

CALL FOR PROPOSALS - AMENDMENT

The subject:

"Buying the outdoor space in Stockholm for three weeks between September and October 2016, including the production and service of promotional visuals".

Stockholm, August 2016

1. The Ordering Party's Name and address

Polish Tourist Organisation Office in Stockholm
Address: Karlavägen 47 b, bv, 114 49 Stockholm
Telephone: 0046 8 205 605
Fax: 0046 8 210 465
E-mail: mh@polen.travel

2. The subject of the Call - Amendment

The subject of the Call is buying the outdoor space in Stockholm for 3 weeks between September and October 2016, including the production and service of the promotional visuals. The detailed description of the Call's subject is to be found in the Attachment No. 1 to this Call. Please note, there is a change in the Attachment No. 1.

All other parts of the Call are unchanged, except of the following part:

6. The place and deadline to submit the offer:

- 1) The offer should be sent with e-mail to the address: mh@polen.travel or submitted to the Office listed in the point 1 of this Call.
- 2) The deadline to submit the offer expires on **31 August 2016 at 12:00 o'clock.**
- 3) Offers submitted after the deadline will not enter the Call.

Detailed description of the subject of the Call

Polish Tourist Organisation Office in Stockholm is looking for the possibility of advertising using outdoor advertising space in the area of Stockholm. The Contractor will assure the space rental as well as the printing of the promotional posters in the number allowing all the rented spaces be filled in plus spare posters for refilling in case of need. After the campaign the Contractor is bound to utilize all the promotional materials.

The subject of the advertising: Polish cities as attractive destinations for city breaks for Swedish tourists

The dates of the campaign: 3 weeks between September and October 2016, preferably in September 2016

The goal: the biggest reach with the lowest cost; the criteria will be the lowest price per a thousand of viewers. Minimum reach should be **900.000** viewers **per 3 weeks campaign**.

It is possible to mix the different sizes of the promotional visuals in order to reach the better spread of the viewers.

In case the funds are enough the campaign can be prolonged.

After the offer is submitted the Ordering Party reserves the right to conduct negotiations with this Contractor, who submitted the most beneficial offer. The negotiations may concern placement of the advertising space, their size and number as well as the cost of the service. The Ordering Party will invite the Contractor for negotiations not later than 5 calendar days from the deadline to submit the offer.

THE OFFER FORM

The Ordering Party:

**Polish Tourist Organisation Office in
Stockholm**

THE CONTRACTOR:

.....

VAT number Org. Number

Correspondence Address:

.....

Person to contact for the Ordering Party:

.....

Phone number:

Fax number:

e-mail

Answering to the Call we present following offer for:

**Buying the outdoor space in Stockholm for 3 weeks between September and October 2016,
including the production and service of the promotional visuals for the price of:**

..... **SEK including VAT**

(In words:)

The visuals will be located on (number) of promotional boards.

The total reach per week is thousand viewers.

I confirm, that I have read the Call conditions and I do not object any of them as well as that I
have received all the information and explanations necessary to prepare the offer.

I confirm the offer binding time of 30 days, starting with the deadline of offer submission.

I confirm, that in case the offer is chosen, it will be performed in the given price and term.

I confirm also that:

1. The company is entitled to take part in such calls;
2. The company possesses required knowledge and experience, followed by technical abilities;
3. The company has financial and economical resources to conduct the order properly and in the good timing.

.....
The signature of the person
entitled to represent the Contractor