

Open Call for Tender No. GSA/OP/02/11 -'Information and Communication services for the European GNSS Agency'

CLARIFICATIONS

Due to numerous specifying questions received by the tenders@gsa.europa.eu, the questions are compiled and published in one document hereby.

Q1

Scenario 1.1 Aviation fair in Geneva

General

1) Shall we provide both rental and buying prices of the booth?

[Please provide your recommendations and justification.](#)

2) We have seen the location of the EGNOS booth in the 2011 floor plan of the EBACE event. Shall we assume this will be the same location, next to the EBASE café? Is there an open space or passageway in between the booth and what appears to be the wall of the EBASE café?

[You can select either our former space or suggest another suitable price.](#)

3) Are there any walls closing in the booth or is this an open space?

[Please provide your recommendation and justification.](#)

4) What are the roof heights?

[Please refer to the web site for specifications, or base your proposal on a reasonable assumption.](#)

5) Where in the floor plan does the cocktail party take place and how many M2?

[The cocktail party shall take place either in/around the stand or in another location based on your recommendation.](#)

6) Do we need to decorate the cocktail party environment?

[Your answer should be based on your recommendations/cost justification and feasibility.](#)

7) Do you need entertainment or presentation materials at the cocktail party, like stage/podium, speaker, microphone etc.?



European GNSS Agency

Your answer should be based on your recommendations/cost justification and feasibility



8) Shall we arrange cleaning services, internet/electricity services, parking and security services, and catering services for the booth and/or cocktail party through the official supplier of Geneva Palexpo as referred to in the EBACE Indoor Exhibitor rules and regulations guide?

Your answer should be based on your recommendations/cost justification and feasibility

Marketing/ branding check

9) Who is the target audience?

For EBACE, aviation/corporate aviation. For more information, please check the EGNOS Portal website: egnos-portal@europa.eu

10) Do you have standard guidelines for the visual identity?

Please refer to the GSA web site (www.gsa.europa.eu) as well as the EGNOS Portal web sites.

11) What are the activities at the booth?

For information on what we do to promote EGNOS at different events for different sectors, please refer to the EGNOS Portal (sector specific info and news articles on past events).

12) Do you want to have your gadgets, brochures and publications on display, in storage, or both?

Normally they are in storage until we need them at events, etc.

Scenario 1.2 Small stand in Prague General

14) Could you provide us with a floor plan?

There is no floor plan, this is hypothetical. We will have an office in Prague and therefore will be asked to set up small stands... in our office, in a conference hall, in a ministry. Make a proposal based on your proposed situation. The evaluation committee of the tender will, in brief, want to see how you think and how you price.

15) Is the event taking place at the CEPA Expo in Prague? Or what is the event name?

Idem answer to question 14.

16) Shall we provide both rental and buying prices of the booth?

Idem answer to question 14.

17) What are the roof heights?

Idem answer to question 14.

18) Shall we arrange cleaning services and/or parking and security services for the booth?

Idem answer to question 14.

Marketing/ branding check

19) Can you provide us with the graphical elements and text that will be used as the visual identity for us to incorporate into our design?

Please see former materials on our websites and make a proposal.

Scenario 1.3 Growing Galileo General

20) Can you provide us with a floor plan including dimensions of the event spaces?

You can refer to what was done in the past here:
<http://www.gsa.europa.eu/go/communications/events>
(see 'Growing Galileo' links on the left hand bar)

21) What are the building regulations in terms of heights and accesses?

The event would take place in the Commission's Berlaymont Building. The ceilings are quite low and access is limited to the building entrance and small freight elevators that can only be accessed after 18:00. Since it is an office building, set-up often needs to take place over night.

22) Shall we provide both rental and buying prices of the booth?

Your answer should be based on your recommendations/cost justification and feasibility.

Marketing/ branding check

23) Can you provide us with the design of the event's visual identity in order for us to incorporate this into our design?

Each identity is different, see the graphics used for the last 3 events here:
<http://www.gsa.europa.eu/go/communications/events>

Q2

24) Regarding scenario 2.3:

Are the working files (Quark, InDesign) to be submitted as part of the tender? If so what versions of the software are needed?

No, for the purposes of the tender, only the items listed under 'candidates must' need to be addressed. No design is required, just methodology and budget.

25) Regarding scenario 2.4:



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GSA would like to produce the publication on EGNOS application. The concept should include the budget for this scenario so we would like to know what will be the print run for this publication.

Printing costs are not requested here, just writing and design.

26) Also, GSA requested 5 language versions. Does this mean that there will be the master version in English and translation into FR, DE, ES, IT as for the fact sheet in scenario 2.5?

Yes.

27) Regarding scenario 2.6:

For this scenario we are to include the cost of the production of all of the materials for the conference. To fulfil this task we would have to know:

the print run and language versions for the poster (now we estimate 150 copies, all EU languages plus Arabic)

the print run and language versions for the letterheads

the print run and language versions for the postcards.

Could you please clarify this?

Scenario 2.6 is about the creation of a visual identity only, no printing and production using the developed identity is requested.

