



Request for proposals

A New EIT Food Signature Event 2024

EIT Food – Making Food Innovation Happen

Knowledge & Innovation Community on Food,
part of the European Institute of Innovation and Technology (EIT)

<http://www.eitfood.eu>

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1. Introduction

EIT Food would like to select an experienced **event management support services agency** to organise **an all-new signature event for EIT Food** that will be starting in October 2024. We invite interested parties to send us a proposal covering the scope of work defined in this Request for Proposals.

The selected contractor(s) will sign a one-year contract with EIT Food, with a possibility of extension of one year up to three times.

The submission deadline is **1st of March 2024, 10.00 am CET**.

Contractors should make sure to include all the costs as described in the scope of work in their offer.

2. Overview of EIT Food

EIT Food is the world's largest food innovation community, creating connections right across the food system.

Supported by the European Union (EU), we fund projects, organisations and individuals who share our goals for a healthy, resilient, and sustainable food system. We have built a network dedicated to bringing change through collaborative programmes in skills, education, innovation, entrepreneurship, start-up investment, and public engagement.

EIT Food is an open partnership (community) which spans the whole food value chain and is made up of industry players (agrifood multinationals, SMEs and start-ups), research centres and universities from across Europe.

Our vision is a world where everybody can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork. Food production is currently responsible for multiple environmental and social issues, while becoming more vulnerable to the consequences of the very same issues it feeds into. We accelerate innovation to build a future-fit food system that produces healthy and sustainable food for all. We center our efforts on three core areas, referred to as missions. Adopting a mission-based approach that prioritises needs, we direct our attention towards enhancing outcomes for both people and the planet. This approach serves as the foundational framework for our work, emphasising the importance of placing the well-being of individuals and the Earth at the forefront of our endeavors. They include A Net Zero Food System, Healthier Lives Through Food, and Reducing Risk for a Fair and Resilient Food System.

1. For more information about EIT Food please visit: www.eitfood.eu

3. Scope of work

ABOUT THE EVENT

EIT Food will roll out a new event format in 2024, consolidating several of its most popular events under one roof. This all-new signature event will elevate participants' experience, inspiration, and connection with the EIT Food community and bring together gamechangers in food systems transformation with regards to policy, new developments, and innovative solutions to complex problems.

At the event, participants will get a thorough overview of **upcoming innovations, trends, policies**, and leaders in the agrifoodtech space allowing each stakeholder to be part of the movement to creating a future-fit food system.

The event will bring together the gamechangers in food systems transformation, facilitate the **exchange of knowledge and ideas**, showcasing **cutting-edge innovations** and sustainable practices that contribute to a more resilient and efficient food system.

Using EIT Food's unique reach in Europe and Israel, from corporates, to SMEs, to research institutes, politics and startups, this **inspiring** event will be a unique combination of stakeholders who are at the forefront of a global, interconnected **future-fit food system**.

The first edition of this new signature event will be held as an in-person event on 15-16 October in Rome, Italy (including potential side events before on 14 October & after on 17 October).

The event will travel annually between EIT Food's three European regions (Southern Europe, North & East Europe and Western Europe) but will have a fixed date and city in each of the regions where it takes place; starting with in Rome, Italy (South) in 2024, followed by West in 2025 and North and East in 2026, returning to Rome in 2027.

The following document details the services we are looking for the contractor(s) to provide. It also provides details on how interested contractors can submit a proposal.

In the proposal, the contractors may choose to submit a proposal for either one of the following options:

- **Submit a proposal to project-manage the complete event** as the main event contractor (bidding for 360 event management of the event). Please make sure to outline the prices for hosting the event on the specified dates and location, taking note that as the main event contractor they will be responsible for all aspects of successfully managing the cooperation with third-party suppliers (including agencies covering only specific elements/activities of the overall event).
- **Submit a proposal to cover specific elements/activities** taking place across either of the specified dates of the event. The contractor(s) will also be responsible for establishing a good collaboration with the main event contractor (see above point) to ensure that these elements/activities are seamlessly merged with the overall event.

OBJECTIVES OF THE EVENT

The objectives of EIT Food's new signature event are to:

1. **Be a catalyst for Dialogue and networking:** Drive dialogue between us and our community, external stakeholders, and the entire agrifood value chain, shaping the future of food in Europe. Facilitate meaningful interactions and collaborations among participants, leading to potential partnerships and joint initiatives.
2. **Maximize Reach and Engagement:** Achieve widespread reach, engagement, and lead generation. Strengthen connections with stakeholders across the food value chain.

3. **Demonstrate Impact:** Showcase solutions and tangible results to inspire everyone attending and to give them the tools to be innovative and leaders in the transition to a sustainable food system themselves.
4. **Support Innovation Ecosystems in Creating a Future-fit and Sustainable Food System:** Support the growth of the ecosystem by connecting startups with investors, mentors, and industry leaders.
5. **Provide knowledge and tools for the agrifood sector transformation for the greater sustainability and fairness:** Empower attendees through practical workshops, showcases, inspirations, funding opportunities and more.

TIMING OF THE EVENTS

For 2024 and depending on the safety rules adopted by the competent authorities to manage the Covid-19 pandemic at the time, EIT Food will host the event on the following dates:

- On **15-16 October 2024** (in-person event **with streaming**)
 - The event will include **side events** which will take place before and after the main dates above on **14 & 17 October 2024 (if requested by EIT Food partners/community)**

The dates for the event are fixed and cannot be changed.

LOCATION

The event will travel annually between EIT Food's three European regions (Southern Europe, North & East Europe and Western Europe) but will have a fixed date and city in each of the regions where it takes place; starting with in Rome, Italy (South) in 2024, followed by West in 2025 and North and East in 2026, returning to Rome in 2027.

The event will take place in **Rome, Italy**. The location is fixed and cannot be changed.

Important: The contractors must be registered for VAT purposes in the country where the event take place (= local VAT registration status, independent from the legal country of residence of the supplier) and for invoicing purposes (nature of the invoiced VAT amounts), the contractors must be able to charge/invoice EIT Food any incurred local VAT with the nature of VAT, by using their local VAT registration status.

VENUE(S)

In the event that the venues have not been sourced directly by EIT Food itself, the successful contractor(s) will be responsible for securing suitable venues* for all elements of the event including the overall organisation required for this.

Contractors specialising in venues in Rome, Italy are welcome to **submit a separate proposal to cover this specific element of the project. The main contractor may also include this element in their proposal if they have a specialised department covering this requirement.** The contractor (if bidding only for this element) will also be responsible for establishing a good collaboration with the main event contractor to ensure that these elements/activities are seamlessly merged with the overall event.

Contractor(s) should assess the suitability and availability of potential venues in Rome and provide EIT Food with two-three recommendations, including catering options; confirm venue and handle all venue logistics.

The venue should have a modern touch, showcasing the venue as an integral part of the event's allure. EIT Food's aim is to evoke a sense of innovation and future orientation, making the overall experience reflective of cutting-edge concepts.

