

NEGOTIATED PROCEDURE FOR THE CONCLUSION OF A FRAMEWORK AGREEMENT TO ENTRUST THE ADVERTISING CAMPAIGN SERVICE IN SHORT AND MEDIUM-HAUL FOREIGN COUNTRIES (EUROPE) FOR THE MARKET SEGMENT OF GROUP COACH TOURS, AIMED AT PROMOTING AND MARKETING THE GLOBAL BRAND OF THE EMILIA-ROMAGNA DESTINATION "YEAR 2018".

Company _____

Contact person _____

Tel. _____

E-mail _____

TECHNICAL OFFER

1 - 2018 SEASONAL PROGRAMME OF TOURIST TRIPS TO EMILIA-ROMAGNA

TRIP	DATE (from....to.....)	PROGRAMME (short description)	TOWNS VISITED IN EMILIA-ROMAGNA (to be listed)	NO. ACCOMMODATION FACILITIES USED IN EMILIA- ROMAGNA (total number)	NO. NIGHTS IN EMILIA-ROMAGNA (total number)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

14					
15					
16					
17					
18					
19					
20					

2 - 2018 SALES TARGETS FOR THE EMILIA-ROMAGNA DESTINATION

a) Total number of arrivals _____

(please indicate the total number of tourist arrivals you want to achieve in Emilia-Romagna in 2018)

b) Total number of attendants _____

(please indicate the total number of tourist overnights you want to achieve in Emilia-Romagna in 2018)

3 - COMMUNICATION AND PROMOTION ACTION - EMILIA-ROMAGNA

a) Please indicate which **commercial communication action** you intend to carry out as well as the period and the duration of the conveyance (ND for the actions, please refer to the technical specifications Art. 3)

b) Please indicate the total number of **useful contacts generated** by the communication action (e.g. in the case of publication of the layout on the catalogue, please indicate the number of copies distributed and the estimate of the total number of potential readers of the catalogue; in the case of publication of the web-banner on the website, please indicate the monthly number of visitors of the website; etc.)

4 - COUNTRY IN WHICH THE CAMPAIGN WILL TAKE PLACE AND THE COMMERCIAL ACTIVITY WILL BE CARRIED OUT

5 - COMPLIANCE OF COACHES USED FOR TOURIST TRIPS IN EMILIA-ROMAGNA WITH THE EUROPEAN STANDARDS ON POLLUTING EMISSIONS

_ EURO VI

_ EURO V

_ EURO IV

_ EURO III

_ EURO II

_ EURO I

Place and Date

Stamp and signature of the Legal Representative