Q3

28) Referring to LOT 3 PROMOTIONAL GADGETS AND PARTICIPANT'S KIT:

- 1- Do we have to send a sample for each item proposed in the tender grid?
- 2- If yes, how do we have to behave with KITS?
- 3- Do we have to customize the samples?

As stated in the Tender Specifications: 'For items specifically listed in the Specific Price Schedule table, the Candidate should provide a catalogue reference to illustrate the difference between the standard and prestige categories.' This could include a sample (customization is not expected) of the gadget, a catalogue picture with description. Please also note that the list of gadgets included in the price scenario is not exhaustive, therefore the inclusion of your full catalogue is encouraged.

Q4

29) Referring to LOT 3 PROMOTIONAL GADGETS AND PARTICIPANT'S KIT:
Is it possible to see your logo?

The GSA logo can be found here:

<http://www.gsa.europa.eu/go/home/communications/identity/>

Q5

30) Referring to LOT 3 PROMOTIONAL GADGETS AND PARTICIPANT'S KIT



European GNSS Agency

Annex 2C

In the promotional gadget list we find " RECTANGULAR POST-IT ®"

Does it mean that you want POST-IT ® brand? Or we offer a similar quality sticky note pad?

Any brand of the item is sufficient, taking price/quality aspects into account.

Q6

31) Annex 2C

FINANCIAL OFFER. PRICE SCHEDULES AND SCENARIOS FOR LOT 3 "PROMOTIONAL GADGETS AND PARTICIPANT KIT" - Please clarify how to fill in the grid at page 57 according to ANNEX 2C , Unit prices at page 54.

Does "RESOURCE 1" mean "ITEM" ?

How can we keep separated UNIT PRICE STANDARD to UNIT PRICE PRESTIGE?

Please refer to the sample chart on page 54 of the Tender Specifications.

Q7

32) For lot 2/scenario 2.4 the tender documents specify that graphic files and pdfs are to be delivered by the candidates. How many pages of the layout shall be delivered? May dummy text be used for the layouts?

No graphic files need to be produced or delivered for this scenario, just all items under 'candidates must'. The graphics files mentioned are simply to explain how the files would need to be delivered to the client since the budget here should not include printing, just the writing and design.

33) For lot 2/scenario 2.5 it is specified that a fact sheet on a GSA topic area is to be delivered. Do the candidates decide what topic area they would like to cover (e.g. road, aviation, agriculture, mapping etc)?

You may choose the subject of you fact sheet text.

34)_Additionally, the candidates have to "gather the information to write the fact sheet" for scenario 2.5. If at all, in what length and form is this information to be presented?

The length, form and style of the fact sheet should be recommended by the candidates. We want to know how you think and what new ideas you would recommend.

Q8

35) Could the GSA clarify exactly what it is expecting as deliverables for scenario 2.4 (brochure). We are asked to deliver graphic files for print and web but there is no request to produce a mock-up (only a content plan).

Yes, here we ask only for a methodology, content plan and budget. No mock-up is needed. The information regarding the file delivery is meant to explain that that is how you would be ask to deliver the product and that no printing costs are requested here.



Q9

36) Lot 2, Task 2.9 "Evaluation": you suggest that we should be able to evaluate the "use and the success of campaigns or events". As we are not providing services in this field under this particular contract (and as there is a separate Lot for events), should we assume this is not relevant?

Evaluation is important to all our activities. Please see the full description of Evaluation and how it pertains to this area on page 14 of the tender specifications.

Q10

37) Lot 2, Scenarios: A section is included in our scenarios for reimbursable costs. Are these reimbursable costs (for example travel and subsistence costs to cover a video shoot abroad) taken into account when you evaluate the price of the scenario? In other words, do you look at the "grand total" of the scenario or just at the total unit prices/fees when evaluating our financial offer?

The 'grand total' cost is important, however we do want to see cost effectiveness throughout the management of the project.

38) Lot 2, Annex 2B, Financial Offer: Since we are not requested in the main price list to give prices for rental of camera/sound/lighting equipment, the recording tapes, editing suite, sound recording and mixing studio, video copies (DVD, DV, HD etc.) – we assume that we should these to the price list. Can you confirm?

Yes, all resources that need to be included in your price should be listed.

39) Lot 2, section 5, "Prices per lot": in the table on page 27 of the ToR, scenario 2.7 is not included. Could you please let us know the assumed scenario frequency during a contract year for scenario 2.7?

We apologise for this omission. To simplify matters, please base your price on a frequency of 1.

Q11

40) Regarding scenario 1.2 (page 38)

It is stated that the contractor is expected to provide/organise: "Stand, build and breakdown design (standard quality)". Is our understanding correct that this refers to a stand design (excluding graphical elements), and a description/diagrams of how the stand would be assembled and dismantled?

Yes, that is correct.

41) Regarding scenario 1.2 (page 38)

It is stated that the "GSA will provide graphical elements as well as text for the visual identity and for the panels". Are these elements and text available to tenderers at this stage? We intend to visualise our stand design and if these elements and text were available, we could incorporate them into our visuals to provide the GSA with a truer representation of how the stand would appear.