The contractor (s) should secure venues for:

1. **Side Events event (14 & 17 October 2024)**
2. **The main Signature event venue (15 & 16 October 2024)****
3. **The VIP Dinner (evening of 15 October 2024)*****

<p>Venue: New EIT Food signature event (15 & 16 October 2024, Rome- Italy)</p> <p>The contractors should already include <u>at least 2 suitable conference venues in the proposal they submit</u> that will support a physical event (with streaming) in the location of the event.</p> <p><i>* If a contractor is shortlisted in the top three finalists in the selection, they should ensure they put their selected venues under option for EIT Food until the selection procedure is completed.</i></p> <p><i>** The venue for EIT Food’s new signature event should be <u>in the same city</u> as the venue for the side events.</i></p> <p>EIT Food is seeking venues with the following characteristics:</p>	<p>Venue: Side events to main programme (14 & 17 October 2024, Rome-Italy)</p> <p>The contractors should already include <u>at least 2 suitable venues in the proposal they submit</u> that will support a physical event in the location of the event.</p> <p><i>* The Side events should ideally take place in the same venue as the main event. If not possible, as an alternative, EIT Food is open to considering a hotel/convention centre that is in <u>the same city</u> as the main event and located max 15mins from the main event venue. The venue should have sufficient meeting rooms/spaces to accommodate the needs of the side events.</i></p> <p><i>** If a contractor is shortlisted in the top three finalists in the selection, they should ensure they put their selected venues under option for EIT Food until the selection procedure is completed.</i></p> <p><i>*** The Side events are being independently organised by EIT Food’s Partners/Community (not by EIT Food directly) The Partners/Community will work directly with the contractor to organise their side events. The Partners/Community will inform the contractor once their agenda is finalised and of their exact logistical needs.</i></p> <p>EIT Food is seeking venues with the following characteristics:</p>
<ul style="list-style-type: none"> • Should be in the city center, or otherwise outside of the city with nearby hotels. <p><i>* Ideally a conference center that can be privatised for EIT Food use only / a convention centre / a dynamic startup venue/ a special authentic and green event location.</i></p>	<ul style="list-style-type: none"> • Side Events venue should ideally be in the same venue as the main event venue or in a hotel/convention centre max 15mins away.
<ul style="list-style-type: none"> • Easily accessible by taxi/ public transportation from the airport or city centre. 	<ul style="list-style-type: none"> • Easily accessible by taxi/ public transportation from the airport.
<ul style="list-style-type: none"> • Open, dynamic environment breathing innovation & creativity. 	<ul style="list-style-type: none"> • Open, dynamic environment breathing innovation & creativity.
<ul style="list-style-type: none"> • Incorporated themes of sustainability and agrifood. 	<ul style="list-style-type: none"> • Incorporated themes of sustainability and agrifood.
<ul style="list-style-type: none"> • On-site presence of venue staff at the event to coordinate logistics, manage suppliers, welcome speakers, and participants. 	<ul style="list-style-type: none"> • On-site presence of venue staff at the event to coordinate logistics, manage suppliers, welcome speakers, and participants.
<ul style="list-style-type: none"> • Several spaces for plenary sessions, networking, and side events/workshops, catering area, VIP lounge & marketplace area. 	<ul style="list-style-type: none"> • Several spaces: meeting rooms/workshop spaces and catering area.
<ul style="list-style-type: none"> • Plenary & stages set up, 15-16 October: Plenary room for 500 attendees with an efficient design and good acoustics to minimise the disturbance of the networking activities/side events/workshops. Should also have space for at least 3 separate stages that will be used at the same time for parallel session across both days. The 3 	<ul style="list-style-type: none"> • Meeting room set up, 14 & 17 October: Plenary room for 150 attendees with an efficient design and good acoustics to minimise the disturbance of the networking activities/side events/workshops and at least 5 track sessions (use of plenary room included) for up to 2x30, 2x20, 2x15 attendees

<p>stages should be located in individual rooms close to each other and the plenary room or can be set up in a spread-out manner within the large open space/exhibition area used for the marketplace - see point below) The 3 stages should have space to accommodate benches/chairs for 300, 200 and 100 attendees. Stages should be set up in an efficient design and good acoustics to minimise the disturbance of marketplace if located there or to the networking activities/side events/workshops if located separately.</p>	
<ul style="list-style-type: none"> • Networking space, 15-16 October: One open, spacious hall with some 60-80 tables for B2B matchmaking (numbers on the tables, seats 2/4 people each). Contractors responsible end-to-end set up of networking via a virtual conference platform/app allowing for a face-to-face meetings networking format. (EIT Food typically uses B2Match as a networking app) 	-N/A-
<ul style="list-style-type: none"> • Marketplace area, 15-16 October: One open, spacious hall to accommodate 40-50 compact exhibition booths allowing startups to showcase their products. <p>Contractors responsible end-to-end set up of marketplace booths. Booths to be ecologically produced with a creative, innovative & efficient design. Each booth to include space to add branding of the startup name/logo, a counter, two stools, and power connection. Possibility to recycle booths at end of event in good conditions.</p>	-N/A-
<ul style="list-style-type: none"> • Catering area, 15-16 October – vendors or food trucks in open space where marketplace is located to sell meals to attendees paid meals suitable for up to 250 pax • Startup corner, 15-16 October – The catering area should also include a separate corner/show area set up to look like a barn or farm-like setting with some 15 tables and sufficient power/refrigerating/storage capacity where startups can cook and present their creations for the general audience. This area should include innovative elements so that entrepreneurs can present their agrifood startups in a different atmosphere. 	<ul style="list-style-type: none"> • Catering area, 14 & 17 October – coffee breaks and lunch suitable for up to 150 pax
<ul style="list-style-type: none"> • VIP Lounge area, 15-16 October – a separate, comfortable, chill-out, closed off area with some 30 tables, refreshments, and snacks. To be accessed only by EIT Food Partners and Event sponsors. Should include registration desk and the entrance where badge QR codes can be scanned to filter entrance to selected group only. 	-N/A-
<ul style="list-style-type: none"> • An OPS room (for about 8-10 people) 	<ul style="list-style-type: none"> • An OPS room (for about 8-10 people)

