagerhaltung

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Keine.

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

Gemäß Festlegung in den Vergabeunterlagen.

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

Gesamtschuldnerisch haftend.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Eigenerklärung nach Vorlage des rbb.

III.2.2. Economic and financial ability

List and brief description of conditions: Vom Bieter erteilte Auskünfte und Nachweise im Rahmen der Bietererklärung.

III.2.3. Technical and professional ability

List and brief description of conditions:

Vom Bieter erteilte Auskünfte und Nachweise im Rahmen der Bietererklärung.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures) no

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 9

Objective criteria for choosing the limited number of candidates: Geplante Zahl der Wirtschaftsteilnehmer: 3 je Los.

Die objektiven Kriterien und ihre Gewichtung sind in den Unterlagen zum Teilnahmewettbewerb angegeben.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated no

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

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

VE 14.05.074

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 24.11.2014
Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

1.12.2014 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

8.12.2014

IV.3.6. Languages in which tenders or requests to participate may be submitted

German.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

until: 31.3.2015

IV.3.8. Conditions for opening of tenders

Place:

Entfällt.

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

Die Teilnahmeunterlagen können im Internet auf dem Portal www.vergabepattform-rundfunkanstalten.de per Download heruntergeladen werden.

Der Auftraggeber macht von der in § 12 EG Abs. 6 VOL/A vorgesehenen Möglichkeit Gebrauch, die kompletten Vergabeunterlagen frei, direkt und vollständig im Internet auf dem Portal www.vergabepattform-rundfunkanstalten.de für alle Interessierten zur Verfügung zu stellen.

Anbieter, die bisher über keinen Zugang verfügen, können sich auf dieser Plattform kostenlos registrieren lassen. Eine Versendung der Vergabeunterlagen in Papierform ist nicht vorgesehen.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Berlin

Postal address: Martin-Luther-Straße 105

Town: Berlin

Postal code: 10825

Country: Germany

Body responsible for mediation procedures

Official name: Vergabekammer Berlin

Postal address: Martin-Luther-Straße 105

Town: Berlin

Postal code: 10825

Country: Germany

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: Innerhalb von 15 Kalendertagen nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, kann ein Nachprüfverfahren bei der Vergabekammer beantragt werden (§ 107 III S.1 Nr. 4 GWB).

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

Official name: Vergabekammer Berlin

Postal address: Martin-Luther-Straße 105

Town: Berlin

Postal code: 10825

Country: Germany

VI.5. Date of dispatch of this notice

22.10.2014