



Stockholm, 2018.11.28

REQUEST FOR OFFER FOR PROMOTIONAL CAMPAIGN ON FINNISH MARKET

Polish Tourist Organisation Office in Stockholm is looking for a contractor to promote Poland as a travel destination in Finland and to invite Finnish tourists to Polish stand in Matka 2019 fair.

We are looking for a possibility to send out the information about the Polish stand on Matka 2019 fair in Helsinki in the term 17-20 January 2018. We would like to use the stand alone newsletter, directed to potential Finnish tourists, sent already in December 2018 - preferably not later than 15 December 2018. The newsletter may be supported by social media presentation or internet banners and the campaign may be prolonged until the event. The estimated budget including VAT is not more than 45.000 SEK or 4.300 Euro.

Both price and reach will be given points, per following formula:

The campaign price factor: $\text{price} = \text{weigh criteria} \times 30$

The campaign reach factor: $\text{reach} = \text{weigh criteria} \times 70$

The campaign reach will be measured by the number of newsletter subscribers and the number of social media followers. Unfortunately the banner impressions will not be counted.

The offer that gets the biggest number of points for both factors should be the chosen contractor. The highest number of points is 100.

Polish Tourist Organisation is ready to sign the contract prepared by the Contractor, reserving the rights to negotiate chosen terms. Payment may be concluded after the newsletter is sent.

We are looking for the offers until **3 December 2018, 16:00 o'clock.**

The offers should be sent to mh@polen.travel. In case on further questions please contact Malgorzata Hudyma, available at 0046 70 738 1121.

1. This procedure is not covered by the Law dd. 29 January 2004 on public procedures (Law Journal dd. 2017, pp. 1579 with later updates).
2. Information on the offer choice does not mean offer acceptance. In order to validate the choice the contract with the best tenderer must be signed.
3. The Ordering Party may:
 - cancel the procedure or invalidate it, partly or wholly, at any moment
 - close the procedure without choosing the offer
 - ask detailed questions and information from the tenderers at any stage of the procedure
4. In case the Ordering Party uses any of above clauses, there is no remuneration offered to the tenderers, who took part in the procedure.

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