418740-2026 - Competition

Austria – Advertising and marketing services – Marketingleistungen für das Landesgremium Wien der Tabaktrafikanten
OJ S 116/2026 18/06/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Landesgremium Wien der Tabaktrafikanten
Email: vergabe@terzaki.at
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Marketingleistungen für das Landesgremium Wien der Tabaktrafikanten
Description: Gegenstand des Vergabeverfahrens ist der Abschluss einer Rahmenvereinbarung mit einem Unternehmen über Leistungen im Bereich Werbe- und Marketingdienstleistungen.
Procedure identifier: dbbfebe1-279e-4e93-9778-d5fa6e220c06
Internal identifier: 1
Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation
The procedure is accelerated: no
Main features of the procedure: Beim gegenständlichen Vergabeverfahren handelt es sich um ein Verhandlungsverfahrens mit vorheriger Bekanntmachung gemäß § 31 Abs 5 iVm § 31 Abs 7 BVergG 2018 idgF zum Abschluss einer Rahmenvereinbarung mit einem (1) Unternehmen im sogenannten Oberschwellenbereich für die Dauer von vier (4) Jahren unter Vorbehalt von zwei jährlichen, optionalen Verlängerungen.

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Wien (AT130)
Country: Austria

2.1.3. Value

Estimated value excluding VAT: 450 000,00 EUR
Maximum value of the framework agreement: 562 500,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, Notice
Corruption: {0}
Fraud: {0}
Money laundering or terrorist financing: {0}
Participation in a criminal organisation: {0}
Terrorist offences or offences linked to terrorist activities: {0}
Child labour and including other forms of trafficking in human beings: {0}
Breaching of obligations in the fields of environmental law: {0}
Breaching of obligations in the fields of labour law: {0}
Breaching of obligations in the fields of social law: {0}
Agreements with other economic operators aimed at distorting competition: {0}
Grave professional misconduct: {0}
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: {0}
Offence concerning its professional conduct in the domain of defence procurement: {0}
Conflict of interest due to its participation in the procurement procedure: {0}
Direct or indirect involvement in the preparation of this procurement procedure: {0}
Early termination, damages, or other comparable sanctions: {0}
Lack of reliability to exclude risks to the security of the country: {0}
Breaching of obligations set under purely national exclusion grounds: {0}
Breaching obligation relating to payment of social security contributions: {0}
Breaching obligation relating to payment of taxes: {0}
Business activities are suspended: {0}
Bankruptcy: {0}
Insolvency: {0}
Assets being administered by liquidator: {0}
Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: {0}

5. Lot

5.1. Lot: LOT-8140

Title: Marketingleistungen für das Landesgremium Wien der Tabaktrafikanten
Description: Gegenstand des Vergabeverfahrens ist der Abschluss einer Rahmenvereinbarung mit einem Unternehmen über Leistungen im Bereich Werbe- und Marketingdienstleistungen.
Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Wien (AT130)
Country: Austria

5.1.3. Estimated duration

Start date: 10/11/2026
Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 2
Other information about renewals: Die Auftraggeberin behälts sich eine jährliche optionale Verlängerung der Geltung der Rahmenvereinbarung auf maximal zwei weitere Jahre vor. Der Grund für diese Festlegung der Dauer der Rahmenvereinbarung liegt darin, dass – wie die Erfahrung gezeigt hat - die Zusammenarbeit mit einem technischen Partner mindestens drei bis vier Jahre benötigt, um ein optimales Abstimmungsergebnis zu erzielen. Die Chance ein solches Ergebnis auch zu erreichen, sieht daher der Auftraggeber in einem zeitlichen Rahmen von ca. sechs Jahren.

5.1.5. Value

Estimated value excluding VAT: 450 000,00 EUR
Maximum value of the framework agreement: 562 500,00 EUR

5.1.6. General information

The names and professional qualifications of the staff assigned to perform the contract must be given: Request to participate requirement
Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes
This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document
Information about the second stage of a two-stage procedure:
Minimum number of candidates to be invited for the second stage of the procedure: 3
Maximum number of candidates to be invited for the second stage of the procedure: 3
The procedure will take place in successive stages. At each stage, some participants may be eliminated
The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.10. Award criteria

Criterion:
Type: Quality
Description: Qualitätskriterium Nr. 1 - Konzept
Category of award weight criterion: Weight (points, exact)
Award criterion number: 60
Criterion:
Type: Quality
Description: Qualitätskriterium Nr. 2 - Präsentation
Category of award weight criterion: Weight (points, exact)
Award criterion number: 20
Criterion:
Type: Price
Description: Preiskomponente Nr. 1 - Bewertungrelevanter Gesamtpreis "Pauschalpreis pro Monat exkl. USt."
Category of award weight criterion: Weight (points, exact)
Award criterion number: 10
Criterion:
Type: Price
Description: Preiskomponente Nr. 2 - Bewertungsrelevanter Gesamtpreis "Stundensatz Schlüsselpersonal - Projektleiter:in exkl. USt"

Category of award weight criterion: Weight (points, exact)
Award criterion number: 5
Criterion:
Type: Price
Description: Preiskomponente Nr. 3 - Bewertungsrelevanter Gesamtpreis "Stundensatz Schlüsselpersonal - Projektleiter:in-Stellvertreter:in exkl. USt"
Category of award weight criterion: Weight (points, exact)
Award criterion number: 5

5.1.11. Procurement documents

Deadline for requesting additional information: 03/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Address of the procurement documents: https://gv.vergabeportal.at/Detail/248117

5.1.12. Terms of procurement

Terms of the procedure:
Estimated date of dispatch of the invitations to submit tenders: 25/08/2026
Terms of submission:
Electronic submission: Required
Address for submission: https://gv.vergabeportal.at/Detail/248117
Languages in which tenders or requests to participate may be submitted: German
Electronic catalogue: Not allowed
Variants: Not allowed
Tenderers may submit more than one tender: Not allowed
Deadline for receipt of requests to participate: 20/07/2026 10:00:00 (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
A non-disclosure agreement is required: no
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:
Framework agreement, without reopening of competition
Maximum number of participants: 1
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Bundesverwaltungsgericht
Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben

8. Organisations

8.1. ORG-4716

Official name: Landesgremium Wien der Tabaktrafikanten
Registration number: 9110027670887
Postal address: Straße der Wiener Wirtschaft 1

Town: Wien
Postcode: 1020
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Contact point: TERZAKI & Partner GmbH, Mag. Alexandra Terzaki (Geschäftsführerin), 1090 Wien
Email: vergabe@terzaki.at
Telephone: +43 1 3695978
Roles of this organisation:
Buyer

8.1. ORG-0734

Official name: Bundesverwaltungsgericht
Registration number: 9110008059823
Postal address: Erdbergstraße 192-196
Town: Wien
Postcode: 1030
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Email: einlaufstelle@bvwg.gv.at
Telephone: +43 160149
Internet address: https://www.bvwg.gv.at/
Roles of this organisation:
Review organisation

Notice information

Notice identifier/version: 3332b252-34e7-4d46-946b-5c86e9cee7bf - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 17/06/2026 10:18:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: German
Notice publication number: 418740-2026
OJ S issue number: 116/2026
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