European GNSS Agency



While visuals are not required in the tender submission, you can of course include them if you wish. If so, we would recommend you base your visuals on existing materials available on our web sites: www.gsa.europa.eu and www.egnos-portal.eu

42) Re: 1.1 Event/exhibition conception and logistics (page 6)

One of the tasks to be carried out by the contractor is the "drafting, translation and printing of short messages for events materials". Is our understanding correct that this refers to promotional claims/slogans to be printed on small items such as T-shirts, caps, USB sticks, pens etc.? Could you please specify which events materials are meant here so that we can optimise our messages appropriately.

Yes, these messages could be used for promotional items, or perhaps even for a 'teaser' campaign on the web and printed signage etc. leading up to the event.

43) Re: Scenario 1.3 (page 39)

The candidate is expected to provide/organise: "provision of 66 stands...the design of which must be in line with the event's visual identity". Is our understanding correct that the content for these stands would be provided by the GSA/the exhibitors/another contractor and that provision of content does not form part of this task?

Yes, the content would be provided by the coordinators of the research projects or other stand holder and it would need to be formatted and presented by the contractor.

Q12

44) Will GSA be able to assist/help the chosen contractor with regard to the necessary translation requirements in terms of identifying resources?

We would expect the contractor to already come with resources in the areas requested in the tender.

Q13

45) On page 37 of the tender document, Scenarios for Lot 1, it states that the rental of the venues is set at € 0, and therefore no contingency shall be included in the proposal. However, in the excel grid relating to the prices for each scenario, under the reimbursable expenses, there is "venue/space rental." Is this possible an error?

We apologise for the confusion. Indeed, the venue/space rental text in this box was simply meant to show that in this section you are to include the reimbursable expenses.

46) On page 18 of the tender document, section 4 "Subcontractors", you request that the availability of the subcontractors be indicated. Can you please clarify what exactly you wish to receive in order to indicate this, if there is any official documentation or template?



European GNSS Agency



The candidates should list all the sub-contractors that they know at the time of making an offer should be listed at the time of the offer. By listed we mean that the name of the company and its tasks within the envisaged framework contract should be made clear. There is no pre-defined form for the introduction of a subcontractor and its area of expertise, but there is one for general information on pages 30-31 of Tender Specifications. Restrictions apply for subcontractors with participation over 30% (see page 18, section 4 of the Tender Specifications).

47) Annex IV, page 25, of the draft framework contract refers to the "Daily allowances and maximum hotel prices grid", however the grid is not attached. Could you please indicate where this can be found?

The grid will be published on the GSA website separately.

As a reminder, please see section II.7. of the Draft Framework Service Contract and pay particular attention to the following:

"The travel and subsistence expenses shall be reimbursed on lump sum basis. However, where expressly provided by the Specific Contract, the GSA shall reimburse travel expenses and relating subsistence allowances if any, which are directly connected with the execution of the tasks on production of the following as an annex to the invoice" and "For journeys of less than 200 km (return trip) no subsistence allowance shall be payable."

All in all that means the following:

- a) Trips within 200km (return trip) from the seat of GSA) shall not be reimbursed. These costs have to be calculated into the service providing prices.
- b) When the GSA will ask you, for example, to provide an offer for services to be delivered in Madrid, Spain, you will have to provide a 'lump sum' amount for any member of staff whilst making an offer for the specific contract and that will be applied. This will be the standard case scenario, unless otherwise provided by specific contract.

Q14

48) If, as stated in the Tender Specifications, "there should be a link if appropriate to the existing graphical identity of the GSA for printed and on-line material", could you please provide us with the GSA visual identity manual or other existing corporate design for GSA (EGNOS and Galileo)?

Current GSA identity can be found at the following links:

<http://www.gsa.europa.eu/go/home/communications/identity/>

<http://www.gsa.europa.eu/go/home/gsa/overview/> (see GSA leaflet on right hand side)

49) Regarding scenarios 2.3 and 2.4: Does EGNOS have its own corporate design or is it part of GSA corporate design? If yes - could you provide us with this corporate design, if not – on which CD shall we base?

EGNOS has a separate look and logo. To see how it is used, please refer to existing EGNOS materials: <http://egnos-portal.gsa.europa.eu/business-support/marketing-support/marketing-materials>

50) Regarding scenario 2.7: Will the contractor produce the scenario of the video clip or only the methodology and approach for this task?

The candidates are only requested to provide the information stated on the bottom of page 52.

51) Regarding scenario 2.7: What kind of AV production is expected, especially on what topic (e.g. EGNOS application, etc.)?

Please refer to the section on page 52 'the video should include'.
The focus of this video should be on EGNOS and its benefits for MARITIME applications.

Q15

52) We are a company based in the Czech Republic which is very interested in this Open Call. Do you suppose some of the Information and Communication services for the Agency will be produced/delivered in the future HQ of Galileo (Prague)?

When the Agency moves its headquarters to Prague, indeed some services will need to be delivered there. However, the Agency's work will still cover activities and needs to be delivered in Brussels as well as any of the EU member States. Please see introduction paragraph on Prague on page 3 of the Tender Specifications.