-N/A-	<ul style="list-style-type: none"> • Meeting spaces, 14 & 17 October: Based on number of confirmed side events, organize a sufficient number of meeting rooms that include a projector/screen, sound system. This should allow for an efficient design and good acoustics to minimize the disturbance of the other meetings.
<p><u>VIP Partner Dinner (15 October 2024)</u></p> <p><i>* EIT Food will host a VIP dinner for its Partners on the evening of 15 October 2024</i></p> <p><i>**The contractor(s) will be responsible for securing a suitable venue for the VIP dinner at the new signature event, including the overall organisation required for this.</i></p>	<p><u>Side Events dinners (14 & 17 October 2024)</u></p> <p><i>*The dinner requests for the Side events will only be confirmed at a later stage (once the side event programme is finalised). The Side events are being independently organised by EIT Food’s Partners/Community who will inform the contractor once the agenda is finalised if dinners are needed.</i></p> <p><i>**The contractors will be responsible for securing suitable venues for the dinners at the Side Events event, including the overall organisation required for this.</i></p>
<ul style="list-style-type: none"> • The VIP Dinner venue on the evening of 15 October should be in a separate venue from the main Signature event venue. • Ideally a unique and attractive venue that represents the rich cultural heritage of Rome. . • The dinner e. may be outdoors if possible but should include a wet weather option in case of rain. Ideally within a walking distance from the event or a bus service can also be arranged from the hotels/event venue to the dinner venue if it is within a reasonable distance. 	<ul style="list-style-type: none"> • The dinner venue should be easily accessible from the event venue, either by public transport or if by car a maximum of 15mins drive.
<ul style="list-style-type: none"> • Set up for dinner at venue should be a seated dinner with a plated service by waiters. Menu should be organic with local ingredients reflecting country culture. Should consider attendee dietary requirements and limited meat options/predominantly vegetarian options preferred 	<ul style="list-style-type: none"> • TBC
<p><u>Hotel Accommodation – Main Event (14+15 October 2024)</u></p> <p><i>The Main Event will take place on 15+16 October 2024.</i></p> <p><i>*The contractor(s) will be responsible for securing suitable <u>hotel accommodation for 2 nights of 14th + 15th Oct 2024,</u> and the overall organisation and communication for this for participants attending the Main event according to the requirements below:</i></p>	<p><u>Hotel Accomodation – Side Events (13+16 October 2024)</u></p> <p><i>The Side Events will take place on 14 & 17 October 2024.</i></p> <p><i>*The contractor(s) will be responsible for securing suitable <u>hotel accommodation for 2 nights of 13th + 16th Oct 2024,</u> and the overall organisation and communication for this to participants attending the Side events according to the requirements below:</i></p>

<ul style="list-style-type: none"> Secure a range of suitable 2*,3* & 4* hotels located close(walking distance) to the event venue and organise block bookings to accommodate participants during the event. 	<ul style="list-style-type: none"> Secure a range of suitable 2*,3* & 4* hotels located close(walking distance) to the event venue and organise block bookings to accommodate participants during the event.
<ul style="list-style-type: none"> Organise block bookings for 300 attendees with the hotels to ensure space (attendees will book and pay for the accommodation by themselves). Rooms should be either a twin room or double room for single occupancy. Payment by guests themselves except for EIT Food staff which will be covered by the organisation. The possibility to block the availability for this number until a certain date and be able to send the final update with the final list upon an agreed date, with no penalty. 	<ul style="list-style-type: none"> Organise block bookings for 100 attendees with the hotels to ensure space (attendees will book and pay for the accommodation by themselves). Rooms should be either a twin room or double room for single occupancy. Payment by guests themselves except for EIT Food staff which will be covered by the organisation. The possibility to block the availability for this number until a certain date and be able to send the final update with the final list upon an agreed date, with no penalty.

*The programme for the event shall include plenary sessions, track sessions, one-to-one networking sessions, a marketplace for startup exhibitions (see example image below), and other more interactive formats.



REQUIRED AGENCY/AGENCIES SUPPORT

The tasks of the agency or agencies will include:

1. General events support for the events:

<p><u>The EIT Food New signature event</u> (15-16 October 2024)</p>	<p><u>Side events</u> (14 & 17 October 2024)</p> <p>* The Side events are being independently organised by EIT Food's Partners/Community (not by EIT Food directly). The Partners/Community will work directly with the contractor to organise their side events. The Partners/Community will inform the contractor once their agenda is finalised and of their exact logistical needs.</p>
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<ul style="list-style-type: none"> • Provide a team proposal (listing names and job titles) of the team from the contractors' side that will manage the EIT Food New signature event. <p>* The team managing the EIT Food New signature event Side Events should be different to the team managing the . This team will work closely with the EIT Food Community that will be organising the side events.</p> <ul style="list-style-type: none"> • * The team managing the EIT Food New signature event should be different to the team managing the Side Events. This team will work closely with the EIT Food Community that will be organising the side events. • Should include a Senior and experienced project manager from the agency as the main contact to oversee and lead the project, including (but not limited to) managing the daily communications/ follow up of action points with the Communication & Events Manager and with different teams and members of staff within EIT Food. 	<ul style="list-style-type: none"> • Provide a team proposal (listing names and job titles) of the team from the contractors' side that will manage the Side Events. <p>* The team managing the Side Events should be different to the team managing the EIT Food New signature event. This team will work closely with the EIT Food Community that will be organising the side events.</p> <ul style="list-style-type: none"> • Should include a Senior and experienced project manager from the agency as the main contact to oversee and lead the project, including (but not limited to) managing the daily communications/ follow up of action points with the Communication & Events Manager and with different teams and members of staff within EIT Food
<ul style="list-style-type: none"> • Project-management of the new signature event and coordination of all suppliers (venue, catering, etc.) 	<ul style="list-style-type: none"> • Project-management of the Side Events event and coordination of all suppliers (venue, catering, etc.).
<ul style="list-style-type: none"> • Set up, manage, and execute a comprehensive project timeline for the event in a project management platform selected by EIT Food. 	<ul style="list-style-type: none"> • Set up, manage, and execute a comprehensive project timeline for the event.
<ul style="list-style-type: none"> • Implement and manage development of branding materials for the event using the new branding package in place for the new signature event (in line with EIT Food branding guidelines). 	<ul style="list-style-type: none"> • Implement and manage development of branding materials for the Side events using the new branding package in places (in line with EIT Food branding guidelines)
<ul style="list-style-type: none"> • Advising on agenda and format of new signature event. 	<ul style="list-style-type: none"> • Advising on agenda and format of the Side Events event.
<ul style="list-style-type: none"> • Work closely with EIT Food's web & data team to build and oversee the overall event website on EIT Food's microsite CMS. Upload and manage content using the event branding. Ensure that all registration and customer data can be tracked by EIT Food. 	<ul style="list-style-type: none"> • Work closely with EIT Food's web & data team to build and oversee the Side events pages on the event website. Upload and manage content using the event branding. Ensure that all registration and customer data can be tracked by EIT Food.
<ul style="list-style-type: none"> • Building a list of top-level invitees, pulling together EIT Food's stakeholders with additional targeted contacts to expand the list 	<ul style="list-style-type: none"> • Building a list of invitees, pulling together EIT Food's employees.
<ul style="list-style-type: none"> • Drafting invitations and sending them out using EIT Food's MailChimp marketing account. Follow up invitations to maximise registrations through different actions (emails, cold calls, etc) to meet agreed KPI set by EIT Food 	<ul style="list-style-type: none"> • Drafting invitations EIT Food's MailChimp marketing account. Follow up invitations to maximise registrations through different actions (emails, cold calls, etc) to meet agreed KPI set by EIT Food

