

**France-La Roche-sur-Yon: Advertising campaign services**

OJ S 220/2022 15/11/2022

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: vendée Expansion

Postal address: 33 rue de l'atlantique - cS 80206

Town: La Roche-sur-Yon

NUTS code: FRG05 Vendée

Postal code: 85005

Country: France

E-mail: [S.leger@gie-epl-vendee.fr](mailto:S.leger@gie-epl-vendee.fr)**Internet address(es):**Main address: <http://www.vendee-expansion.fr>Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2022_drODwJiw_T)[PCSLID=CSL\\_2022\\_drODwJiw\\_T](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2022_drODwJiw_T)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2022\\_drODwJiw\\_T](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2022_drODwJiw_T)**I.4. Type of the contracting authority**

Other type: Société anonyme d'économie mixte locale

**I.5. Main activity**

Other activity: Ingénierie et tourisme

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

achat d'espaces publicitaires télévisuels et digitaux pour la campagne 2023 de promotion touristique de la Vendée

Reference number: VE-2022-F25-11

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

achat d'espaces publicitaires télévisuels et digitaux pour la promotion de la campagne touristique 2023 de la Vendée organisée par le Pôle tourisme de Vendée Expansion. Le présent marché public pourra prendre la forme d'un mandat

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

#### **II.2.3. Place of performance**

NUTS code: FRG05 Vendée

#### **II.2.4. Description of the procurement**

achat d'espaces publicitaires télévisuels et digitaux pour la promotion de la campagne touristique 2023 de la Vendée organisée par le Pôle tourisme de Vendée Expansion. Le présent marché public pourra prendre la forme d'un mandat

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pertinence des supports de diffusion / Weighting: 40

Quality criterion - Name: Pertinence des indicateurs de performance / Weighting: 20

Quality criterion - Name: Pertinence du planning prévisionnel de diffusion / Weighting: 10

Price - Weighting: 30

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 6

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

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

#### **II.2.14. Additional information**

le délai de validité des offres est de 120 jours

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

**IV.1.3. Information about a framework agreement or a dynamic purchasing system**

**IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**IV.2. Administrative information**

**IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 16/12/2022 Local time: 12:00

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.2.4. Languages in which tenders or requests to participate may be submitted**

French

**IV.2.7. Conditions for opening of tenders**

Date: 16/12/2022 Local time: 14:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: tribunal Judiciaire de Rennes

Postal address: cité judiciaire - 7 rue Pierre Abélard - cS 73127

Town: Rennes

Postal code: 35031

Country: France

**VI.5. Date of dispatch of this notice**

10/11/2022