754624-2026 - Competition

France – Advertising management services – Mise à disposition, installation, entretien, maintenance et exploitation des mobiliers urbains publicitaires et non publicitaires
OJ S 211/2026 30/10/2026
Contract or concession notice – standard regime - Change notice
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

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: 1C795664-AE09-482E-A9D740A072713700

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: 1C795687-BA70-F4ED-C4724BF57379F93E
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: 1C795698-FC43-5688-A482A2E85CBC9FD4
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: 1C7956A8-0823-7EE3-A67904C0B83A3FF8
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

10. Change

Version of the previous notice to be changed: b994eff6-45f6-4cbb-a839-1e6796881b72-01

10.1. Change

Section identifier: PROCEDURE
Description of changes: Remise des offres: Au lieu du 13/11/2026 à 12h00 au plus tard. Lire 01/12/2026 à 12h00 au plus tard.

10.1. Change

Section identifier: PROCEDURE
Description of changes: Date d'ouverture des offres: Au lieu de Date non définie. Lire 02/12/2026 à 09h00 au plus tard.

Notice information

Notice identifier/version: 2706f04f-6b77-4742-bebc-d0fe6ac45381 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 19
Notice dispatch date: 28/10/2026 15:10:17 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 754624-2026
OJ S issue number: 211/2026
Publication date: 30/10/2026