<ul style="list-style-type: none"> • Preparing and sending out marketing communications using EIT Food’s MailChimp marketing account. 	<ul style="list-style-type: none"> • Preparing and sending out marketing communications using EIT Food’s MailChimp marketing account.
<ul style="list-style-type: none"> • Setting up and managing a customisable online registration platform for the Signature event. Implement a selective ticketing process where attendees can apply, allowing for approval to ensure the right mix of participants. Should include data-tracking & paid ticketing/invoicing options, QR badges which can be scanned throughout the venue to provide post event metrics on attendance, as well as adaptive forms to manage multiple registration data field options (including hotel bookings and registration for up to 15 track sessions). Contractor responsible for registering and confirming participants, responding to potential email inquiries from attendees. • Provide EIT Food with a bi-weekly reporting on registrations (weekly reports closer to date). 	<ul style="list-style-type: none"> • Setting up and manage an online registration system for the Side Events (including registration for multiple parallel meetings/ track sessions); Contractor responsible for registering and confirming participants, responding to potential email inquiries from attendees. • Provide EIT Food with a bi-weekly reporting on registrations (weekly reports closer to date).
<ul style="list-style-type: none"> • Careful overview and management of track session registrations on the registration platform and allocation of these to appropriate rooms in the venue • Provide EIT Food with a bi-weekly reporting on breakout session registrations and onsite management of these during event days 	<ul style="list-style-type: none"> • Careful overview and management of meetings/breakout session registrations on the registration platform and allocation of these to appropriate rooms in the venue. • Provide EIT Food with a bi-weekly reporting on breakout session registrations and onsite management of these during event days.
<ul style="list-style-type: none"> • Provide proposals and ideas to shape the events concept and format to improve the event experience, including advice on the format of specific sessions to break away from standard conference interactions and make the events more engaging. 	<ul style="list-style-type: none"> • Provide proposals and ideas to shape the events concept and format to improve the event experience, including advice on the format of specific sessions to break away from standard conference interactions and make the events more engaging.
<ul style="list-style-type: none"> • Propose potential keynote speaker(s) and speakers from EU / national institutions and other major initiatives in the field of agrifood in line with the new signature event theme. Provide EIT Food with the names of high-profile speakers in the field on a global scale. Additionally support in reaching out to these speakers, particularly in cases where we may not have direct contacts, through platforms like the internet, LinkedIn etc. 	-N/A-
<ul style="list-style-type: none"> • Support EIT Food in sending and following-up all speaker and keynote speaker invitations, accommodation/travel and invoicing requirements. 	<ul style="list-style-type: none"> • Support the EIT Food Partners/Community in sending and following-up speaker and keynote speaker invitations, accommodation/travel and invoicing requirements.
<ul style="list-style-type: none"> • Provide speakers with a detailed briefing on logistics. • Assign experienced team members to act as efficient speaker support teams onsite during the event days (from the speaker’s arrival to departure) to ensure the speakers’ 	<ul style="list-style-type: none"> • Provide speakers with a detailed briefing on logistics. • Assign experienced team members to act as efficient speaker support teams onsite during the event days (from the speaker’s arrival to departure) to ensure the speakers’

participation in the event is a smooth, enjoyable and well organised experience.	participation in the event is a smooth, enjoyable and well organised experience.
<ul style="list-style-type: none"> Provide support in organising briefing calls with speakers and moderators (normally one per each conference sessions) to shape the content of the sessions and speaker presentations in close collaboration with the EIT Food Events team. 	<ul style="list-style-type: none"> Provide support in organising briefing calls with speakers and moderators (normally one per each session) to shape the content of the sessions and speaker presentations.
<ul style="list-style-type: none"> Setting up and running the streaming & recording for the signature event. 	<ul style="list-style-type: none"> Setting up and running the streaming & recording of the side events.
<ul style="list-style-type: none"> Set up and management of an interactive events networking application, where EIT Food partners, external stakeholders and staff can network with event attendees (EIT Food typically uses B2Match as a networking app) 	<ul style="list-style-type: none"> Set up and management of an interactive events networking application, where EIT Food staff can network with event attendees (EIT Food typically uses B2Match as a networking app).
<ul style="list-style-type: none"> Onsite presence before the event days to set up the venue, during the event days (hiring of hostesses as necessary) to manage the running of the event programmes and after to build down the event venue. 	<ul style="list-style-type: none"> Onsite presence before the event days to set up the venue, during the event days to manage the running of the event programmes and after to build down the event venue.
<ul style="list-style-type: none"> Providing a satisfaction survey (including a post event thank you message) for participants to complete & sharing the report with EIT Food with some follow-up and improvement recommendations. 	<ul style="list-style-type: none"> Providing a satisfaction survey (including a post event thank you message) for participants to complete & sharing the report with EIT Food.
<ul style="list-style-type: none"> Holding a post-event review meeting with EIT Food to review event successes and learnings. 	<ul style="list-style-type: none"> Holding a post-event review meeting with EIT Food to review event successes and learnings.
<ul style="list-style-type: none"> Writing of a short post-event report (including but not limited to a summary of attendance, key highlights, and networking numbers). 	<ul style="list-style-type: none"> Writing of a short post-event report (including but not limited to a summary of attendance, key highlights, and networking numbers).
<ul style="list-style-type: none"> Manage end-to-end the agreed allocated budget (for project management and event third-party costs) including invoicing and payment. Provide EIT Food with a monthly budget expenditure update during the course of the project and a comprehensive budget report post-event (within the agreed deadline) showing a comprehensive list of event expenditures with linked invoices. <p>* The EIT Food New signature event budget and invoicing should be run, managed, and reported separately from the Side Events budget and invoicing.</p>	<ul style="list-style-type: none"> Manage end-to-end the agreed allocated budget (all related costs) including invoicing and payment. Provide EIT Food with a monthly budget expenditure update during the course of the project and a comprehensive budget report post-event (within the agreed deadline) showing a comprehensive list of event expenditures with linked invoices. <p>* The Side Events budget and invoicing should be run, managed, and reported separately from the EIT Food New signature event budget and invoicing.</p>

2. *Physical event support for both events*

<u>The EIT Food New signature event</u> (15-16 October 2024)	<u>Side events</u> (14 & 17 October 2024)
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<ul style="list-style-type: none"> Assess suitability and availability of potential venues in Rome and provide EIT Food with two-three recommendations, including catering options; confirm venue and handle all venue logistics. The venue should have a modern touch, showcasing the venue as an integral part of the event's allure. The venue should evoke a sense of innovation and future orientation, making the overall experience reflective of cutting-edge concepts. <i>* Contractors should ensure they put the venues under option for EIT Food until the selection procedure is completed.</i> 	<ul style="list-style-type: none"> Assess suitability and availability of potential venues in Rome and provide EIT Food with two-three recommendations, including catering options; confirm venue and handle all venue logistics. <i>* Contractors should ensure they put the venues under option for EIT Food until the selection procedure is completed.</i>
<ul style="list-style-type: none"> Selection and handling of audio-visual service providers (also including the connection of the physical event with the virtual event – if required- to ensure a smooth blending of the two aspects). **As the cost for Audio-visual services is a large part of venue costs, the contracts should include a budget estimate for this in their budget proposal submission. 	<ul style="list-style-type: none"> Selection and handling of audio-visual service providers (also including the connection of the physical event with the virtual event– if required- to ensure a smooth blending of the two aspects) **As the cost for Audio-visual services is a large part of venue costs, the contracts should include a budget estimate for this in their budget proposal submission.
<ul style="list-style-type: none"> Design and production of venue branding (in line with EIT Food branding guidelines), including branding for remote venues from which EIT Food speakers are joining the events. 	<ul style="list-style-type: none"> Design and production of venue branding (in line with EIT Food branding guidelines), including branding for remote venues from which EIT Food speakers are joining the events.
<ul style="list-style-type: none"> On-site presence on the event days to coordinate logistics, manage suppliers, welcome speakers, and participants. 	<ul style="list-style-type: none"> On-site presence on the event days to coordinate logistics, manage suppliers, welcome speakers, and participants.
<ul style="list-style-type: none"> Preparing sustainable badges for participants and staffing the registration desk. Should include a QR code that can be scanned across the venue to track participation and metrics post event 	<ul style="list-style-type: none"> Preparing badges for participants and staffing the registration desk.
<ul style="list-style-type: none"> Providing photo & video coverage of the event. 	<ul style="list-style-type: none"> Providing photo coverage of the event.

