

693475-2026 - Competition

France – Advertising management services – Mise à disposition, installation, entretien, maintenance et exploitation des mobiliers urbains publicitaires et non publicitaires

OJ S 195/2026 08/10/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: VILLE DE POITIERS

Email: juristes-marches@grandpoitiers.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mise à disposition, installation, entretien, maintenance et exploitation des mobiliers urbains publicitaires et non publicitaires

Description: Mise à disposition, installation, entretien, maintenance et exploitation des mobiliers urbains publicitaires et non publicitaires

Procedure identifier: 1055e399-7de3-490b-bb15-f12f9c085b45

Internal identifier: 20269698

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 34928400 Urban furniture, 45233293 Installation of street furniture

2.1.2. Place of performance

Country subdivision (NUTS): Vienne (FRI34)

Country: France

2.1.3. Value

Estimated value excluding VAT: 12 000 000,00 EUR

2.1.4. General information

Additional information: La consultation est passée en application de l'article L3112-1 du code de la commande publique dans le cadre du groupement d'achat composé de la Ville de Poitiers et de Grand Poitiers communauté urbaine, dont la Ville de Poitiers assure la coordination au nom des adhérents

Legal basis:

Directive 2014/23/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Mise à disposition, installation, entretien, maintenance et exploitation des mobiliers urbains publicitaires et non publicitaires

Description: Mise à disposition, installation, entretien, maintenance et exploitation des mobiliers urbains publicitaires et non publicitaires

Internal identifier: S-PF-1883498

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 34928400 Urban furniture, 45233293 Installation of street furniture

5.1.2. Place of performance

Country subdivision (NUTS): Vienne (FRI34)

Country: France

5.1.3. Estimated duration

Start date: 05/07/2027

Duration end date: 04/07/2042

5.1.5. Value

Estimated value excluding VAT: 12 000 000,00 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

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Valeur technique

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

Award criterion number: 65

Criterion:

Type: Quality

Description: Performance en matière environnementale

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

Award criterion number: 15

Criterion:

Type: Price

Description: Valeur financière

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

Award criterion number: 20

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1883498>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1883498>

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

Deadline for receipt of tenders: 13/11/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Poitiers

Organisation providing additional information about the procurement procedure: VILLE DE POITIERS

Organisation providing more information on the review procedures: Tribunal administratif de Poitiers

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: B1A5466D-E629-6705-1B923367D6AE8281

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: VILLE DE POITIERS

Registration number: 85102

Postal address: 15 Place Du Maréchal Leclerc

Town: Poitiers

Postcode: 86021

Country subdivision (NUTS): Vienne (FRI34)

Country: France

Contact point: BROTTIER Anthony
Email: juristes-marches@grandpoitiers.fr
Telephone: 0549523535
Internet address: <https://www.poitiers.fr>
Buyer profile: <http://marches-publics.info>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: VILLE DE POITIERS
Registration number: B1A54690-F90B-3F5B-B60A93DE22BF78AE
Postal address: Hôtel de Ville 15 Place du Maréchal Leclerc
Town: Poitiers cedex
Postcode: 86021
Country subdivision (NUTS): Vienne (FRI34)
Country: France
Email: juristes-marches@grandpoitiers.fr
Telephone: 0549523535

Roles of this organisation:

Organisation providing additional information about the procurement procedure

8.1. ORG-0004

Official name: Tribunal administratif de Poitiers
Registration number: B1A5469F-E14D-1D3A-7F5C8368EC5228D7
Postal address: 15, rue de Blossac Hôtel Gilbert
Town: Poitiers
Postcode: 86020
Country subdivision (NUTS): Vienne (FRI34)
Country: France
Email: greffe.ta-poitiers@juradm.fr
Telephone: 0549607919
Fax: 0549606809

Roles of this organisation:

Review organisation

8.1. ORG-0005

Official name: Tribunal administratif de Poitiers
Registration number: B1A546E5-04CC-20A1-BB2F4B6D0DEB1F02
Postal address: 15, rue de Blossac Hôtel Gilbert
Town: Poitiers
Postcode: 86020
Country subdivision (NUTS): Vienne (FRI34)
Country: France
Email: greffe.ta-poitiers@juradm.fr
Telephone: 0549607919
Fax: 0549606809

Roles of this organisation:

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: b994eff6-45f6-4cbb-a839-1e6796881b72 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 19

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