3. Event marketing & sales:

Contractors specialising in marketing, advertising & PR are welcome to submit a separate proposal to cover this specific element of the project. The contractor (if bidding only for this element) will also be responsible for establishing a good collaboration with the main event contractor to ensure that these elements/activities are seamlessly merged with the overall event.

The main contractor may also include this element in their proposal if they have a specialised department covering this requirement.

<u>The EIT Food New signature event</u> (15-16 October 2024)	<u>Side Events</u> (14 & 17 October 2024)
<ul style="list-style-type: none"> Work closely with EIT Food's web & data team to develop and implement a comprehensive communication and marketing plan tailored to EIT Food Partners and different targets groups and stakeholders from across the food value 	<ul style="list-style-type: none"> Develop a communication and marketing strategy tailored to EIT Food Partners and different targets groups and stakeholders in the agrifood value chain. It should include a mix of different marketing tactics and PR in

<p>chain. It should include a mix of different marketing tactics and PR in local and EU media. Promote attendance of the Signature event through sponsored content on social channels, banner advertisement, external, direct mailings (including development of marketing assets to promote the Signature event). Source and propose relevant sponsorship partners for the event for EIT Food's approval</p>	<p>local and EU media. Promote attendance of the Side events through sponsored content on social channels, banner advertisement, external, direct mailings (including development of marketing assets to promote the side events).</p>
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MARKETING PLAN OVERVIEW & REQUIREMENTS

The objective of the Marketing plan is to drive ticket sales, raise awareness, and stimulate conversation and engagement around the event, targeting food industry professionals, entrepreneurs, startups, academics, researchers, investors, policy makers, NGO representatives, and passionate consumers.

***The overall approach of the marketing plan should be to create a more dynamic and engaging campaign and achieve the goal of driving ticket sales and increasing attendance at the event.**

**** The overall focus of the marketing plan should be on reaching the target audience through a combination of targeted paid advertising, strategic partnerships, and unconventional marketing tactics. The goal is to generate buzz and interest in the event, drive ticket sales, and position the event as an industry authority on food innovation and sustainability.**

*****The successful contractor should provide a retro planning (action plan) that shows actions to be implemented week-by-week from the start of the project until the event dates. Plan should include expected reach for each activity based on the agreed budget with EIT Food.**

The plan should include (not limited to) the following components among others:

1. Print Media

Publish eye-catching print ads in leading in few newspapers and Magazines. Create print ads with bold headlines and visuals that evoke curiosity and drive readers to learn more about the event. Expand reach by including additional niche media outlets that cover topics related to the event, such as food innovation, sustainability, and technology.

Focus: Building awareness and interest in the event among the primary target audience.

Primary Target Audience: Food industry professionals, sustainability enthusiasts, entrepreneurs, policy makers and representatives from NGOs.

2. Out-of-Home Advertising

Place billboards and posters in strategic locations across major locations in the city, such as education centres, startups hubs, business blocks. Featuring impactful visuals and taglines that capture attention and create a sense of urgency around the event.

Focus: Building awareness and driving interest among the primary target audience, while also appealing to sustainability enthusiasts among the secondary target audience.

Primary Target Audience: Food industry professionals, entrepreneurs, academics and researchers in food science and technology.

3. Event Listings and Partnerships / Email marketing

Source event listings and partnerships with local organisations to help build credibility and trust among the target audience while offering opportunities for cross-promotion and exclusive discounts:

- Research and compile a list of relevant event listing websites, local online event calendars, and industry-specific directories in the country and the EU.
- Create a compelling event description and visuals that resonate with the target audience.
- Submit the event to these platforms, ensuring that all relevant information is included, such as date, time, location, speakers, and ticketing information.
- Monitor event listing performance and optimise the event description or visuals if needed.

Partnerships / Email Marketing:

- Universities, organisations, and businesses in the food and sustainability sectors that align with the event's objectives and target audience.
- Develop a partnership proposal outlining the mutual benefits of collaboration, such as cross-promotion, exclusive discounts for their network.
- Establish partnerships and coordinate marketing efforts, leveraging each partner's channels (e.g., newsletters, social media, websites) to reach a wider audience.
- Collaborate with partners to create co-branded marketing materials or content, reinforcing credibility and trust.

Primary Target Audience: Food industry professionals, entrepreneurs, academics and researchers in food science and technology, investors interested in food innovation and sustainability, policy makers and representatives from NGOs, consumers passionate about food, sustainability, and technology

Focus: Building credibility and trust among the target audience, while also offering opportunities for cross-promotion and exclusivity to drive ticket sales.

4. PR

PR efforts should help generate organic buzz and interest around the event, positioning it as an industry authority and driving conversation around the event's topics:

- Press Releases:
 - Develop compelling press releases highlighting the unique aspects of the event, such as speakers, key topics, and interactive experiences.
 - Distribute the press releases to relevant local, regional, national and international media outlets, targeting those covering food, sustainability, and innovation topics.
 - Follow up with journalists and editors to ensure coverage and explore potential interviews or feature articles.
- Op-Eds and Guest Articles:
 - Contribute thought leadership articles or op-eds on the event's topics to local and regional media outlets, positioning the event as an industry authority.
 - Collaborate with industry experts or speakers at the event to co-author articles and enhance credibility.
 - Pitch articles to niche industry publications and online platforms, where the target audience is more likely to engage with the content.
- Media Partnerships:
 - Establish media partnerships with relevant publications, radio stations, or online platforms in exchange for event coverage, interviews, or sponsored content.
 - Leverage these partnerships to reach a broader audience and strengthen the event's credibility within the industry.

Primary Target Audience: Food industry professionals, entrepreneurs, academics and researchers in food science and technology, investors interested in food innovation and sustainability, policy makers and representatives from NGOs, consumers passionate about food, sustainability, and technology

Focus: Building buzz and interest around the event among the primary and secondary target audience, while positioning the event as a thought leader in the food and sustainability sectors.

5. Google Ads

Google Ads should be created to offer a comprehensive platform to create and manage search and display ads that target specific keywords, demographics, and locations relevant to the event, ensuring efficient use of the advertising budget:

- Create search ads targeting users searching for keywords related to the event's theme, such as "food innovation," "sustainable food systems," and "food technology events."
- Develop display ads featuring eye-catching visuals and compelling messaging to resonate with the target audience, placing them on relevant websites and platforms.
- Utilise Google Ads' advanced targeting capabilities to efficiently reach the desired audience across Italy and the EU.

Primary Target Audience: Food industry professionals, entrepreneurs, academics and researchers in food science and technology, investors interested in food innovation and sustainability, policy makers and representatives from NGOs, consumers passionate about food, sustainability, and technology
Focus: Driving ticket sales and engaging with the primary target audience, while also appealing to sustainability enthusiasts among the secondary target audience.

6. Social Media Marketing and Ads

Social media platforms are highly effective for reaching and engaging with the desired audience, allowing for precise targeting based on demographics, interests, and behaviours, ensuring efficient use of the advertising budget:

- Create and maintain a strong social media presence on platforms such as Facebook, Instagram, LinkedIn, and X to share event updates, behind-the-scenes content, and thought-provoking posts related to the event's topics.
- Develop engaging content, such as infographics, videos, and interactive polls, to encourage social media users to share, like, and comment on the posts, amplifying the event's reach.
 - Run targeted social media ads on platforms like Facebook, Instagram, LinkedIn, and X to reach users interested in food, sustainability, and innovation.
 - Utilise platform-specific ad formats, such as carousel and video ads on Facebook and Instagram, sponsored content and InMail on LinkedIn, and promoted tweets and sponsored trends on X.
 - Leverage demographic, interest, and behaviour targeting options to reach the desired audience in Italy and the EU.
- Monitor and respond to comments and messages from the audience to foster engagement and build a sense of community around the event.

Primary Target Audience: Food industry professionals, entrepreneurs, academics and researchers in food science and technology, investors interested in food innovation and sustainability, policy makers and representatives from NGOs, consumers passionate about food, sustainability, and technology

Focus: Driving ticket sales and engaging with the primary target audience, while also appealing to sustainability enthusiasts among the secondary target audience.

7. Unconventional channels and activities / Events and startup ecosystem organisations

Leverage creative and interactive guerrilla marketing techniques to generate buzz and engagement around the event in addition to thought leadership articles.

Use a mix of materials for the event advertising campaign. In addition to the main event visuals, use thought provoking/creative graphics that will be interactive and engaging for the target audience. By using a mix of materials, should provide a diverse range of creative assets that capture the attention of potential attendees and create buzz around the event. The interactive graphics should be designed as shareable on social media platforms and other digital channels, increasing the reach of the marketing efforts beyond the paid advertising channels.

Primary Target Audience: Food industry professionals, entrepreneurs, startups, investors, journalists.

METHODOLOGY AND ORGANISATION OF WORK

Within EIT Food, the Events Manager will lead the project and act as the main point of contact. However, the contractor(s) are expected to work with different teams and members of staff within EIT Food in preparation of the event.

EIT Food and the selected contractor(s) will organise a kick-off meeting to initiate the project and share all the necessary information.

The successful contractor (responsible for the event's overall management) will have to adopt a detailed planning for the execution of all event-related activities and will have weekly or biweekly catch-up teleconferences with EIT Food to ensure the correct implementation of the agreed work plan. The contractor will have to provide EIT Food with monthly time sheets of hours spent on different tasks, aspects and workplan of the projects. The contractor will have to manage end-to-end the budgets allocated by EIT

Food for the events (project management and event third-party costs) including invoicing, payment, and post event reporting. In this context, the main contractor will have to provide EIT Food with a budget expenditure update on a monthly basis during the course of the project and a comprehensive budget report post-event (within the agreed deadline) showing a comprehensive list of event expenditures with linked third-party invoices.

The successful contractor will have to provide two separate team proposals, one for the main signature event and one for the side events, listing the names and job titles of the team from the agency side that will manage the EIT Food New signature event and the Side Events. This should include a senior and experienced project manager from the agency as the main contact to oversee and lead each event, who will (not exhaustive) manage the daily communications/ follow up of action points with the Events Manager and with different teams/ members of staff within EIT Food.

TIMING AND PLANNING OF THE EVENTS

Tentative timeline of pre- and post-event activities:

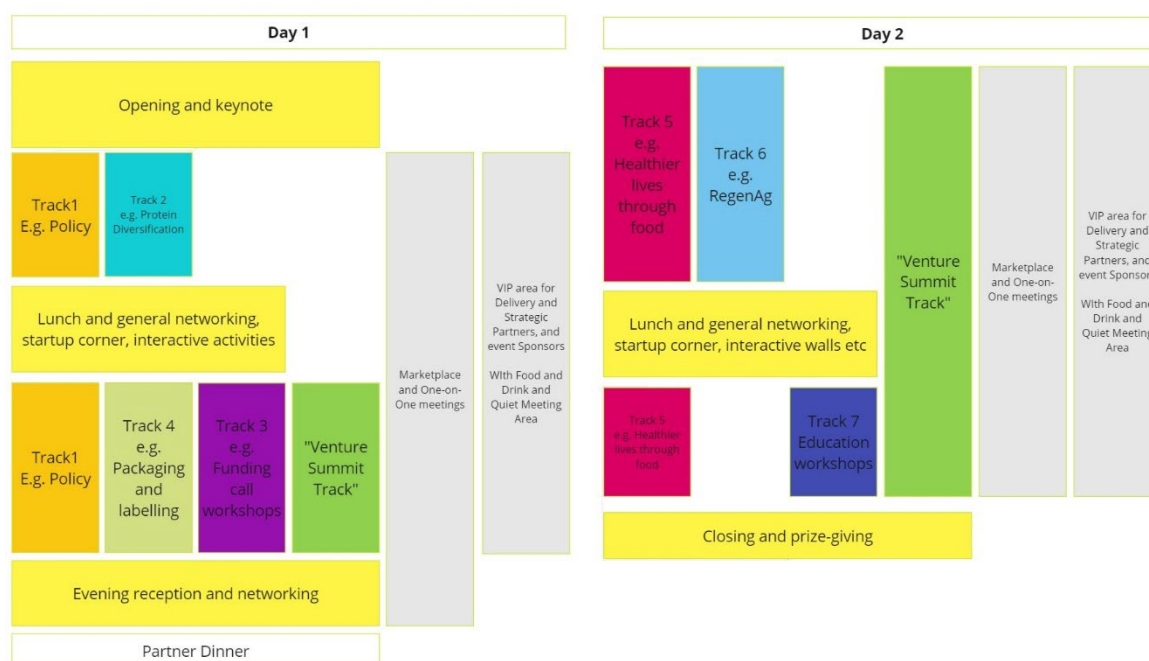
Project kick off meeting with EIT Food and agency	By 11 March 2024
Provide the timeline and project tasks for the project into a shared project management platform (example Trello)	By 11 March 2024
Venue and accommodation site visits	By 18 March 2024
New event branding + marketing proposal ready for review by EIT Food	By 25 March 2024
Event website and registration portal live, ensuring all necessary data is in place and the tracking of the customer journey seamlessly.	By 8 April 2024
First draft programme + first invitation of speakers/participants	By 8 April 2024
Updated programme + invitation of speakers	By 22 April 2024
Second invitation of participants + first confirmed speakers	By 15 May 2024
Third invitation of participants, final programme + confirmed speakers	By 27 May 2024
All speakers + MC confirmed	By end-May 2024
Venue branding/venue set-up proposal brief & catering menus ready for approval by EIT Food	By 10 June 2024
MC + Speaker briefing sessions	1-30 September 2024
Event run-of-show and participant packs sent	By 3 October 2024
Onsite venue set up and preparations	12-14 October 2024
Event days	Main event: 15-16 October 2024 Side events: 14&17 October 2024
Thank-you email with event photos, streaming links & post-event survey ready for review by EIT Food	By 21 October
Final event budget & accompanying invoices ready for review by EIT Food completed	By 31 October 2024
Post event draft report ready for review by EIT Food	By 15 November 2024
Post event report published	By 31 November 2024
Final event invoices sent to EIT Food for payment	By 31 November 2024

*These dates are purely indicative and subject to potential changes depending on several internal and external factors.

EVENT PROGRAMME

EIT Food will be responsible for drafting and filling the agenda of the 2024 Edition of the new signature event while the EIT Food Partners/Community will be responsible for the agenda of the Side Events. However, to assist the planning for the contractors, we provide the following standard draft information:

- **14 & 17 October 2024:** Side events – agenda taking place outside of the main event programme (*agenda to be confirmed based on EIT Food Partner/Community requests*)
- **15 & 16 October 2024:** EIT Food New signature event (main event programme)



DESIGN OF THE PHYSICAL EVENT

The contractor will be responsible for the look and feel of the event; whilst also making sure it follows the EIT Food brand guidelines and the event visual identity. Designing the look and feel will include:

- the physical design of the actual venue in a sustainable way (decorations, stands, branding coherent with event branding and available materials), also including the open space for the networking and marketplace booths for the startups
- Should feel new, vibrant, inviting, open, light
- standardised visuals for presentations
- signage
- lanyards
- Source and provide Food parcels for a local food bank for each attendee - or similar offering (in lieu of goodie bags/event merchandise)
- a small exposition of boards
- AV set-up,
- sound system for the dinner venue, etc.

CATERING FOR THE EVENTS

The EIT Food New signature event (15-16 October 2024)	Side events (14 & 17 October 2024)
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<p><i>The contractors will be responsible for all the catering during the events.</i></p> <p><i>*Contractors should include <u>sample menus in the proposal they submit</u> that opt for sustainable catering, emphasising locally sourced, plant-based options, and allow involvement of EIT Food startups in the food concept</i></p> <p>We expect the following:</p>	<p><i>The contractors will be responsible for all the catering during the events.</i></p> <p><i>*Contractors should include <u>sample menus in the proposal they submit</u> that opt for sustainable catering, emphasising locally sourced, plant-based options,</i></p> <p>We expect the following:</p>
<ul style="list-style-type: none"> • VIP Lounge, both days - permanent refreshments and snacks throughout the two days 	<ul style="list-style-type: none"> • 14 & 17 October - Breakfast and lunch buffet for 100-150 people if requested by the EIT Food PARTners/Community.
<ul style="list-style-type: none"> • Catering area, both days– vendors or food trucks in opens space where marketplace is located to sell meals to attendees paid meals suitable for up to 250 pax • Startup corner, both days - The catering area should also include a separate corner/show area set up to look like a barn or farm-like setting with some 15 tables and sufficient power/refrigerating/storage capacity where startups can cook and present their creations for the general audience. This area should include innovative elements so that entrepreneurs can present their agrifood startups in a different atmosphere. 	<ul style="list-style-type: none"> • 14 & 17 October - permanent coffee break stations: beverages and small snacks, fruits if requested by the EIT Food Partners/Community.
<ul style="list-style-type: none"> • 15th October, Networking cocktail: at same venue as event for 500 participants. • 15th October – Dinner venue in the evening (at a separate venue from the event, easy to reach from venue) to host a VIP Partner dinner for 250 participants. May be outdoors if possible but should include a wet weather option in case of rain. Ideally within a walking distance from the event or a bus service can also be arranged from the hotels/event venue to the dinner venue if it is within a reasonable distance. <p><i>*Contractor to set up online registration for the VIP Partner dinner and a registration desk at venue entrance to filter attendance. Set up should be a seated dinner with a plated service by waiters. The menu should be organic with local ingredients reflecting the country's culture. Should consider attendee dietary requirements and limited meat options/predominantly vegetarian options preferred</i></p>	
<ul style="list-style-type: none"> • 16th October, Closing & Prize-giving ceremony cocktail - 1 hour evening cocktail reception (at the same venue as the event) for 300 people 	

(quote per attendee for alcoholic beverages: wine, beer, and soft drinks)	
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* As a food focussed organisation, it is particularly important that the food we serve adheres to some guidelines:

- Locally and sustainably sourced
- No single-use plastic used in the serving and transportation of the food and drink
- Predominantly vegetarian, no beef
- in support of local food businesses, eg such as food trucks.
- Solutions in place to ensure that there is zero food waste.
- Possibility to bring in some of EIT Food's own food solutions from startups to be prepared and served within the catering menus
- Management of food waste, distribution to NGOs or similar to reduce food waste by redistributing surplus food to non-profit organizations or implementing other related initiatives.

DIGITAL TOOLS

The contractor(s) will also be responsible for contracting a digital tool that can facilitate conversations and networking between the event attendees. (EIT Food typically uses B2Match as a networking app)

LOGISTICS

Throughout the four days, the contractor(s) will be responsible for the smooth running of the event, including but not limited to:

- Venue set up
- Registration process (including preparing badges for participants and staffing the registration desk)
- Speaker management & ensuring speakers are where they need to be
- Tech/AV
- Close down

PERSONNEL

The contractors will also be responsible for finding and contracting suitable personnel to deliver the events. The tasks that these people will be responsible for include:

- Hosting
- Tech
- Registration
- Catering
- Photographers
- Videographers
- Agency Team to set up the venue branding (Banners, posters etc)

*We want to stress the importance of diversity and gender balance in all personnel contracted and present at the venue.

4. Proposal Process

4.1. Participation

Participation in this proposal procedure is open to the tenderers.

4.2. Expressing Interest

Interested contractors are invited to submit a proposal outlining the following:

- In the proposal, the contractors may choose to submit a proposal for either one of the following options:
 - a) **Submit a proposal to project-manage the complete event** as the main event contractors (bidding for the both the new signature event & side events). Please make sure to outline the prices for hosting the two events on the specified dates, taking note that as the main event contractors they will be responsible for all aspects of successfully managing the cooperation with third-party suppliers (including agencies covering only specific elements/activities of the overall event).
 - b) **Submit a proposal to cover specific elements/activities** taking place across either the new signature event and/or the side events. The contractors will also be responsible for establishing a good collaboration with the main event contractors to ensure that these elements/activities are seamlessly merged with the overall event.
- Their suitability and experience for delivering such an event. Previous experience organising events in Italy/Rome will be valued. Please describe other similar events that you have conducted.
- Proof that they are registered for VAT purposes in the proposed country where the event will take place
- Including at least 2 suitable venue options in Rome, Italy in their proposal for.
- A preliminary plan of where, when, and how the contractors would deliver the event.
- Some examples for the Design and Look and Feel they propose
- Some proposed menus
- A detailed budget breakdown – please note that the selected contractors will be responsible for all relevant subcontracting (venue, catering, staff, tech etc.).
 **The budget breakdown submitted by contractors must include real estimates for all main costs listed in this tender (AV, venue, catering, dinners, etc.) to present a realistic overview of expected total costs for the event(s)

The selected contractors will be chosen following best value for money principles.

4.3. Submission of proposal

	Date
Sending out RFP invitations to the potential suppliers	31 January 2023
Deadline for requesting clarification from EIT Food	15 February 2024
Deadline for submitting proposals	1 March 2024, 10.00 am CET
Intended date of notification of award	11 March 2024
Intended date of contract signature	11 March 2024

Please submit proposal **by 1st of March 2024 at 10.00 CET**. EIT Food will then decide and enter into a contract with the successful party. The successful Contractors will enter into a contract with EIT Food where 50% is paid upfront and 50% on the successful completion of the events.

******During the project, the successful contractors will have to provide EIT Food with monthly time sheets of hours spent on different tasks, aspects and workplan of each of the two events.

Proposals must be emailed in English to the following address to:

Contact name: Patricia Willems-Mawenu, Communication & Events Manager

E-mail: patricia.willems-mawenu@eitfood.eu

The proposal shall contain:

- **the technical response to the services requested (see point 3) should be in a PowerPoint or Word format (maximum 4 pages). Pictures of venues can be added in an Annex.**
- **A) the financial offer (meaning the price for the contractors' project management fees related to general event support) should be provided in a separate document, in an Excel format.** The Financial offer (contractors project management fees) shall be expressed in Euros, VAT shall be indicated separately. It shall not include third party costs for the conference venue, relevant audio-visual media services, catering, and hostesses, but it may include costs for the virtual conference platform, the website and online registration system, professional moderation (if is provided in-house), conference reporting and photographer/videographer.
B) in addition to the contractors' project management fees, the budget proposal should also include a break down for the third-party cost elements described above in the scope of work (in an Excel format):
 1. Direct costs related to the delivery of the events (third party costs for the conference venue, relevant audio-visual media services, catering, and hostesses, etc)
 2. Other costs related to the delivery of the events (branding, bus transfers, food parcels for a food bank, marketing etc)
 3. Social programme items (dinners, team buildings, etc)

Responses should be concise and clear. The tenderer's proposal will be incorporated into any contract that results from this procedure. Tenderers are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counter-proposals, if applicable, shall also become an integral part of any resulting contract.

The tenderer confirms that the individual submitting the natural or legal entity's proposal is duly authorized to bind its entity to the proposal as submitted. The tenderer also confirms that it has read the instructions to tenderers and has the experience, skills, and resources to perform, according to conditions set forth in this proposal and the tenderers' proposal.

4.4. Validity of the proposals

Tenderers are bound by their proposals for 90 days after the deadline for submitting proposals or until they have been notified of non-award.

The selected winner must maintain its proposal for a further 60 days to close the contract.

Proposals not following the instructions of this Request for Proposal can be rejected by EIT Food.

4.5. Requests for additional information or clarification

In case the tenderers require additional information or clarifications, these should be addressed to the person indicated below. All communication between EIT Food and tenderers is only possible in writing, all requests will be done and answered by e-mail only. All questions should be sent prior to deadline for requesting clarification as specified in Section 3.1. In case of complex or high value procurements, EIT Food may arrange a clarification session of which it will inform all tenderers.

Contact name: Patricia Willems - Mawenu

E-mail: patricia.willems-mawenu@eitfood.eu

EIT Food has no obligation to provide clarification.

4.6. Costs for preparing proposals

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

4.7. Clarification related to the submitted proposals

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT Food may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit. All communication between EIT Food and tenderers is only possible in writing, all requests will be done and answered by e-mail only.

4.8. Negotiation about the submitted proposal

After checking the administrative compliance of the tenderers, EIT Food reserves the right to negotiate the contract terms with the tenderers. In this negotiation EIT Food may ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiation, EIT Food shall provide further information about the proceedings and timing.

4.9. Evaluation of proposals

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be examined in accordance with the requested service indicated in Section 2 of the document.

Award criteria:

1. Relevant project experience and competences of the proposed project teams (maximum: 20 points)
2. Methodology approach of project and proposed project implementation (maximum: 20 points)

3. Creative and strategic input to shape the event concept and format (maximum: 20 points)

Total technical score: 60 points maximum

4. Price or total cost: lowest offered expert unit price shall receive the highest score; the score for other offers shall be calculated in relation to that in linear equation (maximum: 40 points)

Total financial score: 40 points maximum

Total maximum score: 100 points

The results of the award procedure will be communicated in writing (via e-mail) to the successful and unsuccessful tenderers.

4.10. Appeals/complaints

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT Food. The tenderers have 5 calendar days to file their complaints from the dispatch of the award notification e-mail.

4.11. Signature of contract

Please refer to Annex 1 for the template contract that shall apply to this procedure. Any changes desired by the tenderer in the provisions contained in the body of this Service Agreement must be communicated to EIT Food as part of the proposal of such tenderer. Any such changes will be considered as part of the evaluation of the proposal of each tenderer.

Within 5 days of receipt of the contract from EIT Food, the winning tenderer shall sign and date the contract and return it to EIT Food. Upon receipt, EIT Food shall countersign and return one signed copy of the contract to the winning tenderer.

4.12. Cancellation of the proposal procedure

In the event of cancellation of the procurement procedure, EIT Food will notify tenderers of the cancellation. In no event shall EIT Food be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure, even if EIT Food has been advised of the possibility of damages. In the event of an issue arising from the negotiation between the agency and a 3rd party (misunderstanding/didn't respect deadlines etc), EIT Food are not responsible for any refunds. The issue should be resolved directly by the agency to arrive at a workable solution as soon as possible.

4.13. Ethics clauses / Corruptive practices

EIT Food reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities, or fraud. If substantial errors, irregularities, or fraud are discovered after the award of the Contract, EIT Food may refrain from concluding the Contract.

The supplier shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national

affinity, family or emotional ties or any other shared interest ('conflict of interests'). The supplier should immediately inform EIT Food if there is any change in the above circumstances at any stage during the implementation of the tasks.

4.14. Annexes

Annex 1: Contract Template. The Contract Template is provided for information purposes only and might be subject to considerable modifications.

Annex 2: Declaration of Honour